

Types of Content

Great content is subjective.

As a thought leader, I believe we need to create 4 main types of content to build an engaged audience that are all at different stages of the buying process.

So, inform Chat GPT of these through the following prompt:

Prompt 1

Please read this and once you understand, reply with the word yes:

A personal brand that grows on social media has 4 core elements. I call this the PTSG Framework.

When you create these 4 types of content, it takes someone from a lurker to a raving fan

It's broken down like this:

1. Proof

You need to show proof that your business creates results and your process works. These may be client cases studies, testimonials and specific results. This should be in a storytelling tone and follow the star, story and solution format.

2. Teach

You need to teach your audience how to solve their problems. You need to give them results in advance. They should think to themselves, damn this person knows their shit and if their free stuff is this good, can you imagine what their paid stuff is like

It should be quick and actionable

3. Share

People buy people. Share your stories, experiences, quirks and life

4. Give

These are either resources that you share or opportunities to work with you.

Prompt 2

Here is some information about me:

Proof:

[List out as many bullet points on your client results, social proof, and results you've gotten for your own business]

Share:

[List out as many bullet points on your personal worldviews, opinions, likes/dislikes and interesting things you've experienced]

Once you understand, reply with 'Yes.

Prompt 3

My target audience is detailed below:

Demographics and Psychographics

1. **Who are your ideal clients?**
 - Age, gender, occupation, location, income level, and fitness goals.
2. **What stage of life are they in?**
 - Are they young professionals, parents, retirees, or students?
3. **What are their personality traits?**
 - Are they motivated, self-disciplined, or seeking external accountability?
4. **What are their hobbies, interests, or lifestyles outside of fitness?**

Pain Points and Challenges

5. **What are the biggest challenges your clients face when it comes to fitness?**
 - Lack of time, knowledge, motivation, or confidence?
6. **What's holding them back from achieving their fitness goals?**
7. **What frustrations do they have with other fitness programs or services they've tried?**
8. **How do they feel about their current fitness level or health?**

Goals and Aspirations

9. **What results are they looking for?**

- Weight loss, muscle gain, mental clarity, stress reduction, or lifestyle transformation?

10. What would success look like for them?

- A specific weight, fitting into old clothes, running a marathon, or simply feeling better?

11. Why do they want to achieve these goals?

- Is it for their health, confidence, family, or career?

Behavior and Preferences

12. What's their fitness experience level?

- Are they beginners, intermediates, or advanced?

13. How do they prefer to work out?

- In groups, one-on-one, online, at home, or in a gym?

14. What motivates them to stick to a fitness routine?

- Accountability, visible progress, social connection, or rewards?

15. What type of content or advice do they engage with most?

- Nutrition tips, workout plans, mindset strategies, or success stories?

Barriers to Action

16. What objections might they have about joining your program or service?

- Cost, time commitment, skepticism about results, or fear of failure?

17. What's their biggest hesitation when it comes to investing in their fitness?

Relationship with Your Brand

18. What do they value most in a fitness program?

- Personalization, community, expertise, or convenience?

19. Why do they choose your service over competitors?

20. What would make them refer others to your business?

Deeper Emotional Insights

21. What are they afraid of when it comes to their health and fitness journey?

22. What's the 'ultimate transformation' they dream of beyond fitness?

Prompt 4

My goal is to create short-form video content for social media that makes my target avatars know, like, and trust me.

Using the PTSG Framework, please ask me 25 questions for each category of the PTSG Framework that does this.

You can use the information I gave you about me to help, but feel free to ask questions outside that.

The questions asked should set me up so I can answer them with a soundbite that's under 60 seconds.