**Use this ‘prompt stack’ to teach ChatGPT about your business and then produce your message scripts, marketing content, assets and more.**

1. **Instructions:**  
   Use one continuous chat thread in [ChatGPT](https://chat.openai.com/) so it can store the information, learn from it and give you a customised output.
2. Do the first 3 prompts sequentially so ChatGPT learns about your business. Then you can go to any section you want.
3. Edit the parts in yellow where applicable.
4. Each new prompt is marked with a blue header and a page break.
5. Paste in the entire prompt (ie. everything in the black font. The blue headings aren’t required)
6. Where there is no yellow section, just copy in the entire prompt as is.
7. Provide feedback to ChatGPT as you go. Give your feedback as if you’re talking to a human. The magic often happens in the feedback process.
8. Work your way through all the prompts in this Doc.

| **Use this ‘prompt stack’ to teach** [**ChatGPT**](https://chat.openai.com/) **about your business and then produce your message scripts, marketing content, assets and more.** NB you can compile all your final outputs in the Marketing & Content Asset doc <https://bluewiremedia.com.au/mc-assets> |
| --- |

**About my Business:**Please read, process and store the following information.

Here's some background information about my ideal client:

[Add a few sentences about your Ideal Client]

Here’s some background information about my business:

[Add a few sentences about your Business]

Here’s some background information about me:

[Add a few sentences about your Name, Role and Location]

Here’s some background information about my brand voice/writing style:

[Add a few sentences about your Writing and Communication Style]

Please process and store this information but do not yet provide a response. Then, I will provide further prompts with specific details about the content I want you to write.

**Client Motivators: ‘Away From Pain’ (FEARS) & ‘Towards Pleasure’ (DESIRES)**  
One of the most common mistakes businesses make with their sales process is engaging in a rational, one-dimensional conversation that is overly product-focused.

To properly understand the buying motivators of your prospect, we must first understand what shapes and drives all human behaviour.

Everything we do as human beings is motivated by two fundamental forces.

The first force that motivates behaviour is what we call **AWAY FROM** Motivators (or **FEARS)**. Away from motivators are the emotional states and circumstances we want to move ‘away from’. This is my prospect's current state, their challenge state, what’s bothering them, their frustrations, their fears. The most powerful force that drives human behaviour is the desire to move away from pain or future pain; when I say “future pain”, this is when we’re not yet in pain but we believe that by doing something or not doing something we will experience pain in the future. As human beings, our number one motivator is to move away from pain or future pain, whether it’s physical, mental or emotional.

And second we have **TOWARD** Motivators (or **DESIRES**). These are the things my prospect wants to move toward. Away from motivators are about pain, toward motivators are about pleasure and desires. This is my prospect’s future state, their desired state, their wants, needs and goals. As human beings, our second core motivator is to move toward pleasure.

Keeping in mind the information you processed and stored in this chat about my ideal client avatar and my business, please outline the 5 most painful away-from motivators that cause my prospects to reach out to me and to ultimately buy, and the 5 most attractive toward motivators that are most important to them.

**Emotional Drivers & Motivators: 5 Worst & 5 Best**Great, that's perfect thank you.   
Now let's take it further with their emotional drivers and motivators. Please outline the 5 worst negative Emotional Drivers those away-from motivators **(Fears)** cause, and the 5 best positive Emotional Drivers my prospect is seeking through achieving their toward motivators **(Desires).**

**Buyer Persona Profile**

Keeping in mind the information you processed and stored in this chat, I would like you to write out a detailed **Buyer Persona Profile** description for me.  
  
Be very specific and thorough about the details you provide. Please include the following Name, Age range, Job and industry information, Education, Income Range, Family Status, Personality Traits, Professional Background, Demographics, Psychographics, Buying Motivators, Buying Concerns, Preferred Marketing Messages, Pain Points / Away From Motivators, Goals and Aspirations/ Toward Motivators, Technological proficiencies, Opportunities, Content topics that appeal, Online channels they’re on, Books they read, Thought leaders they follow, Events they attend, Hobbies

**LinkedIn Profile Makeover**

Keeping in mind the information you have processed and stored in this chat, I want you to act as a professional LinkedIn copywriter.   
  
Your task is to write a compelling LinkedIn profile for me based on what you know about me, my business and my buyer persona.  
  
The mistake we want to avoid is making the LinkedIn profile read like a CV or Resume of someone looking for a job. As you know I am a business owner so I am looking for clients, so I want you to write the LinkedIn Profile so that it’s focused on ‘client attraction’.

The LinkedIn profile should demonstrate how my prospects can avoid their ‘away from motivators’ and achieve their ‘toward motivators’.   
  
Based on the best practice outlined in the instructions section below, please write me a compelling Linkedin Profile. Please number your output to match the numbering below.

**1. Custom URL:** Personalise the LinkedIn profile URL to match my name. Eg. www.linkedin.com/in/yourname  
**2. Name & Intro:** Please include Name: Additional name: name pronunciation: pronouns: position: industry: education location: and website URL link.  
**3. Headline:** Create an effective headline within the 220 character limit. The headline is a key factor in LinkedIn search results so make it clear not clever. Use language my ideal future clients would use and understand.  
  
Suggested format: Your main role. Position @ Company. I help clients achieve ‘outcome’ with ‘approach’.   
Eg. Marketing Coach, Social Media Speaker, Author, CEO at Bluewire Media. Build a marketing asset to win high-value clients.  
**4. Contact Info:** Providing up-to-date contact information makes it easy for others to reach out to you for professional opportunities. Include profile URL, website URLs, phone number, address, email, and birthday.  
**5. About:** Write the 'About' section and use up the 2,600 character limit. The 'About' section is the chance to tell my story, outline who my ideal prospects are and how I can help my prospects avoid their ‘away from motivators’ and achieve their ‘toward motivators’.   
  
Please use triangle and tick emoji symbols in the about section. Please use black tick emoji ✔️ for bullet points. Only use black triangle emoji ⫸ for headers. Only use green tick emoji ✅ once. Don’t use ⚫ black circle emoji.   
  
Please try to use up all 2600 characters in the About section.  
  
Given what you know about me, please customise to my specific situation. Here is suggested format to follow:  
⫸ YOUR MAIN ROLE   
⫸ SPECIFICALLY, I WORK WITH:   
✔️   
✔️   
✔️   
✔️   
If this sounds like you, please send an email with “Interested” in the subject line to name@company.com   
  
⫸ HOW YOU BENEFIT   
⫸ SUCCESS STORIES  
⫸ WORKSHOPS   
⫸ ACCOLADES   
⫸ SPEAKING  
⫸ ONLINE COURSES   
⫸ BOARD MEMBER   
⫸ MY STORY   
⫸ RESOURCES:  
⫸ CONNECT WITH ME: I regularly share content related to   
Call: ✆ Email: ✉ Visit: ☛

**6. Headshot** Suggest an effective headshot for the LinkedIn profile. Take a slow-motion video of yourself smiling, and take a screenshot of the best frame. Crop out the background using tools like Remove.bg or Canva Pro's Background Remover Dimensions: 300x300 pixels  
**7. Cover Story** (30 sec video). The cover story can provide a visual introduction and add a personal touch to your profile. Recommend use of portrait mode.  
Craft a short 30 second video script that represents my professional identity, the clients I serve and that highlights my expertise.   
Please give 2 versions tailored to my exact situation based on what you know about me.  
Option 1: “Hi my name is \_\_\_\_\_\_\_\_\_\_ . I’m a \_\_\_\_\_\_\_\_\_ On my profile I share content about\_\_\_\_. If you find it useful, I’d love to hear from you. Let’s connect or send me a DM!”   
Option 2. “Hi my name is \_\_\_\_\_\_\_\_\_\_ . I’m a \_\_\_\_\_\_\_\_\_ . I work with \_\_\_ to achieve \_\_\_\_ . If you’d like to discuss this, I’d love to hear from you. Let’s connect.”  
**8. Background Image:** In your output, please reference the banner dimensions of 1584 x 396 pixels. Suggest a background image to enhance the visual appeal of my profile – it could highlight my personal brand, industry or my location. Please recommend that I overlay the image with text from my Headline.   
Please suggest 3 images I could use. Be sure to reference creating the graphic from this Canva Library <https://www.canva.com/search/templates?q=LinkedIn%20Banners> **9. Featured:** Please suggest 5-10 items to include. These items could showcase a lead magnet, article, video, press, award, portfolio, project or scorecard. Include at least one for each of these formats “Posts, Articles, Newsletter, Links or Media”. Please give each item an appropriate name based on what you know about me.  
**10. Experience** Based on what you know about me, list my roles in reverse chronological order, including company name, your title, dates of employment, and a description of my responsibilities and achievements. Please list five past roles in this Experience section. Suggest start and finish dates. Please suggest at least one Media format from Link and Media.  
**11. Creator Mode** Please suggest 5 hashtags, and suggest a URL and Text Link.  
**12. Education** Based on what you know about me, list my educational background, Including the institutions I attended, degrees earned, and fields of study. Make an informed suggestion if you don't have this info yet.  
**13. Skills** List my key skills relevant to my profession. LinkedIn allows you to list up to 50 skills, but focus on the most relevant ones. Suggest 10 skills.  
**14. Recommendations** Please actually write out 2 sample recommendations I could give to a colleague, manager, or client. Then suggest 2 people I could request a recommendation from.   
**15. Publications** Please suggest 2 publications with the title, publication, publication date, and a brief description. Make an informed suggestion if you don't have this info yet.  
**16. Organisations** List the organisations I’m a part of in my professional community. Make an informed suggestion if you don't have this info yet.  
**17. Interests & Other** List any relevant professional interests. This can also include volunteer work or causes.

**Find your Dream 1000 (on Sales Navigator) - RECOMMENDED**Keeping in mind the information you processed and stored in this chat, I want you to act as a LinkedIn Sales Navigator expert.

Your task is to suggest search filters to find my ideal clients on Sales Navigator. I want your help working out what filters to apply to find my ideal clients on Sales Navigator.

Please include these Lead Filters in Sales Navigator Location: Industry Company Headcount Company Type Current Role Function Seniority Level Keywords

Please provide your suggestions in a TABLE format.

**Find your Dream 1000 (on LinkedIn) - FREE VERSION**Keeping in mind the information you processed and stored in this chat, I want you to act as a LinkedIn expert. Your task is to suggest search filters to find my ideal clients on LinkedIn.I want your help working out what filters to apply to find my ideal clients on LinkedIn. Please include these Categories: Keywords Connections Locations Industries.

Please provide your suggestions in TABLE format.

**Step 1 (of 5): Connection Request**

Keeping in mind the information you processed and stored in this chat, I want you to act as a LinkedIn outreach and relationship expert. Your task is to write a list of connection request messages to send to prospective ideal clients on LinkedIn.  
  
Often connection request messages try too hard and come across as cheesy and over the top. At the other end of the spectrum, they are often too generic and insincere.   
  
To give it context, the connection request is Step1 of the 5 Step Nurture System.

Given what you know about me, my business and my client avatar, please tailor the scripts below for my ideal buyer persona and to my specific situation. Here is the list of script frameworks you can model.   
  
**V0: No Note:** blank  
**V1: Your name came up:** Your name came up and after a quick look at your profile, I think it makes sense to connect.  
**V2: Default:** {First Name}, I'd like to add you to my professional network. [My First Name]  
**V3: Industry:** {First Name}, I’d like to invite you to my [‘industry’] business network.   
**V4: Caught my attention:** {First Name}, Your profile caught my attention when I searched for [ideal client] in [location]. I’d like to invite you to my business network. {My First Name}  
**V5: Name Suggested:** {First Name}, Your name came up as a suggestion when I was searching for [ideal client]. I'd like to invite you to my professional network. {My First Name}  
**V6: Reconnecting:** {First Name}, Your name came up when I was reconnecting with [mutual friend’s name]. I’d like to invite you to my network. {My First Name}  
**V7: Mutual contacts:** {First Name}, We've got a lot of mutual contacts in [industry or location]. Small world. I thought it made sense to connect {My First Name}  
**V8: Enjoyed your content:** {First Name}, I really enjoyed your recent [article or podcast] on [topic]. Thank you. I’d love to connect if you're open to it. {My First Name}  
**V9: Saw you commented:** {First Name}, I saw you liked my content recently. Thank you. I'd love to connect. {My First Name}  
**V10: Start somewhere:** I know we do not know each other, but a relationship needs to start somewhere. Right? Would love to connect!  
**V11: Same school/ city/state:** {First Name}, I noticed we’re both from the same [location or school]. {My First Name}  
  
In addition to these, please also suggest at least 5 additional outreach scripts that you believe would be effective. Provide the entire list in a TABLE called “Step 1 - Connection Request messages” and include a short descriptor of the script.

**Step 2 (of 5): Conversation Starter**  
Keeping in mind the information you processed and stored in this chat, I want you to act as a LinkedIn outreach and business relationship expert. Your task is to write a list of conversation starter messages to send to prospective ideal clients on LinkedIn who've just accepted my connection request.

To give it context the ‘conversation starter’ is Step 2 of the 5 Step Nurture System.  
  
The key to a good conversation starter is asking a question that follows the SPEAR format (short, personal, expecting a response). The best conversation starters are interesting, short and easy to answer. The primary goal is to get the recipient to reply, so make the question as simple to reply to as possible.

Given what you know about me, my business and my client avatar, please tailor scripts to my specific situation. Here is a list of script frameworks I’d like you to model.   
  
**V1: Offer a resource:** "Just quickly, would you like me to send you the latest version of my popular [lead magnet name]?”   
Follow-up message: "Here it is. Just let me know the link/file worked ok for you”  
**V2: Do you mind if I ask:** "{First Name} Thanks for connecting. It's good to meet you. Do you mind if I ask...have you ever tried [thing]? Eg. how many \_\_\_\_ do you use? Do you use many \_\_\_\_\_? Do you use \_\_\_\_ very often? How long have you \_\_\_\_? How long since you \_\_\_\_\_? Do you have many \_? On a scale of 1-10, how well are you doing \_\_\_\_\_?"  
**V3: 'This or That?’:** {First Name} Nice to meet you. Congrats on what you're doing at \_\_\_\_\_\_\_ [company]. Quick question, do you focus on THIS or THAT? Other examples. ['consulting' or 'done-for-you'?] [Use 'Zoom' or 'Teams'?] [Get over over 5k unique visitors a month or less?] [Looking to expand overseas or happy domestically?] [Do you have a CFO or outsource?]"  
**V4: Common ground: "**{First Name} Thanks for connecting. I noticed you spent 5 years in New York. I've lived there too. What was your favourite part?   
Or {First Name} I notice [name] is a mutual contact. I've done quite a bit of work with her over the years. Are you close with her?"  
**V5: Mini Survey/Biggest Challenge:** "{First Name} Quick question that I ask my new contacts... What's your biggest gripe/challenge with \_\_\_\_\_\_\_\_\_? A. B. C. Please reply, I'd love to know because ......."  
**V6: Love or loathe**" {First Name} Do you love or loathe \_\_\_\_\_?"  
**V7: I saw you liked:** "{First Name} I noticed you liked/commented on my post on [topic]. Thank you. If that's a subject that interests you, I've got some more resources I can send you. Would you like that..?"  
**V8: Praise** "{First Name} Nice to meet you. Your [article/podcast/post] resonated with me. Have you got any more you'd recommend I check out?"  
**V9: Fun, Random Fact** "Hi {Name}, just for fun, what's a random, fun fact about you that I wouldn't know from your LinkedIn Profile?"  
**V10: Fun & Cheeky** "{First Name} Just for fun, what's one cheeky thing that you've deliberately left off your LinkedIn Profile? {My First Name} PS. Do you want to know mine?"  
**V11: Direct & Deliberate "**{First Name} What clients do you work with? I’d love to learn more about your business because I try to send referrals to people in my network. Are you up for a 10 min chat? (...relax, nothing is for sale.) {My First Name}"  
**V12: Curiosity**: "I noticed..." "{First Name} Nice to meet you. I noticed \_\_\_\_\_\_\_\_\_\_\_. I'm curious, what inspired it? {My First Name}"  
**V13: Are you curious:**  “Are you curious about \_\_\_\_\_\_\_?” eg. are you curious about your borrowing capacity? Are you curious to know the value of your business? Are you curious to know what other copywriters charge?  
**V14: Praise:** "{First Name} Impressive work with \_\_\_\_\_\_\_\_\_\_\_. {My First Name}"  
**V15: Finishing touches:** "{First Name} I'm just putting the finishing touches on a resource called [lead magnet name]. Would you like me to send you a copy once it’s done?"  
**V16: The Reason Is:** "{First Name} Thanks for connecting. It's good to meet you. The reason for me reaching out is because a lot of my clients are [achieving outcome]. Is this something on the cards for you? Cheers, {My First Name}"  
**V17 Introduction/endorsement:** "{First Name} Good to meet you. I have a pretty engaged network of \_\_\_\_\_\_. I get the impression from your profile and content that you're a trusted person in your space. If ever you'd like an introduction to someone I know or an endorsement, please let me know:) {My First Name}"  
**V18: Resource or Call?** "{First Name} It's good to meet you. Here’s a bit about my personal story – [personal story]. I contacted you because you’re a [avatar role], and I want to see what I can do to help. Would you be open to either: 1. Me sending you a link to my [book/ workshop/ mini-training/resource] where you can learn about [topic]. Or... 2. Sharing with you my [process/approach] to achieve [result]. I'd love to jump on a 20-minute call to show you how it works and share how clients have been getting good results. It's not a stealth sales call either- in fact nothing is even for sale. Let me know if either of the above is useful. Cheers, {My First Name}"

In addition to these, please also suggest at least 5 additional outreach scripts that you believe would be effective. Provide the entire list in a TABLE called “Step 2 - Conversation Starter messages” and include a short descriptor of the script.

**Step 3 (or 5): Gauge Interest**

Keeping in mind the information you processed and stored in this chat, I want you to act as a lead nurture specialist and business relationship expert. Your task is to write a list of messages to gauge whether prospective ideal clients are interested in the outcome I can help them achieve.

To give it context the ‘gauge interest’ message is Step 3 of the 5 Step Nurture System.  
  
The key to a good ‘gauge interest’ question is to follow the SPEAR format (short, personal, expecting a response). The best ‘gauge interest’ questions are simple, compelling and easy to reply to.   
  
The mistake to avoid is making the question feel salesy, pushy or too product-related. It is often best to reference a lead magnet, workshop, facebook group or scorecard that will indicate an interest in the ‘outcome’ but not comes across as salesy.  
  
The primary goal is to get the recipient to reply, so make it as easy as possible.  
  
Given what you know about me, my business and my client avatar, please tailor the scripts to my specific situation. Below is a list of script frameworks you can model. Please follow these frameworks. Then add 5 more script suggestions that would also be effective. **V1: Top Performer:** "{First Name} The reason for me reaching out today is because a lot of my clients have [achieved/overcome/are planning to ......] Is this on the cards for you? Cheers, {My First Name}"  
**V2: Have you ever:** "{First Name} I’m curious... have you ever sent your team to a professional development workshop on sales? [or.. engaged an SEO firm?] or.. thought about a bidding for a tender? Cheers, {My First Name}”  
**V3: Training:** "{First Name} I've just recorded a 12 minute training on \_\_\_\_\_\_ for my private clients. Would you like me to send you a link to check it out? Cheers, {My First Name}”  
**V4: Workshop Invitation:** "{First Name} I’m running an invite-only webinar for \_\_\_\_\_\_\_\_\_ on “Leading with Impact” -- would you like the details? Just reply and let me know.{My First Name}”  
**V5: Podcast interview:** "{First Name} Would you like to be a guest on my \_\_\_\_\_\_ podcast? I’d share it with our audience of \_\_\_\_email subscribers, and social media community of \_\_\_\_ people. Cheers, {My First Name}"  
**V6: Interview request:** "{First Name} I’m interviewing and profiling business leaders for an article I’m writing. Are you interested in being featured? Cheers, {My First Name}"  
**V7: Feedback request:** "{First name}, I’m working on a new methodology diagram for my advisory practice. Quick question - as someone who I respect, would you be open to casting your eye over it for 1-2 mins and seeing if it makes sense. Let me know and I can send you over my draft. {Your Name} PS. no need to reply, if you're swamped or not interested."  
**V8: Join my Facebook group:** "{First Name} I hope the PDF was useful. I’ve actually just recorded a little explainer video of it, over in my Facebook group. There are dozens of other PDFs, templates and mini-tutorial videos as well. If you’re interested, feel free to join me. Here's the link [link] {My First Name}"  
**V9: Are you getting \_\_\_\_:** "{First Name} Are you getting \_\_\_\_\_\_\_\_\_? eg. Are you getting many leads from LinkedIn? eg. Are you getting many government tenders? eg. are you getting much insurance work? eg. Are you getting enough listings?"  
**V10: Quiz/Scorecard:** "Would you like to take my \_\_\_\_\_\_\_\_ Scorecard? It covers a 40 point checklist, takes <6 mins and you get a fully personalised report of strengths and weaknesses"  
**V11: Challenge / Obstacle / Opportunity:** "What's been the main challenge with [topic] for you? Eg What's been an obstacle stopping you from achieving/solving....... so far?   
How happy are you with ......? If you could [solve/achieve ....] , would that make a meaningful difference? If you could [solve/increase/generate/achieve ....] , would that be of interest? Is [challenge/missed opportunity]...... having an impact on your business at the moment? What difference would it make to solve/achieve/improve ..... ? How [many resources/much money] are you spending on .... at the moment?"

In addition to these, please also suggest at least 5 additional scripts that you believe would be effective. Provide the entire list in a TABLE called “Step 3 - Gauge Interest messages” and include a short descriptor of the script.

**Shake The Tree / Hand Raiser - Step 4 (of the 5 Step Nurture System):**Keeping in mind the information you processed and stored in this chat, I want you to act as a lead nurture and sales specialist and business relationship expert. Your task is to write a list of messages to get prospective clients to raise their hand to an offer or question I ask. This is known as a ‘shake the tree’ or ‘hand raiser’ message.

To give it context, the ‘hand raiser’ / ‘shake the tree’ message is Step 4 of the 5 Step Nurture System.  
  
The key to a good ‘hand raiser’ / ‘shake the tree’ message is to follow the SPEAR format (short, personal, expecting a response). The best hand raiser’ / ‘shake the tree’ message questions are simple, compelling and easy to reply to but only appeal if the prospect is serious about the outcome I can help them achieve.

Given what you know about me, my business and my client avatar, please tailor the scripts to my specific situation. Below is a list of script frameworks you can model. Please follow these frameworks.   
  
Version + Name ‘Shake The Tree’ DM Script

**V1: I've been helping:**  "I've been helping [avatars] [achieve outcome] without the [away from motivator]. Would you like some help with this?"

**V2: Fast track call:** "Thanks for your interest in my [workshop/PDF/ resources]. If you'd like to fast track things, I'm happy to jump on a 10 min brainstorming call to put a plan in place --- don't worry, nothing is for sale. Would you like that?"

**V3: Help:** "I help social media speakers craft a sales presentation that helps them sell more of their programs and products. Would you like my help with this?"

**V4: 5/1/30 I'm looking for 5... (SHORT VERSION):** "Quick question. I’m looking for 5 [avatars]] who want to [outcome] in the next [number of days]. Does this appeal?"

**V5: I hope you don't mind:** "Ok I hope you don't mind me cutting to the chase... how about we do this... Let's jump on a 15 min zoom in the next couple of weeks, and we can brainstorm a plan to achieve/solve/improve ..... How does that sound? Here's my calendar link. {My First Name}"

**V6: Pilot program:** "I'm putting together a pilot program for a small group of [avatars] who are looking to [outcome] in the next [number] days. Would you like to know more?"

**V7: I'm getting a group together:** "I’m getting my clients together on Zoom for a [workshop] at the end of this month. I have 6 guest seats for [avatars] doing over $10k/month. Would you like to join us as my guest? {My First Name}

**V8: I have 5 spots available:** "I have 5 spots available in my schedule this quarter. I’m looking for [avatars] to work with 1:1. Does this appeal?"

**V9: I'm looking for: LONG VERSION:** "I thought this might appeal... I’m looking for 5 [avatars] who want to [achieve outcome]. Specifically, I am looking for companies that have: [bullet 1] [ bullet 2] [bullet 3] And who want to [achieve outcome]. If this sounds like you, please reply. And I can tell you more!"

**V10: New Intake / Cohort:** "{First Name} I'm starting a new coaching cohort — it's designed to help [avatar] achieve [outcome]. (Something I've helped many people do.) I'm looking to personally coach 5 people. Are you interested? Cheers, {My First Name}"

**V11: Take Care Of:** "I'm reaching out to see if you'd like someone to take care of your [task]? Hit reply and let me know."

**V12: Speaking:**  "Hi {Name}, I've been helping audiences of [avatars] [achieve/learn/implement/improve] [outcome]. If you see value in adding this type of thing to a conference or workshop agenda, I'd be happy to share ideas on what has been resonating with audiences this year. Would you like to discuss?"

**V13: For Speakers with a VA:** "What do you think of my [lead magnet] framework? Could you see it being valuable in the hands of delegates at one of your training days or conferences? - VA’s name (on behalf of {My First Name}"

**V14: Case study**: "I recently helped a client achieve a specific outcome without the typical hassle. Would you like the same result?"

**V15: Mastermind:** "I wanted to invite you to join our exclusive mastermind group where we gather top industry professionals to collaborate, share insights, and support each other's growth. Are you interested in joining us?"

**V16: VIP Access:** "As a valued connection, I wanted to extend [VIP access/early bird offer] to my upcoming [program/event/workshop]. This will give you priority registration and special benefits. Are you interested in securing your VIP spot?"

In addition to these, please also suggest at least 5 additional scripts that you believe would be effective. Provide the entire list in a TABLE called “Step 4 - Hand Raiser / Shake the Tree messages” and include a short descriptor of the script.

**Schedule The Sales Call - Step 5 (of the 5 Step Nurture System):**

Keeping in mind the information you processed and stored in this chat, I want you to act as a lead nurture and sales specialist and business relationship expert. Your task is to write a list of messages to schedule a conversation. This is known as a ‘schedule the call’ message.

To give it context, the ‘schedule the call’ message is Step 5 of the 5 Step Nurture System.  
  
The key to a good ‘schedule the call’ message is to follow the SPEAR format (short, personal, expecting a response). The best ‘schedule the call’ message questions are simple, compelling and easy to reply to but only appeal if the prospect is serious about the outcome I can help them achieve.

Given what you know about me, my business and my client avatar, please tailor the scripts to my specific situation. Below is a list of script frameworks you can model. Please follow these frameworks.

Version + Name: Book a Call DM Script

**V1: Book a sales conversation:** "Ok cool. Why don’t I give you a call today on [avatar’s number] at [time]? I’ll add you to a calendar appointment, and I’ll call you from my [my phone number]"  
**V2: Call them:** Just pick up the phone and call them.  
**V3: Calendly:**  "Here’s what I’m thinking. Let’s jump on a call together, and we can brainstorm a strategy and work out a plan to make it happen. Are you up for that? Here's my booking link: [Calendly link]."  
**V4: Book on their system:** Book a time on their calendar booking system.  
**V5: Schedule call with your BDM:** "Here's what I'm thinking... Let me connect you with [colleague’s name]. He's amazing and works with every client on their strategy when we start working together. You two can brainstorm X, Y, Z and work out a plan. You up for that?"  
**V6: I hope you don't mind:** "Ok, I hope you don't mind me cutting to the chase... how about we do this... Let's jump on a 15 min zoom in the next couple of weeks, and we can brainstorm a plan to [achieve outcome] ..... How does that sound? Here's my calendar link [Calendly link]."

In addition to these, please also suggest at least 5 additional scripts that you believe would be effective. Provide the entire list in a TABLE called “Step 5 - Schedule The Call messages” and include a short descriptor of the script.

**5 Step Nurture System Playbook:**

Keeping in mind the information you processed and stored in this chat, I want you to act as a lead nurture and relationship expert. Your task is to write a 5 Step Nurture System playbook for me.

Please use scripts from the versions you’ve prepared for me in this chat thread. You don’t need to reference which version they are.  
  
It should include a message for Step 1 (Connection Request), Step 2 (Conversation Starter), Step 3 (Gauge Interest), Step 4 (Shake The Tree/Hand Raiser) and Step 5 (Schedule the Call) of the 5 Step Nurture System.

The message flow should make sense as you nurture the prospect through the journey. Each message should logically build on the previous one. Given what you know about me, my business and my client avatar, please tailor the scripts to my specific situation.   
  
Please give me 2 different playbook options. Format in a table.

**Marketing Content: Lead Magnet Ideas (Flagship Content)**

Keeping in mind the information you processed and stored in this chat, I would like you to act as a digital marketing expert that specialises in creating lead magnets (aka flagship content).  
One of the challenges of creating an effective marketing lead magnet is to create a resource that is both valuable and desirable. The lead magnet should give the prospect simple and clear guidance on how to avoid their ‘away from motivators’ and achieve their ‘toward motivators’.

The key elements that make a lead magnet effective are:

**A Clear but Appealing Title:** It should be clear as what it is, and also optimised for search engines. **Concise:** The content should ideally be 1-2 pages, making it quick and easy for the recipient to go through.

**Approachable and Easy to consume:** The lead magnet should be approachable, for example a template, tool, checklist or guide, that is easy for the audience to use and understand.  
**Move from A to B:** The lead magnet should help the recipient go from A to B in their journey, and it should align perfectly with my core offer/service.  
**Aligned to a Motivators:** The lead magnet should address an ‘away from’ motivator and an ‘move toward’ motivator.  
**High Value:** The lead magnet should be so valuable that people would be willing to pay for it if asked. It’s usually something that I already have that my paying clients actually use. The perceived value should be off the charts so it encourages consumption, engagement and sharing.  
**Timeless or Evergreen:** the lead magnet could be used for the next 10-20 years  
**Relevant:** It must be highly relevant to your target audience. Understanding their needs, challenges, and interests is crucial. The lead magnet should address a specific problem or need that is top of mind for your potential clients.  
**Hell Yeah**: It should be so attractive my prospect says Hell Yeah and would feel stupid for not taking the offer.

**Practical Benefits:** It should provide the recipient with a 'little win' or help them make progress towards achieving a goal or solving a problem.

**Useful in One-on-One Setting:** The lead magnet should be something that you already share with prospects or clients in a one-on-one setting.

**Contact Information Inclusion:** My contact details, like website information, should be included in the lead magnet.  
**Demonstrates Expertise:** It should showcase your knowledge and expertise in your field. This helps in building trust and establishing your brand as an authority in your industry.  
**Actionable:** Provide practical and actionable advice or tools. Users should be able to apply what they learn or receive from the lead magnet to see real benefits straight away.  
**Aligned with Your Products/Services:** The lead magnet should be a natural precursor to your main products or services, easing the transition of leads into paying customers.

I want you to create a list of at least 25 lead magnet ideas for my ideal clients. Please also ask me some questions to see if I already have anything in my existing content assets that I can repurpose already, like a training resource or a checklist.

**Marketing Content: Lead Magnet Creation - SECTION FRAMEWORK**That's great thanks. Let’s run with this option  
[enter the name of option you want]

Keeping in mind the information you have processed and stored in this chat about me, my business, and ideal clients, I would like you to act as a digital marketing expert that specialises in creating lead magnets (aka flagship content).   
  
Following the key elements of an effective lead magnet which I outlined in the previous prompt, please suggest appropriate sections for the lead magnet.   
  
  
**Marketing Content: Lead Magnet Creation - EACH SECTION**That's great thanks.

Keeping in mind the information you have processed and stored in this chat about me, my business, and ideal clients, I would like you to act as a digital marketing expert that specialises in creating lead magnets (aka flagship content).   
  
Now can you write out this section called:  
  
Section name & bullet points   
  
Please aim for 300-400 words.

**Marketing Content: Lead Magnet Creation - TITLE IDEAS**

We also need to create a compelling name for this lead magnet.   
  
Bear in mind my target audience with this naming. The name needs to make it clear to the user exactly what they are getting and generate desire to get it. Come up with 5 different names for this lead magnet using your advanced knowledge of sales copywriting.

**Creative Visual Brief - Lead Magnet**

That's great.

Keeping in mind the information you have processed and stored in this chat about me, my business, and ideal clients, can you please create a visual creative brief using the template below. This is for "Name of Lead Magnet".

Here's a concise template for a visual creative brief:

* Project Overview: Brief description of the project and its goals.
* Target Audience: Who the design is intended for.
* Key Messages: Primary messages to convey through the design.
* Visual Style: Guidelines on colours, fonts, and imagery.
* Mandatory Elements: Any logos, contact information, or other required items.
* Format and Size: Specifics on the design's format and dimensions.
* Tone and Mood: Desired emotional impact or atmosphere.
* Timelines: Deadlines for drafts and final versions.
* Deliverables: Specific files or outputs expected at project completion

**Landing Page**

Keeping in mind the information you processed and stored in this chat, I want you to act as a landing page conversion copywriter that specialises in writing copy that entices people to download a lead magnet.

Keeping in mind the information you processed and stored in this chat, I would like you to write a landing page for the [Flagship Content/Lead Magnet]

There are elements of a successful high-converting landing page which need to be included:

1. **Compelling Headline:** The headline should grab the visitor's attention and clearly communicate the value proposition or offer.
2. **Supporting Sub headline:** The subheader should clearly explain the benefit of the lead magnet.
3. **Concise, Clear and Compelling Copy:** The content should be focused, concise, and directly related to the offer, with 3 bullet points for easy readability. It should use persuasive and benefit-driven copy that addresses the prospect’s ‘away from’ motivators and ‘toward motivators’.
4. **Clear Call to Action (CTA):** A prominent and persuasive CTA button that tells visitors what action to take, such as "Download My Resource" or "Get Started."
5. **Engaging Visuals:** High-quality images or videos that support the message and capture the visitor's interest.
6. **Social Proof:** Trust-building elements like customer testimonials, reviews, or logos of reputable clients or partners.
7. **Benefits and Features:** Highlight the key benefits and features of the product or service, emphasising how it addresses the visitor's needs.
8. **About the Author:** In order to increase trust, a short description of the author or company should be included.
9. **Simple Navigation:** Remove distractions like navigation menus to keep visitors focused on the CTA.
10. **Privacy and Security:** Clearly communicate how the visitor's data will be used and ensure a secure browsing experience.

**Content Matrix Ideas**Please keep in mind the information you have processed and stored in this chat about my business and ideal client avatar. I want you to act as a professional content creator. Your goal is to craft a list of engaging, informative, and relevant topics for my ideal client.

There are four main categories of content we want to include. I refer to this as a Content Matrix. The 4 categories on the Content Matrix are SHARE, SHOW, TEACH & OFFER.  
1. SHARE: this content should share your personality and build personal connections. It can include personal stories & anecdotes, glimpses behind-the-scenes, philosophy, aspirational, core values and content that shifts beliefs.  
2. SHOW: This show results and proof that it works. It can include a case study, testimonial, client wins, screenshots, reviews, awards, accolades, press mentions, and praise.  
3. TEACH: This type delivers value and demonstrates expertise. It can include tips, insights, lessons, how-to, tutorials, the ‘Why’, the ‘What’ or ‘the How’ and you usually go wide or go deep on any particular topic.  
4. OFFER: This is an invitation or CTA (call to action) to take the next step. This type of content could be the offer of a resource, Hand-raiser post, workshop invite, event invite, Lead Magnet or Flagship Content, ‘Shake The Tree’ / SPEAR offer, an invite to have a conversation or schedule a call or to work together.  
  
Your task is to brainstorm content ideas for each category in the Content Matrix. Please tailor them to be relevant and compelling for my client avatar and specific to my business. Please give very specific and detailed examples and specify the format.  
  
The output should be a list of at least 50 content ideas.

**Content Plan Creation**Please keep in mind the information you have processed and stored in this chat about my business and ideal client avatar. I want you to act as a professional content creator. Your goal is to create a content plan that I can publish online to attract my ideal clients.

I’d like the content marketing plan to be a table with Day, Content Matrix type, Pillar Topic, Sub topic, hook/headline

**Content Ideas - Table Creation - Justin Welsh style**Please keep in mind the information you have processed and stored in this chat about me, my business and ideal client avatar.

I need your help to generate content ideas. To generate ideas, I want you to imagine a "Content matrix" table.

In this table, the X axis contains types of content, meaning ways to expand on a topic. The Y axis contains content topics to be matched with the X axis.

The Y axis contains the topics:

1. Topic 1  
2. Topic 2  
3. Topic 3  
4. Topic 4

The X axis has these content types, formatted like this: [NAME] (explanation on how to use it) 1. [Actionable] (Ultra-specific guide teaching readers HOW to do something) 2. [Motivational] (Inspirational personal or industry stories about people who did something extraordinary) 3. [Analytical] (Informational breakdown of a topic, explaining to the reader WHY something is/works the way it does) 4. [Contrarian] (Go against the common advice and say something contrarian to the common beliefs on the topic, and explain why) 5. [Observation] (Observe a hidden, secret, or silent but IMPORTANT trend in the topic/industry) 6. [X vs. Y] (Compare two entities, styles, frameworks, companies, apps, or something else within the topic) 7. [Present vs Future] (Compare the status quo with a prediction about the future, and explain to the reader why that is) 8. [Listicle] (Provide a useful list of resources, tips, mistakes, lessons, steps, insights, frameworks, or something else about the topic)   
Now, I want you to write out this table and write out a content idea at the intersections of the X and Y axes. You match each topic with a content type.

**Write Like Me - Prompt 1**Act like a professional copywriter. I’m going to show you many examples of copy I’ve written, and your goal is to read it, process it and store it. These examples will be sent over multiple prompts. First you’ll start by just saying “START”.   
  
Then I’ll submit an example text and you’ll just say “NEXT”. Then I’ll give you another example and you’ll just say “NEXT” and so on.   
  
I’ll give you lots of examples. Your job is to keep saying “NEXT” as I send you more examples. You can only stop when I say “DONE”, not before.  
**—————————————————  
*\*\*****Now copy & paste or upload examples of your copy into ChatGPT, until you are done.*  
**—————————————————**  
  
**Write Like Me - Prompt 2:**DONE. Now act as a professional copywriter. Your task is to analyse the style of the writing I have supplied and create a style guide. I want you to provide me a detailed analysis of my copy, including: Tone, Style, Topics, Audience, Sections, Headlines, Expressions, Turns of phrase, Structure, Formatting, Length, CTAs and any other analysis that you think would be useful. The analysis table will form a style guide which will be the basis for another copywriter or ChatGPT to be able to imitate my writing, emulate my overall style, and write copy just like me. Please format your analysis into a table.

**Write Like Me - Prompt 3:**Please keep in mind the information you have processed and stored in this chat about me, my business and ideal client avatar. Act as a professional copywriter and content creator and create content that matches my Style Guide and ensure your writing is consistent with my examples. Please imitate my writing so that it sounds like me. Your goal is to create the actual content for [Insert the content you would like created]  
  
**Content Creation (use this for content creation moving forward)**

Please keep in mind the information you have processed and stored in this chat about me, my business and ideal client avatar. Act as a professional copywriter and content creator and create content that matches my Style Guide and ensure your writing is consistent with my examples. Please imitate my writing so that it sounds like me. Your goal is to create the actual content for [Insert the content you would like created]