

1. *Write a plan of action (at least 5 steps)*
2. *Copy and paste your “plan” into ChatGPT*
3. *Then write something like: Make suggestions and improvements to my plan below, outline any strengths and weaknesses that you can see and make any necessary adjustments if any. I am a digital marketing consultant offering copywriting services. here's my plan: Step 1. compile a list of local businesses that I will physically approach (door2door/coldcall) Step 2. research their business (website, social media, current paid ads, reviews etc) Step 3. identify areas of improvement (google ranking, current monthly client intake, pros/cons, current state/problems) Step 4. provide a solution: improve reviews and ranking, gain more clients/followers, generate more revenue/income Step 5. DELIVER RESULTS: based on the business' specific pain/dream state, tailor a solution that will help them deliver the results they desire*
4. *Review what ChatGPT says and suggests to you.*
5. *Ask to “reiterate/regenerate” until you get the desired response/outcome you’re looking for*

## **6. TAKE ACTION!**

ChatGPT’s response to my plan (see step 3 above):

Your plan has a solid foundation, with clear, actionable steps. Here are some suggestions to strengthen it further, as well as improvements to each step:

**Strengths:**

1. **Personalized Approach:** You’re physically approaching local businesses, which builds rapport and trust. This can be a great way to differentiate yourself from competitors who rely solely on digital outreach.
2. **Research-Based:** Your plan includes thorough research, which will give you an edge when offering tailored solutions.
3. **Solution-Oriented:** Focusing on solving specific business pain points adds value to your offering.

**Improvements and Adjustments:**

### **Step 1: Compiling a List of Local Businesses**

- **Improvement:** Diversify the channels you use to reach prospects. Door-to-door and cold calling are effective but time-consuming. Consider mixing in cold emailing and LinkedIn outreach to scale your efforts.
- **Weakness:** Cold calling or door-to-door may lead to high rejection rates. To counter this, prepare an irresistible offer or case studies to pique interest quickly.
- **Adjustment:** Focus on businesses with an active online presence (e.g., social media, website) since they are likely to appreciate your digital services more.

### **Step 2: Researching Their Business**

- **Improvement:** Use tools like SEMrush, Ahrefs, or Google Keyword Planner for in-depth insights on their web traffic, keyword rankings, and competitor analysis.
- **Weakness:** If businesses lack online visibility, it may be difficult to gather enough data for your assessment. In such cases, include a free digital audit offer to generate interest and highlight potential areas for growth.
- **Adjustment:** Add a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of their digital marketing efforts to make your research more compelling.

### **Step 3: Identifying Areas of Improvement**

- **Improvement:** Offer more specific areas of improvement. For example:
  - **SEO Optimization:** Missing or weak keywords, lack of backlinks, slow page load speed.
  - **Content Marketing:** Gaps in blog content, poor copy, low engagement on social media.
  - **Paid Ads:** Inefficient targeting, wasted ad spend, low click-through rates (CTR).
- **Weakness:** Identifying issues is only one part. Make sure you're prepared to explain why addressing these problems will lead to measurable growth.

- **Adjustment:** Prioritize the pain points based on potential business impact, so clients see quick wins.

#### **Step 4: Providing a Solution**

- **Improvement:** Add specificity to the solutions. For instance, instead of just "improving reviews," mention strategies like setting up automated review requests via email/text or managing their Google My Business profile more effectively.
- **Weakness:** General promises like "gain more clients" or "generate more revenue" may seem vague. Instead, break these down into measurable KPIs (e.g., increase website traffic by 20%, grow email list by 30%).
- **Adjustment:** Consider offering tiered services (basic, intermediate, advanced) so businesses of different sizes can engage with you at different levels of investment.

#### **Step 5: Delivering Results**

- **Improvement:** Emphasize tracking and reporting. Show clients monthly reports or dashboards to track progress, using metrics like increased conversions, improved search rankings, etc.
- **Weakness:** Simply delivering results isn't enough without clear communication of the ROI. Make sure you're illustrating how your services have a direct impact on their bottom line.
- **Adjustment:** Build long-term relationships by offering retainer-based services. This will ensure ongoing work and improvement rather than one-off solutions.

#### **Additional Suggestions:**

- **Leverage Testimonials:** Start collecting testimonials or case studies early on. Businesses love proof, and this will help you build trust quickly.
- **Offer a Free Value-Add:** Before selling your services, offer a free audit or content piece (like a blog post or email template) to demonstrate your value upfront.

- **Consider Niching Down:** If possible, focus on a specific niche (e.g., restaurants, fitness centers, real estate). This will make your outreach and service offering more focused and appealing.

**By refining these steps and focusing on offering measurable results, you'll be better positioned to win over local businesses and demonstrate your value as a digital marketing consultant.**

**I then asked ChatGPT to reiterate MY original plan and make suggestions and adjustments as necessary and include the information it provided me:**

### **Original Plan (with improvements):**

#### **Step 1: Compile a List of Local Businesses to Approach**

- Physically approach (door-to-door) or cold call a list of local businesses.
- **Improvement:** Diversify your outreach methods—combine door-to-door with cold emailing, LinkedIn messaging, and social media outreach.
- **Weakness:** Door-to-door and cold calling may have high rejection rates; counter this with a strong offer or attention-grabbing case studies.
- **Adjustment:** Focus on businesses with an active digital presence for a higher likelihood of interest in your services.

#### **Step 2: Research Their Business**

- Research their website, social media, current paid ads, and reviews.
- **Improvement:** Use tools like SEMrush, Ahrefs, or Google Keyword Planner to get deeper insights on their online presence, traffic, and competitor analysis.
- **Weakness:** For businesses with minimal digital footprints, offer a free digital audit to create an entry point for discussion.
- **Adjustment:** Perform a SWOT analysis of their digital marketing efforts to present a thorough and compelling review.

#### **Step 3: Identify Areas of Improvement**

- Assess factors such as their Google ranking, monthly client intake, pros and cons of their current strategy, and any problems.
- **Improvement:** Be more specific with your analysis. Consider SEO, content gaps, social media engagement, and inefficient ad targeting as focus areas.
- **Weakness:** Be prepared to explain the business impact of addressing these problems and prioritize recommendations based on potential return on investment (ROI).

- **Adjustment:** Offer a clear outline of the issues and prioritize them based on how quickly improvements will lead to results.

#### Step 4: Provide a Solution

- Suggest ways to improve their reviews, rankings, gain more clients/followers, and increase revenue.
- **Improvement:** Specify actionable solutions, such as optimizing SEO with better keywords, setting up automated review systems, and improving content marketing with engaging blog posts or social media strategies.
- **Weakness:** General promises of “gaining more clients” or “generating more revenue” may seem vague; tie these promises to measurable KPIs.
- **Adjustment:** Offer tiered service packages (basic, intermediate, advanced) to cater to businesses of different sizes and budgets.

#### Step 5: Deliver Results

- Tailor your solution to the business's specific pain points and desired outcomes.
- **Improvement:** Provide detailed reports and tracking of key performance indicators (KPIs) like increased website traffic, improved conversions, or better search rankings.
- **Weakness:** Simply delivering results may not be enough without showing a clear ROI. Use reporting tools to demonstrate how your services lead to measurable business growth.
- **Adjustment:** Consider offering retainer-based services to build long-term relationships, ensuring continuous improvement and results.

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### Additional Suggestions:

- **Leverage Testimonials:** Collect and showcase testimonials or case studies as soon as possible to build credibility and trust with future prospects.
- **Offer a Free Value-Add:** Provide a free audit or small piece of value (e.g., an email template, blog post) upfront to demonstrate your value before the client commits.
- **Consider Niching Down:** Specialize in a particular industry (e.g., restaurants, gyms, or real estate) to create a more targeted and impactful service offering.

By following this enhanced version of your plan, you will be well-positioned to engage local businesses and offer a clear path to improved digital marketing success.