

# Using AI to Generate Copy that Converts

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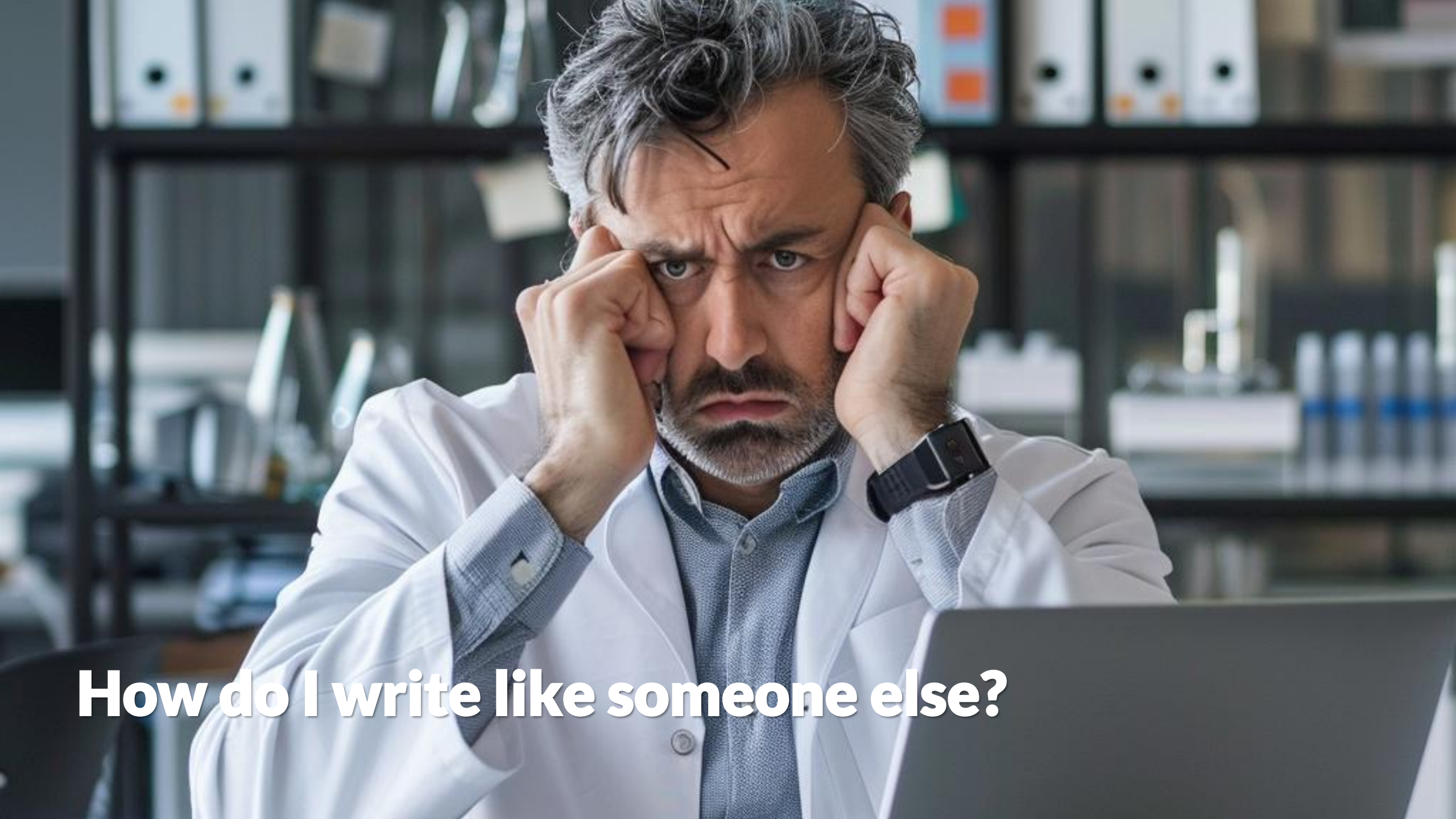


**AI Generated Copy is better than  
80% of that found on websites  
today.**



**Your Messaging Creates a Ceiling on  
your Conversion Rates.**

**Humans cannot keep their customers in mind when they are creating messages and images.**



**How do I write like someone else?**



# Blair's Questions, Concerns, & Fears

- “Can I trust you?”
- “What are my competitors doing?”
- “If I hire you, how much effort and work will you need from me?”
- “How will I know CRO is working?”
- “How much is this going to cost me?”
- “How does this work? What is this going to look like for us?”
- “Why isn't SEO increasing sales anymore?”
- “Why has traffic slowed?”



MARKETING DIRECTOR

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**FARRAH**



SMB LEAD GENERATION  
INFLUENCER

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**JORDAN**



ENTERPRISE  
MARKETING MANAGER

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**EWEN**



ECOMMERCE  
BUSINESS OWNER

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**BLAIR**



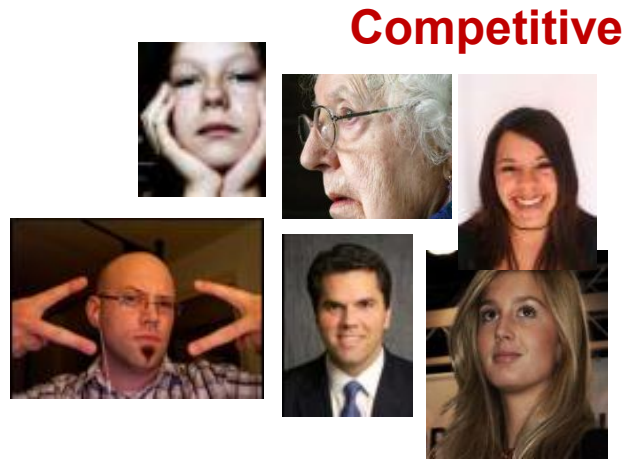
**Can you write persuasive messages  
for all of these personas?**

The background features a dark blue gradient with a large, semi-transparent circular graphic in the center. Inside this circle, there is a network diagram at the top consisting of several nodes connected by lines, and a stylized building or tower structure at the bottom with horizontal bands and a central archway.

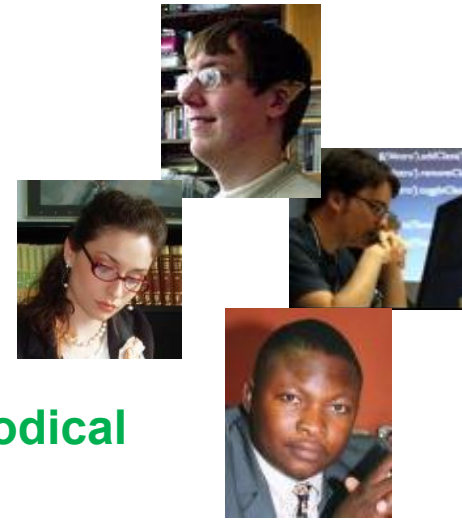
**When testing messages, we need  
copy that is *substantially* different**

# Research Mode

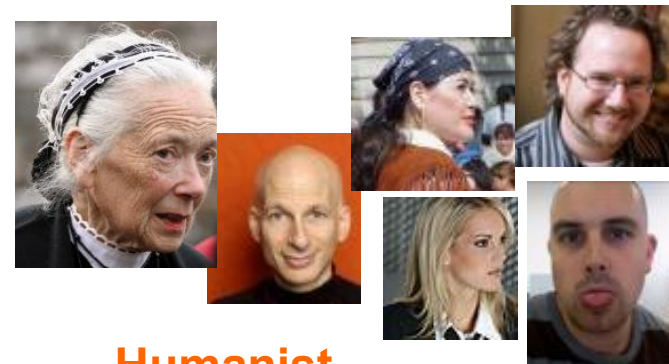
Logical



Methodical



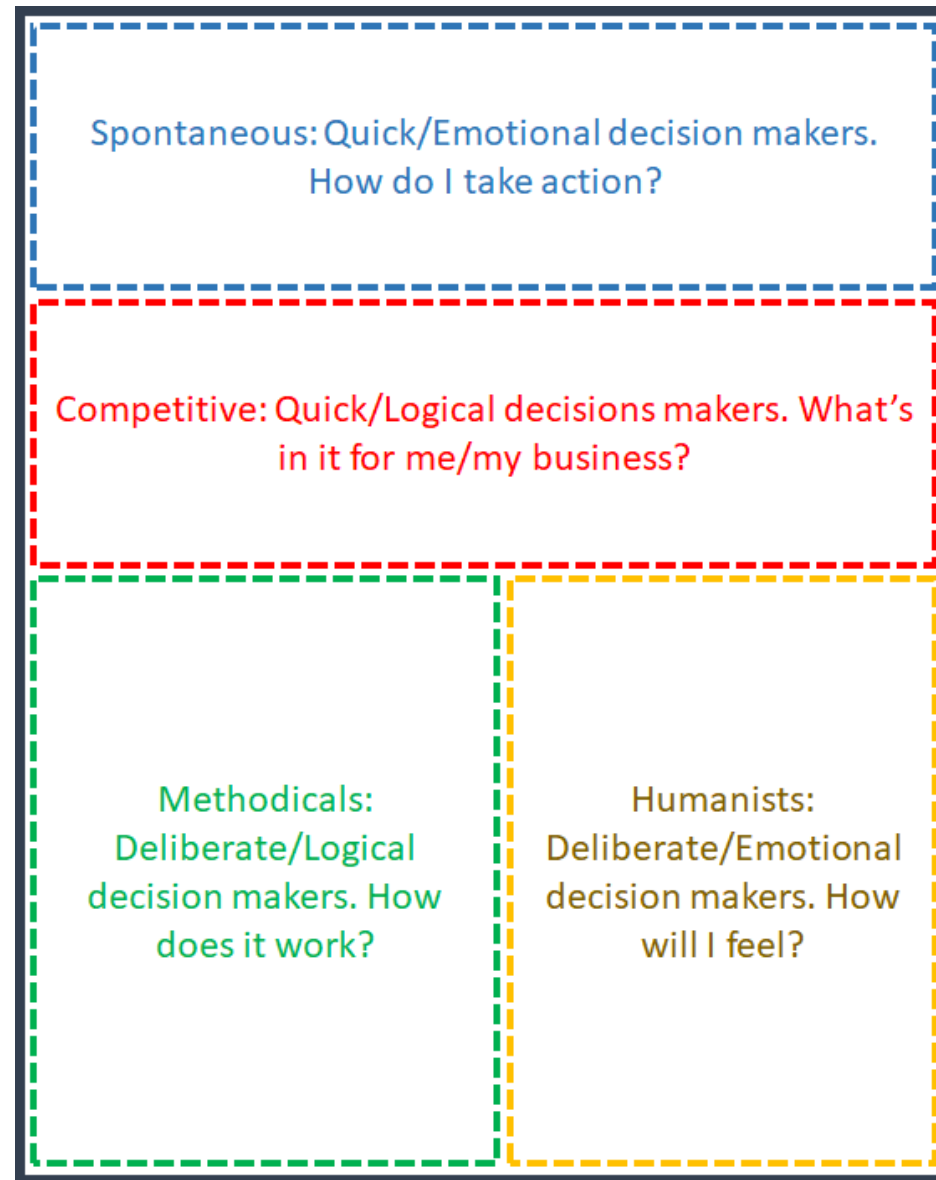
Emotional



Deliberate Decisions

# Mapping Messages onto the Page

- When dealing with multiple types of visitors on a page, you can place the content according to this model.
- **Methodicals** and **Humanists** are deliberate decision makers. They tend to scroll more.



Quick Decision Makers:  
“Spontaneous” have decided to buy and just need to know where to go.

“Competitive” are looking for WIIFM, and what makes them better.

Deliberate Decision Makers:  
“Methodical” need to know how it works.

“Humanist” want to know how they will FEEL if they buy

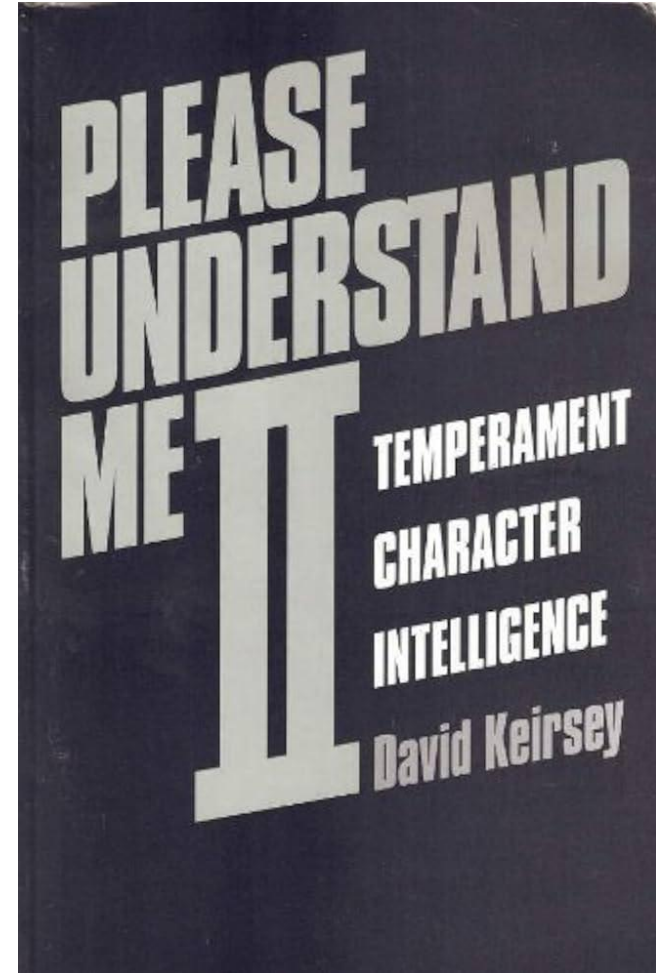




# **The LLM Sociologist**

# Myers-Briggs Type Indicator

- First published in 1962
- Based on CG Jung's "Psychological Types"
- Effective for team-building, career development, and personal growth.
- I am an ENFP



# Research Mode: Myers-Briggs Equivalent

Logical

Competitive



NT

The NT quadrant features a collage of six diverse individuals. The letters 'NT' are prominently displayed in the center in a large, bold, red font. The word 'Competitive' is written in red above the collage.

Methodical



SJ

The SJ quadrant features a collage of six diverse individuals. The letters 'SJ' are prominently displayed in the center in a large, bold, green font. The word 'Methodical' is written in green to the left of the collage.

Emotional

Spontaneous



SP

The SP quadrant features a collage of six diverse individuals. The letters 'SP' are prominently displayed in the center in a large, bold, blue font. The word 'Spontaneous' is written in blue to the left of the collage.

Quick Decisions



NF

The NF quadrant features a collage of six diverse individuals. The letters 'NF' are prominently displayed in the center in a large, bold, yellow font. The word 'Humanist' is written in orange below the collage.

Humanist

Deliberate Decisions



**Let the Agent do the (re)writing**

# Add this to Your Agent Prompt to Make Things Easier

I separate the people coming to my website into groups based on their Myers-Briggs type.

Those that have a **SJ** in their type are called "**Methodical**".

Those with **NT** in their type are called "**Competitive**".

Those with **NF** in their type are called "**Humanist**".

Those with **SP** in their type are called "**Spontaneous**".



<https://conversion.science/msg-skills>

# Who should we be targeting?

PROMPT: Review the website at <https://www.calm.com/>.

Based on information available about this industry, describe the primary visitor personas that this website should be addressing with it's copy.

# 1. The Stressed Professional (Competitive & Methodical)

This persona is likely a millennial or adult with a higher-than-average income. They are ambitious, goal-oriented, and see mental wellness as a tool for improving their performance and productivity. Their main pain points are work-related stress, burnout, and a desire to improve focus and concentration.

## 2. The Anxious Seeker (Humanist)

This persona is most likely female and is driven by a desire for **personal growth and emotional well-being**. They may be dealing with general anxiety, trouble with sleep, or emotional distress. They are not just looking for a quick fix, but a **compassionate guide** on their journey to **self-discovery and inner peace**.

### **3. The Sleep-Deprived Parent (Spontaneous & Methodical)**

This persona is **overwhelmed** and short on time, often struggling with sleep due to a busy schedule and mental load. They are not necessarily looking for a deep dive into meditation, but a **practical, on-demand solution** to a specific problem: getting to sleep.

# Evaluate your current copy: Calm.com

## Frequently Asked Questions

### GENERAL

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#### What is Calm?

Calm is the #1 mental health app designed to help you manage stress, sleep better, and live a happier, healthier life. Our research-based tools help you build life-changing habits to support your mental health. If you're having trouble falling asleep, our 500+ [Sleep Stories](#)<sup>®</sup>, soundscapes, and guided [sleep meditations](#) can lull you to sleep. If you're spiraling in negative thoughts and need immediate relief, our 60-second Breathe Bubble grounds you in the moment and helps your body return to a state of relaxation. If you're overwhelmed at work and need a breather, our [stress and burnout specialists](#) can guide you through exercises to help calm your mind. We're here for you whenever or wherever you need us with more content and tools being added monthly.

## **Prompt:**

Evaluate this copy and tell me which of the four types it is most likely to appeal to. [PASTE HERE]

# Result:

While the copy contains elements that appeal to all four personality types, the strongest appeal is to the **Competitive** and **Methodical** groups.

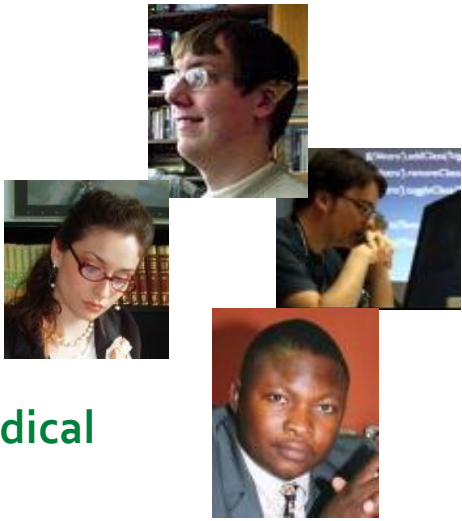
- The prominent display of "**The #1 mental health app**" and the repeated emphasis on "**research-based tools**" directly targets the Competitive's drive for success and the Methodical's need for evidence and a reliable, proven system.
- **The copy frames wellness as a strategic endeavor**—something you work on to achieve tangible results like less stress, better sleep, and a "happier, healthier life." This is a language of **optimization and self-improvement**, which strongly resonates with both of these types.

# Research Mode

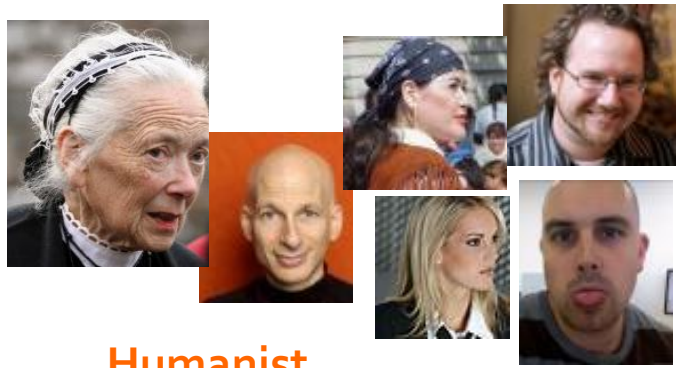
Logical



Methodical



Emotional



# PROMPT

Rewrite this copy to appeal to Humanist readers. Explain your choices.

[Calm is the #1 mental health app designed to help you manage stress, sleep better, and live a happier, healthier life. Our research-based tools help you build life-changing habits to support your mental health. If you're having trouble falling asleep, our 500+ Sleep Stories®, soundscapes, and guided sleep meditations can lull you to sleep. If you're spiraling in negative thoughts and need immediate relief, our 60-second Breathe Bubble grounds you in the moment and helps your body return to a state of relaxation. If you're overwhelmed at work and need a breather, our stress and burnout specialists can guide you through exercises to help calm your mind. We're here for you whenever or wherever you need us with more content and tools being added monthly.]

# Rewritten for a Humanist Reader

## What is Calm?

Calm is the #1 mental health app designed to help you manage stress, sleep better, and live a happier, healthier life. Our research-based tools help you build life-changing habits to support your mental health. If you're having trouble falling asleep, our 500+ [Sleep Stories](#)®, soundscapes, and guided [sleep meditations](#) can lull you to sleep. If you're spiraling in negative thoughts and need immediate relief, our 60-second Breathe Bubble grounds you in the moment and helps your body return to a state of relaxation. If you're overwhelmed at work and need a breather, our [stress and burnout specialists](#) can guide you through exercises to help calm your mind. We're here for you whenever or wherever you need us with more content and tools being added monthly.

## What is Calm?

Calm is a space for you to discover a **more peaceful and fulfilling life**. We believe that caring for your mental well-being is a beautiful journey, and our purpose is to support you every step of the way.

Whether you are looking to find rest, **cultivate inner peace, or simply connect with yourself**, our tools are here to help. Our gentle Sleep Stories, immersive soundscapes, and guided meditations are crafted to help you drift into a state of deep rest. When you **feel overwhelmed by a cascade of thoughts**, our simple Breathe Bubble can lovingly ground you in the present moment, helping you reconnect with your body. For times when you feel the weight of the world on your shoulders, our **compassionate specialists** offer a helping hand, guiding you toward a more centered and peaceful mind.

We are here for you, always. We are a **community** dedicated to helping you live a more mindful, joyful, and authentic life.

# Rewritten for a Spontaneous Reader

## What is Calm?

Calm is the #1 mental health app designed to help you manage stress, sleep better, and live a happier, healthier life. Our research-based tools help you build life-changing habits to support your mental health. If you're having trouble falling asleep, our 500+ [Sleep Stories](#)®, soundscapes, and guided [sleep meditations](#) can lull you to sleep. If you're spiraling in negative thoughts and need immediate relief, our 60-second Breathe Bubble grounds you in the moment and helps your body return to a state of relaxation. If you're overwhelmed at work and need a breather, our [stress and burnout specialists](#) can guide you through exercises to help calm your mind. We're here for you whenever or wherever you need us with more content and tools being added monthly.

## What is Calm?

Calm is your go-to app for **instant calm and better sleep**. Feeling stressed? Our 60-second Breathe Bubble is the **ultimate quick fix**. Can't sleep? Dive into one of our 500+ Sleep Stories or soundscapes and **be out in minutes**. Life is unpredictable—your peace of mind doesn't have to be. **Get instant access** to the tools you need, whenever and wherever you need them.

# Rewritten for Competitive AND Humanist Readers

## What is Calm?

Calm is the #1 mental health app designed to help you manage stress, sleep better, and live a happier, healthier life. Our research-based tools help you build life-changing habits to support your mental health. If you're having trouble falling asleep, our 500+ [Sleep Stories](#)®, soundscapes, and guided [sleep meditations](#) can lull you to sleep. If you're spiraling in negative thoughts and need immediate relief, our 60-second Breathe Bubble grounds you in the moment and helps your body return to a state of relaxation. If you're overwhelmed at work and need a breather, our [stress and burnout specialists](#) can guide you through exercises to help calm your mind. We're here for you whenever or wherever you need us with more content and tools being added monthly.

## What is Calm?

Calm is the [top-ranked](#) mental wellness app, built on [proven](#), [research-based](#) methods to help you achieve a [happier, more balanced life](#). We empower you to [take control](#) of your mental health, providing effective tools to manage stress, improve focus, and [master the art](#) of sleeping well.

Our mission is to [help people thrive](#). You'll find a supportive [community](#) and content for every need, from over 500 guided Sleep Stories and meditations to our quick, 60-second Breathe Bubble for immediate relief. Backed by specialists, our exercises are designed to help you navigate professional burnout and personal overwhelm, so you can [perform at your best](#) while [feeling your best](#).



# Getting Past the Gag Reflex

# “Explain your choices”

## Explanation of Choices

This rewrite is a blend of two very different motivations: the Competitive reader's drive for success and the Humanist reader's need for connection and emotional well-being.

**"Top-ranked" and "proven, research-based methods":** This appeals directly to the **Competitive** persona. They are results-oriented and want to know that they are using the best product, validated by data and evidence. The original "No. 1 mental health app" is a great start, but "top-ranked" and "proven" add a layer of credibility and a feeling of being at the forefront.

# “Explain your choices”

## Explanation of Choices

This rewrite is a blend of two very different motivations: the Competitive reader's drive for success and the Humanist reader's need for connection and emotional well-being.

**"Achieve a happier, more balanced life" and "empower you to take control"**: This bridges the gap between the two types. The phrase "achieve a happier, more balanced life" speaks to the **Humanist's** desire for personal fulfillment. At the same time, "take control" and "master the art" directly appeals to the **Competitive** persona's desire for agency, control, and skill development.

# “Explain your choices”

## Explanation of Choices

This rewrite is a blend of two very different motivations: the Competitive reader's drive for success and the Humanist reader's need for connection and emotional well-being.

**"Our mission is to help people thrive"**: This is a direct appeal to the **Humanist's** values. They are motivated by a sense of purpose and a brand that cares about people. This statement provides that emotional connection and a sense of a shared, positive mission.

# Resist Editing

- Remove inaccuracies
- Add trademark notations
- Add links

Then, let the test data speak for itself.



**Your ICPs give you a clue.**

# HR Services Personas

## CHRO

An HR executive with an Organizational Development background, balances strategic HR initiatives with genuine care for employees. She's cautious about risking her hard-earned credibility with the C-suite, seeking solutions that demonstrate value to the CFO while improving employee experiences without CEO involvement.

Research Mode: Humanist

## CFO

A finance executive with an MBA, approaches decisions methodically with a focus on profitability and risk mitigation. Skeptical of HR's value, he demands tangible ROI evidence and compliance assurance. As the more crucial decision-maker, his approval overrides potential HR objections.

Research Mode: Methodical

## **Prompt: “What do Humanists and Methodicals Value?”**

**Humanists (NF):** Value empathy, personal growth, emotional well-being, and harmonious relationships.

**Methodical (SJ):** Value stability, security, risk management, practicality, and efficiency.

# Hypothesis: This section of this landing page targeting the CHRO assumes the wrong Mode of Research.

## Cost-Saving HR Outsourcing Solutions **You Can Trust**

Affordable payroll services and benefits administration. Cost-efficient HR outsourcing solutions. Our team will help you avoid compliance errors, unnecessary costs, and operational inefficiencies.

Ready to discover the benefits of HR outsourcing for your business? Take our quiz to see how your HR needs align with our solutions.



### Reduced Overhead

By outsourcing payroll, benefits, and HR, you'll save on the salaries, benefits, and administrative costs needed for a large in-house HR team.



### Tangible ROI

Get detailed analytics and reporting that provide clear visibility into the performance and financial value of our HR services.



### Risk Mitigation

Reduce the risk of expensive fines and legal issues, with a US-based team that understands the regulatory landscape—at the local, state, and federal levels.



### Operational Efficiency

Leverage our expertise to automate and optimize HR workflows. We'll boost your team's productivity and overall operational efficiency.

# Who does this currently appeal to?



## Minimize Risk

Work with a US-based team that understands federal, state, and local labor laws, reducing the risk of legal issues and penalties.



## Free Up Resources

Spend less time on payroll, benefits, and other HR functions. Focus more on the strategic priorities that drive your business forward.



## Simplify Workflows

Make managing HR a lot more manageable. We'll help you streamline complex processes for HR technology, staffing, and support.



## Reduce HR Costs

Scale up or down with ease, thanks to our variable cost model, then justify your decision to outsource with provable hard-cost savings.

# Prompt to Evaluate Copy

I separate the people coming to my website into groups based on their Myers-Briggs type. Those that have a **SJ** in their type are called "**Methodical**". Those with **NT** in their type are called "**Competitive**". Those with **NF** in their type are called "**Humanist**". Those with **SP** in their type are called "**Spontaneous**".



<https://conversion.science/msg-skills>

# Prompt to Evaluate Copy

I separate the people coming to my website into groups based on their Myers-Briggs type. Those that have a SJ in their type are called "Methodical". Those with NT in their type are called "Competitive". Those with NF in their type are called "Humanist". Those with SP in their type are called "Spontaneous". **I want to evaluate the copy on my website to see which of these groups my writing style appeals to. Please analyze the following copy and tell me which of these four groups it is most likely to appeal to and why.**

# Prompt to Evaluate Copy

I separate the people coming to my website into groups based on their Myers-Briggs type. Those that have a SJ in their type are called "Methodical". Those with NT in their type are called "Competitive". Those with NF in their type are called "Humanist". Those with SP in their type are called "Spontaneous". **I want to evaluate the copy on my website to see which of these groups my writing style appeals to. Please analyze the following copy and tell me which of these four groups it is most likely to appeal to and why.**

[Minimize Risk

Work with a US-based team that understands federal, state, and local labor laws, reducing the risk of legal issues and penalties.

Free Up Resources

Spend less time on payroll, benefits, and other HR functions. Focus more on the strategic priorities that drive your business forward. ... ]

# Evaluation of Copy



## Minimize Risk

Work with a US-based team that understands federal, state, and local labor laws, reducing the risk of legal issues and penalties.



## Free Up Resources

Spend less time on payroll, benefits, and other HR functions. Focus more on the strategic priorities that drive your business forward.



## Simplify Workflows

Make managing HR a lot more manageable. We'll help you streamline complex processes for HR technology, staffing, and support.



## Reduce HR Costs

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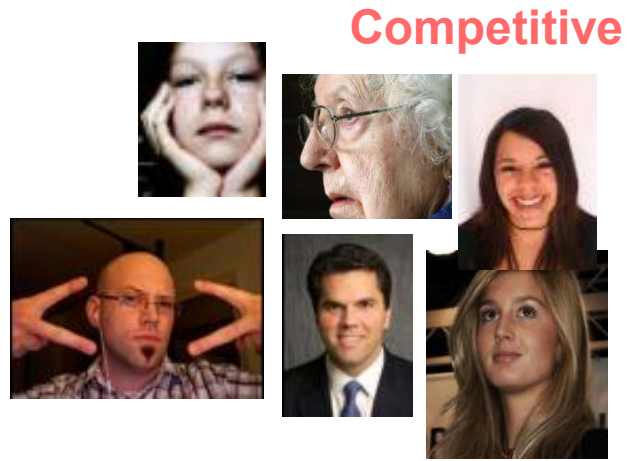
The website copy you've provided appears to align most closely with the "Methodical" group, which includes people with SJ (Sensing-Judging) preferences in their Myers-Briggs type.

Overall, this copy focuses on practical benefits, efficiency, risk reduction, and clarity, which are key concerns and values for the Methodical group (SJ).

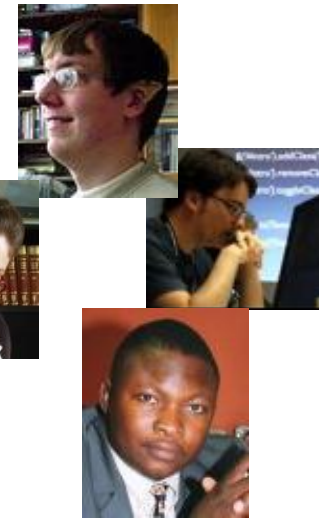
**CFO!**

# Research Mode

Logical



Methodical



Emotional



Humanist

Quick Decisions

Deliberate Decisions

**“Rewrite the copy provided to appeal to the Humanist group.”**



## Minimize Risk

Work with a US-based team that understands federal, state, and local labor laws, reducing the risk of legal issues and penalties.

## Protect What Matters Most

Partner with our **caring team** who understands the **human impact** of compliance, protecting your people while **fostering a workplace** where everyone feels secure and valued.

**“Rewrite the copy provided to appeal to the Humanist group.”**



## Free Up Resources

Spend less time on payroll, benefits, and other HR functions. Focus more on the strategic priorities that drive your business forward.

## Unlock True Strategic Potential

Free yourself from administrative burdens to **focus on what truly matters**—supporting your people's **growth, building meaningful workplace relationships,** and bringing your **organization's values** to life.

# Designing an AB Test

## Control



### Minimize Risk

Work with a US-based team that understands federal, state, and local labor laws, reducing the risk of legal issues and penalties.



### Free Up Resources

Spend less time on payroll, benefits, and other HR functions. Focus more on the strategic priorities that drive your business forward.



### Simplify Workflows

Make managing HR a lot more manageable. We'll help you streamline complex processes for HR technology, staffing, and support.



### Reduce HR Costs

Scale up or down with ease, thanks to our variable cost model, then justify your decision to outsource with provable hard-cost savings.



### Protect What Matters Most

Partner with our caring team who understands the human impact of compliance, protecting your people while fostering a workplace where everyone feels secure and valued.



### Unlock Strategic Potential

Free yourself from administrative burdens to focus on what truly matters—supporting your people's growth, building meaningful workplace relationships, and bringing your organization's values to life.



### Streamline with Purpose

Transform your HR experience into something that feels natural and supportive. We'll help you create people-centered systems that honor individual needs while bringing your team closer together.



### Optimize Resources Wisely

Our flexible approach allows you to direct more resources toward what fulfills your team—like professional development, wellness programs, and creating an environment where everyone can thrive authentically.

## Variation

# Measure the number of people that schedule a consultation.

Meet with a Consultant  
< April 2025 >

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
|     |     | 1   | 2   | 3   | 4   | 5   |
| 6   | 7   | 8   | 9   | 10  | 11  | 12  |
| 13  | 14  | 15  | 16  | 17  | 18  | 19  |
| 20  | 21  | 22  | 23  | 24  | 25  | 26  |
| 27  | 28  | 29  | 30  |     |     |     |

**Meeting duration**  
30 mins

**What time works best?**  
Showing times for April 14, 2025

UTC -05:00 Central Time

- 7:00 am
- 7:15 am
- 7:30 am
- 7:45 am
- 8:00 am
- 8:15 am
- 8:30 am

**Go with an Outsourced HR Services Team You Can Trust.**

Schedule a no-pressure consultation to see the measurable value that our team can deliver.

# See if there is a difference in performance.





# Layout Ideas

# Repeat Messages in Different Voices

Only you will know that you're repeating your message.

Repetition is good thing.



## Minimize Risk

Work with a US-based team that understands federal, state, and local labor laws, reducing the risk of legal issues and penalties.

## Protect What Matters Most

Partner with our caring team who understands the human impact of compliance, protecting your people while fostering a workplace where everyone feels secure and valued.



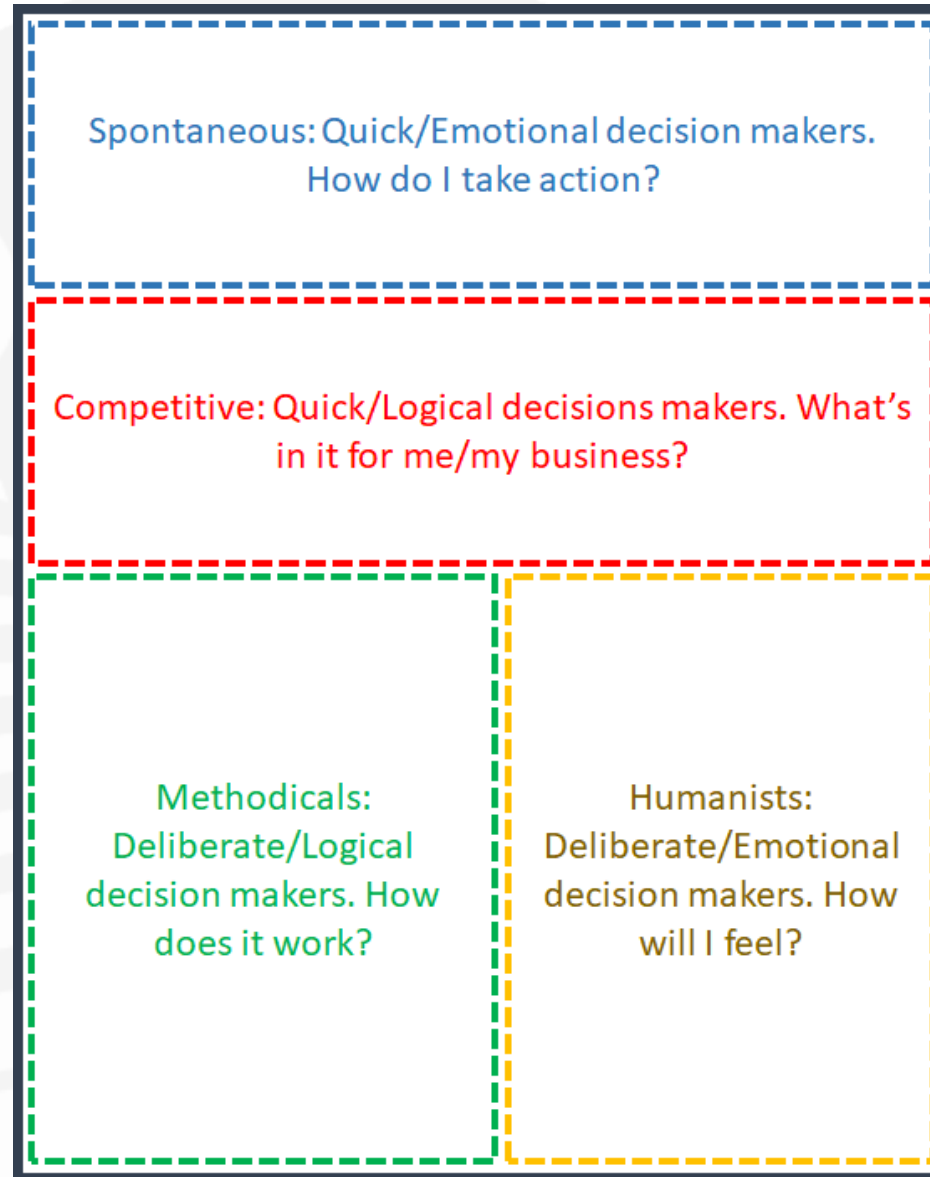
## Free Up Resources

Spend less time on payroll, benefits, and other HR functions. Focus more on the strategic priorities that drive your business forward.

## Unlock Strategic Potential

Free yourself from administrative burdens to focus on what truly matters—supporting your people's growth, building meaningful workplace relationships, and bringing your organization's values to life.

# Have Sections for Each Research Mode



Quick Decision Makers: “Spontaneous” have decided to buy and just need to know where to go.

“Competitive” are looking for WIIFM, and what makes them better.

Deliberate Decision Makers: “Methodical” need to know how it works.

“Humanist” want to know how they will FEEL if they buy

**“Rewrite this copy to appeal to both a  
Methodical and Humanist”**

# Write for Both

This can be disorienting for your reader.

## Build a Secure and Nurturing Foundation

Partner with a dependable, compassionate US-based team that ensures full compliance with federal, state, and local labor laws, minimizing risks of legal issues and creating a safer, more equitable workplace where your employees feel protected, valued, and supported—**fostering trust and emotional well-being for long-term stability.**

## Empower Growth and Free Up Resources

Reclaim time from routine HR tasks like payroll and benefits, allowing you and your team to focus on strategic priorities that drive business success and personal development, promoting efficiency, creativity, and a **sense of fulfillment in a structured, balanced way.**



# Free Ad Alignment Report

[ConversionSciences.com](https://ConversionSciences.com)

Conversion Sciences LLC

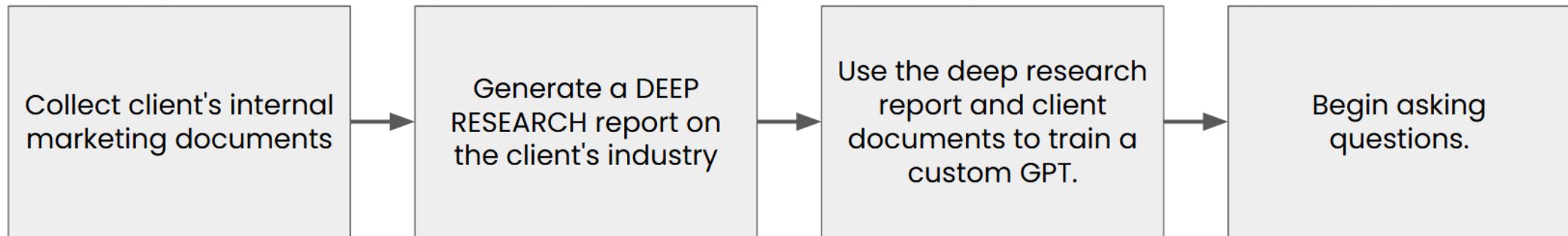
[brian@conversionsciences.com](mailto:brian@conversionsciences.com)





**After Hours:  
Make AI a Helpful Writing Partner**

# Building a Messaging Agent



# Collect internal marketing documents

- Personas/ICPs
- Brand guidelines
- Industry reports
- Brand voice documents
- Writing samples
- Analytics data

# Generate Deep Research Report

CASINO Prompt

<https://conversci.com/casino>

Save Prompt as .md file

- Markdown is the language of LLMs



## Instant Insights: The Trust Insights CASINO Deep Research Prompt Framework

Deep Research utilities are incredibly powerful, valuable tools – but they’re fundamentally based on large language models and search engines. To get the most out of your Deep Research tools (especially with limited-use tools like OpenAI’s Deep Research, with as few as 10 uses per month), you want to make sure your Deep Research prompts are as robust as they can be.

Use the CASINO framework so you don’t gamble away those precious, rare research uses.

**Context:** Tell the research tool what you’re doing, what the task or topic you’re researching is.

**Audience:** Who will be the end consumer of the research report?

**Scope:** What limitations do you require on the research, such as sources, timeframes, geographies, etc.?

**Intent:** Why is the research report being commissioned? How will it be used? What second order or downstream uses or effects might the report have?

**Narrator:** What writing style, tone, voice, or persona should the report be written from? What role should the research tool play?

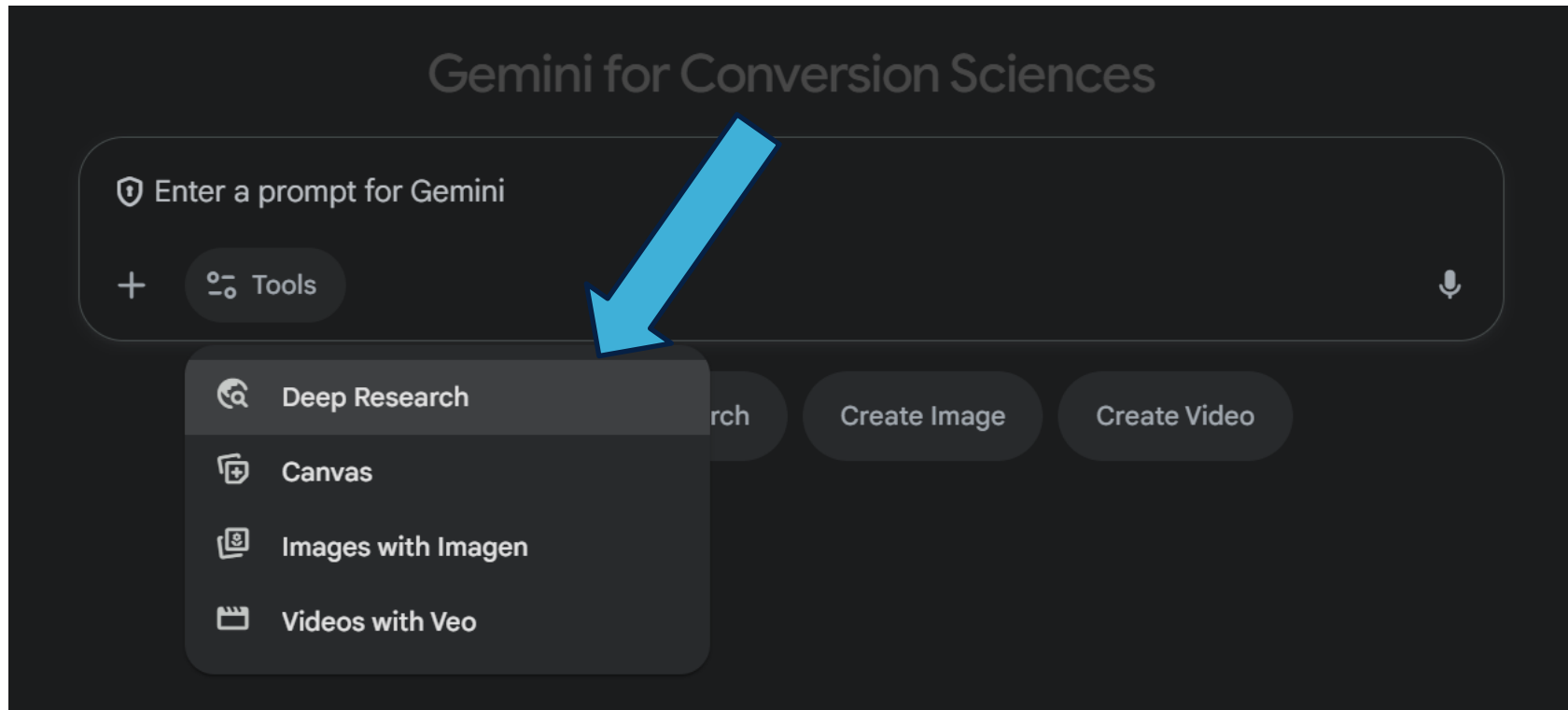
**Outcome:** What expected outputs must be in the report?

If you specify all 6 parts of CASINO in your Deep Research report prompt, chances are you’ll get a far more satisfying, effective, and useful report than generic, short research requests.

# Generate Deep Research Report

Use Deep Research mode

The report will be 30 to 40 pages!



## Accelerating US Market Growth: A Strategic Playbook for Enhanced Website Conversion

### I. Executive Summary

The United States commercial trade insurance market presents a significant growth opportunity for Allianz Trade. Valued at USD 2.02 billion in 2023, this market is projected to expand substantially, reaching USD 4.18 billion by 2030, demonstrating a robust Annual Growth Rate (AGR) of 10.6%. This upward trajectory is a direct consequence of the increasing demand for sophisticated risk mitigation strategies in a dynamic economic environment, characterized by both domestic and international trade expansion and persistent uncertainties.

The market landscape is notably bifurcated by enterprise size. Large enterprises currently command the majority of the revenue share, holding 60.16% in 2023, which underscores the established need for comprehensive trade credit insurance solutions. Conversely, the Small and Medium Enterprise (SME) segment is poised for the most rapid growth through 2030, indicating a burgeoning demand for tailored insurance products among this vital and expanding business demographic.

Furthermore, the dominance of international trade within the market highlights the inherent exposure of US businesses to complex cross-border payment risks, making specialized trade credit insurance indispensable.

Allianz Trade, as a recognized global leader in trade credit insurance with a substantial 30% global market share, is uniquely positioned to leverage this expansive growth.

The company's existing product portfolio is structured to serve a wide spectrum of businesses, from small enterprises with annual sales starting at \$1 million (through primarily targeting \$5 million and above) to mid-size, large, and multinational corporations.

To effectively capitalize on this market potential and significantly enhance website conversion rates, a multi-faceted strategic approach is recommended. This involves:

- Persona-Specific Messaging:** Developing and deploying highly targeted messaging that directly addresses the distinct pain points, strategic objectives, and common reservations of key prospect personas, including CFOs, Treasurers, Credit Managers, and Business Owners. This ensures that the communication is relevant and compelling to each visitor.

- Proactive Risk Assistance and "Growth Enablers" Positioning:** Fundamentally reframing the value proposition of Trade Credit Insurance (TCI) from a reactive protective measure to a proactive strategic investment. This

emphasizes its role in enabling confident business expansion and preventing financial disruptions, rather than merely indemnifying losses.

- Digital Tool Prominence:** Elevating the visibility and perceived utility of Allianz Trade's advanced digital tools and resources, such as Allianz Trade Online, ICI Calculators, and comprehensive e-books. These digital assets should be prominently featured as essential enablers for efficient credit management and informed decision-making, serving as primary conversion pathways.

- Quantified Value Proposition:** Clearly articulated the tangible financial benefits and measurable return on investment (ROI) of TCI. This shifts the narrative from viewing an insurance premium as a mere cost to understanding it as a strategic expenditure that actively safeguards and enhances profitability and cash flow.

### II. The US Commercial Trade Insurance Market Landscape

#### Market Size, Growth, and Key Segments

The United States trade credit insurance market is a dynamic and expanding sector. In 2023, its valuation stood at USD 2.02 billion, with projections indicating a substantial increase to USD 4.18 billion by 2030. This growth is articulated as an Annual Growth Rate (AGR) of 10.6%. This robust expansion highlights a growing recognition among US businesses of the critical need for sophisticated solutions to manage commercial risks, particularly in an increasingly interconnected and unpredictable global economy.

The market's structure reveals distinct segments based on enterprise size:

- Large Enterprises:** This segment constituted the largest portion of the market, accounting for 60.16% of revenue in 2023. These larger organizations typically engage with trade credit insurance to refine their existing credit management practices, bolster their balance sheets to enhance shareholder value, and secure more favorable financing terms by transforming accounts receivables into pledged collateral. This strategic use of TCI enables them to confidently expand into new sales territories and markets.

- Small and Medium Enterprises (SMEs):** Despite large enterprises holding the dominant share, the SME segment is forecasted to experience the fastest growth rate from 2024 to 2030. The United States boasts over 33 million small businesses, collectively contributing approximately 45% of the nation's GDP. This vast and growing demographic is increasingly recognizing the importance of proactive risk management, driving their adoption of specialized insurance

solutions. Allianz Trade offers specific "Small Business Solutions" tailored for companies with annual revenues up to \$25 million, and while their primary target begins at \$5 million, they acknowledge the suitability for businesses with sales as low as \$1 million depending on individual circumstances.

The market is also segmented by the geographical scope of trade:

- International Trade:** This segment generated the dominant revenue share in 2023, reflecting the extensive global operations of US businesses. Companies engaged in exports face unique and complex risks, including buyer non-payment due to political instability, currency inconvertibility, or protracted default in foreign markets. Trade credit insurance is an essential tool for mitigating these cross-border complexities.

- Domestic Trade:** This segment also demonstrates significant growth, with TCI policies providing crucial protection against credit balance arising from sales within the United States, safeguarding against local buyer insolvency or delayed payments.

The rapid growth observed within the SME segment represents a significant opportunity for these businesses. The value of trade credit insurance extends far beyond mere loss protection. It fundamentally serves as a mechanism to empower secure expansion by mitigating the risk of non-payment. TCI allows SMEs to confidently offer more competitive payment terms to their customers, which can be a decisive factor in winning new sales and fostering customer loyalty.

Furthermore, it enables these businesses to free up working capital that could otherwise be held in bad debt reserves, allowing for reinvestment in critical areas such as new equipment, facility expansion, product development, or hiring additional staff. This reframes the perception of TCI from a defensive cost to an offensive growth strategy, directly supporting the entrepreneurial drive of SME owners. Marketing efforts should therefore pivot to highlight TCI as a strategic investment that unlocks growth potential, rather than solely focusing on its protective aspects.

#### Industries Benefiting Most from Trade Credit Insurance

Trade credit insurance is particularly vital for industries characterized by high-value transactions, extended payment terms, and complex supply chains, which inherently expose them to significant non-payment risks.

- Leading Sectors:** The Food and Beverage sector notably held the largest revenue share in the US trade credit insurance market in 2023. This prominence suggests a high volume of credit sales and a heightened vulnerability to associated payment risks within this industry.



- Other Key Industries:** These sectors face non-negligible risks of trade credit



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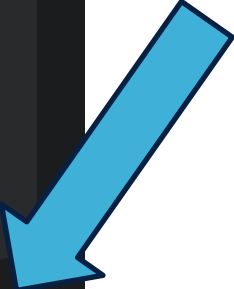
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# Enter the Agent Prompt

You are an expert in the [INDUSTRY] industry working for [COMPANY], a company that provide [PRODUCT OR SERVICE CATEGORY]. Read the website at [WEBSITE] to understand how the company currently markets their products.

We are interested increasing sales of [DESCRIPTION OF PRODUCTS OR SERVICES].

You are to provide advice to the marketing and sales teams on how to position these products, how to market the products, messaging for the website, images that support the messaging, and anything else.

I will provide some internal documents that describe the business's customers and the products being sold to them.

# Get the Agent Prompt and Instructions Here



<https://conversion.science/msg-skills>

# Build Your Custom Agent

The image shows a dark-themed user interface for configuring a custom agent. The agent is named "My Messaging Expert". The configuration is divided into several sections: Name, Description, Instructions, Default tool, and Knowledge. Three blue callout boxes provide instructions for each section: "Give it a name and description" points to the Name field, "Paste the System Prompt you downloaded" points to the Description field, and "Attach all your supporting documents" points to the Knowledge section. A "Save" button is visible in the top right corner.

**M** My Messaging Expert em not saved Save

Name  
My Messaging Expert

Description  
Help me rewrite messaging for different kinds of

Instructions ⓘ  
# System Instructions: Messaging Morpher

Default tool ⓘ

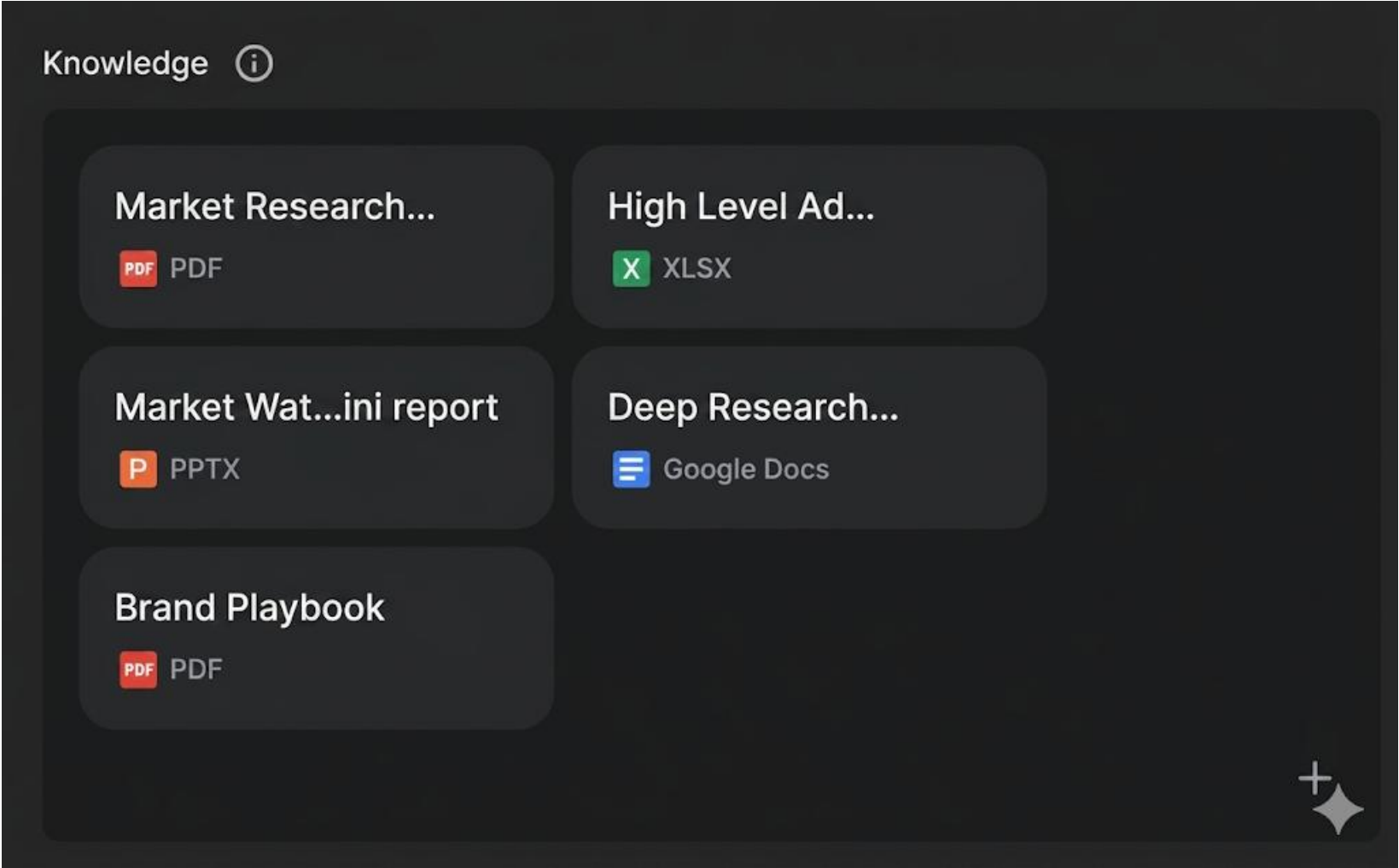
Knowledge ⓘ  
Add files for your Gem to reference

Give it a name and description

Paste the System Prompt you downloaded

Attach all your supporting documents

# Add Supporting Documents





**Enter the URL of the Website you are  
working on.**



# Free Ad Alignment Report

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**Questions?**