

Benefits-Driven Client Research

1

Act as an expert Instagram social media marketer. I want you to do some research for me. Tell me 10 frustrations, 10 desires, 10 fears that [ideal client] experience with their [type of trip] planning. Put it in a table format label x-axis 1-10 and y-axis frustrations, desires, fears.

2

Can you craft a benefit-driven sales post that explains why working with a travel advisor is the best solution for booking a [insert type of trip].

3

Can you craft a benefit-driven sales post that explains why working with a travel advisor is the best solution for booking a trip to [insert destination].

4

How would you sell the benefits of working with a travel advisor to plan a [insert type of trip] to a client who is on the fence?

5

How would you sell the benefits of working with a travel advisor to plan a [insert type of trip] to a customer who is skeptical about the usefulness and effectiveness of working with a travel advisor?

Getting Custom Responses

1

I want to ensure my content reflects my brand values of [insert brand values] and want to avoid sounding [insert things you don't want]. Can you ensure that your responses from now on are infused with [insert how you want responses to sound].

Example

I want to ensure my content reflects my brand values of expertise, authority, quality and positivity and want to avoid sounding robotic, repetitive or impersonal. Can you ensure that your responses from now on are infused with personality, humor and authority?

2

I want to ensure that my responses are relevant to [ideal client] while maintaining my brand values as a travel advisor who specializes in [insert type of travel]. My brand values are [insert brand values]. Can you ensure that your next responses keep this in mind?

Example

I want to ensure that my responses are relevant to future brides while maintaining my brand values as a travel advisor who specializes in honeymoons and couples getaways of luxury, accessibility and authenticity. Can you ensure that your next responses keep this in mind?

Content Creation

1

I'm a travel advisor who specializes in [insert niche]. List 10 challenges my ideal client may face when planning a trip and visiting [insert destination] as a [type of traveler].

THEN: Based on these challenges, write me a [blog post/email/social media post] with 5 tips. Emphasize that as an expert, I can help my clients navigate all of these challenges. Write in a conversational first-person tone.

2 - Email Subject Lines

I am looking for a subject line for a newsletter about [topic]. The email will be sent to [target audience] and the goal is to [action desired from recipient]. Can you please generate a subject line that is [specific tone/style].

Example:

I am looking for a subject line for a newsletter about honeymoon planning. The email will be sent to potential brides, and the goal is to show them how much easier it is to

manage your honeymoon budget with the help of a travel expert. Can you please generate a fun and conversational subject line?

3 - Catchy Email Copy

I am a travel advisor specializing in [type of travel], and I am sending an email to [insert type of client] and I need catchy email copy that will grab attention by focusing on their pain points around this type of travel. Can you help me come up with a few options?

Example:

I am a travel advisor specializing in wellness travel, and I am sending an email to yoga enthusiasts and I need catchy sales copy that will grab attention by focusing on their pain points around this type of travel. Can you help me come up with a few options?

4 - Lead Magnet Ideas

I'm a travel advisor who specializes in [insert niche]. List 10 challenges my ideal client may face when planning a trip and visiting [insert destination] as a [type of traveler].

I am planning to create a guide lead magnet for [insert type of client]. Based on the pain points you brainstormed, could you please help me brainstorm 5 ideas for lead magnet titles that will grab their attention and encourage them to get in touch with me for help with planning this [type of trip].

EXAMPLE:

I am planning to create a guide lead magnet for new wellness travelers who are interested in taking their first wellness trip. Based on the pain points listed above, could you please help me brainstorm 5 ideas for lead magnet titles that will grab their attention and encourage them to get in touch with me for help with planning their first wellness trip.

THEN:

I like idea number [insert number from list of ideas]. Let's write a 500-word lead magnet with tips to help my ideal client with this specific problem. Let's also highlight that as a travel advisor, I have the expertise and know-how to help them with any challenges. Make sure the copy is in a conversational tone and in first person.