

AWAI Copywriting Spec Assignment

The Accelerated Program for Six-Figure Copywriting

While I was not hired to write this copy, it shows the quality of copy you can expect when you hire me.

Copy Platform Pitch Idea

1. **The Big Idea**

The world of work is changing and irrespective of profession, jobs are at risk from increasing automation. White collar professionals are not immune; medicine, law and banking are seeing job cuts through automation. Now is the time for people to see the writing on the wall and reinvent themselves with a side income that gives them a safety net and prepares them for the future.

2. **Importance**

It is important to look to the future and re-educate now to future-proof yourself from automation. Many AI academics and professionals recognise that upskilling and re-education are going to be vital and the impact from AI isn't just going to be on manual and unskilled jobs but professional and white-collar roles as well.

3. **Urgency**

This happening now and will only continue to. Automation will continue to drive down costs. Don't be a casualty. 6% reduction in US workforce by 2021 and overall 38% by 2030. However, this rises to 44% for people with a basic high school education.

Jobs are at risk and this risk will increase every year – protect your future making money as a freelance copywriter

4. **Reader Benefit**

This is an opportunity to earn a good living, from anywhere, on the prospects schedule and at a minimal cost. I will show proof of the encroaching of AI and automation into the work place from my research giving examples of the industries it is affecting currently and show the future impact in the US and Europe. This highlights the need for affected workers to look at upskilling or changing direction completely to protect themselves from the inevitable impact AI and automation will have on them.

What can you do that a robot can't?

Persuasive writing takes skills that robots don't have... Future proof your income writing a few hours a day from anywhere with an internet connection

'Today's most in-demand occupations or specialties did not exist 10 or even five years ago. In fact, 65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist...' Willis Towers Watson

This is the fourth industrial revolution.

The age of artificial intelligence, robotics, automation, big data, deep learning.

The age of company efficiency, increased profitability and soaring stock markets.

Drones, driverless cars and lightning quick, tireless robots roam the earth skilfully automating and improving.

Artificial Intelligence (AI) is driving every aspect of our lives forward at a blistering pace.

We all use AI, as an integral part of our everyday lives.

Ten minutes ago, without thinking, I asked Siri the time in Florida. In under a second, I knew it was 11:07 am.

On holiday in Greece my daughter used Google Translate to help her talk to some Greek friends she had made.

Less than ten years ago I couldn't have talked to Siri and my daughter couldn't have asked Google what 'hello' was in Greek.

That barely scratches the surface of what AI is capable of. It can, amongst many other things:

- Fly a drone in an obstacle filled environment without GPS
- Spot cancer tissue in slides better than a human epidemiologist
- Detect crop disease with 99.35% accuracy
- Trade stocks
- Do legal case research
- Design Logo's
- Write film scripts, sports articles, music

The ability of AI to automate our lives is staggering...

But at what cost?

What impact on humans, the workers, on us...?

The amount of work that can be automated is growing rapidly.

For companies, AI and automation are great news; improving productivity, efficiency and profits. For employees, not so much...

Price Waterhouse Cooper (PWC) report that by 2030 that up to 30% of jobs are at risk from automation and this rises to 44% for workers with just a high school education and 36% for those with a basic college education. Some sectors will feel its impact more than others, but AI will affect everyone to some extent.

Automation of repetitive work is happening now and will, as AI improves, increasingly impact more and more areas within the workplace.

What happens to the people who did those jobs? They will need to retrain, upskill, re-educate themselves either as part of an in-house training program or more likely at their own expense.

However, Artificial Intelligence isn't able to do everything.

It can't write persuasive action orientated words. Words that help people make decisions in their everyday lives.

It can't think of 'big ideas' that excite and provoke a reaction. Ideas that people want to know more about because they strike a chord with them and mirror their beliefs.

It can't use creativity and passion to stir a core emotion, to tell a captivating story that persuades a reader to act.

You could.

And you could earn a six-figure income doing it.