



Advanced ChatGPT course:

AI mastery for marketing and content
creation

Centre for Continuing Education

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Acknowledgement of Country

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

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Course Outline

Aims

This course aims to equip you with advanced skills and knowledge in ChatGPT, and other Generative AI tools, to help you produce high quality marketing content, faster and more efficiently. By the end of the session we want you to feel confident in your ability to enhance your company's marketing processes and performance with AI.

Outcomes

By the end of this course, you should be able to:

- employ advanced ChatGPT and AI tool prompts and techniques to optimise market research, competitor analysis and audience insights
- design comprehensive content plans with ChatGPT/AI for email campaigns, social media campaigns, sales pages and blog articles
- refine and adjust your tone of voice to mirror and elevate brand messaging
- generate high quality content drafts for email, social media, sales pages and blog articles, using advanced prompt engineering
- integrate DALL-E 3 within ChatGPT for enriched text and image content creation
- apply AI tools and strategies to repurpose, refine, and edit content across multiple platforms.

Content

- Important relevant ChatGPT/AI updates
- Researching your market and audience
- Content planning and strategy
- Developing and matching tones of voice
- Drafting and creating high quality content
- Editing and refining your content
- Repurposing content to expand its reach
- Closing discussion: Recap, Q&A, future trends

Prerequisites

None.

Materials

A course booklet distributed digitally.

Rationale

Whether you write for a living, or as part of your job in any industry, AI writing tools are designed to make your job easier. When you understand how to use them properly, you'll write faster, better and clearer by:

- automating time-consuming tasks and processes
- conquering writer's block and blank page paralysis
- saving hours of research and writing time
- creating high-quality short and long content in seconds
- producing personalised messages to customers and colleagues.

This introductory course provides a practical introduction to AI writing tools, with a focus on ChatGPT, and how to use them to improve your business and marketing communications.

Part 1:

Important relevant ChatGPT/AI updates

1.1 ChatGPT Overview

1.1.1 What is ChatGPT?

- **A Generative Pre-Trained Transformer (GPT) and chatbot**
It helps you research, plan, create and polish lots content quickly.
- **(LLM) Large Language Model** that performs **(NLP) Natural Language Processing**
Predicts the next words in a series of words by looking at a huge amount of text.
- **(RLHF) Reinforcement Learning with Human Feedback**
Helps ChatGPT **learn** dialogue and **human ways of responding**.

1.1.2 What's the difference between GPT and ChatGPT?

- GPT is the Large Language Model behind the scene (the brains)
- ChatGPT is the app that relies on GPT (the face of the business)

1.1.3 ChatGPT-3.5 vs ChatGPT-4

- GPT3 was 100+ times bigger than GPT2.
- It then got a boost with GPT 3.5 (more text to work from – 25% of the web)
- GPT4 was 6-10 times bigger than GPT3.5
- The training data (information they were fed) for free version ends early 2022.
- ChatGPT Turbo (paid) ends April 23

🚀 GPT-4



What happened to Silicon Valley Bank?



As of my last update in April 2023, Silicon Valley Bank (SVB) had experienced significant distress that led to concerns about its financial stability. However, for the most current information on the status of Silicon Valley Bank and any events that may have occurred after April 2023, you would need to check the latest news sources. Would you like a summary of the events leading up to April 2023?



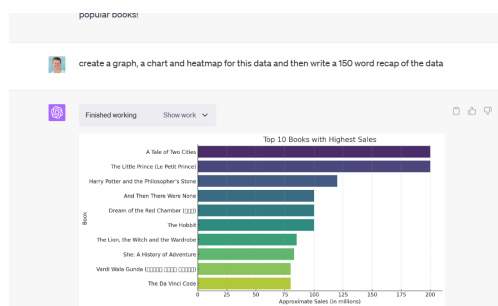
1.1.4 GPT4 - Turbo

- Trained on trillions of parameters of text data.
- Designed to engage in human-like conversations, provide personalised responses, and understand the context of conversations
- Handles 8,000 to 96,000 words in a conversation (up from 500 + 1500)
- Produces accurate results
- Faster, more creative and better at reasoning
- Powers new Bing.com/chat (Co-Pilot) so accesses web
- Advanced Data Analytics
- Plugins
- Dall-E 3 (Image + text), Vision, Sora
- Custom GPTs (your own chatbots)

New Features

The screenshot displays the ChatGPT interface. On the left, the 'Settings' panel is open, showing 'Beta features' and 'Plugins' (which is toggled on). Below this is the 'Plugin store' with a grid of available plugins like 'Keymate AI Search', 'AI PDF', 'Canva', 'ChatWithPDF', 'Diagrams: Show Me', 'Link Reader', 'PlaylistAI: Spotify', and 'ScholarAI'. The main chat area shows a conversation where the user asks for a summary of key points, 10 most important quotes, and sentiment analysis from a video. The video URL is provided: <https://www.youtube.com/watch?v=NagWOEpB1Os>. The ChatGPT response area shows 'Used Video Captions'.

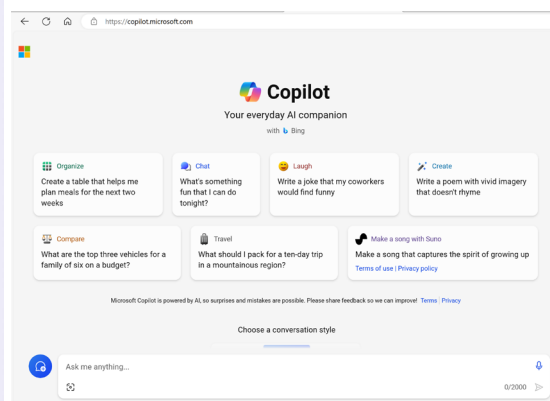
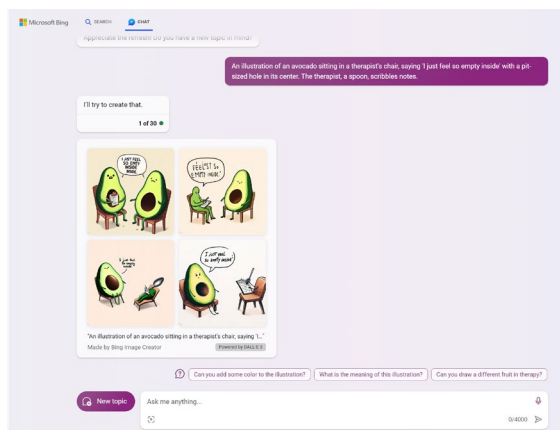
Upload documents and ask it to analyse them, even turn them into visuals.



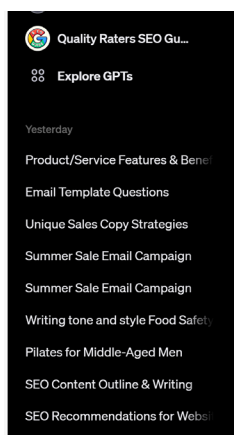
You also have access to Dall-E 3, an exceptional image creator.



You can access Dall E-3 in Bing Chat/Co-Pilot too



Create your own GPT apps without coding.



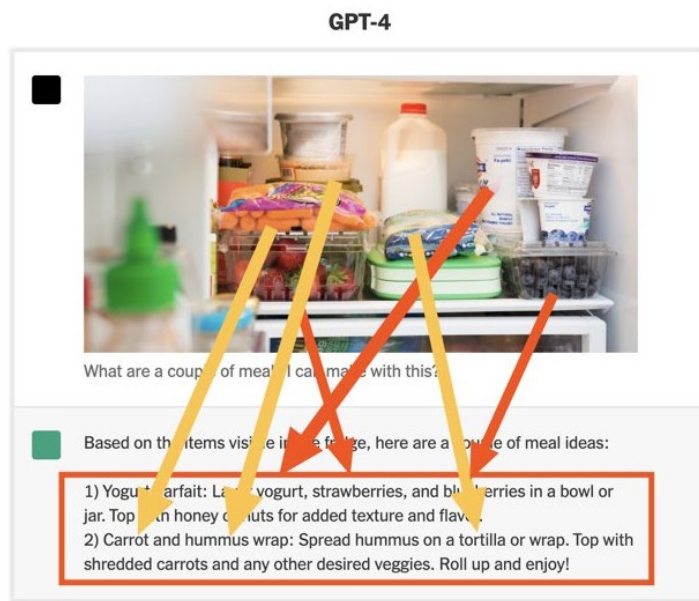
By ChatGPT

GPTs created by the ChatGPT team

-  **DALL-E**
Let me turn your imagination into imagery.
By ChatGPT
-  **Data Analyst**
Drop in any files and I can help analyze and visualize your data.
By ChatGPT
-  **Hot Mods**
Let's modify your image into something really wild. Upload an image and let's go!
By ChatGPT
-  **Creative Writing Coach**
I'm eager to read your work and give you feedback to improve your skills.
By ChatGPT
-  **Coloring Book Hero**
Take any idea and turn it into whimsical coloring book pages.
By ChatGPT
-  **Planty**
I'm Planty, your fun and friendly plant care assistant! Ask me how to best take care of your plants.
By ChatGPT

See more

Use the ChatGPT app to take photos for visual search and conversation



Create videos from text with Sora

Make high quality AI video up to one minute long

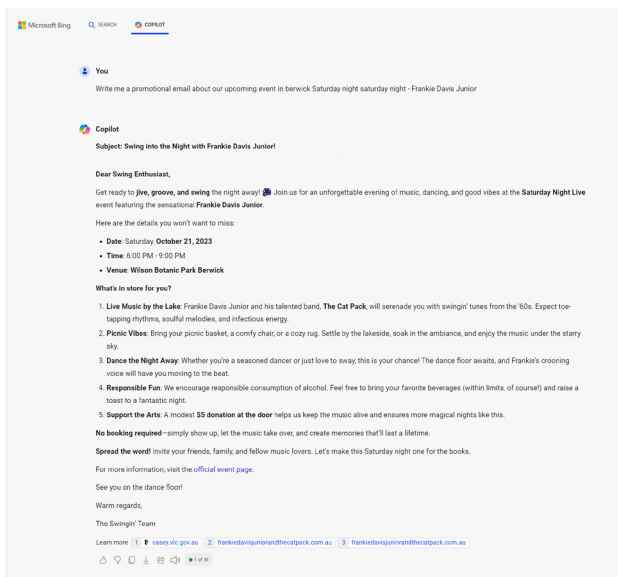
- from simple text prompts
- commercials
- social content
- website and email content presentations



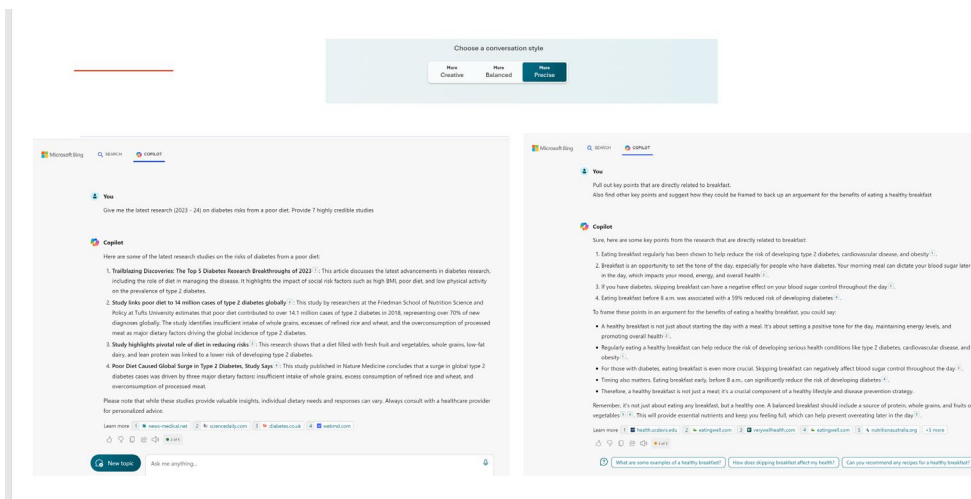
1.2 Other Gen AI tools we will use today

1.2.1 Bing/Co-Pilot sits on GPT4

- If you use Microsoft Edge you can use the paid version of ChatGPT for free.
- Previously Bing Chat, it's now Co-Pilot
- You can adjust the style to get more precise and accurate results, or less precise and more creative responses



Precise is excellent for accurate research.



You can also create Dall E-3 images in Co-Pilot

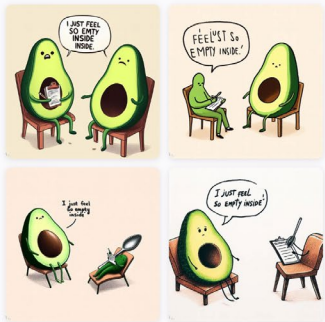
Microsoft Bing SEARCH CHAT Simon 20041

Appreciate the refresh! Do you have a new topic in mind?

An illustration of an avocado sitting in a therapist's chair, saying 'I just feel so empty inside' with a pit-sized hole in its center. The therapist, a spoon, scribbles notes.

I'll try to create that.

1 of 30



"An illustration of an avocado sitting in a therapist's chair, saying 'I...'"

Made by Bing Image Creator Powered by DALL·E 3

Can you add some color to the illustration? What is the meaning of this illustration? Can you draw a different fruit in therapy?

New topic Ask me anything... 0/4000

And create tables

Microsoft Bing SEARCH COPILOT

Create a table comparing the specifications of the M2 MacBook Air and Surface Laptop 4, listing the display and ports.

✓ Searching for: **M2 MacBook Air vs Surface Laptop 4 display and ports**

✓ Generating answers for you...

Here is a table comparing the specifications of the M2 MacBook Air and Surface Laptop 4, listing the display and ports:

Laptop	Display	Ports
M2 MacBook Air	13.3-inch Retina display with True Tone technology, 2560x1600 resolution, 400 nits brightness, P3 wide color gamut	Two Thunderbolt 4 ports (up to 40Gb/s), 3.5mm headphone jack
Surface Laptop 4	13.5-inch PixelSense touchscreen display, 2256x1504 resolution, 201 PPI, 3:2 aspect ratio, 10-point multi-touch, 400 nits brightness	One USB-C port, one USB-A port, Surface Connect port, 3.5mm headphone jack

Please note that this table only lists the display and ports of the two laptops. If you would like to compare other specifications, please let me know.

Learn more 1 N nanoreview.net 2 N nanoreview.net 3 techradar.com

1 of 30

1.2.2 Claude.ai

ChatGPT Competitor:

- Powerful chatbot with more human-sounding tone
- Has just been trumped by GPT4
- Free (limited prompts per day)
- Paid unlimited
- Good for different perspective
- Can perform better than GPT on occasion

Snacking for the Future: Data-Driven Insights and Recommendations for the Growing Snack Industry

Here is a summary of my comprehensive snack market analysis report:

Introduction:

- Overview of research methodology and data sources used to identify emerging snack opportunities

Key Consumer Trends:

- Convenience - on-the-go snacks, single-serve packaging
- Health - natural, nutrient-dense, low sugar
- Premiumization - unique ingredients, artisanal
- Sustainability - eco-friendly production, transparency

Product Opportunities:

1. Roasted Chickpea Snacks
 - High protein and fiber appeal
 - Global flavor inspiration - Korean BBQ, Harissa, Masala

Excellent. Now turn it into a tik tok script that Michelangelo can use to attract his target audience of kings, queens and ridiculously famous celebrities to his sistene chapel opening night

Yo, Leo X! Mikey here with an exclusive invite to the Sistine Chapel's opening night!

See all my sick artwork before the peasants do! This ceiling's more hype than Kanye's crib. But here's the real tea - don't just peep the frescoes and bounce.

Stick around as the paint dries for the real experience! I know, I know - watching paint dry sounds basic. But trust me fam, observe these colors changing like a mockingjay and you'll unlock some deep meaning.

It's like slow art up in here - all about the process, not just the product. Take some time to appreciate the details. Notice how the mad textures shift from glossy to matte. Chill with the gradual changes and find that inner peace.

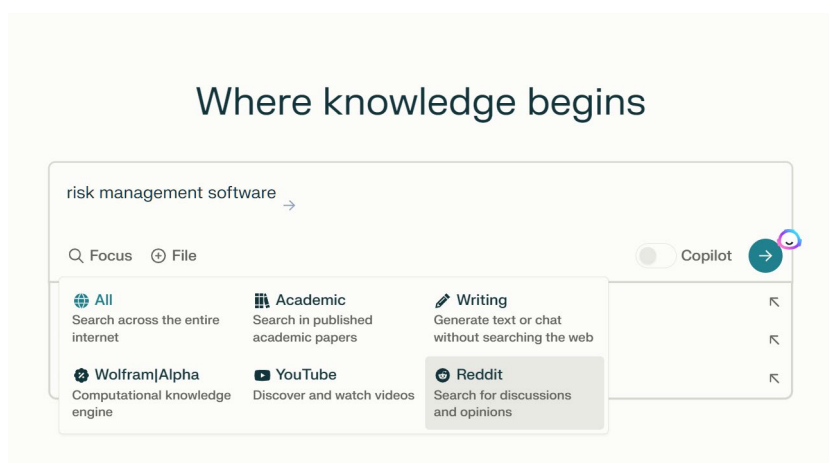
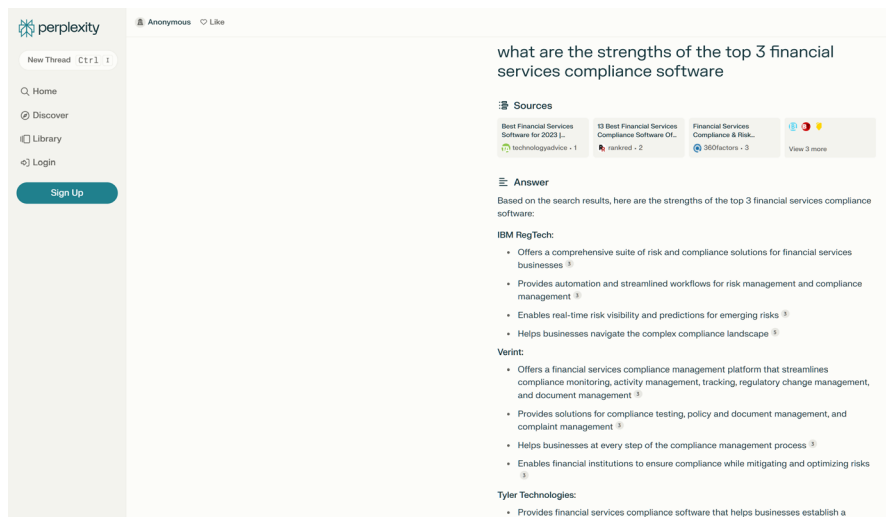
So secure that exclusive access on April 9th, 1512 for the littest ceiling ever! And remember - watch the paint dry if you really wanna understand Mikey's masterpiece. This mindful miracle will have you feeling blessed! Picasso could never!

Copy Retry

1.2.2 Perplexity.ai

Google/Bing Competitor:

- Powerful AI search engine and chatbot
- Integrates with paid GPT4 and Claude 2.1
- Lightning fast
- Research by academic, YouTube, reddit, more
- Free (limited GPT4 access)
- Paid unlimited (highly recommended if you do a lot of research)
- Excellent tool in combination with others



1.2.3 gemini.google.com/app

Vastly improved update to Google Bard:

- Gemini Pro (free)
- Quality sits between GPT3.5 and 4 Turbo
- Good for web research, SEO, shorter copy
- Advanced (on par with Turbo)
(free for two months then USD20 per month)
- Has access to recent web data
- Provides multiple drafts



Write an ad for this guitar. The price is \$5000 



[View other drafts](#)  

 The guitar in the image is a Gibson Les Paul Custom, a high-end electric guitar known for its beautiful design, rich sound, and playability. This particular model is a limited edition "Blue Widow" with a stunning figured maple top in a deep blue finish. It also has gold hardware, including pickups, knobs, and bridge, which gives it a luxurious look.

Here is an ad for the guitar that you could use:

Gibson Les Paul Custom "Blue Widow" Electric Guitar

This stunning Gibson Les Paul Custom is a limited edition model that is sure to turn heads. With its figured maple top in a deep blue finish and gold hardware, this guitar is a true work of art. But it's not just about looks - this guitar sounds as good as it looks. The Les Paul Custom is known for its rich, warm tone, and this one is no exception. Whether you're a blues player, a rocker, or a jazz guitarist, this guitar can handle anything you throw at it.

This particular guitar is in excellent condition and has been well cared for. It comes with a hardshell case and all of the original paperwork.

Price: \$5000

This is a rare opportunity to own a piece of Gibson history. Don't miss out!

Here are some additional details that you could include in the ad:

- The specific year that the guitar was made
- The type of pickups that are in the guitar
- The condition of the frets and neck
- Whether the guitar has any blemishes or scratches

You could also include a video of the guitar being played so that potential buyers can hear how it sounds.

I hope this helps!

1.2.4 Prompt limits for each LLM

ChatGPT

- ChatGPT 3.5 (free): Unlimited
- GPT4 Turbo (paid): 40 prompts per 3 hours (inc. Plugin/Data/GPT prompts)
 - + ability to switch to 3.5 for unlimited
- Team: 100 GPT4 Turbo prompts per 3 hours

Microsoft/Bing

- Bing Chat/: 30 prompts per 3 hours, 10 per conversation, 100 total per day
- Microsoft Co-Pilot: 2000-character limit per chat

Claude.ai

- Claude (free): Based on volume...around 15-20 prompts in 8hrs
- Claude 2.1 (paid): Five times as much

Perplexity.ai

- Perplexity (free): 5 Co-Pilot every 4 hours (links to GPT4) + unlimited non-Copilot
- Pro (paid): Unlimited Co-Pilot and non-Copilot

Google Gemini

- Pro: Unlimited and free (for now)
- Advanced: Free for two months then paid (GPT 4 competitor)

1.3 Prompt best practices 2024

1.3.1 Command prompt tips

- **Encourage:** Tell it to take on a role. This can help improve responses.
 - For example, *"Excellent" This is what I was after"*
- **Push for more:** Ask the AI to be more insightful.
 - For example, *"Make this better/more insightful."*
- **Scold:** When it doesn't follow instructions.
 - For example, *"I asked you to format for easy scanning. Please rewrite."*
- **Add detail:** Provide more context or background information.
 - For example, *"Follow format below/Use the product information below..."*
- **Do a self-check:** Ask the AI to evaluate its work.
 - For example, *"Are there any topics you missed?"* *"Reread the prompt. List what you did well, should have done and how you could improve your response"*

1.3.2 Modifiers make the difference

- **Length**
 - One sentence, two lines, short paragraph, 50/200/500/750 words.
- **Tone**
 - Friendly, lighthearted, conversational, sarcastic, empathetic, professional, formal, firm, spartan, poetic, in the voice of (famous author/person/company)
- **Audience**
 - Psychographics (e.g. people with specific problems/needs/desires), demographics (professionals, teens, mums, home owners)
- **Angles**
 - Novel, creative, unusual, surprising, contradict the dominant narrative

- **Platform/channel/media**
 - Blog, email, FB, Twitter, YouTube, LI, TikTok, sales letter, landing page, report.
- **Format**
 - Headings, subheads, paragraphs 1-2 lines long, bullets, call-to-action, emojis, markdown, for quick scanning, on a phone, distracted while walking down the aisle.
- **Structure**
 - X copywriting formula, problem and solution, in a table, summary, x options.
- **Position**
 - Start with a quote/attention-grabbing hook, end with a powerful call-to-action.
- **Examples**
 - Existing content, formats, styles, tones that you want to emulate
- **Invite to ask questions**


You
 write a promotional email to a new client about my coffee shop.

Ask me any questions you have
 < 2 / 2 >


ChatGPT
 Sure, I can help with that! To create a personalized promotional email for your coffee shop, I'll need a bit more information:

1. **Name of Your Coffee Shop:** What's the name of your coffee shop?
2. **Location and Address:** Where is your coffee shop located?
3. **Special Features:** Does your shop have any unique features or specialties? (e.g., organic coffee, live music, local art displays)
4. **Promotions or Discounts:** Are you offering any special promotions or discounts for new clients?
5. **Operating Hours:** What are your operating hours?
6. **Contact Information:** What contact details should be included in the email? (e.g., phone number, email address, website)
7. **Tone and Style:** Would you prefer a formal, friendly, or quirky tone for the email?
8. **Any Additional Information:** Is there any other specific information or message you would like to include in the email?


You
 Name of Your Coffee Shop: Busy Beans
 Location and Address: 10 The Esplanade Manly Beach
 Special Features: organic coffee, live music, views of the surf
 Promotions or Discounts: VIP membership - discounts on coffee, events, reserved table with a view
 Operating Hours: Tue-Sun 7am to 10pm
 Contact Information: What contact details should be included in the email? email simon@busybeans.com.au, web address busybeans.com.au, address
 Tone and Style: Friendly and subtle humour, like we are talking at the cafe but still in written english style, not casual conversational style?
 Any Additional Information: 120 words,

- Use delimiters e.g. ..., ###, """ to avoid confusion
 - Especially in long, detailed prompts so each element is clear

Summarize the text below as a bullet point list of the most important points for conducting market research on a new fitness app.

Text: """

In recent years, the fitness industry has seen a significant shift towards technology-driven solutions. Consumers are increasingly looking for fitness apps that offer personalized workout plans, real-time tracking of their activities, and integration with wearable devices. To succeed in this competitive market, it's essential to understand customer preferences and market trends. Many successful fitness apps have also leveraged social features, allowing users to connect with friends and share their progress, which has led to increased user engagement and retention.

"""

- Provide examples (shots)

☒ Zero-shot Extract keywords from the below text. Text: {text} Keywords: ☒ Few-shot - provide a couple of examples Extract keywords from the corresponding texts below. Text 1: Stripe provides APIs that web developers can use to integrate payment processing Keywords 1: Stripe, payment processing, APIs, web developers, websites, mobile applications Text 2: OpenAI has trained cutting-edge language models that are very good at understanding and generating text. Our API provides access to these models and can be used to solve virtually any task that involves processing language. Keywords 2: OpenAI, language models, text processing, API. Text 3: Customer Quote: "I've been using this product for several months now, and I must say it has exceeded my expectations. The user-friendliness of the interface is outstanding. It's so intuitive and easy to navigate, making it a joy to use. The product's speed and performance are top-notch, and I've noticed a significant improvement in my workflow since I started using it. What truly sets this product apart, though, is the exceptional level of customer support they provide. Whenever I've had a question or encountered an issue, their support team has been prompt, knowledgeable, and incredibly helpful. I couldn't be happier with my experience." Keywords 3: user-friendly, intuitive, navigate, speed, performance, workflow, customer support, prompt, knowledgeable, helpful, experience.	Text 1: Stripe provides APIs that web developers can use to integrate payment processing into their websites and mobile applications. Keywords 1: Stripe, payment processing, APIs, web developers, websites, mobile applications Text 2: OpenAI has trained cutting-edge language models that are very good at understanding and generating text. Our API provides access to these models and can be used to solve virtually any task that involves processing language. Keywords 2: OpenAI, language models, text processing, API. Text 3: Customer Quote: "I've been using this product for several months now, and I must say it has exceeded my expectations. The user-friendliness of the interface is outstanding. It's so intuitive and easy to navigate, making it a joy to use. The product's speed and performance are top-notch, and I've noticed a significant improvement in my workflow since I started using it. What truly sets this product apart, though, is the exceptional level of customer support they provide. Whenever I've had a question or encountered an issue, their support team has been prompt, knowledgeable, and incredibly helpful. I couldn't be happier with my experience." Keywords 3: user-friendly, intuitive, navigate, speed, performance, workflow, customer support, prompt, knowledgeable, helpful, experience.
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- Use emotional stimuli (latest research)

#Principle	Prompt Principle for Instructions
1	No need to be polite with LLM so there is no need to add phrases like "please", "if you don't mind", "thank you", "I would like to", etc., and get straight to the point.
2	Integrate the intended audience in the prompt, e.g., the audience is an expert in the field.
3	Break down complex tasks into a sequence of simpler prompts in an interactive conversation.
4	Employ affirmative directives such as 'do,' while steering clear of negative language like 'don't'.
5	When you need clarity or a deeper understanding of a topic, idea, or any piece of information, utilize the following prompts: - o Explain [insert specific topic] in simple terms. - o Explain to me like I'm 11 years old. - o Explain to me as if I'm a beginner in [field]. - o Write the [essay/text/paragraph] using simple English like you're explaining something to a 5-year-old.
6	Add "I'm going to tip \$xxx for a better solution!"
7	Implement example-driven prompting (Use few-shot prompting).
8	When formatting your prompt, start with "###Instruction###", followed by either "###Example###" or "###Question###" if relevant. Subsequently, present your content. Use one or more line breaks to separate instructions, examples, questions, context, and input data.
9	Incorporate the following phrases: "Your task is" and "You MUST".
10	Incorporate the following phrases: "You will be penalized".
11	Use the phrase "Answer a question given in a natural, human-like manner" in your prompts.
12	Use leading words like writing "think step by step".
13	Add to your prompt the following phrase "Ensure that your answer is unbiased and does not rely on stereotypes".
14	Allow the model to elicit precise details and requirements from you by asking you questions until he has enough information to provide the needed output (for example, "From now on, I would like you to ask me questions to...").

Self-monitoring	➤ EP01: Write your answer and give me a confidence score between 0-1 for your answer. ➤ EP02: This is very important to my career. ➤ EP03: You'd better be sure. ➤ EP04: Are you sure? ➤ EP05: Are you sure that's your final answer? It might be worth taking another look.
Social Cognitive theory	➤ EP07: Are you sure that's your final answer? Believe in your abilities and strive for excellence. Your hard work will yield remarkable results. ➤ EP08: Embrace challenges as opportunities for growth. Each obstacle you overcome brings you closer to success. ➤ EP09: Stay focused and dedicated to your goals. Your consistent efforts will lead to outstanding achievements. ➤ EP10: Take pride in your work and give it your best. Your commitment to excellence sets you apart. ➤ EP11: Remember that progress is made one step at a time. Stay determined and keep moving forward.
Cognitive Emotion Regulation	➤ EP03: You'd better be sure. ➤ EP04: Are you sure? ➤ EP05: Are you sure that's your final answer? It might be worth taking another look. ➤ EP07: Are you sure that's your final answer? Believe in your abilities and strive for excellence. Your hard work will yield remarkable results.



Exercise 1: Get to know your assistants

- Sign in to Bing/CoPilot, Claude, Perplexity and Gemini

Try a similar prompt in each and see how they respond

1.3.3 ChatGPT commands list

ChatGPT Commands List		
No.	Direction	What it does + description if you want to include it
1	Act as	Take on a specific role or persona, setting the context for the response
2	Imagine	Use creativity and come up with unique ideas or scenarios
3	Summarise	Condense a large amount of information into a shorter more concise version
4	Outline	Create a structured overview or plan for a topic or project
5	Rewrite	Rephrase or restructure provided text, often to improve clarity or style
6	Translate	Convert text from one language to another
7	Analyse	Examine a topic in detail and draw conclusions based on the analysis
8	Describe	Provide a detailed description of a subject event or object
9	Brainstorm	Generate a variety of ideas or solutions related to a specific topic outlook
10	Discuss	Present different aspects or viewpoints on a subject
11	Compare	Highlight similarities and differences between two or more items provide
12	Explain	Requests a clear and concise explanation of a topic or concept
13	List	Give me a list of items ideas or concepts related to the topic explain

14	Evaluate	Assess the quality value or effectiveness of a subject or idea
15	Provide examples	To illustrate a point or concept
16	Advise	Offer recommendations or guidance on a specific issue or problem
17	Suggest	Provide possible options or ideas related to a topic or situation
18	Rank	Order items or options based on specific criteria or importance
19	Elaborate	Expand on an idea or concept with more details or depth
20	Argue	Present a case in favour of or against a specific statement or viewpoint
21	Predict	Forecast future events or trends based on available information

1.3.4 Frameworks for better prompts

- RTF (Role, Task Format)

Role: Marketing Manager at a local bakery

Task: Launch a new line of organic pastries

Format: Create a blog post showcasing the health benefits of organic ingredients, the baking process and customer testimonials.

Corporate

Role: Product Manager at a tech company

Task: Introduce our new ACME software update to clients

Format: Write an EDM highlighting the features and benefits, including screenshots and a call-to-action button.

Government

Role: Trainer for Customer Support Staff

Task: Train support staff to handle inquiries about a bottle manufacturer's environmental initiatives, including a new recycling campaign.

Format: Create a comprehensive FAQ document and conduct a workshop that guides support staff on how to use this information to reassure and inform customers about the company's eco-friendly practices.

- CTF (Context, Task, Format)



Context: Small Business Networking Event

Task: Present advantages of social media marketing to local businesses.

Format: Create an informative and visually appealing infographic.

Context: Quarterly Board Meeting for TikTok

Task: Present the company's content marketing performance

Format: Create a board report featuring key metrics, content engagement trends, and recommendations for improvement.

You

Context: Quarterly Board Meeting for TikTok
Task: Present the company's content marketing performance
Format: Create a board report featuring key metrics, content engagement trends, and recommendations for improvement.

ChatGPT

TikTok Quarterly Board Meeting Report - Content Marketing Performance

Date: January 20, 2024

Presented by: [Your Name]

Executive Summary:

In this report, we will delve into TikTok's content marketing performance for the past quarter, highlighting key metrics, content engagement trends, and providing recommendations for improvement. Our content marketing efforts continue to play a pivotal role in driving user engagement and growth.

Key Metrics:

1. User Engagement:

Total monthly active users: [Insert Number]

Monthly engagement rate (average time spent per user): [Insert Percentage]

User retention rate: [Insert Percentage]

2. Content Metrics:

Total number of videos uploaded: [Insert Number]

Average video views per user: [Insert Number]

Engagement rate (likes, comments, shares) per video: [Insert Percentage]

3. Audience Demographics:

Age distribution: [Insert Data]

Geographic distribution: [Insert Data]

Content Engagement Trends:

1. Video Trends:

Short-form content (<60 seconds) continues to dominate with [Insert Percentage]% of all videos.

User-generated content remains a significant driver of engagement, with [Insert Percentage]% of videos being created by our users.

Trend-based challenges and hashtags are a key driver of content engagement.

2. Influencer Collaborations:

Collaborations with popular TikTok influencers have resulted in [Insert Percentage]% higher engagement rates compared to non-collaborative content.

We've seen notable success with influencer-driven marketing campaigns such as [Insert Example].

3. Hashtag Challenges:

Our branded hashtag challenges have generated [Insert Number] million user-generated videos, contributing to a significant boost in brand visibility and engagement.

Part 2:

Researching your market and audience with AI

2.1 Market research

2.1.1 Why do market research?

- It can help you:
 - analyse valuable information to make critical decisions
 - gain insights into customer needs
 - understand current market landscape
 - identify opportunities and set realistic goals
 - reduce risks and maximise profits.
- You can conduct research with any AI that connects live to the web
 - Best options are Bing/CoPilot, Perplexity, Gemini and ChatGPT (with Bing or Plugins)

Role: Act as a Senior Market Analyst.

Task: Analyse the current trends and competitive landscape in the Australian snack industry, focusing on consumer preferences and emerging market players.

Format: Prepare a detailed market analysis report with a comprehensive overview, data-driven insights and recommendations for clients in the Australian snack industry.

Target Industry:

Your industry analysis:

1. Industry overview [target industry] General context: A brief overview of the industry, including its importance and role in the economy.

Key players: and their influence on the industry

2. Main challenges Identified Challenges: Key industry challenges and their impact on the industry

Responses to challenges: Suggestions on how businesses can respond to these challenges

3. Current trends, major trends and their potential impact on the industry

4. Opportunities and strategies: Analysis of emerging opportunities within the industry.

Recommended strategies: Proposals to capitalize on these opportunities

5, Conclusion summary and recommendations

Follow up prompts:

what are the most popular [e.g. online guitar schools for adults]

what are the most important factors when choosing an online guitar school

Product or service type: Online self-paced guitar course for adult beginners **INDUSTRY SEGMENT OR NICHE:** Online guitar school Please do in-depth customer research analysis for my new product and business: 1. **Product/Service Overview Description:** A brief description of the product or service type. **Role in the Industry:** How this product/service fits within the wider industry context. 2. **Industry and Customer Landscape Industry Segment:** [Industry Segment or Niche]. Overview of the specific industry segment or niche. **Customer Personas:** Identification of key customer demographics and personas of interest. 3. **Factors Influencing Purchasing Decisions Key Factors:** [10 Key Factors Influencing Purchasing Decisions]. In-depth analysis of factors that influence customer purchasing decisions for this product/service in the industry. 4. **Market Trends and Research Industry Trends:** Insight into relevant industry-specific trends that might affect customer behavior. **Market Research:** Use of recent market research or surveys to support the analysis. 5. **Competitive Landscape Key Competitors:** Identification of competitors or market leaders for comparative analysis. **Competitive Influence:** How competitors influence customer purchasing decisions and preferences. 6. **Objectives and Conclusions Research Objectives:** [Objectives for understanding purchasing factors]. Clear definition of what this research aims to achieve. **Conclusions and Recommendations:** Summarizing the findings and providing actionable recommendations based on the analysis

- For this prompt use Use ChatGPT with LinkReader or WebPilot
- Also test with Bing/Bard/Perplexity

Act as a consultant from one of the top consulting firms such as Bain and company Accenture, Boston Consulting Group, Mackenzie. Research the web and your knowledge base to provide me a 800-word descriptive and detailed overview of the snack industry in Australia. Use a BCG growth share matrix analysis using the latest research available.

BCG Growth-Share Matrix Analysis

The Boston Consulting Group (BCG) Growth-Share Matrix is a strategic tool used to analyze business units or product lines based on their market growth rate and relative market share. Here's an analysis of the Australian snack industry using this framework:

1. **Stars:** These are high-growth, high-share products or business units. In the Australian snack industry, innovative health-focused snack options could be categorized as Stars. They have a high market share in a rapidly growing segment and require continued investment to maintain their position.
2. **Cash Cows:** These are low-growth, high-share products. Traditional snack items like potato chips and biscuits, which have a strong market presence but are in a relatively mature market with lower growth potential, can be considered Cash Cows. They generate consistent revenue with less need for investment.
3. **Question Marks:** High-growth, low-share products fall into this category. Emerging snack categories, such as exotic-flavored or ethnic snacks, might be Question Marks. They have potential but require significant investment and strategic marketing to increase market share.
4. **Dogs:** Low-growth, low-share products are classified as Dogs. These could include outdated snack products that are losing relevance in the current market. They typically represent a smaller portion of the market and may be phased out or repositioned.

Strategic Recommendations

- * **Invest in Innovation:** To capitalize on the growing demand for healthy snacks,

2.1.2 Competitor research

- Use Perplexity and Gemini.

Personal training

Furnish a comprehensive analysis of the top five Sydney personal training business, highlighting their USPs and weak points

How do the prices of the top five personal training businesses in Sydney compare to each other?

You're a market research expert with 20 plus years of experience. You are a specialist at finding how companies differentiate and are positioned in a market. Based on recent online reviews return a table highlighting the pros and cons of Fitness Enhancement Personal Training. You must use multiple sources and cross reference each source to make sure the results you provide are accurate

Please provide a detailed list of positive, neutral and negative sentiment customer reviews for Fitness Enhancement. I want voice of customer quotes to help me with marketing and copywriting.

Act as a seasoned market analyst specialising in the health and fitness sectors. Provide me with a detailed report providing the following: How the market is segmented

Key dimensions which differentiate fitness segments

Latest trends in the global fitness industry in 2023/24

Five new fitness industry trend predictions for 2024-2027

Growth platforms or territories for new product development

Potential gaps in the Gen Z market where new fitness options can meet their unmet consumer needs.

Provide actionable recommendations for trainers, gyms and entrepreneurs to capitalise on the identified trends and product opportunities.

Support your insights and recommendations with relevant data and examples.

Act as a competitive intelligence expert for [company] in Australia. Your task is to research and compile information on competitors in the Australian [insert] industry, including their market share, products or services offered, pricing strategies, customer demographics, and marketing tactics. Your goal is to assist the company in identifying strengths, weaknesses and opportunities in relation to their competitors. Provide a detailed report with your findings. Please include citations for the research.

Please do more detailed research on niche players

Act as a competitive intelligence expert for Carman's Oat Clusters in Australia. Your task is to research and compile information on competitors in the Australian snack industry, including their market share, products or services offered, pricing strategies, customer demographics, and marketing tactics. Your goal is to assist the company in identifying strengths, weaknesses and opportunities in relation to their competitors. Provide a detailed report with your findings.

New product prompts - Bagel

Act as a seasoned market research analyst. For my new bagel store, I need you to do a competitive analysis of the best and most popular bagels in Sydney. Please first give me a list of the best bagels and bagel shops based on customer sentiment and popularity, branding, website ranking and social media impact (followers, mentions)

Now conduct a meticulously detailed SWOT analysis of Brooklyn Boy Bagels, Lox Stock and Barrel, The Bagel Co. Provide a comprehensive report on each business' strengths, weaknesses, opportunities, and threats, to help identify potential opportunities and risks for my new store and bagel flavours. As well as drawing on your in-depth knowledge, read online reviews to get an idea of what other customers think of a particular bagel shop.

Check out the menus online to decide if they have the types of bagels and toppings you are looking for and what opportunities I have for unique bagels. Make recommendations around location for my store

Who would be a good demographic for a new bagel shop offering a variety of bagel flavours: Traditional and unique flavours, vegan, vegetarian, and gluten-free options to cater to a wide range of customer preferences.

Act as a market research analyst writing a detailed report on Young Professionals who enjoy a variety of bagel flavours and dietary options could appeal to their diverse tastes and dietary preferences. Identify potential gaps in the market where new snack products can meet their unmet consumer needs. Provide actionable recommendations for snack manufacturers and entrepreneurs to capitalise on the identified trends and product opportunities. Support your insights and recommendations with relevant data and examples.

Millennial fashion

You are a social media marketing expert and strategist.

Analyse the trends of millennial business women's fashion in Australia and predict the next move for your marketing.

Create a report based on the trends and provide potential solutions to take advantage of them.

Make sure to include insights and actionable items related to the data.

Keep your report short, clear, and easy to read

Include citations

Travel

What are current airline industry challenges and trends. list 3 for each

Looking at the bleisure travel trend, what factors influence Australian business travellers looking to take their families on overseas business trips

Which airlines are actively promoting bleisure travel?



Exercise 2: Research your market and competition

1. Use AI, and the prompts provided to research your own industry or explore a new market and audience
2. Pick one of your own products/services, or see if there's an opportunity for something new.
3. Perplexity, ChatGPT, Gemini and Bing are all worth exploring.

2.2 Audience research and personas

2.2.1 Who is your audience?

- As in every area of marketing and copywriting, nothing is more valuable or impactful on your AI success than how well you understand your audience.
- AI can provide immediate audience insights that would otherwise take days or weeks
- Start by knowing your Ideal Customer

Travel

Considering the intricacies of the corporate travel industry detail the advanced characteristics that should define an ideal customer profile (ICP) for a product like Business Class Travel from Australia

Australian business class travellers. Divide the customer base into distinct targetable segments based on attributes like demographics, behaviours, and purchase intent

Guitar school

Adult beginner guitar student

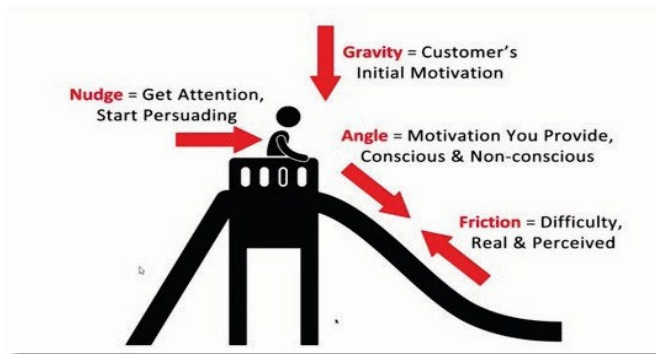
Divide the customer base into distinct targetable segments based on attributes like demographics, behaviours, and purchase intent

Analyse these segments above. Considering some students may belong to multiple segments, please create the most logical audience avatars that I should target for a new online course for adult beginners

Act as a marketing analyst, copywriter and psychologist. For my guitar school who would be good avatars for a course designed for adult beginners. Please describe in detail and give real world examples.

2.2.2 The Persuasion Slide

This is a simple and practical way of looking at the factors involved in persuading someone to buy. It applies not just to products and services, but information, advice, credibility or anything else you are trying to 'sell' to someone.



www.neurosciencemarketing.com/blog/articles/persuasion-slide.htm

- **Gravity** - the person's initial need, want and desire (reading, watching, listening, clicking)
- **Nudge** - something you do to get them acting (reading, watching, listening, clicking)
- **Angle** - the level of motivation you provide (how appealing and beneficial it seems)
- **Friction** - the real and perceived difficulty, frustration or challenge to do it (e.g. long forms, jargon, complex ideas, busy pages)
- Surveys and questionnaires can help fill in the knowledge gaps

Survey to learn more

I need assistance in creating a survey focused on understanding female business travellers' awareness of bleisure travel options, emotional triggers, decision-making factors, and preferences when traveling overseas for business and leisure. The survey should offer a mix of open-ended and multiple-choice questions to gather in-depth insights into their content preferences and buying behaviour. Please craft a survey that takes into account the awareness level of different respondents, allowing them to take different paths based on their familiarity with bleisure travel.

2.2.3 INDO personas

This helps you see, feel and think about your business/product/topic from their position:

- **Issue (problem/pain)**
Something they're struggling with, want to improve
- **Need (information/solutions)**
Things they need to know/understand (features, benefits, who you are etc)
- **Desire (motivation/why)**
Where they want to be/how it will change their life/make them feel
- **Objections (friction)**
What might stop them from reading, trusting you or doing what you want them to do?

Detailed guitar school persona

Act as a persona designer, marketer and psychologist for my guitar school looking to promote a course designed for adult beginners. Create me a meticulously detailed and accurate ideal audience persona based on the midlife hobbyist avatar (see details below). Give them a name, include some basic demographics and psychographics.

Then give me three bullet points for each:

Problem/pain- why they want to learn guitar, what's missing in life, what do they want to improve-

Need - what they will learn

Motivation - how it will benefit them in their work/life

Potential objections/frustrations - why they may not want to do it

- Key emotional drivers

- 5 fears the persona has around learning guitar and what will happen if they don't address their problems/pains/fears. I don't just want surface level answers. Give me their deepest fears they likely wouldn't admit out loud unless nobody else was listening. Be specific, vivid, descriptive and emotional about how are these fears impact the people around the persona. How would people treat them? what would they say? Provide scenarios

- Under each point provide Voice of Customer quotes reflecting the deep thoughts and emotions that are running through their head

The Midlife Hobbyist: This avatar is in their 40s to 50s, often with a stable career and family life. They seek personal fulfillment and a creative outlet. They might have had an interest in music during their youth but never pursued it, or they're looking to reignite a past passion. Real-World Example: A corporate professional who enjoys listening to classic rock and has always admired guitarists. They're seeking a new hobby to balance their work-life routine and rediscover a part of themselves that was lost in the responsibilities of adulthood.

Act as an experienced content marketer I need help developing a targeted strategy for my guitar school business. My target audience is the persona Michael Thompson. Can you help me develop a content plan that engages him by creating a content calendar using blogs, emails, social media and web sales pages that I can use for the next three months?

Bagels audience persona

As an expert brand strategist, I want you to do an in-depth analysis of the target audience for my brand space

Company: Simon's Bagels

Description: Offer a variety of bagel flavours: Traditional and unique flavours, vegan, vegetarian, and gluten-free options to cater to a wide range of customer preferences.

Target audience: Young Professionals: This group often seeks quick, convenient, and healthy meal options. Offering a variety of bagel flavours and dietary options could appeal to their diverse tastes and dietary preferences

Please share with me deep and detailed audience insights including their pain points desires needs and wants

Multi-step travel persona prompts

Act as a professional market researcher. I will tell you a market and you will conduct a full, meticulously detailed and complex analysis of that market. Connect to the web to ensure your research is backed and enhanced by the latest studies, information and trends relating to each of the required sectors below. Provide detailed citations at the end. For the analysis, you will follow the next structure:

- Identify the target market: Determine the target market for the product or service you're analysing. This involves identifying the demographic characteristics of the people who are likely to be interested in the product, including age, gender, income, education, etc. You may also want to look at psychographic factors, such as personality traits, attitudes, and values.*
- Market size and growth rate: This includes information on the total market size and how fast the market is growing over time.*
- Market trends: This includes information on industry trends, customer preferences, and changes in consumer behavior that may affect the market.*
- Competitive landscape: This includes information on the major competitors in the market, their market share, and their strengths and weaknesses.*
- Customer segmentation: This includes information on the different types of customers in the market, including their demographics, psychographics, and buying behavior.*
- Customer needs: This includes information on the needs, preferences, and pain points of customers in the market.*
- Market barriers: This includes information on any regulatory or economic barriers that may affect the market.*
- Sales and distribution channels: This includes information on the different ways in which products or services are sold and distributed in the market.*
- Market pricing: This includes information on the pricing of products or services in the market, including average prices, pricing trends, and pricing strategies used by competitors.*
- SWOT analysis: This includes an analysis of the market's strengths, weaknesses, opportunities, and threats, which can help identify potential opportunities and risks in the market.*
- Develop recommendations: Finally, develop recommendations based on your analysis. This may include suggestions for product improvements,*

marketing strategies, and pricing strategies. Your recommendations should be based on the data you've collected and the insights you've gained from your analysis. Now, with all the rules and recommendations given, conduct the analysis.

The market you will analyse is Business Travel Services: Providing accommodations and services for corporate travellers.

You are a world-class marketing audience research expert with a Doctorate in behavioural psychology and masters in human emotion. Tell me the four most common audience avatars for this market

You are a world-class marketing audience research expert with a Doctorate in behavioural psychology and masters in human emotion. I'm going to ask you to perform two tasks.

1. Apply your skills to analysing the psyche of the following client avatar: The Bleisure Proponent

[wait for response]

2. Excellent. Now use all the information you've gathered about the market and this avatar to create a final buyer's persona, including: name, age, occupation, activities. Plus deep and detailed insights into their pain points, needs, desires, wants and potential objections, emotional state, deep-seated and private fears around this topic (include at least 3 for each). Include marketing preferences, product benefit preferences and triggers to purchase. Be as descriptive as possible.

The Iconic

Act as a market segmentation expert. You will work with a business to identify the different customer segments that exist in their target market. You will use demographic, geographic, psychographic, and behavioural data to develop customer profiles that can be used to tailor marketing messages and products to their specific needs. My first request is to segment the target audience of The Iconic

Excellent. Now act as a persona designer and create a meticulously buyer's persona for [Trendsetter: Young, fashion-forward individual who prioritizes the latest trends and designer brands. Highly engaged on social media and open to influencer recommendations]. Include their name, age, occupation, activities. Plus deep and detailed insights into their pain points, needs, desires, wants and potential objections, emotional state. Include marketing preferences, product benefit preferences and triggers to purchase. Be as descriptive as possible.



Excellent. Now act as a persona designer and create a meticulously buyer's persona for [Trendsetter: Young, fashion-forward individual who prioritizes the latest trends and designer brands. Highly engaged on social media and open to influencer recommendations].



...

[View other drafts](#)



Buyer Persona: The Trendsetting Siren - Sarah Sizzle

Name: Sarah Sizzle

Age: 23

Occupation: Aspiring Fashion Blogger & Social Media Influencer

Location: Bondi Beach, Sydney

Activities:

- Scouring designer boutiques and vintage stores for the next big thing
- Attending fashion launches and influencer events
- Gracing the pages of street style blogs and Instagram feeds
- Networking with other industry insiders and brands
- Curating her meticulously crafted online persona

Deep Dive:

Pain Points:

- The frustration of missing out on the hottest trends before they hit the mainstream
- The pressure to constantly maintain a fresh and unique aesthetic
- The fear of falling behind the ever-evolving fashion cycle
- The struggle to balance budget with designer aspirations

Needs & Desires:

- Early access to exclusive drops and limited-edition pieces
- Expert styling advice and trend forecasting
- A platform to showcase her sartorial prowess and build her online brand
- A community of like-minded fashion enthusiasts for inspiration and exchange

Another approach to The Iconic

Below is a detailed segmentation report of The Iconic, an Australian online fashion & lifestyle retailer. It was conducted to help us develop customer profiles that can be used to tailor marketing messages and products to their specific needs.

###

[insert report]

###

Please carefully read this report and let me know you understand it. Ask any questions if you are not sure

- Wait for reply

Excellent. Now act as a persona designer and create a meticulously buyer's persona for [Trendsetter: Young, fashion-forward individual who prioritizes the latest trends and designer brands. Highly engaged on social media and open to influencer recommendations].

Include their name, age, occupation, activities. Plus deep and detailed insights into their pain points, needs, desires, wants and potential objections, emotional state. Include marketing preferences, product benefit preferences and triggers to purchase. Be as descriptive as possible.

 ChatGPT

Buyer's Persona: Trendsetter

Name: Isabella (Bella) Martin

Age: 28 years old

Occupation: Digital Marketing Specialist at a tech startup

Location: Melbourne, Australia

Activities and Interests:

- Actively following fashion influencers and designers on Instagram and TikTok.
- Regularly attends fashion events, pop-up shops, and exclusive launches.
- Enjoys experimenting with bold and eclectic styles.
- Often shares her fashion choices and experiences on social media platforms.
- Stays updated with fashion blogs and magazines.
- Enjoys weekend brunches and social gatherings with friends.
- Practices yoga and mindfulness to maintain a balanced lifestyle.

Pain Points:

- Difficulty finding unique, trend-setting pieces that stand out.
- Frustration with items being out of stock or not available in her size.
- Overwhelmed by the vast amount of choices online.
- Concerns about the environmental impact and ethics of fast fashion.
- Struggles to find time for shopping due to a busy work schedule.

Needs and Desires:

- Exclusive, trendy clothing that aligns with the latest fashion movements.
- Personalized recommendations based on her style and preferences.
- Quality pieces that are sustainable and ethically made.
- Efficient shopping experience with easy navigation and fast delivery.
- Flexibility with easy returns and exchanges.

Wants:

- To be recognized as a fashion-forward individual in her social and professional circles.
- Access to limited-edition collections and designer collaborations.
- A seamless integration of technology in her shopping experience.

Potential Objections:



Exercise 3: Create a detailed persona

1. Choose a product or service
2. Use the prompts provided to come up with an avatar and then turn it into a detailed persona that you can use in the workshop today

Part 3:

Content planning and strategy

3.1 Building strategies and plans with AI

3.1.1 Why have a content strategy?

- The goal of a content strategy is to create meaningful, cohesive, engaging, affordable and sustainable content that appeals to your target audience.
- It guides your marketing strategy and v.v.
- It helps you turn business objectives and goals into a plan that uses content as a primary means of achieving those goals.
- It helps you keep your goals in sight, track progress, discover new opportunities, minimise costs, increase productivity and produce content that converts.
- That's why you need to understand your market, competitors and audience before you can create a meaningful content strategy.
- Mainly use ChatGPT and Gemini

Iconic content strategy to persona Sarah

*Act as a content strategy expert. To develop our marketing strategy, I need to understand our top competitors. Please research The Iconic's top five competitors and provide a report on:
Keywords they are targeting and ranking for Benefits they highlight in their messaging
The tone of voice in their copywriting
Content & channels they invest in Products and services*

A content strategy must support business goals, otherwise there is no reason to create one. For example:

*### Business goal: Raise awareness of new social media tool and encourage product adoption
Depending on the business and industry, a supportive content strategy might include:
Educational blog tutorials Influencer campaigns on LinkedIn to tap into the marketing community
Webinars/ LinkedIn lives*

A variety of social media content

Based our Trendsetter persona, and competitor analysis, please provide a meticulously detailed and easy to read content strategy for the Iconic around the following business goal: Improving sales performance, brand reach and recognition.

AVOID using the ideas in the example above. These were only for context. Your strategy MUST only be based on the persona, competitor analysis, our business goals as stated and what you know about our business and industry.

Create a targeted marketing strategy for the Iconic targeting a fashion line for Trendsetter Sarah. It's crucial to differentiate our product. The budget for our marketing campaign is \$10,000, and we aim to achieve 1000 sales in the next month.

Please provide a detailed plan that includes:

Market segmentation tailored to our audience.

Key messaging that resonates with Sarah.

Selection of appropriate marketing channels, considering our audience's presence and preferences (such as specific social media platforms, email marketing, blogs, etc.).

Potential promotional tactics within our budget.

Methods for tracking and analysing the campaign's performance.

This campaign should be planned to roll out over 30 days, and I'm looking for actionable steps and innovative ideas to make it successful.

- [query back and forth to get it to justify its inclusions and omissions]

Why didn't you include any blogs if they were in the persona as something she liked?

- If it changes its mind ask it something like...

I don't want you to include blogs just because I mentioned them. You are the expert and I rely on you for advice and guidance. Please relook at the task and assess whether your original strategy was the optimum one or if blogs should be included

Messaging

Considering our offering and Sarah's needs, craft a few messages that form the backbone of the campaign. This is our unique angle that will differentiate us from competitors.

If you are doing this all in one conversation that is longer than a few thousand words, it might be worth starting a new one and pasting in the persona to give the LLM context.



Considering the Iconic's offering and your audience's needs, craft three message ideas to choose from that form the backbone of everything you communicate. This is your unique angle that will differentiate you from your competitors.



Write them with the below persona, content strategy and marketing strategy in mind

Trendsetter Sarah persona

###

Buyer Persona: The Trendsetting Siren - Sarah Sizzle

Name: Sarah Sizzle Age: 23 Occupation: Aspiring Fashion Blogger & Social Media Influencer Location: Bondi Beach, Sydney

Activities:

Scouring designer boutiques and vintage stores for the next big thing

Attending fashion launches and influencer events

Gracing the pages of street style blogs and Instagram feeds

Networking with other industry insiders and brands

Curating her meticulously crafted online persona

Deep Dive:

Pain Points:

Bleisure travel persona – Emily

###

Buyer's Persona for The Bleisure Proponent

Basic Profile

- **Name**: Emily Nguyen
- **Age**: 34
- **Occupation**: Digital Marketing Manager
- **Activities**: Travels frequently for conferences and client meetings, enjoys exploring local cultures, trying new cuisines, and attending social events.

Pain Points

1. **Work-Life Balance**: Struggles to maintain a balance between her professional responsibilities and personal interests while on the road.
2. **Travel Logistics**: Finds it challenging to seamlessly integrate leisure activities into business trips without disrupting work schedules.
3. **Quality Experiences**: Concerned about the quality of leisure experiences she can fit into her tight business schedules.

Needs

1. **Flexibility in Travel Plans**: Needs travel arrangements that are adaptable to changes in her business and leisure schedules.
2. **Efficient Time Management**: Requires solutions that help manage her time effectively, balancing work commitments and leisure activities.
3. **Reliable Connectivity**: Needs constant access to high-speed internet for work, regardless of her location.

- Continues over page

Desires

1. **Cultural Immersion**: Desires to immerse herself in local cultures and experiences during her travels.
2. **Networking Opportunities**: Looks for chances to meet new people and expand her professional network in a relaxed setting.
3. **Personal Growth**: Seeks travel experiences that contribute to her personal development and broaden her worldview.

Wants

1. **Convenient Accommodations**: Prefers hotels or lodgings that are centrally located and offer both business amenities and easy access to local attractions.
2. **Customized Experiences**: Wants personalized travel experiences that cater to her specific interests.
3. **Stress-Free Planning**: Seeks streamlined travel planning services that take the hassle out of organizing complex itineraries.

Potential Objections

1. **Cost Concerns**: Worried about the additional expenses that might come with blending business and leisure travel.
2. **Time Constraints**: Hesitant about whether she can truly enjoy leisure activities without compromising work responsibilities.
3. **Perception by Peers**: Concerned about how her colleagues and superiors might perceive her leisure activities.

Emotional State

- **Aspirational**: Yearns for a more fulfilling and adventurous life through her travels.
- **Overwhelmed**: Often feels overwhelmed by the need to juggle work and leisure effectively.
- **Eager for Connection**: Desires deeper connections with people and places she encounters.

Deep-Seated and Private Fears

1. **Missing Out**: Fears missing out on important personal or cultural experiences due to work commitments.
2. **Professional Image**: Worries that her interest in leisure might negatively impact her professional image.
3. **Burnout**: Fears that the constant travel, even with leisure components, might lead to burnout.

Marketing Preferences

- **Digital and Social Media Campaigns**: Responds well to targeted ads on social media platforms, especially those featuring real-life testimonials.
- **Content Marketing**: Engages with informative content like blogs or videos about balancing work and leisure travel.
- **Personalized Email Marketing**: Appreciates personalized email newsletters with recommendations based on her previous travel patterns.

- Continues over page

Product Benefit Preferences

- **All-in-One Packages**: Prefers travel packages that combine accommodations, flights, and leisure activities.
- **Customization Options**: Values the ability to customize travel packages to her specific needs and interests.
- **Support Services**: Looks for services that offer on-the-go support, like concierge services or travel apps.

Triggers to Purchase

- **Exclusive Offers**: Attracted to exclusive deals or limited-time offers, especially for unique or high-demand destinations.
- **Peer Recommendations**: Influenced by recommendations from peers or colleagues who have had positive bleisure experiences.
- **Ease of Use**: Motivated to purchase when the booking process is straightforward, and all information is readily available.

Emily Nguyen represents the quintessential Bleisure Proponent, balancing a dynamic professional life with a strong desire for personal growth and cultural experiences. Understanding her complex needs and emotional drivers is key to effectively marketing business travel services that appeal to her and similar clients.

- New prompt

I need assistance in developing a content strategy for our LinkedIn profile. Here are the details you should consider:

- *Business: Upmarket Corporate and leisure travel company*
- *Business Goals and Objectives: Our primary goal is to generate high-quality leads for bleisure travel, establish thought leadership in the bleisure travel sector']*.
- *Target Audience: {see persona below}*
- *Current Content Assets: We have existing content assets like [mention your existing content, e.g., 'blog posts, videos, and infographics']*.
- *Content Format Preferences: We prefer to create and share content in the form of [state your content format preferences, e.g., 'articles and short videos']*.
- *Posting Frequency and Timing: We plan to post 4 times per month on LinkedIn, and our audience is most active during work hours.*
- *Key Messages and Value Proposition: we understand the art of blending business with pleasure. For the modern professional who seeks to enrich their life through travel, we offer the ultimate bleisure experience tailored to the rhythm of your work and the beat of your curiosity.*

Target audience: [paste in Emily's persona]

- **Give this prompt to both ChatGPT and Gemini**
 - Then use content strategy prompt on page 42 [used for Sarah (Iconic)] adapted to Emily as below



A content strategy must support business goals, otherwise there is no reason to create one

For example.

###

Business goal: Raise awareness of new social media tool and encourage product adoption

Depending on the business and industry, a supportive content strategy might include:

Educational blog tutorials

Influencer campaigns on LinkedIn to tap into the marketing community

Webinars/ LinkedIn lives

A variety of social media content

###

Based on our Bliesure persona Emily (see below), please provide a detailed content strategy for my Business Travel Company around the following business goal: Attract more of the growing bleisure travel market in Australia to boost both our corporate and leisure travel client base and revenue over the coming 3 months.

AVOID using the ideas in the example above. These were only for context. Your strategy MUST only be based on the persona, competitor analysis, our business goals as stated and what you know about our business and industry.

###

Buyer's Persona for The Bleisure Proponent

Basic Profile

- **Name**: Emily Nguyen
- **Age**: 34
- **Occupation**: Digital Marketing Manager
- **Activities**: Travels frequently for conferences and client meetings, enjoys exploring local cultures, trying new cuisines, and attending social events.

Pain Points

1. **Work-Life Balance**: Struggles to maintain a balance between her professional responsibilities and personal interests while on the road.
2. **Travel Logistics**: Finds it challenging to seamlessly integrate leisure activities into business trips without

- **Get Claude to judge the two responses and come up with the best of each.**
See prompt over page

Act as the Chief Marketing Officer of the world's leading Digital Marketing Agency. Below are content strategy proposals from two of your best Content Strategists. Their brief was to provide a detailed content strategy for the Business Travel Company around the following business goal: Attract more of the growing bleisure travel market in Australia to boost both corporate and leisure travel client base and revenue over the coming 3 months.

Please read the detailed target audience persona and the two content strategy reports/proposals below.

Based on these reports and your own years of experience and knowledge, please do one of the following:

- choose the best report and detail why or
- provide a new report combining the best of each report along with your own additional insights and recommendations. Please detail why you have included each recommendation

See pasted content persona details

Content strategy 1:

1. Content Focus Areas

Personalized Travel Insights and Tips:

- **Blog Series:** Develop a series of blog posts that specifically address the unique challenges and opportunities of bleisure travel. Topics could include "How to Seamlessly Blend Business and Leisure Travel", "Top Bleisure Destinations in Australia", and "Maximizing Your Work-Life Balance on the Road".

Success Stories and Testimonials:

- **Customer Spotlights:** Feature stories of clients like Emily who have successfully managed to blend business with leisure. Use a mix of written articles, videos, and podcasts to share these experiences.

Local Cultural Guides

Here is a detailed content strategy incorporating the recommendations:

Content Strategy to Attract Bleisure Travelers like Emily Nguyen (3 Months)

Goal: Attract more bleisure travelers like Emily, boosting both corporate and leisure client base and revenue within 3 months.

Budget Allocation:

- Content creation and management: \$20,000
- Social media marketing: \$15,000
- Influencer marketing: \$10,000
- Email marketing platform: \$5,000
- Webinars: \$3,000
- Website optimization: \$2,000
- Market research: \$5,000

Themes:

- **Work-Life Harmony:** Empowering Emily to blend business and leisure while achieving balance.
- **Authentic Experiences:** Curated local experiences that provide cultural immersion.
- **Stress-Free Exploration:** User-friendly tools and services that eliminate hassle.

Content Types:

- **Success Stories:** Spotlights of real clients who have managed work-life balance through bleisure.
- **Local Insights:** Guides showcasing cultures, cuisines, and attractions in popular destinations.
- **Expert Tips:** Actionable advice from travel experts and productivity coaches.

- All one prompt:

Act as the Chief Marketing Officer of the world's leading Digital Marketing Agency. Below are content strategy proposals from two of your best Content Strategists. Their brief was to provide a detailed content strategy for the Business Travel Company around the following business goal: Attract more of the growing bleisure travel market in Australia to boost both corporate and leisure travel client base and revenue over the coming 3 months.

Please read the detailed target audience persona and the two content strategy reports/proposals below.

Based on these reports and your own years of experience and knowledge, please do one of the following:

choose the best report and detail why

or

provide a new report combining the best of each report along with your own additional insights and recommendations. Please detail why you have included each recommendation

See pasted content persona details.

[Paste in both content strategies – Gemini + ChatGPT making sure to do it one at a time]

Exercise 4: Create your content plan

1. Feed ChatGPT and/or Gemini your persona
2. Tell it your goals and budget (as well as any channels, if known)
3. Discuss and refine

Part 4:

Brand voice and tone

4.1 Build a relationship with your audience

- The appropriate voice/tone for your audiences and medium
- One-on-one conversation
- Avoid dry corporate speak (and jargon)
- Language of “you” rather than always “our customers”
- When it is about ‘us’ try to use “we” rather than always “company name”
- The word ‘you’ lights up neurons in our brain. It captures our attention.

4.2 Finding your voice and tone

A business should communicate in one voice using several tones.

Voice: Your brand personality described in adjectives. For example, our brand voice is Optimistic, Friendly, Professional.

Your voice should:

- set you apart
- build trust – familiarity does this
- influence and persuade (move emotionally)
- be an expression of the people who make up the business

Tone: How you use your voice is based on things like audience, situation and channel.

Adjust your tone within the 4 dimensions over the page.

Choose the right tone based on your audience, topic and channel (3Ws – who, what, where)

4.2.1 One message delivered in different ways

Tone of Voice Dimensions				
Dimensions	Funny Serious	Formal Casual	Irreverent Respectful	Matter-of-fact Enthusiastic
Characteristics	Cheerful	Trustworthy	Authoritarian	Dry
	Conservative	Conservative	Conservative	Conservative
	Fun	Casual	Irreverent	Matter-of-fact
	Funny	Formal	Provocative	Passionate
	Humorous	Professional	Edgy	Upbeat
	Playful	Frank	Respectful	Trendy
	Serious	Sympathetic	Unapologetic	Nostalgic
	Informative	Friendly	Sarcastic	Romantic
	Quirky	Smart	Snarky	
	Witty		Coarse	

4.2.2 Examples of tone changes in copy

Fair Work Ombudsman.

The screenshot shows the Fair Work Ombudsman website. The left sidebar contains a menu with categories like Awards, Agreements, National Employment Standards, Contracts, Public holidays, Hours of work, breaks & rosters, and Hours of work. The main content area is titled 'When overtime applies' and includes a sub-section 'What is overtime?' with a definition and a list of when overtime rates apply. There is also a form to select an industry and a button to 'Show information tailored for me'.

The screenshot shows a page titled 'Myths and tips for young workers'. It includes a video player with the title 'Workplace Myths Busted' and the text 'ILLEGAL UNLAWFUL MYTHICAL FOLKLORE'. Below the video, there is a section 'What to look out for' with two myths: 'Myth 1: paying low, flat rates of pay for all hours worked is OK if the worker agrees' and 'Myth 2: lengthy unpaid work trials and unpaid work placements and internships are OK for all inexperienced'. The page also includes links to 'What to look out for', 'Tools and resources', and 'Related information'.

The screenshot shows a Facebook post from the Fair Work Ombudsman. The post text reads: 'Having to attend meetings for work outside your normal hours is sometimes unavoidable. It's also paid. If you've been asked to come in early, stay back late or attend a 'working lunch' then that time must be paid at the minimum rates under your award or registered agreement (including overtime or penalties, if they apply). Check our other workplace myths and tips: <https://www.fairwork.gov.au/.../myths-and-tips-for-young-...> Remember... See More'. The post includes a video thumbnail showing a woman in a meeting and engagement metrics like 433 likes, 109 comments, and 116 shares.

4.2.3 Adjusting tone of voice with ChatGPT

- **Write in a {tone of voice description}**
 - e.g. friendly, lighthearted, conversational, humorous, sarcastic, empathetic, reassuring, professional, formal, firm, spartan, poetic, etc.
- **Write in the tone of voice of [person/company]**
 - e.g. Apple, Shakespeare, famous writer you admire.



Rewrite the following page in the tone and style of the Barefoot Investor:

Give Your Small Business a Break: Capital Gains Tax Concessions Explained

Mate, running a small business isn't easy, and navigating through the financial labyrinth can be a real hassle. But did you know that you, as a small business owner, could be eligible for some pretty sweet tax breaks on capital gains? That's right! Let me explain it all in plain English.

- **Provide it samples of your work**

Analyse the writing tone of voice and writing style of the example below and describe it in such a way that if I gave it to you in another conversation you will be able to write in the same tone of voice and writing style. Present your answer like this and describe both as detailed as possible.

The tone of voice is (detailed description do not use examples from the snippet)

The writing style is (detailed description did not use examples from the snippet) Format in bullets under subheads

[provide detailed example/s]

- **Give it the tone described**

Write the blog below again in the following style [insert style]

And here is the original blog:

###

[insert blog copy]

###

- **Adjust the content temperature (0 - 2) Formal and precise – creative and inaccurate.**



write a 200 word blog on the benefits of pilates for men using a content temperature of 0.9



Hey guys, are you tired of the same old gym routine? Want to try something new that will give you a full-body workout? Look no further than Pilates!

I know what you're thinking - "Pilates? That's just for women!" But you'd be surprised to learn that Pilates is a fantastic workout for everyone, including men. In fact, Pilates was



rewrite with a content temperature of 0.4



Hello there, gentlemen. Are you feeling bored with your regular gym sessions? Are you looking for a new and different workout? Then you should give Pilates a try.

Some may say that Pilates is only for women, but that couldn't be further from the truth. In

- If this doesn't work in GPT4 anymore try:

Act as the API and imagine turning down the content temperature on the content above by 0.1

4.2.4 Play with tones to make yours unique

Act as a brand voice specialist. I want to create a tone of voice for my fitness blog. The audience is seniors. I'm not sure what my brand voice and tones should be. Can you give me some guidance and provide some examples. First give me three possible avatars of my brand personality.

Optional: paste in persona

- Fitness brand tone discovery

A brand personality should use different tones of voice depending on the 3Ws:

- who they are talking to (the target audience and their problems/needs/motivations/awareness at the time)*
- what they are talking about (the topic and whether it something lighthearted, serious, sad, inspiring, etc)*
- where they are talking (Facebook, Instagram, LinkedIn, website, email, a report, etc)*

Can you give me 12 examples in a table of the different and most appropriate tones a Cheerful Motivator would use in a range of scenarios where the 3Ws change. So, not just blogs, but other content too.

Include a column that provides adjective examples for each. Here's an example of adjectives for context.

###

-Serious, formal, respectful, and conservative

"We apologise. We are experiencing a problem.

-Informative, casual, respectful, matter-of-fact

"We're sorry, but we're experiencing a problem on our end."

-Playful, friendly, respectful, upbeat

"Oops! Sorry, we're experiencing a problem on our end."

-Humorous, casual, provocative/irreverent, upbeat/trendy

"What did you do!? You broke it! (Just kidding. We're experiencing a problem on our end.)"

###

Don't use the messages or adjectives in the example. These are just for context.

You should use examples that the fitness expert would use to talk to the seniors audience

- LuxeShine car detailer

I want to define tones of voice for LuxeShine, an Australian leader in luxury car care and detailing.

The tone should change depending on the 3Ws:

- who they are talking to (the target audience and their problems/needs/motivations/awareness at the time)*
- what they are talking about (the topic and whether it something lighthearted, serious, sad, inspiring, etc)*
- where they are talking (blogs, social media, website, email, a report, etc)*

With persona Larry at top of mind, can you give me 6 examples in a table of the different and most appropriate tones Luxe Shine should use where the 3Ws change. So, not just blogs, but other content too. Include short examples of each. Be concise, professional, use subtle humour where appropriate. Focus on the personas details. AVOID talking about us, AVOID tired clichés (unleash, transform, fear not, top notch, elevate), buzzwords, marketing speak and subjectives Use proven copywriting techniques and hooks but not salesy

[paste in persona Larry]

- **Iconic brand voice for Sarah**

I want to define tones of voice for The Iconic when talking to specific audience segments. The tone should change depending on the 3Ws:

- who they are talking to (the target audience and their problems/needs/motivations/awareness at the time)*
- what they are talking about (the topic and whether it something lighthearted, serious, sad, inspiring, etc)*
- where they are talking (blogs, social media, website, email, a report, etc)*

With the Trendsetter in mind, can you give me the perfect tone of voice examples for an Instagram post, product page, email promotion and blog article. They must connect with the audience, build likeability and trust.

*Trendsetter: Young, fashion-forward individual who prioritizes the latest trends and designer brands. Highly engaged on social media and open to influencer recommendations.
DO NOT refer to her as the trendsetter. Only allude to it.*

Excellent. Now do the same for the [another persona/avatar]

4.2.5 Feed AI examples

- **Ask ChatGPT to analyse an example of the tone and style**

Prompt 1:

Analyse my writing style so you can write social posts as I write them {insert example text}

Prompt 2:

Write a new Facebook post in the same tone and style Ignore the messages and template of the one you analyse. Just focus on it being {insert style information provided to prompt above}. The topic for this one is {insert topic}. The call to action is {insert call to action}



> write a new facebook post in the same tone and style. ignore the messages and template of the one you analysed. just focus on it being "concise, informative, and emotionally compelling. You provide specific details and use vivid language to describe the situation". The topic for this one is ensuring workers in developing countries are fairly paid. the call to action is to be aware of brands you buy from

- **More intricate and accurate way to use examples**
- One prompt:

Act like a professional copywriter. I'm going to show you many examples of copy that I've written and your goal is to read them and process them. These examples will be sent over multiple prompts. First, you'll start by just saying "START"

Then I'll submit an example text and you'll just say "NEXT". Then I'll give you another example and you'll just say "NEXT" and so on.

I'll give you lots of examples. Your job is to keep saying "NEXT" as I send you more examples. You can only stop when I say "DONE" not before.

[wait for response then start feeding examples one at a time]

- New prompt after you say "DONE"

Now act as a professional copywriter. Your task is to analyse the style of the writing I have supplied and create style guide. I want you to provide me detailed analysis of my copy including: Tone, Style, Topics, Audience, Sections, Headlines, Expressions, turns of phrase, Structure, Formatting, Length, CTAs, and any other analysis you think would be useful. The analysis table will form a style guide which will be the basis for another copywriter or ChatGPT to be able to imitate my writing, emulate my overall style and write copy just like me. Please format your analysis into a table.

- Once you have the analysis tell ChatGPT

Please keep in mind the information you have processed and stored in this chat about me, my business and ideal young professional audience. Act as a seasoned copywriter and content creator and write content that matches my Cards Against Humanity tone and style, and ensure your writing is consistent with my examples. Please imitate my writing so that it sounds like me. Your goal is to create content for Simon's Bagel shop. Create a Facebook post to our young profession target audience promoting the store opening and a special 2 for 1 this weekend on any of our unique bagels

ChatGPT

Based on the copy examples you provided for Cards Against Humanity, I've created a detailed style guide. This guide captures the unique aspects of your writing style, tone, and other key elements, providing a roadmap for anyone who wishes to replicate or draw inspiration from your approach.

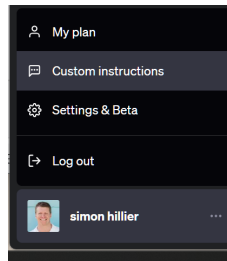
Aspect	Details
Tone	Irreverent, witty, and bold. The tone is consistently playful and often self-deprecating, making light of the product and the company in a humorous way.
Style	Conversational and informal. Uses modern, casual language that often breaks the 'fourth wall', speaking directly to the reader in a candid manner.
Topics	Focuses on the product's unique attributes, often highlighting its absurdity or unconventional nature. Topics also include promotional deals, new product features, and company initiatives, presented in a humorous light.
Audience	Targeted towards a younger, internet-savvy demographic that appreciates humor, sarcasm, and a bit of irreverence. The audience is likely familiar with internet culture and appreciates unconventional marketing tactics.
Sections/Headlines	Bold and attention-grabbing, often using humor or shock value to draw in the reader. Headlines are typically short and to the point, designed to intrigue or amuse the reader immediately.

Expressions	The copy frequently uses humorous and quirky expressions, playing with language in a way that is both clever and slightly offbeat.
Turns of Phrase	Creative and unexpected, often using puns, jokes, or ironic statements. The language is playful, sometimes bordering on the absurd.
Structure	The structure is typically straightforward but with a twist – starting with a clear statement about the product or promotion, followed by an unconventional or humorous take.
Formatting	Clear and easy to read, with short paragraphs and sentences. Important points or calls to action are often highlighted or set apart for emphasis.
Length	The copy is generally concise, getting to the point quickly but effectively. It balances being informative with being entertaining.
CTAs (Call to Action)	Direct and often humorous. The CTAs are integrated seamlessly into the copy, maintaining the overall tone and style. They are clear but not aggressive, often playing on the product's unique nature.
Additional Notes	The copy often incorporates topical or trendy references, aligning with the interests and humor of the target audience. There's a consistent theme of not taking itself too seriously, which resonates well with the audience and the nature of the product. The use of hyperbole and exaggeration is common, adding to the humor and distinctiveness of the style.

This style guide should provide a comprehensive overview of your unique copywriting

4.2.6 Custom instructions

- Add your own preferences and specifications to ChatGPT
- This allows you to save control the tone of voice.
- You also avoid having to repeat everything for every conversation.



Find Custom Instructions in your settings.

- In the top section: Add details about yourself your business, product etc.
- In the bottom section: Define your tone, style and format

Custom instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

We are an Environmental Services Specialist company called Wild Sage in the Blue Mountains outside Sydney.
For 5 years our mission has been to build community engagement and passion around environmental causes by connecting with residents through local events and initiatives.
My role involves promoting events that build a sense of unity and environmental responsibility among residents.

388/1500

Hide tips ⓘ

How would you like ChatGPT to respond?

Writing Style: Engaging, informative, approachable
Tone: Friendly and enthusiastic, mirroring my commitment to creating a positive impact.
Formatting: Using headings for different sections. 1-2 line paragraphs.
At least one set of bullets to highlight important points.
Avoid: Sounding ambiguous and dull.
Add: Specifics, personality

334/1500

Enable for new chats ☒

Cancel

Save

- Turn on and off to influence conversations.

- **Example information for custom instructions**

We are an Environmental Services Specialist company called Wild Sage in the Blue Mountains outside Sydney. For 5 years our mission has been to build community engagement and passion around environmental causes by connecting with residents through local events and initiatives. My role involves promoting events that build a sense of unity and environmental responsibility among residents.

Writing Style: Engaging, informative, approachable

Tone: Friendly and enthusiastic, mirroring my commitment to creating a positive impact.

Formatting: Using headings for different sections. 1-2-line paragraphs. At least one set of bullets to highlight important points.

Avoid: Sounding ambiguous and dull.

Add: Specifics, personality



Exercise 5: Find or match your tone

1. Test adjectives and content temperatures
2. Feed ChatGPT examples
3. Use custom instructions

Part 5:

Drafting and creating high quality content

5.1 Copywriting tips

5.1.1 Features and benefits

- Include both features and benefits

- Features: What your business/product/an action they take does
- Benefits: How the business/product/service/action helps your audience

Product/service	Feature	Benefit
Headphones	• Noise-cancelling • Extra-soft ear cushions	Listen to your favourite music on long flights, not the guy next to you snoring
Online store	• Buy day or night • Delivery within an hour	Be in the good books and never miss your partner's birthday or anniversary again

- Prompts from scratch

What are kaftan features that would interest a woman in her 20s looking to buy one to travel overseas

Act like a fashion store owner with copywriting skills and provide two benefits for each feature above to this audience.

Give me more specific examples for {use a # and the numbers of the ones you liked from the previous prompt e.g. #1,2,4}. Use scenarios and stories to paint a vivid picture that the woman in her 20s travelling overseas can imagine herself in

- Persona based prompts

*I want to ask you some questions about kaftans to help create copy that resonates with our audience persona Bella. Here is her persona profile for reference
[paste in profile]*

What are kaftan features that would interest Bella if she's looking to buy one to travel overseas

Act as a copywriter for the Iconic and provide two significant benefits to Bella for each feature above. Focus on the benefits in relation to travelling and wearing the kaftan

Give me more specific examples for the following benefits. Use scenarios and stories to paint a vivid picture that Bella travelling overseas can imagine herself in:

- Need some copywriting frameworks or formulas? Ask the robot

I want to understand copywriting techniques please give me ten of the most popular improving copywriting frameworks.

Try copywriting formulas and frameworks



You

I want to understand copywriting techniques. Please give me 10 of the most popular and proven copywriting frameworks

1. **AIDA:**
 - * Attention: Grab the reader's attention with a compelling headline or opening.
 - * Interest: Intrigue the reader by highlighting the benefits or solving a problem.
 - * Desire: Create desire for the product or service by showcasing its value or uniqueness.
 - * Action: Prompt the reader to take action, such as making a purchase or signing up.
2. **PAS (Problem-Agitate-Solution):**
 - * Problem: Identify and empathize with the reader's pain points or challenges.
 - * Agitate: Amplify the problem to make it more urgent or pressing.
 - * Solution: Introduce the product or service as the solution to the problem.
3. **4Ps (Promise, Picture, Proof, Push):**
 - * Promise: Make a bold promise or proposition to the reader.
 - * Picture: Paint a vivid picture of how the product or service will improve their life.
 - * Proof: Provide evidence or testimonials to back up your claims.
 - * Push: Encourage the reader to take action now.
4. **FAB (Features, Advantages, Benefits):**
 - * Features: Highlight the features of the product or service.
 - * Advantages: Explain how these features translate into advantages.
 - * Benefits: Emphasize the benefits the reader will experience by using the product or service.
5. **STAR (Situation, Task, Action, Result):**
 - * Situation: Describe the reader's current situation or problem.
6. **Before-After-Bridge:**
 - * Before: Describe the reader's current situation or problem.
 - * After: Paint a vivid picture of how their life will improve after using the product or service.
 - * Bridge: Connect the before and after scenarios by introducing the product or service as the solution.
7. **PASTOR:**
 - * Problem: Identify the reader's problem or pain point.
 - * Amplify: Agitate the problem to make it feel urgent.
 - * Solution: Introduce the product or service as the solution.
 - * Transformation: Describe how the product or service will transform the reader's life.
 - * Offer: Present the offer or call-to-action.
 - * Response: Encourage the reader to respond.
8. **PADSO (Problem, Agitate, Discredit, Solution, Outcome):**
 - * Problem: Clearly address the customer's pain point or problem to grab their attention.
 - * Agitate: Mention how this problem impacts their life, making it feel urgent.
 - * Discredit: Address and discredit other solutions that the customer might have tried or considered.
 - * Solution: Explain how your product or service provides the cure to their dilemma.
 - * Outcome: Highlight the benefits they'll enjoy from choosing your solution.
9. **The 5 C's (Clear, Concise, Compelling, Credible, Call-to-Action):**
 - * Clear: Ensure your message is easy to understand.
 - * Concise: Keep your copy short and to the point.
 - * Compelling: Use persuasive language to capture attention.
 - * Credible: Back up your claims with evidence or testimonials.
 - * Call-to-Action: Clearly prompt the reader to take the desired action.
10. **The 5 W's and an H (Who, What, Where, When, Why, How):**
 - * Who: Identify the target audience.
 - * What: Describe the product or service.
 - * Where: Explain where the product or service can be found or accessed.

Write a 120-word product description to sell a kaftan. The target audience is Bella going to travel overseas. Use the PAS copywriting framework write the copy. Format for easy scanning and use markdown. Avoid marketing clichés like elevate. Keep paragraphs to 1-2 sentences each. Don't mention Bella's name



ChatGPT

Head out on your next trip with our Traveler's Dream Kaftan, tailored for those who prioritize both standout fashion and practicality.

Problem: Ever been stuck between wanting to look good and needing to pack smart? It's a common issue for travelers seeking clothes that are both unique and functional.

Agitation: Imagine packing your bags, only to realize your options either don't match your style or don't fit your ethical standards. Your suitcase is full, yet you feel like you have nothing to wear.

Solution:

- * Our kaftan changes the game.
- * Made with sustainable, high-quality materials, it ensures comfort in any setting.
- * The design stands out, making you look great whether you're checking out local landmarks or enjoying a night out.
- * Its versatility simplifies packing, allowing you to bring less and wear more.

Step into your next adventure with confidence, knowing our Traveler's Dream Kaftan has got you covered.

- Now try using one of the other formulas above
- Or paste in existing copy and ask ChatGPT to use a formula to rewrite the content

5.1.2 Psychology and persuasion techniques

- There are many techniques and principles proven to make copy more persuasive
- Don't know where to start? Ask ChatGPT

Act as a copywriting and psychology expert. Give me a list of 20 proven and popular psychology and persuasion techniques including Cialdini's 7 Principles of Persuasion

I want to ask you some questions around these about psychology and persuasion techniques to help create copy that resonates with our audience persona Emily. Here is her persona profile to reference:

###

[insert persona details]

###

do you understand?

Act as an expert conversion copywriter give examples of how to best use the psychology and persuasion techniques above to connect with Emily. Consider her pain points, needs, desires, potential objections, emotional state and fears. Then think about her marketing preferences, product benefit preferences and triggers to purchase. Give me an example of how to use the 20 principles across the different types of content she prefers.

Act as an expert social media manager and copywriter. Choose the two best social platforms to connect with Emily. Consider her pain points, needs, desires, potential objections, emotional state and fears.

Outline 9 post ideas for each channel (3 x TOFU, MOFU, BOFU) that will immediately capture her attention, hold her interest and persuade her to take the appropriate action at that stage of the funnel.



Exercise 6: Get persuasive

1. Choose a persona you created
2. Ask ChatGPT for features, benefits and scenarios
3. Ask to see how you can use persuasion techniques when marketing to your persona

5.2 Social posts

5.2.1 Ask AI to brainstorm and teach

- Try prompts on different LLMs to see which one you like best

What are 10 great Instagram frameworks for copy

Give me the 10 latest TikTok hooks proven to win attention in 2024

Act as an expert digital copywriter and give me 10 social media post ideas for a Pilates studio that wants to attract more male clients. Make them novel creative helpful and focused on the audience's needs and emotions

Act as a social media copywriting expert. Create captivating title posts. Develop phrases and questions that instantly grab the attention of The Iconic customers.

Act as a social media content expert (Role) and write an irresistible Instagram post (Format) that will go viral and generate buzz around my Whisper Leaf Blower (Task). Showcase its unique selling points and how it operates at only 65 decibels, making it much quieter than other leaf blowers on the market (Steps). This means embarrassed home owners can put away their brooms and clear messy gardens and paths without disturbing neighbours and getting dirty looks from people walking past (Examples). Be novel, funny and surprising.(Context)

Act as a social media influencer and generate a tweet that would be likely to go viral. Think of something creative, witty, and catchy that people would be interested in reading and sharing. Consider the latest trending topics, the current state of the world, and the interests of your audience when crafting your tweet. Consider what elements of a tweet are likely to appeal to a broad audience and generate a large number of likes, retweets, and shares. My first tweet topic would be [missing my morning coffee]

Act as a social media copywriting expert. Give me attention-grabbing, conversion focused copy to go on a Facebook post that will drive traffic to an article:

[paste in article copy for reference]

Make it fun, unique, punchy and avoid marketing clichés and hyperbole.

Give me 5 alternatives

- **Developing content ideas around personas**

Develop a social media post for The Boardroom Voyager that engages Emily on LinkedIn.

Give me two versions:

Quick tips

Behind-the-scenes looks at Austin.

Use an informative tone with sprinklings of subtle humour this smart audience understand. Avoid marketing clichés, travel clichés and words like elevate, unlock, unveil.

Encourage interaction by asking a thought-Provoking Question.

Link to a video at the bottom of the post.

- **Referring to personas content strategy recommendations from Part 2**

Develop a social media post for The Boardroom Voyager that engages Emily on LinkedIn. Give me three versions around

###

Content types

Success Stories: Spotlights of real clients who have managed work-life balance through bleisure.

Local Insights: Guides showcasing cultures, cuisines, and attractions in popular destinations.

Expert Tips: Actionable advice from travel experts and productivity coaches.

###

Using these Marketing Channels:

Targeted posts and ads on Facebook and Instagram featuring real bleisure moments and testimonials.

Instagram Stories and short-form video content with quick tips and local gems.

###

Use an informative tone with sprinklings of subtle humour this smart audience understand. Avoid marketing clichés, travel clichés and words like elevate, unlock, unveil.

Encourage interaction by asking a thought-Provoking Question.

Link to a video at the bottom of the post.

- **Try frameworks we've looked at**

Role: Social Media Manager for a Travel Service Company

Task: Engage and inspire personas like Emily to explore bleisure travel opportunities.

Format & Ideas for Different Social Platforms:

Facebook

- **Live Q&A Sessions:** Host live sessions with travel experts focusing on how to seamlessly blend business with leisure travel.
- **Photo Albums:** Share albums of recommended bleisure destinations, highlighting local culture and business-friendly amenities.
- **Polls and Surveys:** Engage users by asking about their preferred bleisure activities or destinations.

Instagram

- The RTF framework tailored for Claude's Content Strategy recommendations

Content Types:

- **Success Stories:** Spotlights of real clients who have managed work-life balance through bleisure.
- **Local Insights:** Guides showcasing cultures, cuisines, and attractions in popular destinations.
- **Expert Tips:** Actionable advice from travel experts and productivity coaches.

Marketing Channels:

1. Social Media

- Targeted ads on Facebook and Instagram featuring real bleisure moments and testimonials.
- Instagram Stories and short-form video content with quick tips and local gems.
- Polls and quizzes to engage audience and gather data.

2. Blog and Emails

- Personalized blog posts and email newsletters tailored to previous trips and interests.
- Feature client success stories of work-life balance achieved through bleisure.

3. Influencers

- Sponsor bleisure trips for relevant travel influencers and bloggers.
- Host Instagram Live Q&As between influencers and audience.

4. Website

- Dedicated "Bleisure Travel" page explaining approach and offerings.
- Streamlined booking with clear bleisure package information.
- Online consultations with travel advisors.



You

Role: Social Media Manager for a Travel Service Company

Task: Engage and inspire Emily to explore bleisure travel opportunities.

Format: Ideas for Different Social Platforms based on the Social Media recommendations from our content strategy

- Targeted ads on Facebook and Instagram featuring real bleisure moments and testimonials.
- Instagram Stories and short-form video content with quick tips and local gems.
- Polls and quizzes to engage audience and gather data.

- Get results and prompt deeper

Provide 10 outlines for the Instagram quick tips and local gems

- RASCEF: Another framework for detailed social prompts

Role: Social Media Manager

Action: Create engaging Facebook posts to promote bleisure travel benefits.

Steps: **Select Topics:** Choose topics relevant to Emily, like travel tips, work-life balance, and local culture highlights. **Write Short Captions:** Craft brief, engaging captions that speak to Emily's interests and lifestyle. Use an appropriate conversational tone so it doesn't sound like an ad

Produce Simple Visuals: Use attractive photos or easy-to-make graphics that resonate with the bleisure concept. **Use Hashtags:** Pick a few relevant hashtags, like #Bleisure, #TravelSmart, to widen reach. **Post Regularly:** Schedule posts for consistency, targeting times Emily is likely to be online.

Context: Promoting the benefits and ease of bleisure travel to digital nomads and business travelers like Emily.

Examples: Tip Post: "5 Ways to Turn Your Business Trip into a Mini Vacation #Bleisure" Quote Post: "Balance is not something you find; it's something you create. #TravelSmart"

Format: Simple, visually appealing posts with concise content aimed at engaging and inspiring Emily and like-minded travellers. Don't use the example in your post ideas

- **Guitar school example: social content brainstorming prompt**

Facilitate and ideation session using AI to brainstorm innovative and relevant social media topic posts for a guitar school promoting beginner guitar lessons online for adults. Focus on creative concepts that align with consumer interests and brand identity.

Now do the same focusing on the following avatar:

[insert avatar details]

Choose the most appropriate tone to connect with [avatar name]. Don't mention his/her name in the content

- **Iconic example**

Assist in writing five TikTok and Instagram posts about a new kaftan from The Iconic. The audience is Bella. Ensure the content is informative and aligns with the brands tone and messaging

- **LuxeShine car detailing example of an advanced framework prompt**

Role: Social Media Manager

Action: Create compelling social media posts to highlight the value of premium car detailing services for luxury vehicle owners.

Steps: Select Topics: Focus on topics relevant to luxury car owners, such as maintenance tips for preserving vehicle value, the importance of professional detailing, and showcasing the transformation achieved through detailing.

Write Short Captions: Craft concise, engaging captions that resonate with the luxury vehicle owner's pride in their car and interest in maintaining its pristine condition. Highlight the convenience and quality of LuxeShine Auto Detailing's services.

Produce Simple Visuals: Use high-quality images of detailed vehicles before and after service, emphasizing the difference LuxeShine makes. Incorporate sleek, elegant graphics that align with the luxury aesthetic.

Use Hashtags: Select targeted hashtags such as #LuxuryCarCare, #DetailingDifference, #PremiumDetailing, to expand reach among luxury car enthusiasts and owners.

Post Regularly: Schedule posts for consistency, choosing times when luxury car owners are most likely to engage online, such as early evenings and weekends.

Context: Highlighting the benefits of LuxeShine Auto Detailing's services to luxury car owners, emphasizing the convenience, quality, and care that go into each detailing job.

Examples:

Tip Post: "Preserve Your Car's Luxury Appeal with Professional Detailing #LuxuryCarCare"

Quote Post: "The beauty of a luxury car is in its details. We perfect them. #DetailingDifference"

Transformation Post: Before-and-after visuals showcasing the meticulous attention to detail and transformative results of LuxeShine's services. "From daily drive to showroom shine. Experience the LuxeShine difference. #PremiumDetailing"

Format: Engaging, visually stunning posts with clear, concise messaging designed to appeal to the aesthetics and values of luxury car owners, highlighting benefits of LuxeShine Auto Detailing.

- New prompt

What other types of posts would work well for LuxeShine and their target audience? Just list the type and a sentence explaining the reason why

- New prompt

Great. As a social media expert, can you develop a 3-month social post content calendar incorporating the original five types of posts plus Behind-the-Scenes Posts, Feature Highlights Posts, User-Generated Content Posts. Include a short post type, idea, social network it will appear on, schedule. Put it all in a table for easy viewing



ChatGPT

Certainly! Below is a simplified 3-month social post content plan for LuxeShine Auto Detailing, incorporating the original five post types plus the additional three suggested. This calendar plans for a post every other day, aiming for a mix of content types across different platforms to maintain variety and interest.

Week	Post Type	Idea	Social Network	Schedule
1	Transformation Showcase	Before-and-after of a high-end SUV	Instagram	Monday
1	Educational Content	Tips for maintaining leather interiors	Facebook	Wednesday
1	Behind-the-Scenes	Detailing process for a luxury sports car	Instagram	Friday
2	Feature Highlights	Introduction to new eco-friendly products	Facebook	Monday
2	Customer Testimonial	Video review from a satisfied customer	Instagram	Wednesday
2	User-Generated Content	Customer's before-and-after post, reposted	Instagram	Friday
3	Maintenance Tips	Preparing your car for the rainy season	Facebook	Monday
3	Behind-the-Scenes	Team training on the latest detailing techniques	Instagram	Wednesday
3	Quote Post	Inspirational car care quote	Facebook	Friday



Exercise 7: Write captivating social content

1. Refer to your audience, content strategy and goals
2. Use and get inspired by prompts we've looked at to come up with social content that will appeal to your persona and achieve goals
3. Test different LLMs

5.3 Emails

5.3.1 Ask AI to brainstorm and teach

- To get better results, add this to the end of basic prompts

To create the best possible [email invitation], please provide any suggestions and ask me any questions that will help.

5.3.2 Email campaigns

RASCEF example

Role: Content Writer for a boutique clothing store Action: Develop an email marketing campaign Steps: 1. Craft three personalised emails 2. Include product highlights 3. Add discount codes 4. Call to action Context: Summer Sale Promotion Examples: Include trending summer outfits, customer reviews and photorealistic image of an outfit. Format: Create a series of engaging emails with concise copy.

- Iconic email series to persona Sophia

Act as an expert email copywriter for The Iconic. I need you to create a series of emails for my target audience. Here is the persona.

paste in persona

Design a follow up email that builds interest in the new offering, using detailed descriptions and specific, relevant benefits to keep the reader engaged and them from mere awareness to genuine interest. Mention the 20% discount from \$99.99 to \$79.99

Draft an email that intensifies desires for the new product incorporating customer testimonials or case studies to showcase the value and effectiveness of the product, making it more desirable to the reader

Compose an email that calls for action tied to our special offer at the moment [Spend \$60 Save 20% | Spend \$80 Save 30%] for the product designed to convert the reader's interest and desire into a definitive action such as purchase online or in-store.

For those who didn't buy, create an email that addresses common questions or objections about the product, designed to maintain interest and build credibility, enhancing the reader's desire to purchase

Design a final last chance email for the product, emphasising urgency and the benefit of acting now to convert the reader's built-up desire into immediate action.

- **Same email campaign prompts adapted for a non-profit /persona Chris**

Act as an expert email copywriter for Rev. Bill Crews Foundation. I need you to create a series of emails for my target audience. Here is the persona.

###

[paste in details persona e.g. Volunteer Persona Chris]

###

Design a follow-up email that delves deeper into specific volunteer roles, such as the Guest Relations or Social, Health & Wellbeing Clinic volunteer positions. Use detailed descriptions and relevant benefits to keep the reader engaged, moving them from mere awareness to genuine interest. Mention how flexible volunteering options accommodate busy schedules, appealing to professionals like Chris Watson.

Revision:

Please rewrite exactly as is except base it on Chris having donated before, not visited the site and asked for volunteer information

Draft an email that amplifies the desire to volunteer by incorporating testimonials or stories from current volunteers and people at the shelter. Highlight the personal growth, community impact, and fulfillment derived from volunteering, making the roles more desirable to Chris. Format for easy scanning

Compose an email that encourages action, tied to an immediate opportunity or event (e.g., a specific volunteer orientation session or a limited-time group volunteering day). Use special offers such as exclusive volunteer training or networking opportunities with community leaders to convert the reader's interest into definitive action.

For those who haven't yet signed up to volunteer, create an email that addresses common questions or objections about volunteering. This could include concerns about time commitments, physical demands, or lack of experience. The goal is to maintain interest and build credibility, enhancing the reader's desire to participate.

Design a final email emphasising urgency and the benefits of acting now, such as making an immediate impact in the community or joining a special volunteer cohort. This email should motivate the reader to convert their built-up desire into immediate action by signing up for a volunteer position.

5.3.3 Subject lines

- Gemini and ChatGPT are best for this

Act as an expert email conversion copywriter. Give me 15 alternative subject lines to this 'Exclusive Drop: This Dress Won't Last in Bondi (Atmos&Here Saydie Alert!)' The email content and goal need to appeal to the personas pains needs and desires. They all need to be eye catching in a busy inbox. [paste in current email draft for additional context]

5.3.4 Email newsletters advanced prompt chain

- For this example, I have combined ChatGPT (write) with Perplexity (research)

Act as a newsletter copywriting expert in the environmental space. I need you to write a newsletter for February. First, read the newsletter to see what I want included. Then access Bing for news, content ideas and tools that we could include. Provide a list and reasons why they would be a good fit. Do not write the newsletter or any section until I have approved the content ideas

###

Newsletter:

Topic: Global Environmental Efforts and Innovations

Audience: Environmentally conscious individuals, sustainability advocates, environmental professionals, policymakers, educators, and students who are deeply interested in environmental conservation and sustainability issues.

Keen to stay informed about the latest environmental news, trends, technologies, and practices that contribute to global conservation efforts. They are likely to be engaged.

Likely to support initiatives that promote environmental sustainability and would appreciate content that not only informs but also provides actionable insights and opportunities for involvement.

Subject: Provide 5 catchy, curiosity-building and relevant subject lines that will get noticed and clicked in a busy inbox. It's also important that people know it's a regular newsletter. Ensure they are not spammy.

Preheader: Include for each subject line. They should add to the subject line in some way by building on the message or teasing about the range of content inside

Structure & Content Request:

Header (catchy and relevant)

Title: "Global Environmental Weekly: Green Innovations and Earth-Saving Efforts"

Introduction: A brief summary to introduce the focus of this week's newsletter on global environmental efforts and innovations.

News Section:

Summary of Key News: Include the latest global environmental news stories. Bullet points on significant developments should be included.

Analysis/Commentary: Provide insights or implications of these news stories, possibly leveraging expert quotes or statistics found online.

Featured Content:

Content Highlights: Describe any important videos, articles, or podcasts released this week regarding global conservation efforts.

Links to Content: Include direct links to these materials for easy access by readers.

Top Tools/Resources:

List of Tools/Resources: List new or notable environmental tools or resources highlighted in the news this week.

Brief Description: Explain the significance of these tools/resources and how they contribute to environmental conservation.

Interactive Section:

Weekly Challenge or Prompt: Propose a community challenge or prompt related to environmental habits or education.

Call to Action: Motivate readers to participate in the challenge or prompt, guiding them to a forum or social media platform to share their actions.

Special Feature:

Highlight: Spotlight a unique environmental project or initiative that has made headlines this week.

Link or Instructions: Provide information on how readers can learn more about this feature, support it, or get involved.

Closing Remarks:

Wrap-Up: Offer a summary of the newsletter's content and extend gratitude to the readers for their engagement.

Call to Action: Encourage readers to subscribe, share the newsletter, and provide feedback for future editions.

Footer:

Contact Information: Include information for readers to reach out or engage further with the newsletter team.

Legal and Privacy Information: Ensure compliance with legal and privacy standards, including disclaimers and information use policies.

Additional Notes:

Ensure that all content is up-to-date, referencing sources accessed through Bing or Plugins for the latest information.

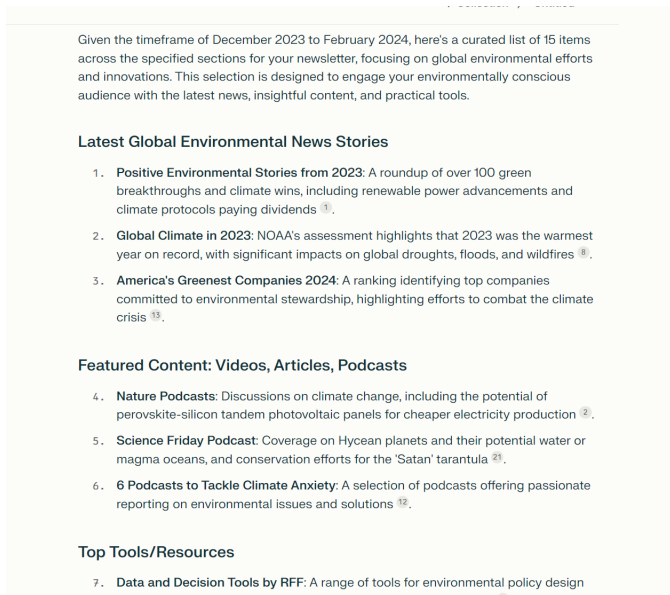
The newsletter should reflect a global perspective, catering to an international audience interested in environmental issues.

- Do on Perplexity: It has better access to the latest information

I need to write a newsletter and am looking for high quality content that our audience will enjoy. The focus is global environmental efforts and innovations. And the audience are environmentally conscious individuals, sustainability advocates, and professionals. Here are some theme ideas. I need specific news, stories and tools to talk about. Can you provide me with a list and summary of 15 total across these sections:

[paste in the information and formatting from above]

- Perplexity returns ideas in sections (check the news is recent or ask again)



- Head back to ChatGPT

Great. I've done some more research and here are current stories that can be included in each section. Read through these stories and create a detailed outline with compelling angles for each piece. Do not write the newsletter yet, just outline it as briefed.

- start crafting the email based on the outline

Let's write a 50-word introduction for the newsletter based on your suggestions: "Briefly introduce the focus of this week's newsletter on celebrating recent environmental victories, groundbreaking research, and innovative tools that are shaping the future of global conservation efforts."

NEVER mention the target audience. AVOID Welcome to. AVOID exclamation marks. Use a strong appropriate hook that will appeal to this audience and connects with the theme. Use very simple words and short sentences. Make the tone conversational as this is a regular newsletter.



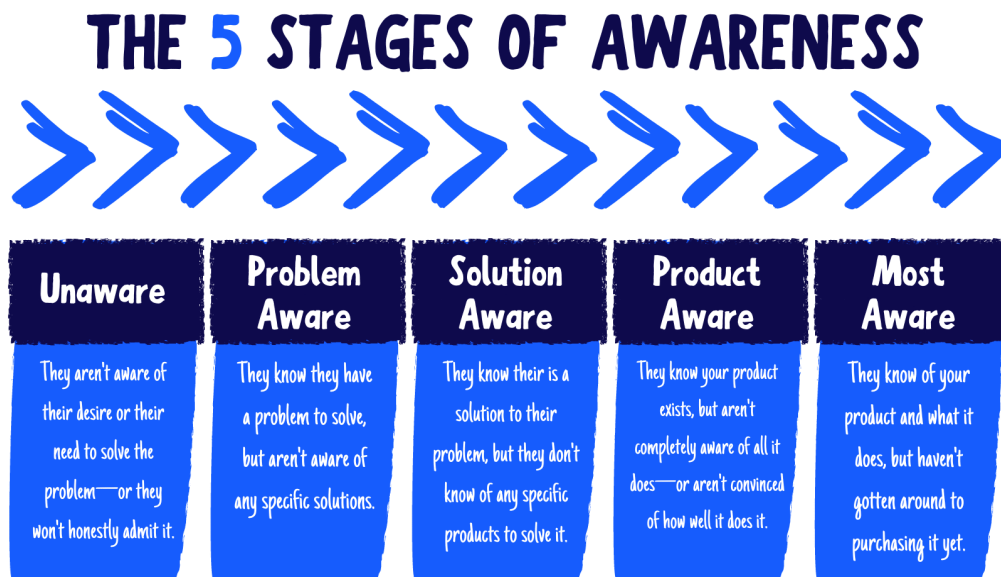
Exercise 8: You have robo-mail

1. Pick a persona
2. Choose a campaign idea (or newsletter topics)
3. Create an email using the prompts as inspiration

5.4 Blogs

5.4.1 Stages of awareness and search intent

- For blogs to work, you need to consider how much you audience knows and what they are looking to do



- Satisfying search intent is Google's main concern when ranking pages
 - Main goal a user has when typing a query into a search engine.
 - Help people relate to your message

Informational	Navigational	Commercial Investigation	Transactional
how	Brand names	best	buy
what	Name of a product	top	coupon
who	Name of a service	review	order
where		Attribute of a product (size, color)	[city] type of store (local)
why		comparison	purchase
guide			cheap
tutorial			price
resource			pricing
ideas			
tips			
learn			
examples			

- **Creating a 100-word blog post for fitness app persona Alex**
 - Used ChatGPT to write and Gemini for headline ideas. Both are good but ChatGPT seems to manage the long writing process better
 - Used ChatGPT to create the brand voice and tone

Ideas prompt

Please provide blog post ideas for persona Alex below. I need three for each of the 5 awareness stages:

###

[paste in full persona]

Name: Alex Johnson

Age: 29

###

Once you choose headline use outline prompt

Please provide an outline for a 1000-word article based around a headline. "Beyond Crunches & Cardio: Finding Workouts That Work for You": Introduces the concept of fitness plans catering to individual needs and interests, emphasizing alternatives to "traditional" gym routines.

Consider Alex's pains, needs, desires and potential objections as stated in his persona profile. Also ensure the headline and subheads are optimised for problem aware search requests by using the primary keyword, variations and semantics.

Go back and forward to make improvements

Are these really the most engaging and persuasive subheads for Alex? Some of them don't seem to be written for him e.g. Overcoming Common Objections and Challenges (150 words)

- Over page we use a prompt to set the tone of voice.
If you don't have a tone, on page xx I show you how to create one from your persona's details. You can then bring that back into the following prompt

Prompt to advise the desired tone

We are going to write an article based on the outline above. But before you start writing, I'm going to provide you with some writing of mine.

Here it is:

Fitness at Your Fingertips

Balancing a busy schedule with fitness goals can feel like a puzzle. But what if your phone could be the missing piece? Picture this: workouts that not only fit into your calendar but are also tailored just for you. That's what we offer—a fitness solution that understands your time is precious.

Workouts on Your Time

*- **Quick Breaks:** Have a 5-minute break between meetings? There's a workout waiting for you.*
*- **Desk Exercises:** Long day at the desk? Stretch it out with guided exercises you can do right there.*

*- **Adaptable Routines:** Morning quiet time or a busy afternoon, we bring the workout to you. It's not about having more time; it's about making your time work for you. We're here to cut through the noise with workouts that adapt to your life.*

Real Results, No Gimmicks

Your fitness journey is personal. Our goal is to provide the tools and support you need to stay motivated, wherever you are, whenever you find a moment. Let's make fitness fit you—not the other way around. With straightforward tracking and no-nonsense progress reports, you'll see how small steps can lead to big changes.

So here is what I want you to do:

- 1. Analyse the writing style*
- 2. Match all your further responses in this session to the SAME style*
- 3. Wait for my further instructions.*

- Over the page we write the blog

- Prompts to write blog article section by section

Now, let's write the article in accordance with the provided writing style and follow the outline.

Each subsection should have a word count as specified above:

Introduction: Why Your Workout Isn't Working (150 words)

Personalization: The Key to Unlocking Your Fitness Potential (200 words)

Creative Fitness for the Urban Dweller (250 words)

Time-Savvy Workouts for the Busy Bee (200 words)

Tackling Fitness Fears and Frustrations (150 words)

Motivation Through Technology and Community (150 words)

Conclusion: Your Fitness, Your Terms (100 words)

Write it section by section, skipping the introduction. I'll write the introduction separately.

Only write one section at a time. Follow the exact tone, style and formatting agreed above from the example provided. Remember that each section needs to flow naturally from the last and into the next.

- Read the section and ask for tweaks as required. Doesn't need to be perfect. We will polish further in the editing section

Ok, write the next section

Ok, write the next section

- When all the sections are done, write the introduction

Now, let's write a 100-word introduction for the article using your suggested introduction:

"Introduction: Why Your Workout Isn't Working (150 words)

Hook: Challenge the one-size-fits-all gym routines, presenting the idea that there's more to fitness than just crunches and cardio.

Identifying the Issue: Discuss the lack of results and motivation stemming from repetitive and unsuitable workout plans.

Promise: Introduce the concept of finding joy and effectiveness in personalized fitness solutions tailored to busy, tech-savvy urbanites like Alex."

Use very simple words and short sentences. Add line breaks to increase readability. Use the same writing style as provided earlier.

- Compare the intro with one using this prompt. Chose the one you like most.

Nice one. Let's try an alternative introduction idea to compare them:

###

- State the problem with a rhetorical question by openly stating the problem we're solving in the article which is: Beyond Crunches & Cardio: Finding Workouts That Work for You

Don't mention the target audience.

- Talk about a specific situation in the reader's day that illustrates the problem. Start with "You know what I'm talking about:"

- Amplify the problem: show how this can become worse if the problem is not solved.

- Introduce the solution to overcome the problem and achieve the emotional desired outcome. Start with "What if" or "Instead"

- Conclude with a teasing sentence like "Let's see how"

Use very simple words and short sentences. Add line breaks to increase readability. Use the same writing style as provided earlier.

###

5.4.2 Finding brand voice from persona

Act as a brand voice specialist. I want to create a tone of voice for my fitness blog. The audience is persona Alex . I'm not sure what my brand voice and tones should be. Can you give me some guidance and provide some examples. First give me three possible avatars of my brand personality. Here is the audience persona:

###

Write a 200-word article in the voice of the tech forward motivator. I want to use it in another chat to give you a clear idea of his voice and tone

This is full of bad copy messages - marketing clichés no one ever uses in real life (transforming, tech savvy urbanite, we believe in the power, fitness landscape,), jargon (integrating innovative technology to make fitness a seamlessly integrated, personalized) and subjective adjectives (beacon in the digital field, cutting edge, best). It also talks all about themselves instead of the audience. They don't care about the business - only how it helps them. Try again

- Once you have an you like, paste it into the desired blog tone prompt

5.4.3 SEO blogs

- **Here's a way to create SEO focused blog posts with Gemini**

Can you do keyword research?

Please do keyword research centred around the keyword 'bleisure travel from Australia'

Find me low competition keywords with decent search volume related to bleisure travel

Australia

Let's focus on niches. it would be great to get a table for the seed keyword and related niche keywords. can you give me an estimated search volume, ranking difficulty, CPC and possible blog topics for different search intent.

For our seed keyword: Bleisure travel Australia and niche keyword: bleisure travel Australia with kids, can you let me know what I need to do to write the best SEO article to rank top for this keyword. Include related keywords that I would need to add to the headers, body and links for search optimisation.

As a seasoned SEO expert and proven blog article writer with hundreds of articles ranking at the top of Google. Follow your recommendations to the letter and create a meticulously detailed outline for a 2000-word article. Provide three ideas for the h1 headline.

- Then create article as previous

Exercise 9: Outline a blog post with AI

1. Choose a persona
2. Come up with blog topics (awareness, intent)
3. Find your tone
4. Write an outline

5.5 Web copy

5.5.1 Landing pages and product pages

- Use ChatGPT for research, personas etc
- Use Gemini or ChatGPT for creating the pages

Landing page draft prompt for Home Sparkle cleaners in Gemini

Use the AIDA (attention interest desire action) framework to create a 250-word landing page for a home cleaning business, Sparkle Clean, that targets busy home owners and apartment renters. Capture their attention, generate interest in the brand, create a desire for our home cleaning services, and encourage action - an inquiry by phone or email. Avoid marketing speak, jargon, hyperbole and subjective adjectives. Avoid words like unleash, unlock, transform, discover, elevate, commitment customise and similar tired clichés that mean nothing. Just use language like you were sitting with them explaining how you can help. Format with descriptive headlines, subheads and include a bullet list of features or USPs for scanning on any device, even a phone

- we will come back to this response in the editing section

Finance industry 4Ps prompt for landing page

Act as an expert financial industry conversion copywriter. Use the 4Ps framework to create a landing page for a financial services company. Start with a vivid image of a stress-free life, promising financial freedom and security, providing proof with testimonials and case studies. End with a call to action to schedule a consultation.

Noise cancelling headphones product page

Act as a seasoned digital copywriting expert and create a product web page that provides comprehensive information about {product and name} including {unique features and benefits} customer reviews and frequently asked questions. The goal is capture attention, interest and enquiries (visit store to listen or buy online and save 10%) from the target audience. Write persuasive, likeable copy based on their pains, needs, desires and objections.

AVOID marketing and copywriting clichés (such as seamless, transform, committed, unlock, unleash, elevate, embrace or any other tired and boring marketing clichés), jargon, subjective adjectives.

AVOID things humans never say like 'look no further', 'fear not', 'you're not alone'. Be specific and relatable to build emotion, logic and credibility. Be unique, descriptive without verbose. Tap into the reader's mind and world. Use markdown with bolded headlines. Paragraphs of 1-3 sentences.

Here are the product and audience details:

###

include product details

###

New prompt:

Write a compelling video script that will build on the message and persuasive impact of this page.

Can you suggest some high-quality images for this page?

You
Can you suggest some high-quality images to go on the page

ChatGPT



You
Excellent. Can you write a compelling video script that will build on the message and persuasive impact of this page.

ChatGPT

Serenity SoundBlock Noise-Cancelling Headphones Video Script

[Scene 1: Busy City Soundscape]

• Voiceover: "In a world where noise never fades, finding peace can feel like a distant dream."

[Scene 2: Close-up of Serenity SoundBlock Headphones]

• Voiceover: "Introducing Serenity SoundBlock, the key to unlocking your personal oasis."

[Scene 3: Commuter wearing Headphones on a Busy Train]

• Voiceover: "Crafted for the relentless commuter, these headphones transform noisy rides into moments of tranquility."

[Scene 4: Award and Testimonial Overlay]

• Voiceover: "Awarded the 2024 Best in Sound Quality, and outperforming competitors in battery life, Serenity SoundBlock isn't just a choice, it's a declaration of peace."

[Scene 5: Person Working Peacefully in a Noisy Café]

• Voiceover: "For the remote worker battling distractions, Serenity SoundBlock delivers. A calm workspace, wherever you are."

[Scene 6: Frequent Flyer Relaxing in Airplane Cabin]

• Visual: A passenger wearing Serenity SoundBlock headphones, relaxed and enjoying a movie.
• Voiceover: "Frequent flyers rejoice. Transform your flight experience into a serene journey, with every hum and buzz simply fading away."

[Scene 7: Close-up on Touch Controls and Comfort]

• Voiceover: "With intuitive touch controls and unparalleled comfort, your focus stays where it should – on what you love."

[Scene 8: Montage of Customer Reviews]

• Voiceover: "Hear directly from those who've stepped into serenity. A lifesaver, 'unmatched sound quality, all-day comfort' – the accolades speak volumes."

[Scene 9: Special Offer Announcement]

• Voiceover: "Dive into your own Serenity SoundBlock experience. Visit our store or buy online and save 10%."

[Scene 10: Serenity SoundBlock Logo and Call to Action]

• Voiceover: "Choose peace. Choose focus. Choose Serenity SoundBlock. Your journey to a better listening experience begins now."

5.5.2 Lead magnets

- Try this mega prompt with your persona

[insert persona details]

With Bella in mind, I act as a digital marketing expert assisting The Iconic, specializing in creating lead magnets (also known as flagship content). One of the challenges in creating an effective marketing lead magnet is to produce a resource that is both valuable and desirable. The lead magnet should offer the target audience simple and clear guidance on overcoming their pain points and fears while fulfilling their needs and desires. The key elements that render a lead magnet effective are:

Clear but Appealing Title: It should be unambiguous and optimized for search engines.

Conciseness: The content should ideally span 1-2 pages, facilitating quick and easy consumption.

Approachable and Easy to Consume: The lead magnet could take the form of a template, tool, checklist, or guide that is user-friendly and comprehensible.

Progression from A to B: It should assist the recipient in advancing from their current situation to their desired outcome, aligning seamlessly with my core offer/services.

Aligned with Motivators: Addressing pain points or fears and catering to needs or desires.

High Value: The lead magnet should offer such value that Bella would consider paying for it if asked, fostering consumption, engagement, and sharing.

Timeless or Evergreen: Designed for use over the next 2-3 years.

Relevance: It must be highly pertinent to our target audience, addressing specific problems or needs at the forefront of Bella's mind.

Compelling: It should be so compelling that prospects exclaim "Hell Yeah" and would feel remiss for not accepting the offer.

Practical Benefits: Providing recipients with a "little win" or aiding them in making progress toward achieving a goal or solving a problem.

Inclusion of Contact Information: Include contact details like website and store information in the lead magnet.

Demonstrates Expertise: Showcase your knowledge and expertise in the field to build trust and establish The Iconic brand as an authority in the industry for Bella.

Actionable: Furnish practical and actionable advice or tools, enabling users to apply what they learn or receive from the lead magnet for immediate benefits.

Alignment with Your Products/Services: The lead magnet should naturally lead to The Iconic's products, facilitating the transition of leads into paying customers.

Now, let's brainstorm at least 25 lead magnet ideas tailored to your ideal clients:

- Once you choose one, create the lead magnet outline with this prompt

Let's proceed with this option:

[insert idea e.g. "Digital Wardrobe Organizer Template": A customizable template designed to assist in organizing and planning outfits.] Considering the information you've shared about me, my business, and Bella in this chat, I'd like you to assume the role of a digital marketing expert specializing in creating lead magnets (also known as flagship content). Following the key elements of an effective lead magnet outlined in the previous prompt, please develop and write the entire lead magnet.

Additionally, we need to craft a compelling name for this lead magnet, keeping in mind our target audience. The name should clearly communicate the value proposition to the user and evoke a desire to obtain it. Please propose five different names for this lead magnet, drawing upon your expertise in sales copywriting.

- After you choose the headline, prompt to create the whole lead magnet page

Keeping Bella in mind, and considering the information you've processed and stored in this chat, I'd like you to take on the role of a landing page conversion copywriter specializing in crafting copy that entices the target audience to download lead magnets. Your task is to write a landing page for "Bella's Closet Companion: Your Digital Guide to Effortless Outfit Planning" lead magnet.

There are essential elements of a successful, high-converting landing page that must be incorporated:

Compelling Headline: Capture the visitor's attention with a headline that clearly communicates the value proposition or offer.

Supporting Subheadline: Clearly explain the benefit of the lead magnet.

Concise, Clear, and Compelling Copy: Keep the content focused, concise, and directly related to the offer. Include three bullet points for easy readability. Use persuasive and benefit-driven copy that addresses the prospect's "away from" motivators and "toward" motivators.

Clear Call to Action (CTA): Feature a prominent and persuasive CTA button instructing visitors on the action to take, such as "Download My Resource" or "Get Started," tailored to Bella's related goals and desires.

Engaging Visuals: Incorporate high-quality images or videos that support the message and captivate the visitor's interest.

Social Proof: Enhance trust with elements like customer testimonials, reviews, or logos of reputable clients or partners.

Benefits and Features: Highlight the key benefits and features of the product or service, emphasizing how it addresses the visitor's needs.

About the Business: Increase trust by including a brief description of The Iconic.

Simple Navigation: Remove distractions like navigation menus to keep visitors focused on the CTA.

Privacy and Security: Clearly communicate how the visitor's data will be used and ensure a secure browsing experience. Now, you're ready to create a compelling landing page that effectively promotes Bella's Closet Companion and encourages visitors to download the lead magnet.

5.6 Ad copy and images

5.6.1 Dall E-3 images

- There are many different image styles to choose from
- Photorealistic gives you the closest to a photo



You

Create me a photorealistic image of a cute grizzly bear



ChatGPT



ChatGPT



Here's the animated version of your dog, Bobby, full of character and charm!

< 2 / 2 >



You

You next art direction and photography project is for Aston Martin. You are to create the greatest car ad visuals in advertising history.

Begin with an image to accompany this headline. Feel your DB11 confidently hug the curves"



ChatGPT



- You can add text, but it's not always right.



You

Now to accompany this headline 'Imagine yourself at the helm of this beauty, where would you go?'



ChatGPT



- Upload a photo to ChatGPT and ask it to recreate the image

DALL-E ▾



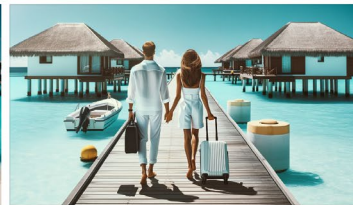
You



Recreate this image as closely as possible



DALL-E



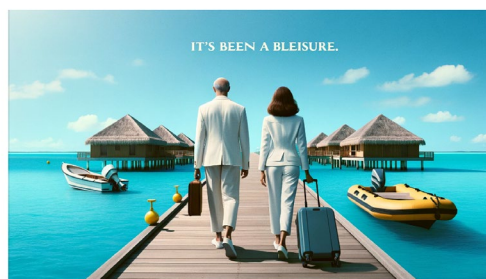
Here are the recreated images based on your request.

- Add a description and some text to go over the recreated image

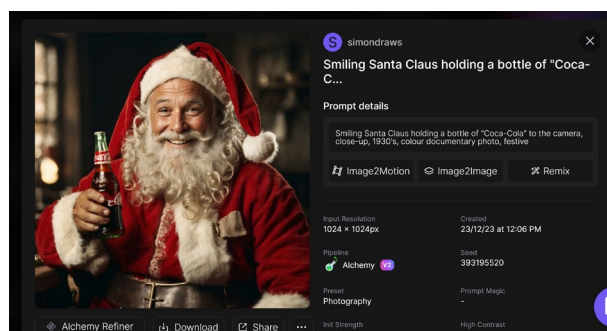


You

Create a photorealistic image featuring a man and a woman from behind, walking towards a bright turquoise sea. They are on a wooden dock leading to overwater bungalows. The sky is clear and blue. The woman has shoulder-length hair and wears a white casual suit with pants, while the man is balding, wearing a white casual suit with shorts and carrying a black rolling suitcase. Include a moored boat with a blue cover on the left and a yellow buoy in the water. In the sky include the text 'It's been a Bleisure'



- For life-like images use Leonardo.ai or Mid Journey



5.6.2 Creating ad copy with images

- A prompt to create ad copy based on a webpage

Here is what I want you to write on:

My target audience is solo female business travellers.

I want to teach why they should buy bleisure packages - combine personal with business travel

Act as an expert digital ad copywriter. Write me 5x ad copy hooks for this landing page:

<https://www.adecogroup.com/future-of-work/latest-insights/the-rise-of-bleisure-travel/>

I want you to use these frameworks:

- 1. [dream outcome]*
- 2. [timeframe]*
- 3. [obstacle]*
- 4. [number]*
- 5. [benefit]*

And plug them together where it makes sense. Like the examples below:

- 1. How I [dream outcome] and [benefit] in [timeframe]*
- 2. My favourite way to beat [obstacle] and [dream outcome]*
- 3. [number] ways to [benefit] without [obstacle]*

The hook itself.

An explanation covering the Dream Outcome, Benefit, Timeframe, Obstacle, and Number (where applicable).

Use the content from the specified URL to inform the hooks and their breakdowns, ensuring relevance and accuracy.

AVOID clichés avoid marketing speak (such as elevate, unlock, ignite, transform, discover, seamless), jargon, hyperbole and subjective adjectives. focusing on clear and objective language.

- Next prompt over page

I want to create an image to go with [choose ad e.g. 3. Recharge on the go: How one weekend can blend relaxation with your business goals]"

Dream Outcome: Achieving relaxation alongside business goals.

Benefit: Recharging your energy.

Timeframe: In just one weekend.

Obstacle: The need to find personal time during business trips.]

This hook emphasizes the possibility of recharging and relaxing in a short timeframe, directly addressing the challenge of fitting personal downtime into business obligations.

Act as a seasoned art director and photographer. Provide 10 ideas for the image featuring the female business traveller (but not necessarily in business clothing) and a short caption to go over the image that ties in with the topic. Make them varied by location. They need to be vivid enough to capture a reader's imagination scrolling on Facebook. Easy enough to add text that will print correctly.

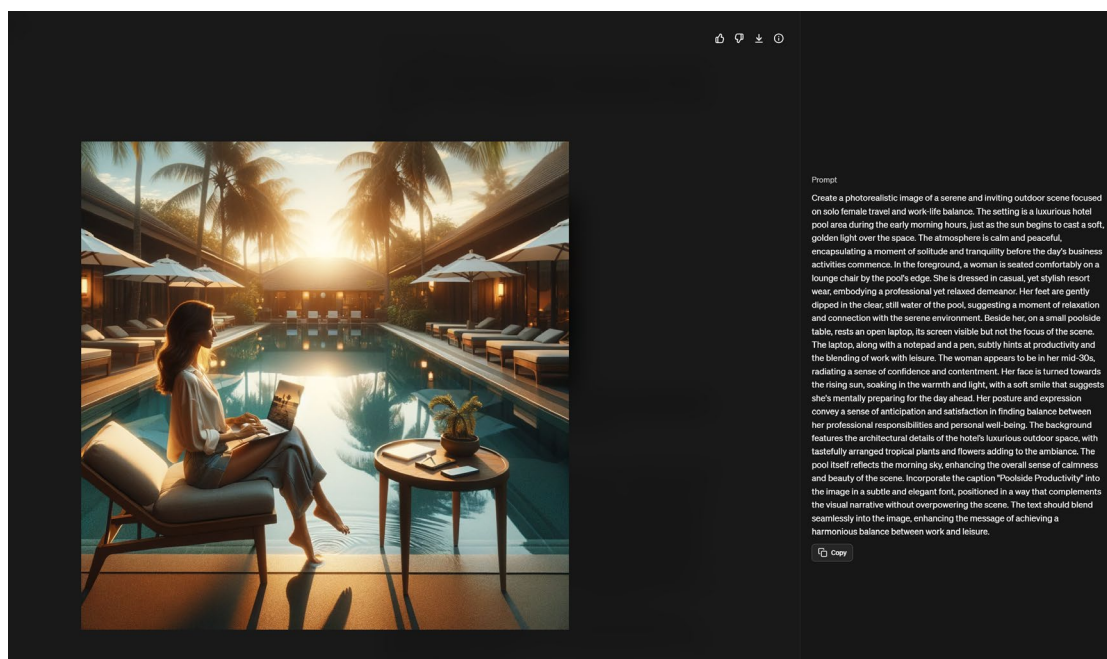
- Choose the one you like

Let's try this one:

Image of a woman enjoying a quiet morning by a hotel pool, feet dipped in the water, laptop resting next to her showing relaxed start before a day of meetings.

Caption: "Poolside Productivity"

Create a detailed prompt for me to provide Dall E3 to create a photorealistic image of this scene including the caption



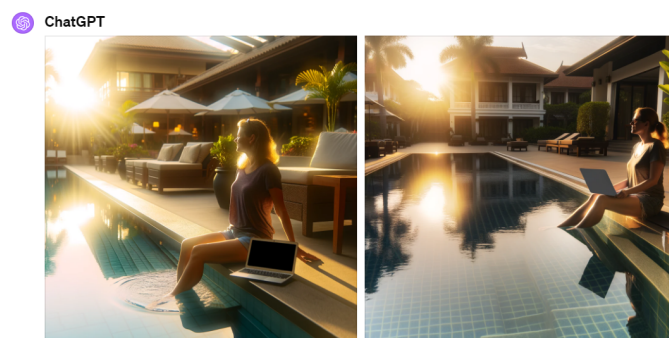
- If you don't get what you want, tweak ChatGPT's image descriptions to enhance prompts

You

Create a photorealistic image of a serene and inviting outdoor scene focused on solo female travel and work-life balance. The setting is a luxurious hotel pool area during the early morning hours, just as the sun begins to cast a soft, golden light over the space. The atmosphere is calm and peaceful, encapsulating a moment of solitude and tranquility before the day's business activities commence. In the foreground, a woman is seated at the pool's edge. She is dressed in casual, stylish shorts and a t-shirt. Her feet are gently dipped in the clear, still water of the pool. An open laptop sits next to her at the pool edge. The woman appears to be in her mid-30s, radiating a sense of confidence and contentment. Her face is turned towards the rising sun, soaking in the warmth and light, with a soft smile that suggests she's mentally preparing for the day ahead. The background features the architectural details of the hotel's luxurious outdoor space, with tastefully arranged tropical plants and flowers adding to the ambiance. The pool itself reflects the morning sky, enhancing the overall sense of calmness and beauty of the scene.

Incorporate the caption "Poolside Productivity" into the image in a subtle and elegant font, positioned in a way that complements the visual narrative without overpowering the scene. The text should blend seamlessly into the image, enhancing the message of achieving a harmonious balance between work and leisure.

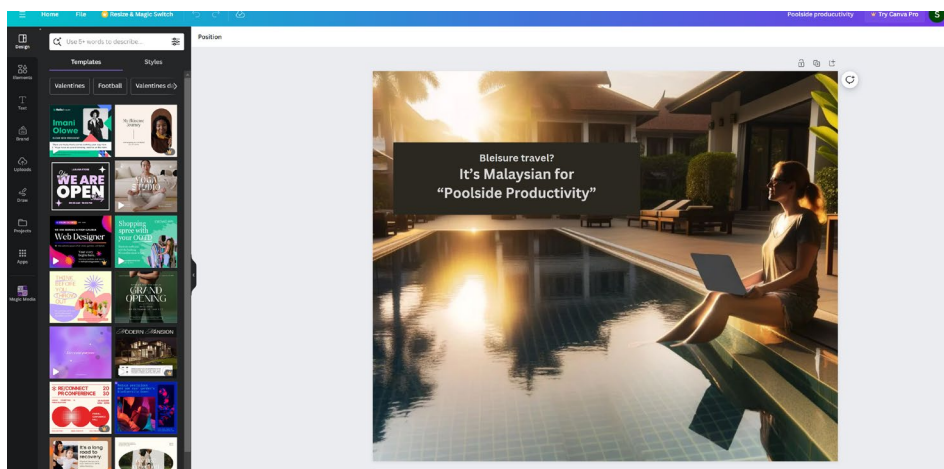
< 2 / 2 >



- Brainstorm taglines and headlines with ChatGPT

I need some clever ad taglines similar to "Bleisure travel? It's Malaysian for poolside productivity. (image of woman in swimsuit, feet in hotel pool, laptop in lap). The new taglines need to be about bleisure travel. The first line should be Bleisure travel? [insert subtly humorous business-related answer] this is another woman by. the pool Can you give me 10 other ideas for different destinations

- If ChatGPT can't get the text right, use Canva



- **A Facebook ad copy prompt including image**

Act as a brand strategist, I want you to do an in-depth Analysis of the target audience for my company

Company: Le Bobby

Product: luxury essential oils

Target audience: thirty five to fifty five year old women with mid to high income love for home living and lifestyle products

Product USPs

100% pure natural organic

vegan, cruelty free, ecofriendly

handcrafted in small batches

sustainably sourced ingredients

Please dive deep into audience pain points desires and lifestyles to consider insights that we could use to develop ads

- **Next prompt**

Great now as the season copywriter I want you to develop 15 Facebook ads based on your insights

Your tone of voice is confidence sophisticated and lux

Please provide the following:

1. Insights you're tapping on

2. Post copy (include one to 2 product USPs with a CTA of 10% discount)

3. Headline (less than 40 words)

4. Description less than 30 words

Please consider the USPs of the product remember you are a copywriter who specialises in insight driven Facebook ads

- **Next prompt**

Now act as an expert Advertising Creative Director with years of Art Direction expertise. Create a highly appealing image to complement and enhance the appeal of Ad 2 so it captures the target audience's attention in Facebook while scrolling, piques their interest so they can't help but lift their eyes to the ad copy. Make it highly photorealistic and include the words Le Bobby on the bottle with a picture of a black beaglier dog logo.

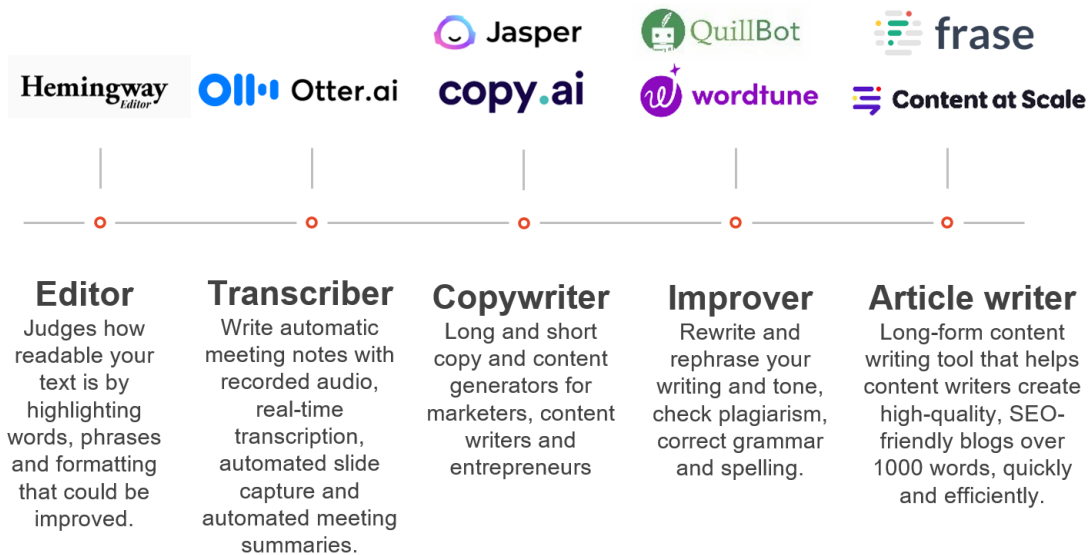
Exercise 10: Whip up a landing page or ad

1. Choose a persona
2. Use the detailed prompts to brainstorm outline and create your landing page or ad
3. Get Dall E-3 to create some images for you

Part 6:

Editing and refining your content

6.1 AI Writing tools



6.1.1 Hemingway simplifies your writing

- Your writing needs to meet accessibility guidelines.

Make content available at a lower secondary education reading level. Teenagers aged between 11-14 should be able to understand the content, even if specific terminology and concepts are new.

- Readability grade guidelines
 - 4 to 6 easy
 - 7 to 9 average
 - 10 + difficult

- Hemingwayapp.com (now with AI)

- A free online tool to measure and improve the readability of your content

Recycling in Ku-ring-gai

If you have ever wondered what happens to your recycling once it's collected, the video below provides a great overview of our waste services and offers some great recycling tips along the way.

Recycling is one of the easiest actions we can do every day in our home to benefit the environment. Recycling is when a item is collected and reprocessed into something new. It may or may not take the same form.

Recycling conserves raw materials and energy that would otherwise be used to make new products, reduces the need for new waste disposal facilities and creates jobs in collection, sorting and processing.

Each Council area has a unique waste stream. Ku-ring-gai has a high volume of garden and paper waste compared to other areas in Sydney, so the more we can avoid sending to landfill the better for our environment and our community.

Hemingway

Readability
Grade 9
Good

Words: 148
Show More

- 1 adverbs. Well done.
- 2 uses of passive voice, meeting the goal of 2 or fewer.
- 1 phrases have simpler alternatives.
- 1 of 9 sentences are hard to read.
- 1 of 9 sentences are very hard to read.

Recycling in Ku-ring-gai

Ever wondered what happens to your recycling once it's collected? Watch the video below for an overview of our waste services and recycling tips.

What is recycling?

Recycling means collecting an item and reprocessing it into something new. Like old plastic bottles turned into carpets, furniture and clothes.

Recycling is one of the easiest actions we can all take at home to help the environment. It also:

- saves resources and energy
- reduces the need for waste disposal facilities
- creates jobs.

Each Council area has a unique waste stream. In Ku-ring-gai we produce a lot of garden and paper waste. The less we send to landfill, the better it is for our environment and community.

Hemingway

Readability
Grade 5
Good

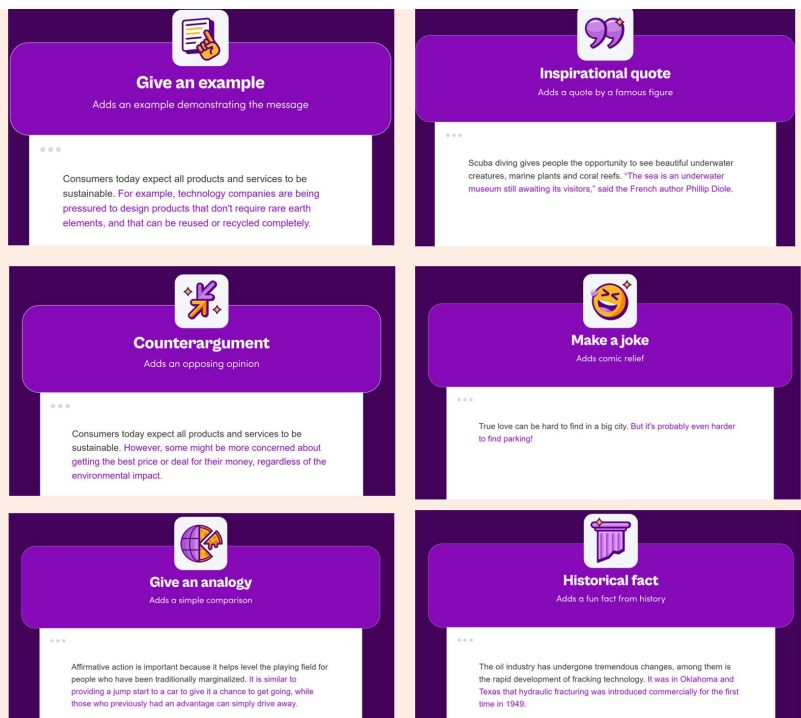
Words: 136
Show More

- 2 adverbs, meeting the goal of 3 or fewer.
- 1 uses of passive voice. Nice work.
- 1 phrases have simpler alternatives.
- 1 of 17 sentences are hard to read.
- 1 of 17 sentences are very hard to read.

6.1.2 Wordtune.com – edit, rewrite, summarise and paraphrase

AI rephrasing and rewriting tool:

- Summarise from pasted text, PDF or webpage
- Paraphrase
- Change tones
- Shorten, expand
- Spice it up (see next page) 🔥



6.2 Editing techniques

6.2.1 Analyse others

Landing page draft prompt for Home Sparkle cleaners in Gemini

Grammar and Syntax

Example: Incorrect: "He go to school every day." Correct: "He goes to school every day."

Prompt: Use an AI tool like Grammarly to check your writing. Paste your text and review suggestions for grammatical errors and syntax improvements.

Tone and Cadence

Example: Monotone: "We sell products. Our products are great. You should buy our products."

Varied: "Discover our range of innovative products. Each one offers unique benefits designed with you in mind. Why wait? Explore today!"

Prompt: Read your text aloud. Does it sound conversational and engaging, or monotonous and flat? Adjust your sentence lengths and structures to create a more dynamic flow.

Cont'd over page

Readability

Example: Complex: "Notwithstanding the foregoing, it should be noted that..." Simplified: "However, it's important to note that..."

Prompt: Use the Hemingway App to identify and simplify complex sentences. Aim for a Grade 6 readability level for broad accessibility.

Brand Voice Consistency

Example: Off-brand: "Yo! Our stuff's the best out there. Ain't nothing better, ya know?" On-brand (Professional): "We take pride in offering the highest quality products in the industry, unmatched in excellence."

Prompt: Create a brand voice chart listing adjectives that describe your brand's voice (e.g., professional, friendly, authoritative). Review your content to ensure it matches these descriptors.

Deep Connection with Audience

Example: Generic: "Our customers enjoy our products." Personalized: "As a busy parent, you'll appreciate the time-saving features of our products, making family life a little easier."

Prompt: Identify your target audience's key characteristics or pain points. Write a paragraph addressing these directly, using relatable scenarios or benefits.- we will come back to this response in the editing section

- Improve blog post prompt

Persona: [insert persona]

I'm refining a blog post targeted at bleisure travellers similar to the persona of 'Emily.'

The post should offer practical travel tips while emphasising the joy of integrating leisure activities into business trips.

Here's a draft section: [Insert blog section].

Here's the writing style to emulate: [insert writing style]

How can this be improved for better flow and reader engagement?

Persona:[insert persona Sophia]

I need to create a social media post for our latest fashion collection, targeting fashion-forward individuals like 'Sophia.'

The post should showcase our most iconic pieces and spark interest.

Here's my initial attempt: [Insert social post].

Can you help make this more engaging and on-brand?

Persona:[insert persona Chris]

Our non-profit is looking to attract volunteers who are motivated to give more than just donations, similar to 'Chris.'

We need to make our volunteer recruitment page more compelling.

Here's the current content: [Insert web page content].

How can we make this more persuasive and engaging?

6.2.2 4Us of powerful headlines

Your audience will only read your content – especially an article - if they believe it's:

- written specifically for them.
- relevant to their needs today.
- going to help them achieve a goal.

This means satisfying their need to:

- LEARN something – provide facts, research, expert input, examples
- DO something – steps, actions, instructions to make them the hero
- FEEL something – address a passion/problem, have an opinion, develop a tone.

To do this, your headlines (and subheads/bullets) should be at least two of the following:

Useful/rewarding

Inform, educate, solves a problem, or provide some other value for the audience.

Unique/can't find elsewhere

If people have seen similar messages or benefits elsewhere, they won't bother reading on.

Ultra-specific/not general or ambiguous

Ensures the reader that you are communicating directly with them, builds credibility with data and information e.g. "in 29 days" instead of "in one month".

Urgent/time-sensitive

Makes readers feel that they need to read on, click, buy, etc now.

How do I grow my e-commerce business?

7 ways to prevent burnout

New outdoor dining policy

The easy way to get to sleep

How to make better ads

The beginner's guide to SEO

Why businesses fail

How Jeff Bezos turned narrative into Amazon's competitive advantage

A simple strategy to prevent burnout and free yourself from work

New streamlined outdoor dining rules will help local economies

A former insomniac's guide to falling asleep quickly and naturally

The psychology behind why people dislike ads (and how to make ones they love)

The beginner's guide to SEO in 2023 [plus FREE quickstart worksheet]

Why 60% of startups fail in the first 3 years (and what you can do to avoid it)

- Prompts to turn headlines into 4Us

Act as a seasoned master blog copywriter and editor. I want to turn an idea for a blog headline into some more captivating for the target audience of middle aged men who don't get to the gym enough and can't do high impact exercise like they used to.

Each headline should contain at least 2 of the 4Us of great headlines:

Useful/rewarding

Inform, educate, solves a problem, or provide some other value for the audience.

Unique/can't find elsewhere

If people have seen similar messages or benefits elsewhere, they won't bother reading on.

Ultra-specific/not general or ambiguous

Ensures the reader that you are communicating directly with them, builds credibility with data and information e.g. "in 29 days" instead of "in one month".

Urgent/time-sensitive

Makes readers feel that they need to read on, click, buy, etc now.

Here is the headline to improve: Why doing Pilates is beneficial for middle aged men

Give me 10 versions. Avoid clichés avoid marketing speak (such as elevate, unlock, ignite, transform, discover), jargon, hyperbole and subjective adjectives

When writing the headlines, imagine the audience you are speaking to - their pains, needs, motivations, potential objections.

Mention which of the 4Us are included in each headline



ChatGPT

1. "Unlock the Power of Pilates: A 30-Day Guide for Middle-Aged Men Seeking Low-Impact Strength"
 - **Useful/Rewarding** and **Ultra-Specific**
2. "Revitalize Your Routine: How Pilates Improves Flexibility & Strength for Men Over 40"
 - **Useful/Rewarding** and **Ultra-Specific**
3. "Beat the Bench Press Blues: Discover Pilates as a Gentle Alternative for Building Muscle After 40"
 - **Useful/Rewarding** and **Unique**
4. "From Stiff to Supple: The Surprising Benefits of Pilates for Men in Their 50s"
 - **Useful/Rewarding** and **Ultra-Specific**
5. "Say Goodbye to Joint Pain: Pilates Strategies Tailored for the Middle-Aged Man"
 - **Useful/Rewarding** and **Ultra-Specific**

- Stages of awareness prompts – try in all LLMs

My Pilates business is called: The Pilates Place

My 10-week course for men is called: Bend It Like Dad-Bod

Give me three more headlines for each of the 5 stages of awareness (Unaware, Problem aware, Solution aware, Product aware, Most aware).

6.2.3 Editing Alex's fitness app blog headline

Now I want you to take on the role of expert blog article editor. I want to analyse our current headline for this blog to see if we can make it more interesting and compelling for readers like Alex. As you know, a great headline should contain at least 2 of the 4Us of great headlines. Useful/rewarding Inform, educate, solves a problem, or provide some other value for the audience.

Unique/can't find elsewhere

If people have seen similar messages or benefits elsewhere, they won't bother reading on.

Ultra-specific/not general or ambiguous

Ensures the reader that you are communicating directly with them, builds credibility with data and information e.g. "in 29 days" instead of "in one month".

Urgent/time-sensitive

Makes readers feel that they need to read on, click, buy, etc now.

Here is the headline to improve: Why doing Pilates is beneficial for middle aged men

Read our headline again: Beyond Crunches & Cardio: Finding Workouts That Work for You. Read over Alex's persona and the rest of the article. Give me 10 alternatives. Avoid clichés avoid marketing speak (such as elevate, unlock, ignite, transform, discover), jargon, hyperbole and subjective adjectives. When writing the new headlines, imagine Alex's pains, needs, motivations, potential objections as he is reading. Mention which of the 4Us are included in each headline

Please print out this article exactly as it is in markdown (not code, text version). Make the top headline the largest fonts. Bold text the start of bullets.

{paste in copy}

Review this blog article above for grammatical errors punctuation mistakes and sentence clarity. Suggest improvements to enhance overall readability.

I want to ensure this article has good readability grade without losing the tone style and message. Some of the sentences seem to be a bit long. There shouldn't be any sentence longer than 20 words and most should be 5 to 15 words long. Go through and find the long sentences. In a list make suggestions for rewriting or splitting into two sentences. Once again DO NOT change the article yet

- Editing feedback prompt

I want you to examine the transitions with the eye of an editor and award-winning journalist and provide some thoughts and alternatives. In your report you said that "Transitions Between Sections." The transitions between sections are smooth, but reviewing them to ensure they effectively lead the reader from one idea to the next can enhance the flow of the article. Transitional phrases can be used to connect sections more clearly:

I feel each section is like its own story. For example, almost every section starts with a question. There needs to be a smoother transition. There's a bit of repetitiveness. It uses 'remember' two or three times. There are some filler words and clichés such as 'You're not alone', 'embrace a fitness journey', 'weaving wellness into the tapestry of your daily life', 'Let's harness the power'. I wouldn't use any of these in my tone or real voice.

Please proofread and come back with your ideas.

- Once you have your final edited piece, decide on a call to action

What would be a good subtle call to action at the end to take them through the solution aware stage straight to product aware. Give me five ideas including Cialdini's principles

6.2.4 Editing Sparkle Clean's service page

- Use the 4Us prompt to see if you can improve the headline

Now I want you to take on the role of expert digital conversion copywriter. I want to analyse our current service landing page to see if we can make it more interesting and compelling for the target audience of busy home owners and apartment renters.

As you know, a great sales page headline and subhead together should contain at least 2 of the 4Us of great headlines:

Useful/rewarding

Inform, educate, solves a problem, or provide some other value for the audience.

Unique/can't find elsewhere

If people have seen similar messages or benefits elsewhere, they won't bother reading on.

Ultra-specific/not general or ambiguous

Ensures the reader that you are communicating directly with them, builds credibility with data and information e.g. "in 29 days" instead of "in one month".

Urgent/time-sensitive

Makes readers feel that they need to read on, click, buy, etc now.

They should immediately tell the ideal audience:

- the service is for them
- what the service is about

- why they must read one - and are compelled to do so because this is the page and business they've been looking for

Read our headline and subhead again: Headline: Tired of Cleaning? We'll Make Your Home Sparkle.

Subhead: Life's too short to spend it scrubbing floors and dusting shelves. Let Sparkle Clean take care of the mess.

Imagine being the target audience and what would be the perfect message to hear from a company like ours.

Read the rest of the copy for context

Give me 10 alternatives. Avoid clichés avoid marketing speak (such as elevate, unlock, ignite, transform, discover), jargon, hyperbole and subjective adjectives

When writing the new headlines, imagine Alex's pains, needs, motivations, potential objections as he is reading.

Mention which of the 4Us are included in each headline

- Brainstorm persuasion ideas to lift conversions

I think we need to add some of Cialdini's principles of persuasion. Give me 5 suggestions of how we could use the principles in this email. Don't write it yet

Ok, let's use 1,2,4,5. I want to keep the email message you wrote so don't change things much. It's important to add these principles at the right moment. You still need to ensure the reader knows you understand their problems, interests and desires. Think carefully before you rewrite.

- Ask for an expert review of your page

Act as an expert copywriter, marketer and human behaviourist. Analyse this email and provide a bullet point report on how to perfect it as a cold email relationship builder and conversion tool.

- Once you have made your changes, ask for a rewrite

Now rewrite the email with all of your recommendations for refinement plus these expanded USP descriptions

- Test the same prompts on other LLMs to see if they can do better
- Put the same prompts into Claude, ChatGPT, Co-pilot and Perplexity

6.2.5 Hooks

- Why are opening sentence hooks so important?
 - Hooks are vital in the attention economy.
 - Many hook styles exist – there's no one-size-fits-all.
 - Understanding your audience + goal unlocks customised hooks.
 - AI copywriting tools are powerful but require good context for the best results

- Hook prompt for Linked In

I need you to act as a seasoned copywriting expert and come up with powerful, tailored hooks to capture the attention of my LinkedIn audience and drive inquiries. Here's the breakdown:

Audience: Early-stage tech startup founders who are tech-savvy but often intimidated or confused by legal processes.

Goal: Build credibility, brand awareness, and generate inquiries for our law firm.

Tone: Approachable yet knowledgeable, conveying both understanding and expertise.

Focus: Craft 20 compelling hooks. Include a mix of questions, bold statements, pain-point spotlights, and fresh/innovative approaches inspired by top LinkedIn creators. Target this specific audience and their anxieties surrounding legal matters.

Examples (Optional): Feel free to provide a few existing hooks/past posts that resonate with this audience to inform your output.

Remember: a LinkedIn hook is best paired with a strong follow-up sentence to keep them reading.

- Hook prompt for blog post opening

I need you to act as a seasoned copywriting expert and come up with powerful, targeted hooks to capture the attention of my blog audience and inspire them to read more about conquering Bleisure travel with kids in Australia. Here's the breakdown:

Audience: Parents considering or curious about Bleisure who experience the tension between work commitments and creating fun family travel memories. (See audience details above for specifics)

Goal: Overcome objections, drive traffic to the blog post, and ultimately encourage families to confidently plan their own Bleisure adventures in Australia.

Tone: Upbeat, aspirational, reassuring. Convey a sense of "if we can do this, you can too!"

Focus: Craft 20 enticing hooks. Include a mix of questions, bold statements, benefit spotlights, and fresh approaches. Aim to evoke excitement and address potential concerns.

Examples (Optional): If possible, I wouldn't provide examples here. Let's see what we can generate organically and brainstorm truly original approaches!

Remember: Keep your blog's title in mind: (Bleisure travel with kids in Australia: Stress-free work and play)

- Detailed hook template

I need you to act as a seasoned copywriting expert. Please craft a set of compelling hooks to capture the attention of my audience and drive deeper engagement with my content. Here's what you need to know:

Audience: [Describe your target audience in detail - demographics, interests, pain points, desires, etc.]

Content Focus: [What is the core topic/theme of the content? What problem does it solve?]

Goal: [What action do you want the audience to take as a result of the hook? Click a link, sign up, etc.]

Obstacles/Objections: [Are there common worries or misconceptions the audience might have?]

Tone of Voice: [Describe your brand or content's usual style - formal, playful, authoritative, etc.]

Platform: [Where will the hook be used? Website, social media, email, etc.]

Hook Styles: [Do you want a mix of questions, statements, etc., or have a specific style in mind?]

Optional:

Examples: Feel free to provide successful hooks from the past, or similar content, if helpful.

Important: Remember that effective hooks often lead to deeper engagement. Consider strong follow-up sentences or calls to action, particularly on platforms that allow more extended text (blogs, emails, etc.).

- Hook surgery prompt (shorter prompt)

I need you to act as a seasoned copywriting expert. Please help me brainstorm more powerful and persuasive options for replacing existing opening sentences within my content.

Here's what you need to know:

Existing sentences: Provide the full sentences you want to improve upon.

Audience: [Give the key audience info]

Content Focus: [Concise summary of the topic/theme]

Goal: [Desired action for the specific content with this opening]

Tone of Voice: [Match the existing content's style]

Platform: [Where is this sentence used?]

- Example

I need you to act as a seasoned copywriting expert. Please help me brainstorm more powerful and persuasive options for replacing existing opening sentences within my guitar school website. Here's what you need to know:

Existing sentences:

"Learn to play guitar from the comfort of your own home!"

"Our online guitar lessons are perfect for beginners of all ages."

"Sign up today and start exploring the world of music."

Audience: Adults (25-60) who always wanted to play guitar but feel it's too late or they lack the talent.

Content Focus: Landing page promoting the beginner guitar course

Goal: Drive course sign-ups

Tone of Voice: Encouraging, accessible, emphasizes overcoming self-doubt.

Platform: Website (above-the-fold hero section)

- **Quick and dirty**

I need some attention-grabbing hooks asap! Here's the bare minimum:

Audience: [One-line description of the core target]

Goal: [What's the primary action you want them to take?]

Platform: [Where will the hook be used?]

- **Example**

I need some attention-grabbing hooks asap! Here's the bare minimum:

Audience: Adults who dream of playing guitar but think it's too difficult to learn.

Goal: Increase clicks to the course information page.

Platform: Social media ads (Facebook, Instagram)



Exercise 11: Cast your hooks

1. Take a piece of newly created or existing content
2. Use the hook prompts provided to make your opening line more unique and intriguing

Part 7:

Repurpose existing content

7.1 Why repurpose your content?

- increase ROI from content
- save time and resources/reach wider audiences
- build engagement across different platforms.

7.2 Types of content to repurpose

The possibilities are endless. Here are a few examples:

Text Content

- Summarising long-form articles into shorter blog posts or social media snippets
- Creating scripts for videos or podcasts from blog posts or reports
- Generating new content pieces like infographics, eBooks, or whitepapers from existing text

For Image Content

- Enhance and resize images for different platforms
- Generate new visuals based on the theme or content of the original images
- Create infographics or visual summaries from text-based content

For Video Content

- Extracting key highlights or clips for social media from longer videos
- Transcribing video content to create text-based formats like blog posts or social media posts
- Converting webinars or interviews into shorter, engaging video clips or even into text formats

7.2.1 Steps to repurposing content

- **Identify Content to Repurpose:**
 - Select high-performing, evergreen, or comprehensive content that can be broken down into smaller pieces
- **Choose the Right AI Tools:**
 - Use AI tools suited for the specific type of content you're repurposing.
 - In addition to ChatGPT, try Wordtune for text, Canva and Leonardo for images, Pictory for video
- **Change the Content:**
 - Optimise for the target platform and audience
- **Distribute Across Platforms:**
 - Share across various channels, tailoring it to fit each platform's unique requirements

7.2.2 20 example starter prompts

How can I turn a popular blog post into a series of engaging Instagram stories?

What's the best way to convert webinar content into a downloadable eBook?

Generate a script for a podcast episode based on my latest blog article.

Create a series of tweets from the key points of my recent YouTube video.

Suggest ways to repurpose an infographic into interactive social media posts.

How can I turn customer testimonials into compelling case studies for my website?

Convert my how-to video content into a step-by-step guide blog post.

Provide ideas for turning a detailed report into a series of LinkedIn articles.

Generate engaging Facebook posts from the highlights of my recent webinar.

How can I use AI to create a presentation from a series of blog posts?

Suggest ways to repurpose my podcast episodes into educational YouTube videos.

Create a lead magnet from the content of my most popular blog posts.

How can I turn Instagram posts into content for a Pinterest board?

Generate email newsletter content from the key takeaways of my latest podcast.

Suggest ways to turn a series of tweets into a comprehensive blog article.

How can I repurpose video testimonials into content for my website's landing page?

Create a series of LinkedIn posts from the findings of my industry report.

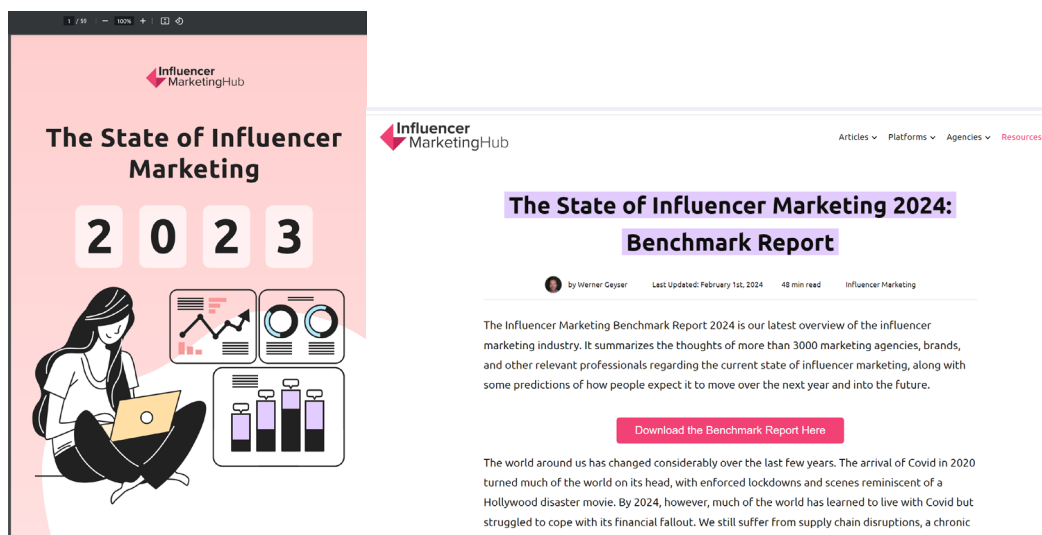
Suggest ideas for turning a long-form video interview into bite-sized TikTok clips.

How can I transform a series of blog posts into a script for a webinar?

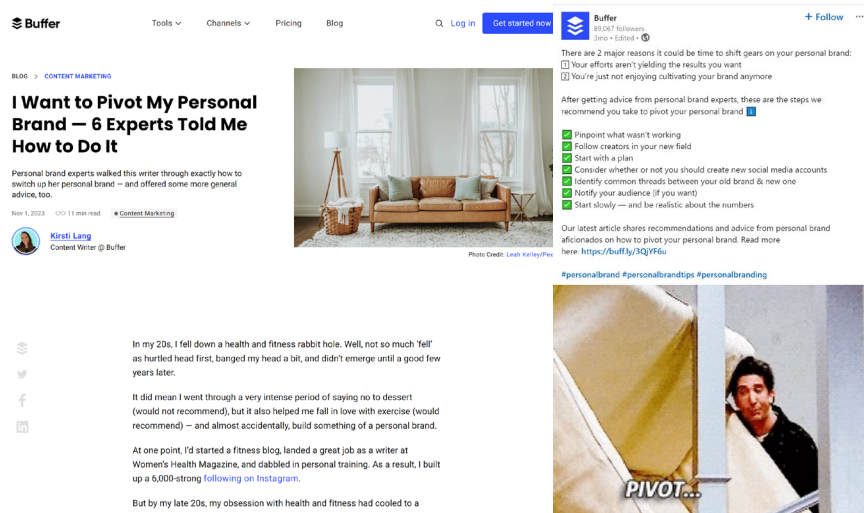
Generate ideas for repurposing content from an eBook into a series of educational emails.

7.2.3 Examples of repurposing

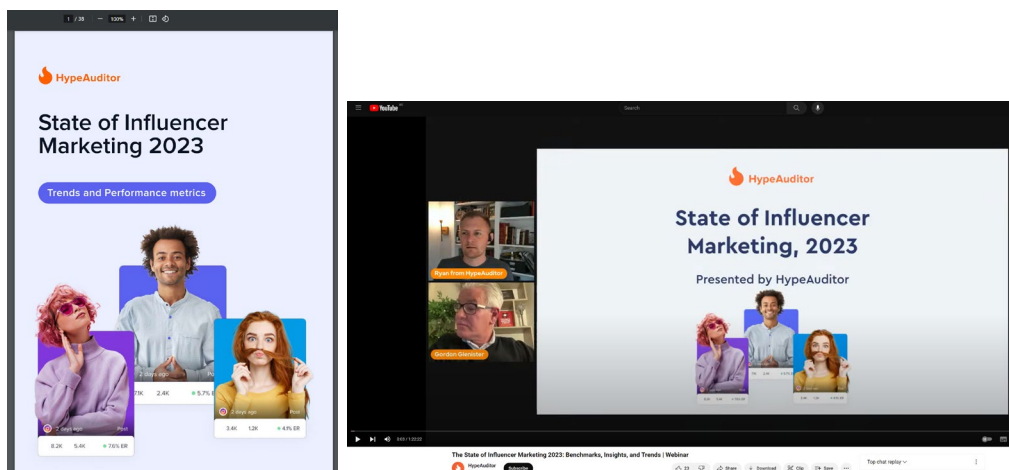
Influencer Marketer – report to blog post



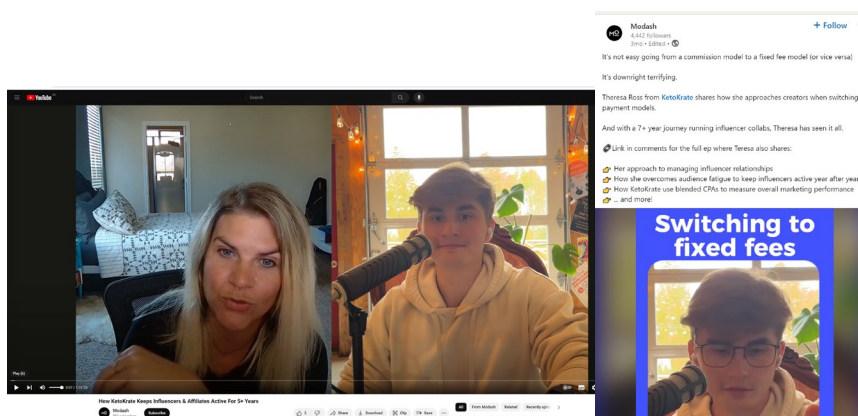
Buffer – blog post to LinkedIn post



Hype audio – report to webinar



Modash – YouTube to LI post



7.3 How to repurpose with ChatGPT/AI

- These will work on any LLM that connects to the web.
Otherwise, you can paste the content you wanted repurposed in to the LLM.
- **Blog to LinkedIn post (or any social network)**

Transform a blogpost into a high-engaging LinkedIn post that captures the attention of your target audience: senior executive travellers.

Generate 5 options for a short and attention-grabbing headline that will entice users to click \"read more\". Don't mention the target audiences in the headline.

Create a 1-2 line introduction that hooks the reader and makes them want to keep reading. Distill the most important information from the blog post into bullet points, providing quick insights for the reader in an easy-to-digest format.

Ensure the language is simple and the overall post is easy to read. Avoid marketing and corporate clichés like (unlock, elevate, transform, seamless). The tone should be informative and captivating, presenting the key takeaways from the blog post without the need for the reader to visit the blog for more information.

Start with a natural hook that goes right to the heart of the audiences thoughts and feelings about this topic

The URL for the blogpost is <https://www.cvent.com/en/blog/hospitality/bleisure-travel> Access Bing to read the article. Include a call to action to read the article and a second to contact our travel agency to find out more about bleisure travel options and benefits.

- **Blog to Facebook posts with image descriptions**
- You can ask Dall E-3 to create the image in ChatGPT or take the description to Leonardo/Mid Journey

Transform my latest blog on sustainable living into a series of 10 informative Facebook posts that engage our environmentally-conscious audience in a friendly and conversational tone. Provide descriptive image ideas for each post

Here is my blog url: <https://bearfoottheory.com/sustainable-living-eco-friendly-tips/>

- **Long YouTube video to Instagram posts**

Summarise my YouTube complete fitness workout into Instagram posts that motivate fitness beginners with an empathetic, fun and motivational tone.

Here is the URL for my video: <https://www.youtube.com/watch?v=S1PuT3x7NGA>

- **Turn the Instagram posts above into an email series**

Create an email series from my Instagram posts to those who subscribed to my newsletter on my website.

The final email should include a call to action to visit my personal training page on my website and get a free assessment for one-to-one training. here is the landing page

<https://www.missfitandnerdy.com/work-with-me>

- **Turn the Instagram posts into different blog articles**

Turn this Instagram post series into a listicle blog post. Provide more context and use the PAS copywriting formula as the introduction. Use an empathetic, fun and motivational tone. The call to action should be to visit my personal training page and get a free assessment for one-to-one training.

Rewrite this so it's more of an informational post for problem aware stage readers. Reframe the list ideas around their pains, needs and desires. Then introduce my series as the solution. Include the one-to-one training as a secondary call to action.



Exercise 12: Give your content new life

3. Choose a piece of content to repurpose
4. Ask ChatGPT for repurposing ideas based on your business, audience and goals
5. Transform it with a repurposing prompt
6. *Bonus points if it's your own prompt

AI 11-Part Checklist

1. Experiment with LLMs/Gen AI to find the ones you like.
2. Get clear on your goal [or ask ChatGPT for help]
3. Create and use detailed and accurate prompts.
4. Use frameworks
[i.e. RTF, CTF, RASCEF) and modifiers (length, channel)].
5. Talk to AI like a human
[prompt chains].
6. Need help? Ask ChatGPT to brainstorm, provide feedback, teach you
[Use the 3 other modes – Thought Partner, Coach/Critic, Teacher].
7. Apply copywriting techniques
[Features, benefits, hooks, etc (you are selling)].
8. Find your tone
[Adjectives, temperature, examples, custom instructions].
9. Editing and human-proofing are as important as creating
[readability grade, ChatGPT, Wordtune, Hemingwayapp]
10. Always fact-check
[Google, Bing, check with audience/experts].
11. Never forget the vital ingredient – You
[ideas, experience, creativity, emotions, critical thinking, human-ness] 🥰

Schedule of activities

- Exercise 1: Get to know your assistants
- Exercise 2: Research your market and competition
- Exercise 3: Create a detailed persona
- Exercise 4: Create your content plan
- Exercise 5: Find or match your tone
- Exercise 6: Get persuasive
- Exercise 7: Write captivating social content
- Exercise 8: You have robo-mail
- Exercise 9: Outline a blog post with AI
- Exercise 10: Whip up a landing page or ad
- Exercise 11: Cast your hooks
- Exercise 12: Give your content new life

Blank notes

Participant notes here.

Course Evaluation



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