

Chaos Week AI Challenge #2
Research and Products made with AI

Welcome,

Is it possible that artificial intelligence (AI) played a major role in the hard work you always put into the research and creation of prospects' products?

The answer is yes, otherwise, you wouldn't be reading this.

So let's get started, I'll show you how I did it and how you can do it.

I personally wanted to let AI know, he can't f*ck this up and that it's an important thing. Just to be sure, he takes it seriously. You don't have to do this 😊

Me: Ok listen to me ChatGPT, and listen to me closely. Because I have VERY important work for you. I need your best results and best focus for that.

ChatGPT: Of course, I'm ready to assist you to the best of my abilities. Please let me know how I can be of help.

The first thing we need is some market and some niche so that we can do proper research.

Me: *I need you to do some deep research and find me an online outside market that has some pain I can fix with my copywriting. Also, the market should be in one of those niches Fitness or Health or Wealth*

ChatGPT:

1. *Fitness:*
 - *People looking to lose weight and improve their overall health and fitness*
 - *Athletes looking to improve their performance or recover from injuries*
 - *People looking to start a new fitness routine, but don't know where to begin*
 - *People looking to build muscle or gain weight*
2. *Health:*
 - *People suffering from chronic pain or illness, looking for relief or natural remedies*
 - *People dealing with mental health issues, such as anxiety or depression*
 - *People looking to improve their gut health or deal with digestive issues*
 - *People looking for alternative medicine or holistic healing practices*
3. *Wealth:*
 - *Small business owners looking to improve their marketing strategies and increase their profits*
 - *People struggling with debt and looking for ways to manage or eliminate it*
 - *People looking for ways to invest their money and grow their wealth*
 - *People looking for ways to make money online or start a side business*

I have the market now, but niches are what is important now.

Me: *That sounds fine, now here is another task, for every potential online market I need you to write me some good deep sub-niches. Those sub-niches that I will use to find the prospect on youtube, so consider even that.*

ChatGPT:

1. *Fitness:*
 - *Weight loss for postpartum women*
 - *Yoga for people with disabilities or injuries*
 - *High-intensity interval training (HIIT) for busy professionals*
 - *Nutrition and meal planning for people with food allergies or sensitivities*
2. *Health:*
 - *Natural remedies for migraines*
 - *Yoga and meditation for stress management*
 - *Gut health for people with inflammatory bowel disease (IBD)*
 - *Alternative medicine for cancer patients*
3. *Wealth:*
 - *Digital marketing for local brick and mortar businesses*
 - *Debt management for college graduates*
 - *Investing for beginners*
 - *Starting an online business with no money*

Ok, now we have the niches, so let's try to find a prospect, so we can better create the avatar and solution for the pain. I prefer youtube for this, you can do it with any social media.

Me: Good, now write to each of those sub-niches about what exactly to write on youtube search, so I can find an ideal prospect.

ChatGPT:

1. *Fitness:*
 - *Weight loss for postpartum women: "postpartum weight loss", "losing the baby weight", "postpartum fitness"*
 - *Yoga for people with disabilities or injuries: "adaptive yoga", "chair yoga", "yoga for injuries"*
 - *High-intensity interval training (HIIT) for busy professionals: "HIIT workouts for busy people", "quick HIIT workouts", "HIIT for work breaks"*
 - *Nutrition and meal planning for people with food allergies or sensitivities: "gluten-free meal prep", "dairy-free recipes", "nut-free snacks"*
2. *Health:*
 - *Natural remedies for migraines: "migraine relief natural remedies", "herbal remedies for migraines", "essential oils for migraines"*
 - *Yoga and meditation for stress management: "yoga for stress relief", "guided meditation for stress", "mindfulness exercises"*
 - *Gut health for people with inflammatory bowel disease (IBD): "IBD diet plan", "gut-friendly foods", "managing IBD symptoms naturally"*
 - *Alternative medicine for cancer patients: "integrative cancer treatment", "holistic cancer care", "herbal remedies for cancer"*
3. *Wealth:*
 - *Digital marketing for local brick and mortar businesses: "local SEO strategies", "marketing for small businesses", "digital advertising for local businesses"*
 - *Debt management for college graduates: "student loan repayment strategies", "debt-free living tips", "credit card debt relief"*
 - *Investing for beginners: "how to invest for beginners", "passive income strategies", "stock market investing 101"*
 - *Starting an online business with no money: "starting a business with no money", "low-cost business ideas", "building a business on a shoestring budget"*

I wasn't really happy with that, so I tried to help him a little

Me: I need it more catchy, like something that would someone in that niche wanted to find or something that the creator would name his/her video to lure viewers

ChatGPT:

1. *Fitness:*
 - *Weight loss for postpartum women: "Lose Baby Weight in 10 Minutes a Day", "Postpartum Weight Loss Without the Gym", "How to Get Your Body Back After Pregnancy"*
 - *Yoga for people with disabilities or injuries: "Chair Yoga for Better Mobility", "Adaptive Yoga for Wheelchair Users", "Gentle Yoga for Injury Recovery"*
 - *High-intensity interval training (HIIT) for busy professionals: "5-Minute HIIT Workouts for Busy People", "HIIT at Home: Burn Fat in 15 Minutes", "Quick HIIT Routines for the Office"*
 - *Nutrition and meal planning for people with food allergies or sensitivities: "Healthy Meal Prep for Busy People with Food Allergies", "Delicious Nut-Free Snack Ideas", "Gluten-Free Breakfast Recipes"*
2. *Health:*
 - *Natural remedies for migraines: "Migraine Relief: Natural Remedies That Work", "Essential Oils for Headaches and Migraines", "Herbal Remedies for Migraines That Actually Work"*
 - *Yoga and meditation for stress management: "Yoga Poses for Stress Relief and Relaxation", "Guided Meditation for Anxiety and Stress Relief", "Daily Mindfulness Exercises for Stress Reduction"*
 - *Gut health for people with inflammatory bowel disease (IBD): "IBD-Friendly Foods for Better Digestion", "Naturally Managing IBD Symptoms with Nutrition", "Gut-Healing Recipes for Inflammatory Bowel Disease"*
 - *Alternative medicine for cancer patients: "Natural Cancer Treatments and Remedies", "Holistic Cancer Care for Better Quality of Life", "Herbal Remedies for Cancer Prevention and Treatment"*
3. *Wealth:*
 - *Digital marketing for local brick and mortar businesses: "Boost Your Business with Local SEO Strategies", "Marketing Hacks for Small Businesses", "Digital Advertising for Local Brick-and-Mortar Stores"*
 - *Debt management for college graduates: "Student Loan Repayment Strategies That Work", "Debt-Free Living Tips for Recent Grads", "Credit Card Debt Relief: How to Get Out of Debt Faster"*
 - *Investing for beginners: "How to Invest Your First \$1000: A Beginner's Guide", "Passive Income Strategies That Actually Work", "Stock Market Investing 101: Tips and Tricks for Beginners"*
 - *Starting an online business with no money: "How to Build a Business Online with No Money", "Low-Cost Business Ideas for the Online World", "The Secret to Building a Business on a Shoestring Budget"*

Now, that's better. Because it should be VASTLY different than ourself or TRW students. I chose "How to Get Your Body Back After Pregnancy"

Now we need an AVATAR for this market and who better than AI should do it

Me: Now, I took the niche "How to Get Your Body Back After Pregnancy". Differently said the problem is moms want their body look as good as before pregnancy. On the base of this information write a very detailed Avatar of someone who is in this problem. Write their name, background story, mini life story, day in their life, their values, and what influences her. After this write their dream state, of what a perfect world would look like to solve their problem. And roadblocks that hold it back and they don't know how to overcome them.

ChatGPT:

Name: Emily

Background story: Emily is a 34-year-old first-time mother who gave birth to a beautiful baby girl six months ago. Before her pregnancy, Emily was always active and enjoyed working out at the gym. However, during her pregnancy, she struggled with severe morning sickness and had to reduce her physical activity significantly. Emily also gave in to her cravings and indulged in unhealthy foods, which caused her to gain more weight than recommended.

Mini life story: Emily is a stay-at-home mom who is dedicated to providing the best possible care for her daughter. However, she struggles with the changes to her body after pregnancy. She feels self-conscious about her postpartum belly, and she is unhappy with the extra weight that she gained during her pregnancy. Emily wants to get back to her pre-pregnancy weight and feel confident in her body again.

Day in their life: Emily's typical day starts with waking up early to breastfeed her daughter. She spends most of her day taking care of her daughter and doing household chores. In the afternoons, Emily tries to squeeze in some exercise at home while her daughter naps. However, she often feels exhausted and overwhelmed, which makes it challenging to stay motivated to exercise regularly.

Values: Emily values being a good mother and providing a happy and healthy home for her daughter. She also values taking care of her body and feeling confident in her appearance.

Influences: Emily's biggest influences are other moms on social media who seem to have bounced back to their pre-pregnancy bodies effortlessly. She also feels pressure from society's expectations for mothers to "bounce back" quickly after giving birth.

Dream state: In a perfect world, Emily would have a toned and fit body, and she would feel confident and comfortable in her clothes. She would be able to wear her favorite pre-pregnancy outfits and feel good about herself. Emily would also have more energy and feel stronger and healthier overall.

Roadblocks: Emily's biggest roadblocks are lack of time and motivation. She struggles to find time to exercise regularly and prepare healthy meals for herself. Emily also feels overwhelmed by the responsibility of caring for her daughter, which makes it hard to prioritize her own health and fitness. Additionally, Emily is not sure where to start or what kind of exercises and diet would work best for her postpartum body.

Here is also generated picture with openAI.

PS: Please ignore the weird finger, trust me when I say its one of the “normal” pictures



We are on a good path, we have AVATAR, market, and pain.

Now we need to create the product

I made sure that the product was somehow connected with copywriting so I can create it with AI.

Me: *Ok, now when you know the AVATAR, create an info product or even better, the ACTUAL product this avatar could use to help her in her situation. Don't forget that the product should be connected with my copywriting.*

ChatGPT:

Based on Emily's avatar and her struggles with getting her body back after pregnancy, a product that could help her is a postpartum fitness program that focuses on regaining core strength and toning the body.

The program could consist of a series of workout videos that are designed specifically for postpartum mothers who are looking to rebuild their strength and tone their bodies. The workouts would be low-impact and gradually increase in intensity to prevent injury and accommodate for the body's postpartum recovery.

Additionally, the program could include a meal plan and nutrition guide that emphasizes healthy, whole foods that are easy to prepare and support postpartum recovery. The guide could include recipes and grocery lists to make meal planning simple and straightforward.

To connect this product with your copywriting, you could create a sales page that speaks directly to Emily's avatar and addresses her pain points and desires. The copy could emphasize the unique features and benefits of the program, such as the low-impact workouts that are designed for postpartum mothers and the simple, healthy meal plan that supports postpartum recovery. The sales page could also include testimonials from other postpartum mothers who have used the program and seen positive results. Finally, you could create targeted ads on social media and search engines to reach postpartum mothers who are looking for solutions to their fitness and nutrition needs after giving birth.

The guide sounded like a good product, mainly because we can let AI create it for us

Me: Write me a perfect version of this guide you described.

ChatGPT:

Title: Postpartum Fitness Program: Regain Your Strength and Tone Your Body

Introduction

Section 1: Getting Started

- *Introduction to the program and how it can benefit postpartum mothers*
- *How to properly warm up and cool down before and after workouts*
- *Explanation of low-impact workouts and why they are important for postpartum mothers*
- *Tips for staying motivated and making time for exercise in your busy schedule*

Section 2: Workout Videos

- *10 workout videos that gradually increase in intensity and duration*
- *Each workout video is led by a certified postpartum fitness instructor and is designed to help you rebuild your strength and tone your body*
- *Modifications and variations are provided for each exercise to accommodate different fitness levels and postpartum recovery stages*
- *Workouts can be done at home with minimal equipment*

Section 3: Meal Plan and Nutrition Guide

- *Introduction to healthy, whole foods that support postpartum recovery*
- *4-week meal plan*
- *Tips for staying on track and making healthy choices*

Conclusion

HERE YOU CAN ALSO SEE THE WHOLE PRODUCT MADE WITH AI!

 **Regain Your Strength and Tone Your Body**

Bonus:

We have pretty much what we need, but why not try to make some lead magnets for our product no ??

If you remember, AI mentioned a possible sale page as a variation for the product, so I asked him for one.

Me: Thanks, You also mentioned the sale page previously, write me a version of it where you mention this guide.

ChatGPT:

Title: Regain Your Strength and Confidence with Our Postpartum Fitness Program

Introduction: As a new mother, you know that giving birth is an incredible experience, but it can also be tough on your body. After pregnancy, many women struggle with getting their bodies back to where they were before. That's why we've created a postpartum fitness program that is specifically designed to help you rebuild your strength, tone your body, and feel confident and comfortable in your skin again.

The Benefits: Our postpartum fitness program is more than just a workout routine. It's a comprehensive program that includes everything you need to achieve your postpartum fitness goals, including:

- *A series of 10 workout videos led by certified postpartum fitness instructors that are designed to help you rebuild your strength and tone your body. With modifications and variations for different fitness levels and postpartum recovery stages, these workouts can be done at home with minimal equipment.*
- *A 4-week meal plan that includes simple, easy-to-prepare recipes that are designed to support postpartum recovery and help you make healthy choices. You'll also receive grocery lists for each week to make meal planning stress-free.*
- *A nutrition guide that will introduce you to healthy, whole foods that support postpartum recovery and explain why they are important.*
- *Tips and strategies for staying motivated, making time for exercise in your busy schedule, and staying on track with your postpartum fitness goals.*

Testimonials: But don't just take our word for it. Here's what some of our satisfied customers have to say:

- *"This program helped me regain my strength and confidence after having my baby. The workouts were challenging but doable, and the meal plan was simple and delicious." - Sarah*
- *"I was hesitant to try a postpartum fitness program, but this one exceeded my expectations. The workouts were fun and effective, and the meal plan helped me make healthy choices without feeling deprived." - Emily*

Conclusion: We know that postpartum recovery takes time and patience, but with our postpartum fitness program, you'll have everything you need to feel strong, confident, and comfortable in your skin again. Try our program today and start your journey towards regaining your strength and tone.

**I wanted to make it look better, more like a landing page.
Something with lead magnet, so I tried to explain more:**

Me: *I need you to take the sales page you wrote and make it more like a landing page with a lead magnet. You can also make it a little salesy*

ChatGPT:

Welcome Postpartum Moms,

Are you struggling to get your body back after pregnancy? Do you wish you could feel confident in your body again?

We understand how hard it can be to find the time and motivation to work out and eat healthy with a new baby. That's why we've created a comprehensive postpartum fitness and nutrition program designed to help you rebuild your strength and confidence.

And we're offering a FREE 7-day meal plan and workout routine so you can try it out and see for yourself!

With our program, you'll receive:

- *A 4-week workout plan that gradually increases in intensity and duration, led by certified postpartum fitness instructors who understand your unique needs and goals.*
- *Modifications and variations for every exercise to accommodate different fitness levels and postpartum recovery stages.*
- *Low-impact workouts that are safe for postpartum moms.*
- *Access to 10 workout videos that you can do from the comfort of your own home with minimal equipment.*
- *An introduction to healthy, whole foods that support postpartum recovery.*
- *A 4-week meal plan that includes simple, easy-to-prepare recipes.*
- *Tips for staying motivated and making time for exercise in your busy schedule.*
- *Guidance on how to properly warm up and cool down before and after workouts.*
- *Support and accountability from our community of postpartum moms who are also on their fitness journey.*

We know that getting back into shape after pregnancy can be challenging, but with our program, you'll have all the tools and support you need to succeed. Don't let postpartum body issues hold you back from feeling confident and healthy again.

So, what are you waiting for? Sign up now to receive your FREE 7-day meal plan and workout routine, and start your journey towards a stronger, healthier you today!

I noticed the AI started to promote different guide (I didn't do a FREE 7-day meal plan), so I needed to show him what I want there exactly.

Me: *You are not writing about the guide I want, this is the guide I need on the page:*
Introduction:

Congratulations on your new bundle of joy! Giving birth is an amazing experience, but it can also be tough on your body. After pregnancy, many women struggle with getting their bodies back to where they were before. This postpartum fitness program is designed to help you rebuild your strength, tone your body, and feel confident and comfortable in your skin again.

Section 1: Getting Started

Introduction

Section 2: Workout Videos

10 workout videos that gradually increase in intensity and duration Each workout video is led by a certified postpartum fitness instructor and is designed to help you rebuild your strength and tone your body Modifications and variations are provided for each exercise to accommodate different fitness levels and postpartum recovery stages Workouts can be done at home with minimal equipment

Section 3: Meal Plan and Nutrition Guide

Introduction to healthy, whole foods that support postpartum recovery 4-week meal plan that includes simple, easy-to-prepare recipes Grocery lists for each week to make meal planning simple and stress-free Tips for staying on track and making healthy choices

Conclusion:

Now the AI made what I wanted.

ChatGPT:

Welcome to the Postpartum Fitness Program!

Congratulations on the arrival of your bundle of joy! We understand that having a baby is an amazing experience, but it can be tough on your body. That's why we've created a postpartum fitness program to help you rebuild your strength, tone your body, and feel confident and comfortable in your skin again.

Our postpartum fitness program is designed specifically for new moms who want to get back into shape after pregnancy. Whether you're a first-time mom or have had multiple children, our program can benefit you.

Here's what you'll get in the program:

- *A comprehensive guide with easy-to-follow instructions and tips to help you get started*
- *10 workout videos that gradually increase in intensity and duration, led by a certified postpartum fitness instructor*
- *Modifications and variations for each exercise to accommodate different fitness levels and postpartum recovery stages*
- *A 4-week meal plan that includes simple, easy-to-prepare recipes to help support postpartum recovery*
- *Grocery lists for each week to make meal planning simple and stress-free*
- *Tips for staying on track and making healthy choices*

Our program is designed to be done from the comfort of your own home, with minimal equipment needed. You can easily fit the workouts and meal planning into your busy schedule.

Our program is more than just a workout routine and meal plan. It's a community of new moms who are also on their postpartum fitness journey. You'll have access to our private support group, where you can connect with other moms, share your progress, and get tips and advice from our certified postpartum fitness instructor.

We want to help you achieve your postpartum fitness goals and feel confident and comfortable in your skin again. That's why we're offering you a FREE guide to get you started. Simply enter your name and email below to receive the guide in your inbox.

Don't wait any longer. Take the first step towards a healthier, happier you today!

**I hope you will find it useful in your next copywriting adventure
Thanks for reading.**