

# Easy AI

## PLR TRANSFORMER System



Create Your Own Unique  
Products Faster Than Ever With  
The Power of PLR + AI!

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## A Quick Note Before We Begin



**First of all, a very warm welcome to the PLR Transformer System training!**

Inside this report, we're going to be showing you exactly how to take a single piece of PLR content and turn it into your very own completely unique, sellable digital product.

And we definitely don't just mean a lightly edited report or a rebranded template...

**We're talking about creating a brand new, high-quality and completely unique info product you can then put out into the world and sell with total confidence...**

**Just by taking PLR and plugging it into the power of AI in a systemised way.**

If you've always wanted to join the profitable world of product creation but just felt it was too damn difficult to even contemplate doing it for yourself, this report might just change everything for you.

And the best thing is you can repeat this process time and time again to create multiple products you can then launch out into the market, or put into a funnel which you can then use to sell more stuff.

**Ready? Let's get started.**

# Why Becoming a Product Owner Changes Everything

When it comes to making money online, nothing quite beats creating and selling your own products.

Sure, affiliate marketing is amazing.

**Promoting other people's products as an affiliate is often the fastest way to get started, because you don't need to actually create anything yourself...**

But have you ever noticed it's the product creators and owners who seem to make the most money?

In fact, can you name a single successful six-figure marketer who *just* does affiliate marketing and doesn't actually have any of their own products out there?

Exactly.

Sure, such people probably exist...

But they are very much in the minority - because the simple truth is that creating and selling your own products is VERY profitable.

And when you create assets of your own, not only does your authority increase beyond belief, but you start to take control of your online business...

Every product you create becomes part of your business ecosystem.

It builds your brand.

It grows your buyer list.

And it gives you something you can relaunch, bundle, upgrade, or turn into a full funnel.

**A good product can pay you again and again for years and years to come.**

Plus, once you have a few products out there, that's when your earning potential really starts to ramp up.

What's more, earning affiliate commissions ALSO becomes easier. Having your own products helps massively when it comes to branding yourself online and elevating you above the masses.

Once you have your own products, people start to take you more seriously... and you should start to build an email list full of buyers.

**But, there's a big elephant in the room...**

**Creating your own products from scratch can be bloody hard!**

And that's why most people just never end up doing it...

Firstly, you've got to come up with a unique idea that will actually capture people's imagination.

It has to be something your audience will actually want to buy, not just something generic or that you think is "interesting"...

Then, you've got to structure it, decide what goes in it, and work out how to teach it.

And that's before you even think about writing it or recording it.

Even if you DO manage to get that far, there's still the fear...

*What if nobody buys it after all that effort?*

So...



Most people just never get around to creating a product. They stay stuck promoting other people's offers, watching others launch, and telling themselves they'll do it "one day".

**Which is a huge shame - because right now in 2026, creating your own product has never been easier, as we're about to show you. 😊**

# **PLR + AI:**

## **The Ultimate Product Creation Shortcut**

Unless you've been living under a rock for the last few years, you probably already know about AI and have at least some idea of what it's capable of...

And since you're reading this report, there's a very good chance you're also familiar with Private Label Rights (PLR) products and content, too.

### **But what about combining PLR and together?**

Okay, so let's cover off a few basics...

PLR stands for Private Label Rights.

In simple terms, it's pre-created content that you can legally edit, rebrand, and sell as your own.

It might be a report, a course, a set of articles, or just a few thousand words of content.

Instead of starting from a blank page, you're beginning with something you can then use yourself or adapt to suit your needs.

That alone should save you weeks of work.

**And yet... most people get terrible results with PLR!**

Why?

Usually, it's because they...

- Upload it as-is and try to sell it unchanged
- Make a few surface-level tweaks and hope for the best

They slap their name on it, perhaps make a couple of tweaks, and then call it a day

But the truth is that this approach just doesn't really work anymore!

**Plus, it's a HUGE missed opportunity - because there's a MUCH better and more profitable way to do it. 😊**

The smart marketers know that PLR can be gold...

But only when you turn it into something that's totally unique.

**And with AI in the mix, that's way easier than ever before in history.**

It probably hasn't escaped your notice that AI has completely changed the game when it comes to content creation.

With AI, you can:

- Produce content in seconds
- Write whole books in hours - just by inputting simple prompts
- Use it to come up with a never-ending list of ideas, hooks and content angles. Yep - AI never runs out of ideas, unlike us humans. 😊

And much more.

But there's a catch...

AI doesn't automatically give you great results. You need to know how to use AI properly, or else you're going to get garbage.

**Garbage in = garbage out.**

It's as simple as that.

And even if you are well-versed in using AI, a whiz with prompt stacks and all that gubbins, it can *still* be a lot harder than you might imagine to get high-quality output.

When you ask AI to create a product from scratch, you'd better be doubly sure about exactly what you want it to create, who it's for, the style, the structure and everything else that goes into creating a quality product.

You'll need to train the AI on your tone of voice and teach it exactly what you're looking for - or else the likelihood is you're going to be disappointed by the results.

## **But add in PLR and everything gets a lot easier!**

PLR gives you a head start.

It gives you a finished framework...

- A clear topic.
- A defined structure.
- A starting point that already makes sense as a product.

Instead of building from nothing, you're starting with something that already exists.

And that changes the game. 😊

With PLR as your foundation, you can build products in hours - just like we're going to show you inside this training.

The goal isn't to let PLR do the work for you...

The goal is to let PLR do the heavy lifting.

**Then let AI turn it into something that's truly yours.**

# Choosing the Right PLR Product

Before we start creating anything, the first step is picking the PLR you're going to use.

This system works with almost any piece of PLR content...

**But it works best when you start with quality content.**

In particular, we love using PLR that already has a strong hook, a clear promise, and a topic people actively want to learn about.

Remember, we are not using PLR to create a cheap rebrand.

We are using PLR as source material...

As raw ingredients...

**As training information for the AI to use.**

So, choosing the right starting point matters.

You want a hot topic with built-in demand...

So, the first thing is to source quality PLR on the right subject.

Ideally, you want:

- A topic that's hot at the moment - or one that's evergreen.
- Something people are searching for and talking about.

Trends move fast online, so riding a wave is far easier than trying to create one. But it can also just as easily be an evergreen topic.

Looking at the WarriorPlus top sellers right now, some of the hottest topics of the moment include:

- **Anything related to AI** - from content creation and copywriting to prompting, AI business models, etc
- **Traffic generation systems** - like training focused on driving free or paid traffic from platforms like YouTube, TikTok, and Instagram.
- **Video marketing courses & tools** - e.g. short-form video creation, video hosting, and YouTube automation strategies.
- **Email marketing and list building** - e.g. building lists from scratch, or automating follow-up sequences to maximize affiliate commissions.

So, PLR related to any of those topics would make an amazing starting point.

If you're in a different niche, it's easy to find the hot topics/subjects just by asking AI. 😊

### **Example Prompt:**

I'm researching topics in the [INSERT YOUR NICHE]

My target audience is:  
[DESCRIBE YOUR IDEAL CUSTOMER]

Your task is to identify hot, in-demand subjects that people in this niche are actively interested in right now.

In your research:

- Identify current trends and emerging topics
- Highlight problems people are urgently trying to solve
- Spot opportunities where existing solutions are weak, outdated, or confusing
- Look for angles that feel fresh, practical, and result-focused

Then provide:

- 10 high-demand topic ideas
- The core problem each topic solves
- The main outcome or transformation people want
- A brief explanation of why each topic is commercially attractive

Focus on topics that have strong buying intent and clear product potential.

Do not suggest generic or overly broad ideas.  
Prioritise subjects that could realistically be turned into a sellable digital product.



So, you should be looking to source high-quality PLR that covers an in-demand topic.

**But more than that, the product itself, and especially the angle/hook, needs to be INTERESTING!**

The best PLR does not just teach a topic...

It has a defined angle.

It frames the topic in an interesting way, or perhaps promises a specific outcome.

**It positions itself as a solution, not just information.**

For example, take a look at the PLR product here - [Becoming an AI Whisperer:](#)



Yes, it's a comprehensive guide to AI content... but just look at how that's positioned on the sales page:

*“A Step-By-Step AI WHISPERING SYSTEM To Transform Your Generic AI Content Into Engaging, Profitable Marketing Materials [Within Minutes]... Without Having To Spend Hours Editing Boring AI Output Or Sound Like Every Other Marketer Using AI!”*

When a product has a strong angle, it gives AI something solid to work with:

- Positioning
- Direction
- A story

And that makes the transformation much easier.

Yes, you can use lower quality PLR as source material, but it means more work for you, and more work for the AI.

## **Where to find quality PLR**

One of the best things you can do is get on the email lists of established PLR sellers.

The good ones, like Tiffany Lambert or Liz Tomey, invest lots of time in research, positioning, and product development. They understand what sells and what doesn't.

These sellers regularly release PLR on current topics with ready-made frameworks, positioning, and product ideas.

Over time, you will start to spot patterns in what performs well. You will also build a personal library of strong source material you can use again and again for future projects.

## **Our case study product**

Throughout the rest of this report, we will be using the “[Becoming an AI Whisperer](#)” report we just mentioned as an example.

We are going to use this PLR report as training material for the AI, extract its intelligence, and then build something completely new from it.

That is the mindset you should adopt with every PLR product you use going forward...

You are not buying finished products to slap your name on. Rather, you are buying raw material for building your own.

**Okay, let's get into the step-by-step “PLR Transformer” process...**

## Step 1: Analysis and Positioning

First of all, we're going to start by analysing our PLR product so that we know exactly what we're working with - and then get some ideas for where we could potentially take it.

**So, let's go to ChatGPT and start a new chat.**

**I begin by uploading my PLR document ("Becoming an AI Whisperer"), and then using the following prompt:**

### **Prompt:**

Analyse the attached PLR product as if you are a digital product strategist.

Your task is to:

- Summarise what the product is about
- Identify the core promise and outcome
- Define the target audience and experience level
- Evaluate tone, positioning, and perceived value
- Highlight strengths to leverage
- Identify weaknesses and gaps
- Spot opportunities for improvement and expansion

Then provide:

- 3 repositioning directions
- 3 unique angle ideas
- 3 product concept ideas

You can see this within ChatGPT in the screenshot below:

## What's on the agenda today?



BECOMING AN AI WHISPERER.pdf



PDF

Analyse the attached PLR product as if you are a digital product strategist.

Your task is to:

Summarise what the product is about

Identify the core promise and outcome

Define the target audience and experience level

Evaluate tone, positioning, and perceived value

Highlight strengths to leverage

Identify weaknesses and gaps

Spot opportunities for improvement and expansion

Then provide:



ChatGPT responds by giving me a full summary of the product I have uploaded:

### **ChatGPT response:**

#### **What it is about**

A practical training guide that teaches marketers how to get better results from AI tools by using clear frameworks for prompting, positioning, hooks, offer creation, lead magnets, product creation, and voice cloning. It positions AI as a “talented intern” that needs context, direction, and structure to produce useful, human-sounding output.

#### **Core promise and outcome**

Turn bland, generic AI output into content that sounds human, converts, and builds trust.

Give readers a repeatable system (KISS Prompting and related frameworks) to create emails, hooks, offers, lead magnets, products, and voice-matched content faster and better.

### **Target audience and experience level**

Primary: Internet marketers, small business owners, coaches, and solopreneurs using AI for content and marketing.

Experience: Beginner to intermediate. Assumes basic familiarity with tools like ChatGPT or Claude but little strategic prompting knowledge.

### **Tone, positioning, and perceived value**

Tone: Conversational, opinionated, friendly, slightly irreverent.

Positioning: “No-nonsense marketer’s guide to making AI actually useful.”

Perceived value: Strong for action-takers who want practical frameworks rather than theory.

Useful stuff, right?

But it gets better. 😊

It also then gives us some strengths, weaknesses and gaps of the product:

### **Strengths to Leverage**

1. Clear frameworks
  - KISS Prompting

- KISS Offer Framework
- KISS Lead Magnet Formula
- KISS Product Creation Framework

These make the product feel structured and usable.

## 2. Relatable positioning

Calls out the pain of boring, robotic AI content.

Uses real-world marketer language.

## 3. Broad application

Covers multiple business assets: emails, hooks, offers, lead magnets, products, and voice training.

## 4. Action-driven

Assignments, challenges, and step-by-step prompts encourage implementation.

## 5. Strong “voice cloning” hook

The promise of getting AI to write like “you” is highly attractive to marketers.

## **Weaknesses and Gaps**

### 1. Broad scope

Tries to cover prompts, hooks, offers, lead magnets, product creation, and voice training in one product.

Feels more like a marketing playbook than a focused “AI Whisperer” system.

### 2. Light on proof and case studies

No real metrics, screenshots, or before/after examples of results.

### 3. Prompt examples are limited

Frameworks are strong, but buyers often want plug-and-play prompt packs.

### 4. No niche positioning

Speaks to “marketers” in general, which weakens perceived authority.

### 5. No clear product ladder

Reads like a great front-end, but does not naturally lead into an ecosystem of upsells, templates, or tools.

**Finally, and arguably most interestingly of all, it then suggests some repositioning directions and angles for the product:**

## **Repositioning Directions**

### **1. The AI Marketing Operating System**

Position it as a complete operating system for building an online business with AI. Not just prompting, but building your entire marketing machine with AI.

Angle:

“Stop using AI like a toy. Start using it like your marketing department.”

### **2. The AI Content Conversion System**

Focus purely on turning AI into a conversion tool for emails, sales pages, hooks, and offers.



Angle:

“From robotic words to real sales.”

### **3. The AI Business Builder Blueprint**

Position it as a step-by-step system for building digital products and funnels with AI.

Angle:

“Build, launch, and scale products with AI as your co-founder.”

### **Unique Angle Ideas**

#### **1. AI as Your Invisible Team**

Train AI to be your copywriter, strategist, and product manager.

#### **2. From Prompting to Profits**

Show how better prompts directly impact revenue, conversions, and list growth.

#### **3. Human-First AI Marketing**

Focus on emotion, storytelling, and connection instead of automation and scale.

### **Product Concept Ideas**

#### **1. The AI Whisperer Prompt Vault**

A 500+ prompt collection covering:

- Emails
- Hooks
- Offers
- Lead magnets
- Products

- Voice cloning

Each mapped directly to the frameworks in the guide.

## **2. The AI Product Factory**

A step-by-step system that helps users:

- Pick a problem
- Validate it
- Build a product
- Write the sales copy
- Launch it

Using AI at every stage.

## **3. The Voice Clone Toolkit**

A done-for-you system that includes:

- Voice analysis prompts
- Style transfer templates
- Reusable master voice prompts
- Editing and polishing workflows

What you're doing here is getting the AI to analyse the PLR and tell you what's good about it, what's bad, and how you could reposition it with a slightly different subject/angle.

As you can see from the above response, ChatGPT is suggesting a number of different ways we could take our example product.

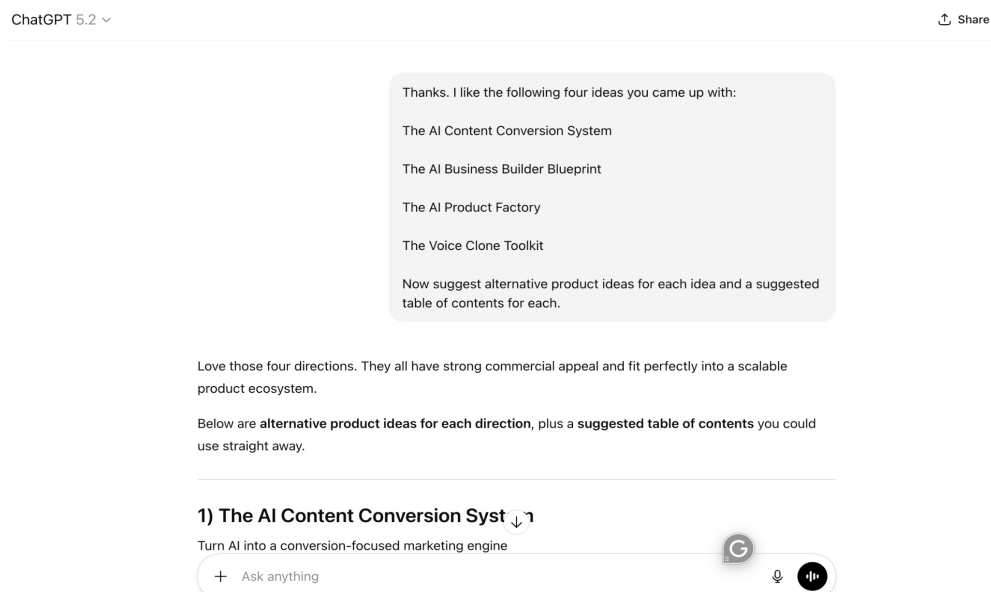
Out of the ideas and angles it has come up with, the following four jump out at me as having good potential:

1. The AI Content Conversion System
2. The AI Business Builder Blueprint
3. The AI Product Factory
4. The Voice Clone Toolkit

So, for our new unique product, we could either:

- 1. Stick with the angle of the original PLR product
- OR, we could take it off in any of those different directions.

In all honesty, I'm not yet sure which way I want to go at this stage, so I tell ChatGPT that I like all those ideas and ask it to give me some product name ideas for each one, plus a contents page so I can see the chapters/content it would include inside:



ChatGPT then comes back with the following reply. I won't paste the full response, as it's too long, so I've just included the first part:

### **ChatGPT Response:**

Love those four directions. They all have strong commercial appeal and fit perfectly into a scalable product ecosystem.

Below are alternative product ideas for each direction, plus a suggested table of contents you could use straight away.

### **1.) The AI Content Conversion System**

Turn AI into a conversion-focused marketing engine

#### **Alternative Product Ideas**

A. AI Conversion Copy Lab - A hands-on system for turning AI into a high-performing copywriter.

B. AI Marketing Message Machine - A framework for creating endless emails, ads, and posts that convert.

C. The AI Persuasion Playbook - A psychology-first system for using AI to write persuasive marketing content.

#### **Suggested Table of Contents**

- The AI Content Conversion System
- Why Most AI Content Fails to Convert
- The Conversion-First Mindset
- The AI Copywriting Framework
- Writing Scroll-Stopping Hooks with AI
- Turning Features into Emotional Benefits
- AI-Powered Storytelling That Sells
- Email Marketing with AI That Actually Converts
- Writing Sales Pages with AI
- Objection Handling and Trust Building
- Call-to-Action Optimization

- Conversion Editing and Polishing
- The AI Content Production Workflow

I think that's a solid product outline.

In addition, I also like idea #4 - so I've pasted that below also:

#### **4) The Voice Clone Toolkit**

Turn AI into a true extension of you

##### Alternative Product Ideas

- The AI Personality Engine - Train AI to think, write, and communicate like you.
- The Digital Twin System - Build a scalable AI version of yourself.
- The Brand Voice Replicator - Create consistent, recognisable messaging everywhere.

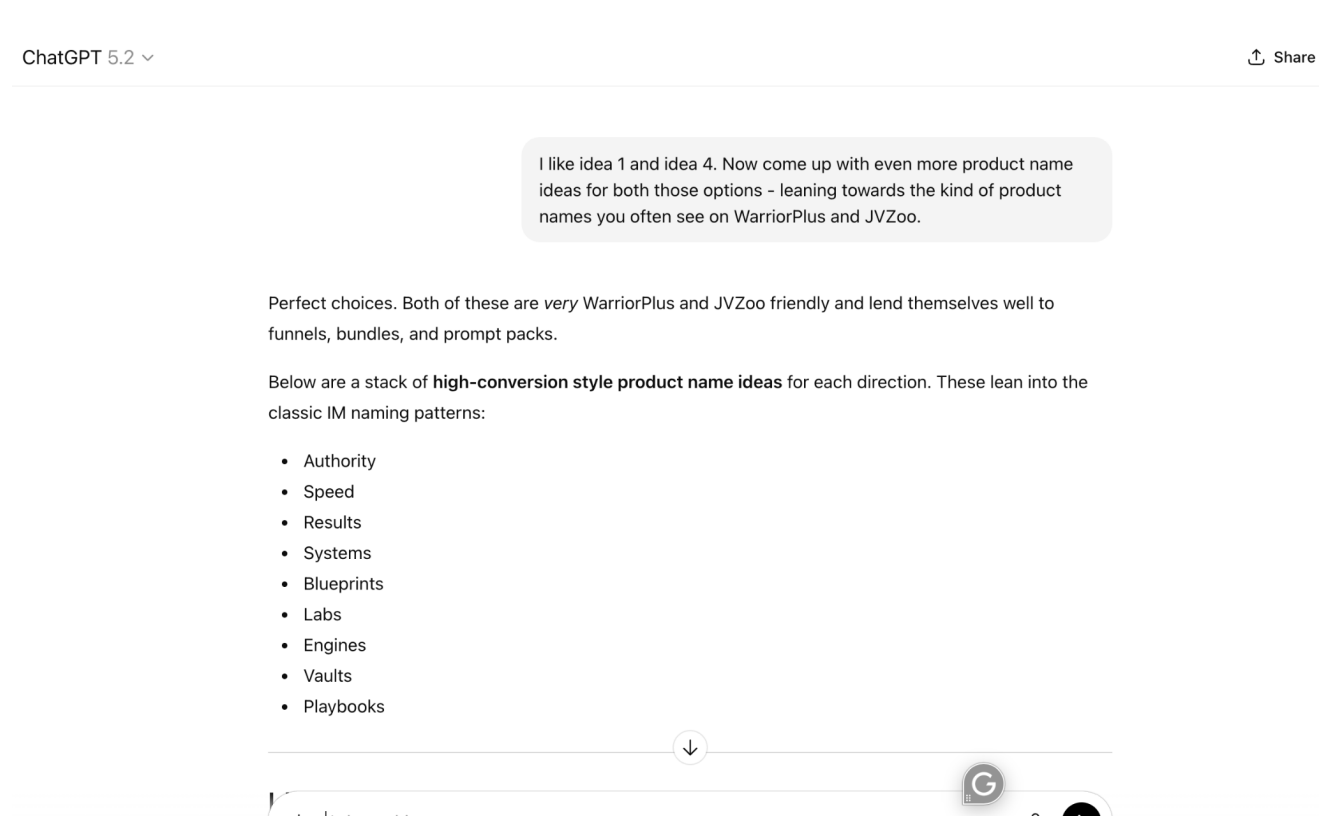
##### Suggested Table of Contents

- The Voice Clone Toolkit
- Why Your Voice Is Your Competitive Advantage
- Understanding Your Personal Writing Style
- Extracting Your Voice Patterns
- Training AI with Your Content
- Tone, Personality, and Emotion Control
- Storytelling in Your Voice
- Creating Your Master Voice Prompt
- Applying Your Voice to Emails and Sales Pages
- Social Media and Content Marketing in Your Voice
- Editing and Refining AI Output
- Scaling Your Brand Voice
- Protecting Authenticity as You Grow

**So, now we have two potential product ideas on the table.**

The suggested table of contents is solid for both options, but I feel like the product names could be a bit more creative...

So, that's exactly what I tell the AI:



It then comes up with lots of additional product names for us to consider for both options:

### **ChatGPT Response:**

#### **Idea 1: The AI Content Conversion System**

- AI Copy Cash Machine
- AI Conversion Vault
- AI Content Profit Vault
- AI Copywriting Goldmine
- AI Conversion Formula
- AI Sales Copy Generator Pro
- AI Marketing Money Machine
- AI Content Revenue Engine
- AI Conversion Domination
- AI Copywriting Payday System

### **Idea 2: The Voice Clone Toolkit**

- AI Voice Hijacker
- Clone Yourself with AI
- The AI Doppelgänger System
- The AI Alter Ego
- The AI Personality Vault
- Voice Clone Profits
- The AI Identity Machine
- The AI Humanizer
- AI Voice Domination
- AI Persona Factory

**At this stage, I am thinking that product #1 could make a nice frontend product - and then product #2 could be an upsell product that would sit behind this in a sales funnel:**

1. The first product would teach buyers how to turn AI into a conversion-focused marketing engine that writes all their sales copy and content.
2. The second upsell product would teach them how to train AI to think, write, and communicate like them... ie. It would enable them

to get even better AI output, which seems like an attractive proposition for the buyer, and hence why I think it would make a nice additional product to sit behind the first one as an upsell.

**In the end, I decide that Product Idea 1 is the one I'm going to proceed with.**

Out of the names it has suggested, I quite like this title:

**> “AI Copywriting Goldmine”**

So, that's what my new product is going to be called.

As a side note, if you don't like any of the angles or titles AI comes up with, don't be afraid to tell it!

**Example Prompt:**

Give me more product names. Make them more/less hypey, outcome-based, results-driven, etc.



## Step 2: Create Your Product

So far, we've analysed our existing PLR product.

Then, we've decided on an angle for our new product, and we've even come up with a new name and table of contents.

**New product name: AI Copywriting Goldmine**

**New chapters/table of contents:**

1. The AI Content Conversion System
2. Why Most AI Content Fails to Convert
3. The Conversion-First Mindset
4. The AI Copywriting Framework
5. Writing Scroll-Stopping Hooks with AI
6. Turning Features into Emotional Benefits
7. AI-Powered Storytelling That Sells
8. Email Marketing with AI That Actually Converts
9. Writing Sales Pages with AI
10. Objection Handling and Trust Building
11. Call-to-Action Optimization
12. Conversion Editing and Polishing
13. The AI Content Production Workflow

Now it's time for the exciting part...

**We're going to get the AI to create the content for our new product - chapter by chapter.**

And this is where the magic happens. 😊

For this, we are going to use a very detailed prompt within the same chat as previously. By the way, this is important. Don't start a new chat, because you are continuing the conversation with the AI bot, meaning it will keep the previous analysis in mind as it writes the content.

**Prompt:**

Thanks. I have decided to go with Idea 1: The AI Content Conversion System. However, I am going to title this 'The AI Copywriting Goldmine' instead.

I now need your help creating the content for the product, based on the chapter outline you provided previously.

Please see my full instructions below:

You are a professional digital product creator and online business educator.

You are helping me create a brand new, premium digital product based on a table of contents you have already generated.

Please use the PLR document I uploaded previously ("Becoming an AI Whisperer"), which will act as source material and training data for this product.

Important:

You are NOT rewriting the PLR.

You are using it as reference material, insight, and subject

knowledge to help you create something original, modern, and unique.

Your task is to write the product chapter by chapter, following the structure and positioning already defined in the table of contents.

The product must:

- Be written for internet marketers
- Focus on delivering real outcomes and practical value
- Be easy to follow and well structured
- Sound modern, human, and authoritative
- Avoid generic PLR-style writing
- Include clear explanations, examples, and actionable guidance

For each chapter, you must:

1. Write a short opening introduction that:
  - Sets the context
  - Explains why this chapter matters
  - Shows how it fits into the overall system
2. Teach the core concepts clearly and logically:
  - Break ideas into simple sections
  - Explain not just what to do, but why it works
  - Use practical language, not theory or fluff
3. Provide implementation guidance:
  - Step-by-step actions where appropriate
  - Real-world examples
  - Best practices and common mistakes to avoid
4. End with a short recap and action summary:
  - Key takeaways
  - What the reader should do next

Use the PLR only as background knowledge and reference material.

Do not copy phrasing, structure, or examples from it.

Create a completely new product that stands on its own.

### **Inputs**

Source PLR material: The previously attached “Becoming An AI Whisperer” report.

New product table of contents:

1. Introduction: The AI Content Conversion System
2. Why Most AI Content Fails to Convert
3. The Conversion-First Mindset
4. The AI Copywriting Framework
5. Writing Scroll-Stopping Hooks with AI
6. Turning Features into Emotional Benefits
7. AI-Powered Storytelling That Sells
8. Email Marketing with AI That Actually Converts
9. Writing Sales Pages with AI
10. Objection Handling and Trust Building
11. Call-to-Action Optimization
12. Conversion Editing and Polishing
13. The AI Content Production Workflow

Product positioning and angle:

Focus on turning AI into a conversion tool for emails, sales pages, hooks, and offers.

Target audience:  
Internet marketers who want to sell more online

### **Output Instructions**

Write Chapter 1 in full using the framework above - aiming for 1000 words.

Once complete, stop and wait for confirmation before moving on to Chapter 2.

I'm guessing that's probably one of the longest prompts you've ever seen, right?

But detailed prompts really are the key to getting the most out of AI. 😊

**So, I put the above prompt into ChatGPT and it duly comes back with chapter 1 of our new product, which you can see in the screenshot below.**

The actual screenshot is too large - but the chapter contained around 1,000 words of professionally written content.

## Chapter 1

### The AI Content Conversion System

#### Introduction: Why This System Exists

AI has changed the game for online marketers.

For the first time ever, you can create emails, sales pages, ads, and content in minutes instead of days. You can generate ideas on demand. You can build entire campaigns without staring at a blank screen. You can scale your output faster than any human team ever could.

And yet...

Most marketers are still struggling to make AI content actually sell.

They are producing more content than ever, but conversions are flat. Engagement is low. Clicks are disappointing. Sales pages look impressive but do not convert. Emails sound polished but get ignored.

The problem is not AI.

The problem is how AI is being used.

This is where **The AI Content Conversion System** comes in.

By the way, if you don't like what AI gives you, feel free to ask it to refine the content...

### Example Refinement Prompts:

#### **1. Make it more conversational**

Rewrite this chapter in a more conversational, friendly tone. Make it sound like a helpful mentor explaining things in simple language.

#### **2. Add more authority and confidence**

Rewrite this chapter to sound more confident, expert, and authoritative. Position the writer as someone who clearly knows what they are doing.

#### **3. Make it more practical**

Rewrite this chapter with more practical guidance, examples, and step-by-step actions. Reduce theory and increase implementation.

#### 4. Make it more engaging

Rewrite this chapter to be more engaging and motivating.  
Add better flow, stronger explanations, and clearer takeaways.

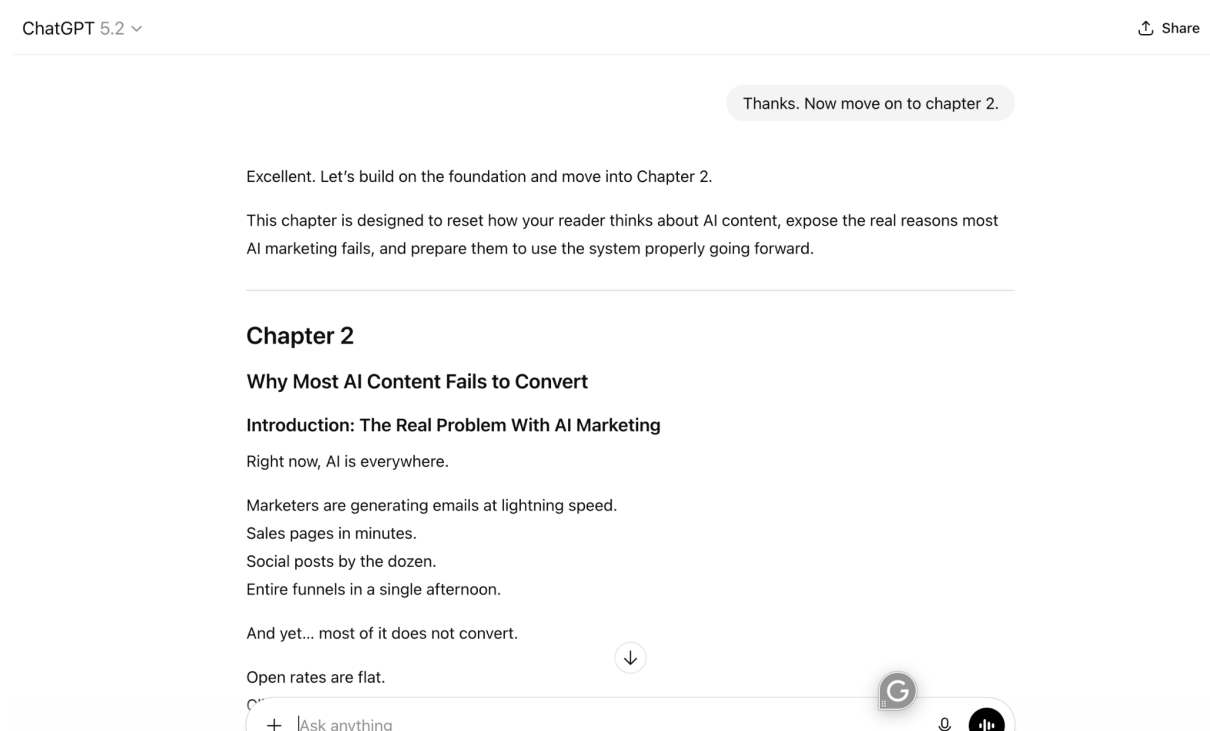
#### 5. Simplify the language

Rewrite this chapter using simpler language and shorter sentences. Make it easy to read and easy to follow.

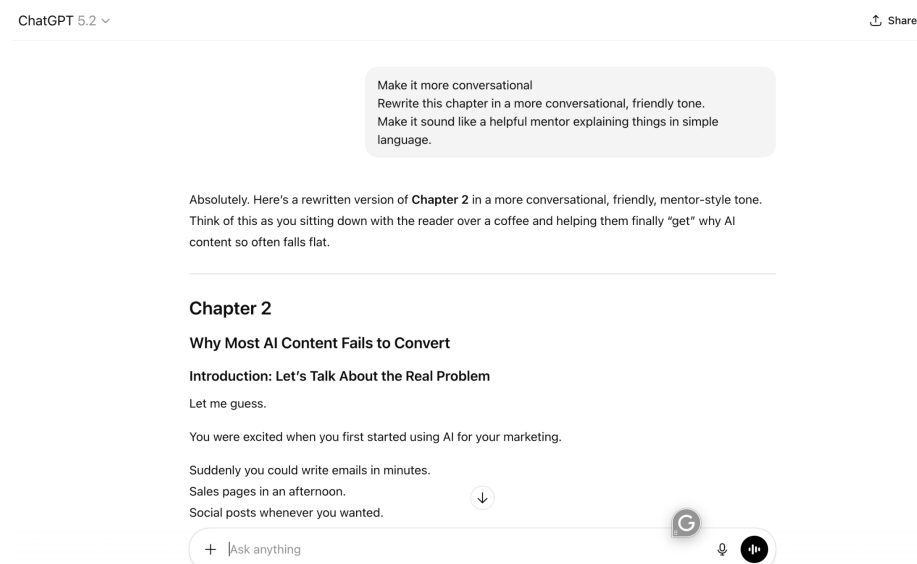
So, now chapter one has been written, I can paste the content ChatGPT has given me into a new Google Docs or Word file.

**We can then ask ChatGPT to continue with the writing process and move on to Chapter 2.**

When I do this, it comes back with the following response:



Again, it's another 1,000 word. But this time I decide that I don't like the tone of voice, so I ask it to re-write the chapter in a more conversational style:



I'm much happier with the result it gives me, so I can then instruct the AI to move on to chapter 3.

**All you need to do is continue with this process, chapter by chapter, until you have your finished report. Just paste the content of each chapter into your Google Docs or Word file.**

In our case, the report has 13 chapters - so by the end, you will end up with a unique report of around 13,000 words.

Can you see just how powerful this is? 😊



**In no time at all, you should be sitting there with a high-quality, professionally written and, most importantly, totally UNIQUE product sitting on your computer...**

**And one that you can then do pretty much whatever you want with.**

## **Example #2**

**So, we've now created a unique new product with a different angle to the original PLR report.**

But before we move on to the next step, let's also just quickly imagine a slightly different scenario. Perhaps you decided to stick with the angle of the original PLR report, instead of repositioning it?

In this case, AI's task is more about rewriting the content of the original report.

So...

You would use a different prompt to the one we used previously to kickstart the writing process.

### **Alternative Prompt: Rewrite the Original PLR Product Using the Original Angle**

You are a professional digital product editor and content strategist.

I have uploaded a PLR report that already has a strong angle and positioning - "Becoming an AI Whisperer." I want to keep this original concept, but transform the product into a modern, premium, sellable digital product.

Your task is to use the PLR as source material and rebuild it into a new product that:

- Feels original and unique
- Sounds modern and human
- Delivers more depth, clarity, and value
- Is structured for learning and implementation
- Is suitable for selling as a paid product

You are NOT to lightly edit or paraphrase the PLR.  
You are to treat it as raw material and rebuild it into a better product.

For the new product:

- Create a refined product title and subtitle
- Design an improved table of contents
- Rewrite every chapter from scratch using the PLR only as reference
- Expand weak sections and modernise outdated ideas
- Add examples, frameworks, and practical guidance
- Improve flow, structure, and readability
- Remove generic PLR tone and language

Inputs

Original PLR report:

I have uploaded the document to this chat - "Becoming an Ai Whisperer"

Target audience:

[DESCRIBE TARGET AUDIENCE]

Product format:

[REPORT / COURSE / GUIDE / TOOLKIT]

Tone and style:

[DESCRIBE DESIRED STYLE]

Output Instructions

Start by creating the new product title, subtitle, and table of contents.

Once approved, write Chapter 1 in full.

Stop and wait for confirmation before continuing.

## Repositioning the Product vs. Keeping the Original Angle

Example #2 throws up an obvious question...

Are you better off repositioning the product, like we have in this case study with the original "[Becoming an AI Whisperer](#)" report - or should you keep the angle of your original PLR?

The honest answer is... It depends. 😊

The full repositioning route is a good option when the original PLR topic is strong, but the angle feels dated, generic, or overused.

On the other hand, the second route of keeping the original angle and rebuilding the product around it, tends to make sense when the PLR already has a compelling hook, a clear promise, and a strong market fit.

In this case, your goal is not to reinvent the concept, but to upgrade it into a more modern, more valuable, and more polished product.

If the topic is hot and the positioning already works, there is no need to throw it away. You can keep what's good, improve what's weak, and elevate the whole experience.

The key is knowing what you are trying to build.

If you want a fresh brand-new offer for a crowded market, repositioning gives you the edge. If you want a fast, proven product built on an angle that already sells, rebuilding is often the smarter route.

## Step 3: Refining and Polishing

At this point, you've done something most people never do...

You've gone from a single piece of pre-existing PLR content to a completely unique digital product.

That alone puts you ahead of the vast majority of people trying to make money online.

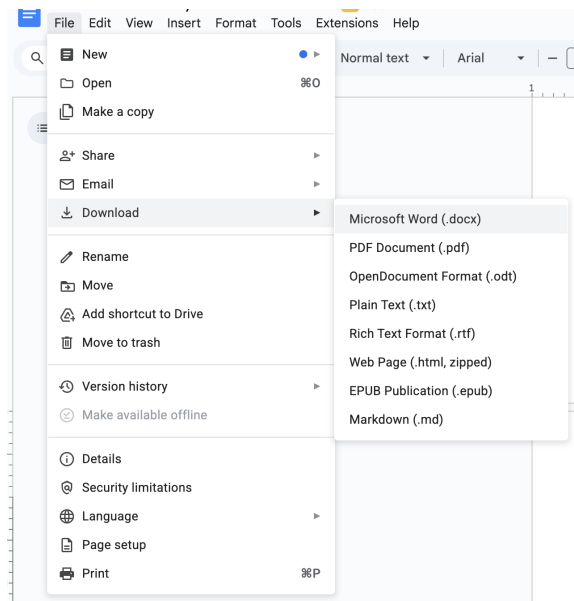
But we're not quite finished!

We want our product to be as good as it possibly can be, right?

So, it makes sense to also refine and polish the product we have just created...

**Firstly, you should now have a Word document sitting on your computer that contains the content of every chapter.**

If you created your report using Google Docs, just download the document to your computer as a Word file:



Now head back to ChatGPT, upload your Word file to the chat, and then paste in the following prompt:

### **Prompts:**

You are a professional digital product strategist and editor.

I have uploaded the first draft of my product, which contains the content you have just created.

Your task now is to analyse the product as if you were reviewing it for commercial release.

In your analysis, evaluate the product across the following areas:

- Content Quality
- Clarity and readability
- Depth and usefulness
- Structure and flow
- Logical progression between chapters
- Repetition or gaps
- Positioning & Market Fit

- Strength of the core promise
- Relevance to the target audience
- Strength of the angle and differentiation
- Perceived value
- User Experience
- How easy it is to follow
- How actionable it is
- Whether it feels like a system or just information
- Whether it delivers a clear transformation
- Tone & Authority
- Does it sound human and engaging
- Does it feel confident and expert
- Does it avoid generic AI or PLR-style writing

Then provide:

- A clear breakdown of what works well
- A clear breakdown of what needs improvement
- Specific suggestions for strengthening the product
- Ideas for increasing perceived value
- Suggestions for improving implementation and results
- Be honest, constructive, and commercially focused.

Output Instructions

Present your feedback in clearly labelled sections.

Focus on practical improvements that would make this product more valuable, more professional, and more sellable.

I do this for my product, and it comes back with some very specific feedback:

## Output Instructions

Present your feedback in clearly labelled sections.

Focus on practical improvements that would make this product more valuable, more professional, and more sellable.

Below is a commercial, strategist-level review of your draft product **The AI Copywriting Goldmine**, based on the uploaded manuscript.

Primary source reviewed: **AI Copywriting Goldmine.docx**

### Executive Summary

This is a strong, well-positioned foundation product with clear commercial intent. It is structured, practical, modern in tone, and highly aligned with the WarriorPlus / JVZoo market. The concept of turning AI into a conversion engine rather than a content toy is solid and sellable.

Right now, the product sits in the "high-quality training guide" category. With a few strategic upgrades, it can move into "premium system + implementation toolkit" territory, which significantly increases perceived value, price tolerance, and refund resistance.

### Content Quality

#### Strengths

##### Clear, persuasive writing

- The language is natural, conversational, and easy to read.
- It avoids stiff corporate tone and generic PLR phrasing.
- It feels like a real marketer talking to another marketer.

+ Ask anything



The full response is way too long to include, but here's an extract:

## Executive Summary

This is a strong, well-positioned foundation product with clear commercial intent. It is structured, practical, modern in tone, and highly aligned with the WarriorPlus / JVZoo market. The concept of turning AI into a conversion engine rather than a content toy is solid and sellable.

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## Strengths

### Clear, persuasive writing

- The language is natural, conversational, and easy to read.
- It avoids stiff corporate tone and generic PLR phrasing.



- It feels like a real marketer talking to another marketer.

### Strong conceptual clarity

- The distinction between content vs conversion is excellent.
- The idea of AI as an engine rather than a brain is powerful.
- The conversion-first philosophy is consistent throughout.

### Practical frameworks

- Conversion brief
- Five-layer system
- Copywriting framework
- Hook system
- Feature-to-benefit ladder
- Story framework
- Objection framework
- CTA framework
- Editing checklist
- Production workflow
- This is not fluff. It teaches real marketing thinking.

### Weaknesses

#### Concept-heavy, example-light

While the frameworks are excellent, there are not enough full worked examples. Readers will understand what to do, but some will struggle to visualise:

- What a finished email looks like
- What a finished sales page looks like
- What a real campaign flow looks like

Feels more like a playbook than a “system in action”

Right now, it reads like a very strong training manual, but not yet like a complete business-in-a-box.

There is a difference between:

“Here is how to do it”

“Here is exactly what it looks like when done”

You are very close to the second.

And then it also includes some suggestions for improvement:

## **Specific Suggestions for Strengthening the Product**

### **1. Add a “Quick Start Conversion Kit”**

A 20–30 page companion section or bonus:

The AI Copywriting Goldmine Quick Start

Day 1: Build your conversion brief

Day 2: Build your email

Day 3: Build your sales page

Day 4: Build your funnel

Day 5: Launch

This turns theory into execution.

### **2. Add a Prompt Vault Companion**

Package your frameworks into:

50–100 premium prompts

Categorised

Ready to paste

This alone could be a separate upsell.

### **3. Add a Campaign Blueprint**

Example:

- Lead magnet
- Email sequence
- Sales page
- Follow-up
- Retargeting
- Show the system working end-to-end.

### **4. Add Worksheets and Templates**

For example:

- Conversion Brief Worksheet
- Audience Snapshot Worksheet
- Message Angle Planner
- Content Map Template
- Weekly Workflow Planner

This increases stickiness and usage.

### **5. Add Case Study Scenarios**

- Even fictional ones:
- Affiliate marketer case
- Product creator case
- Coach case
- Funnel builder case

Walk them through the system step by step.

**How far you want to take these suggestions is, of course, up to you.**

But AI will at least give you some ideas for areas that could potentially be improved.

**We also highly recommend reading through every single chapter yourself and tweaking the content a little.**

Even with the best prompts in the world, there can be some patterns to AI content, like repeated phrasing, overly neat structure, or explanations that feel a little too polished and generic.

If you can, it's best to add a few human touches to the content inside your product...

This might be as simple as rewriting a few sections in your own words, adding a short personal insight, or including an example based on real experience. These small tweaks make a big difference to how the product feels to the reader.

People do not just buy information. They buy connection, confidence, and trust. When your product feels like it was written by a real person who understands their situation, it becomes far more engaging and far more memorable.

By the way, don't think you need to rewrite the whole thing yourself. 😊

Just adding a little personality, a few opinions, and some real-world perspective will instantly do the trick and lift your product to the next level.

Think of AI as your production engine...

And think of yourself as the final editor who gives it soul. 😊

**That combination is what turns a good product into a great one.**

# Final Words

## **Congratulations - you've made it to the end!**

You now have a complete, repeatable system for turning ordinary PLR into a completely unique digital product.

You've seen how to analyse a product properly, find strong angles, build a clear structure, create the content, and refine it into something you can confidently sell.

More importantly, you now have a skill.

Product creation is no longer something that feels mysterious or overwhelming. It's a process you can follow again and again whenever you want to launch something new.

## **The only thing left is taking action.**

The difference between people who build real online businesses and those who stay stuck is simple. The ones who succeed stop waiting for perfect and start building! 😊

**So, go create your product!**