

1. Conversation Priming

Here's some more information about [**COMPANY**]. Once you've received it, simply respond with 'OK': "[**CONTENT HERE**]"

***TIP:** Repeat this prompt to feed ChatGPT with as many pages as you need to build up a solid understanding about your business. The information can come from your website, a brochure, a video transcript or any other source.*

2. Avatar & Keyword Research

Act as a world-class marketing expert and copywriter. You have been contracted by [**COMPANY**] to help with the development of our marketing strategy.

For context, here's some more information about our business:
[**BUSINESS BIO**]

Out of the "Big Five" brand personality dimensions, the one that best suits our business is [**BRAND ARCHETYPE**].

Here's some more information about our target audience: [**ENTER BRIEF DESCRIPTION OF AVATAR**]

Based on what you now know about [**COMPANY**] and our target audience, I want you to predict who our ideal customer would be. Write a detailed, comprehensive description of our ideal buyer persona.

Include demographics, background, family, psychographics, challenges and pain points, goals and aspirations, buying behaviour, communication preferences and tech-savviness. Also touch on their pain points and needs at each stage of their customer journey.

ELEMENTS OF A BRAND PERSONALITY



3. Summarising Your Business: “About Us”

Based on what you now know about [**COMPANY**] and our ideal customer, write a welcoming intro for the 'about us' page of our website.

4. Identifying Relevant SEO Keywords

With our ideal customer in mind, predict 50 SEO keywords we should target on our blog to improve our Google rankings and attract new customers.

5. Identifying Blog Topics Based on a Keyword

With our ideal customer in mind, come up with 20 catchy headlines for helpful articles, optimised for the SEO keyword “**KEYWORD**”, we can publish on the [**COMPANY**] blog.

6. Write The Blog Post

Act as an expert SEO and marketing consultant. Your job is to help [COMPANY] with our marketing and SEO strategy.

So you have a better understanding about what we do, here's a summary:
[BUSINESS SUMMARY]

Write a 1000-word article for our blog, titled [SEO HEADLINE]. The article must be helpful and informative for our ideal buyer, and well-structured using meaningful subheadings.

Optimise the content for the SEO keyword, [KEYWORD], but focus on making the content useful to our audience, providing value in the form of tips, insights and ideas.

To better connect with our readers on a personal level, write in a warm and friendly tone using simple language and without complex jargon.

The goal is for the reader to perceive [COMPANY] as a trusted partner in our industry who is both knowledgeable and approachable.

7. Blog Article Tags

Provide me with 20 highly relevant blog tags for the above article, consisting of actual SEO keywords that our ideal customer is likely to search for on Google when looking for the kind of content discussed in this article. Output the tags as a plain, comma-separated list.

8. Create Social Media Posts from Blog Post to Promote Articles

Here's an article from the [COMPANY] blog that I want to share on social media:
"[BLOG CONTENT HERE]"

Create 5 unique variations of social media posts that will capture the interest of our audience but without giving away too much.

Start each post with an interesting opening, communicating the core message of the article, but without giving away too much. Then go a little deeper into why it matters.

Finish with a CTA to visit our blog to continue reading. Also add some relevant hashtags that will help us increase visibility on social media amongst our ideal customer demographic.

Each post must be at least 150 words long and written using [COMPANY NAME]'s brand voice, in simple language and without jargon.

Output the 5 posts in a two-column table with the title of the blog post on the left and the caption on the right.

9. Inspirational Social Media Posts

Help me create a series of inspiring social media posts for [COMPANY].

Based on what you know about our ideal customer, identify some of their unique challenges, desires or dreams.

Then use your insights to create 5 bold quotes or statements that they can resonate with on a deeper level.

For each of the 5 quotes, write a thoughtful caption, relating it back to what we do at [COMPANY]. To better connect with our audience, use a warm tone, without using complex language or jargon.

Also add some relevant hashtags to each post to help increase visibility amongst our ideal audience.

Output the information in a 2-column table with the quote on the left and the caption on the right.

TIP: *Because of the limited number of characters ChatGPT can output at once, I suggest generating 5 posts at a time. Then simply follow up with "Create 5 more unique quotes in the same format".*

10. Generating Lead Magnet Ideas

You are a world-class marketing expert and have been contracted by '[COMPANY]' to assist with the development of a sound marketing strategy.

For context, here's some more information about our business: "[ABOUT US - RESPONSE FROM #3]".

Here's some more info about our ideal client: [RESPONSE FROM #2]

Based on the Information I provided, I want you to think about real-world challenges or frustrations our ideal buyer might experience. Then use your insights to generate 20 different ideas for a lead magnet that would be of high value to our ideal client. The lead magnet should be in a list format, such as a checklist, or a list of practical steps required to achieve a desired outcome. For each lead magnet idea, provide a catchy title, as well as a subheading to go with it that will grab the attention of our ideal customer, evoke curiosity and provide them with a natural step forward.