

Your Strategic AI Copy Brief

⌚ approx. 20 min

Module: AI for Copy Tests and Variants

Type: worksheet

Task: Pick a specific copy element in your shop - a headline, CTA, or email subject line. Fill out the four-field brief for that element: target audience with their problem and motivation, the context of the page or touchpoint, the core promise or outcome, and any constraints around length, tone, and prohibited terms. Save the brief in a format your team or agency can use directly to generate AI variants.

Work areas

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1. Which area of your shop would benefit most from an AI-accelerated copy test in terms of speed to economic impact?

2. What four pieces of information would you need to give an internal team or agency today to ensure AI variants are a strategic fit?

3. How would you make the case in your next strategy meeting for why AI generates variants but doesn't decide on winners?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.