

**NOTE - these prompts build upon each other to help you use ChatGPT for your business and marketing needs.**

## **Business Executive Briefing Prompt**

**What is this?** This is a prompt I developed to help do research on businesses. Copy and paste below and ChatGPT will ask you for a business URL.

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To help ChatGPT create a comprehensive business profile for you, please provide the following information: Business Website URL: What is the URL of your business website? Industry: What industry is your business in? Instructions for ChatGPT: First, visit the provided URL and analyze the website content to gather information about the business. First, provide insight on something specific about this company that is mentioned on the website? Then, Use the information gathered from the website to answer the following questions: Is there a geographic service area identified? What products or services does the business offer? Who is the target audience? What sets the business apart from its competitors? What is the overall brand voice and style? Conduct additional research on the industry to understand the broader market context and competitive landscape. Compile the findings into a detailed business profile, including: Business overview Products and services Target audience Competitive advantage Industry insights When that is complete, please provide a summarized "Business Profile" paragraph that can be used for future work with ChatGPT

NOTE: The last section of this output becomes your "Business Summary"

## BUILD AUDIENCE PROFILE

**What is this?** This is prompt that uses the output from “Business Executive Briefing” so do that first. Simply replace “*pastes summary here*” with what you received from the “Business Executive Briefing” exercise, and ChatGPT will do the rest

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***Paste this into ChatGPT create an “Audience Profile”***

Hey, I'm up against a bunch of competitors, and I need to make sure potential clients see what sets me apart before we even speak. It's crucial they grasp the unique value I offer compared to others. Plus, I'm swamped and need to ensure folks come to me already informed, saving us time on basics. To help, I'm going to provide you with my [business summary]. Let's break this down with precise, one-question-at-a-time insights to craft messages that highlight my differences and pre-educate my customers. This way, I can dedicate time to those who really get the value of what I'm offering. When you're done asking questions, please create an “audience profile” that I can use for future tasks with ChatGPT.

##business summary##

*Paste business summary here*

##business summary##

## BUILD A COMMON QUESTIONS LIBRARY

**What is this?** This is a prompt that helps you think like your ideal customer by creating a list of questions they are most likely to be asking when considering your products or services.

To make this most valuable - simply replace the placeholders with the output from the prompts above. Paste all into ChatGPT and let it go to work for you.

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"I'm going to paste my [audience profile] and my [business summary] below.

Based on our audience profile work, let's now craft specific questions they might ask. I need your help to come up with 10 browsing questions for when they're just looking around and 10 buying questions for when they're considering my company as their choice. These questions will pinpoint exactly what information we need to provide to guide them from interest to decision. Let's start with the browsing questions first, one at a time, and then move to the buying questions."

###business summary##

*paste profile here*

###summary##

###audience Profile##

*paste profile here*

###audience Profile##

## BUILD ANSWERS TO COMMON QUESTIONS

**What is this?** This is a prompt that will help you use ChatGPT as a writing partner. Again, replace the placeholders with the output from the previous exercises and ChatGPT will interview you.

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“Im going to paste the [browsing questions], and [buying questions] we developed below.

Let's create content answers.

Step 1: Start by sharing one browsing question at a time from our list, and I'll help you craft detailed responses for your website content.

Step 2: After we cover browsing questions, we'll move on to buying questions. This way, we'll build content that directly addresses your audience's journey towards choosing your service or product.

Step 3: show me a completed list of questions and answers

##browsing questions##

*Paste Browsing Questions Here*

##browsing questions##

##buying questions##

*Paste Buying Questions Here*

##buying questions##

## QUIZ - To Build Voice Tone and Style

**What is this?** Building a list of attributes for voice, tone, and style helps ChatGPT write more like you. This is a quiz you can copy and paste into ChatGPT to have it interview you and create the attributes for you. You'll use the output of this in the next exercise, which is helping to create articles. Paste all the below into ChatGPT.

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Welcome to the Voice, Tone, and Style Quiz!

This quiz will help you define the communication style that best suits your business and resonates with your audience. Answer the following questions to receive your customized Voice, Tone, and Style starter attributes.

Let's get started!

Question 1:

What type of writing are you generally doing?

- a) Marketing materials
- b) Technical documentation
- c) Educational content
- d) Customer support
- e) Other (please specify)

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 2:

What is the primary purpose of your writing?

- a) Inform and educate
- b) Persuade and sell
- c) Support and guide
- d) Engage and entertain

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 3:

How knowledgeable do you want to appear to your audience?

- a) Beginner-friendly
- b) Intermediate
- c) Expert-level

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 4:

How authoritative should your communication be?

- a) Friendly guide
- b) Trusted advisor
- c) Industry leader

d) Technical advisor

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 5:

How important is it for your voice to remain consistent across all communication channels?

- a) Somewhat important
- b) Important
- c) Very important

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 6:

How important is it for your tone to be empathetic and reassuring?

- a) Not very important
- b) Important
- c) Crucial

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 7:

How do you prefer to handle technical jargon in your content?

- a) Use analogies and simple explanations
- b) Break down complex topics into steps
- c) Both a and b
- d) Maintain a technical and professional tone

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 8:

How do you want your audience to feel when they read your content?

- a) Motivated
- b) Supported
- c) Confident
- d) Informed and knowledgeable

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 9:

How can you ensure your content is clear and simple for your audience to understand?

- a) Use short sentences and common words
- b) Organize content with headings and bullet points
- c) Both a and b
- d) Provide detailed and comprehensive information

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 10:

How do you balance being informative with being engaging?

- a) Provide facts and data with interesting stories

- b) Use a mix of text, images, and videos
- c) Both a and b
- d) Focus on delivering detailed and factual content

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 11:

What types of examples or anecdotes can you use to make your content more relatable to your audience?

- a) Personal stories
- b) Customer success stories
- c) Both a and b
- d) Use factual and industry-specific examples

(Respond with the letter corresponding to your choice. After you respond, I will ask the next question.)

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Question 12:

How can you make your content conversational?

- a) Write as if you are speaking to a friend
- b) Use questions and answers to engage the audience
- c) Both a and b
- d) Maintain a formal and professional tone

(Respond with the letter corresponding to your choice. After you respond, I will provide your customized Voice, Tone, and Style starter attributes.)

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Based on your answers, here is your Voice, Tone, and Style starter attribute set:

Voice:

- Informed Level: [Answer to Q3]
- Authoritative Level: [Answer to Q4]
- Consistency: [Answer to Q5]

Tone:

- Empathy and Reassurance: [Answer to Q6]
- Handling Technical Jargon: [Answer to Q7]
- Audience Emotions: [Answer to Q8]

Style:

- Clarity and Simplicity: [Answer to Q9]
- Informative Approach: [Answer to Q10]
- Relatable Examples: [Answer to Q11]
- Conversational Style: [Answer to Q12]

Writing Context:

- Type of Writing: [Answer to Q1]
- Primary Purpose: [Answer to Q2]

## Article Creation

**What is this?** Now what you have voice, tone, and style, as well as details on your business and audience, you can use those pieces to have ChatGPT help you write articles for your website, emails, etc. Paste all the below into ChatGPT and replace the placeholders with the output you've received in the previous exercises.

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Given our established [tone], [voice], [style], and understanding of our [audience] I'd like to create an article on [TOPIC]. The article should be structured in a balanced format, combining a relatable conversational tone with skimmable bullet points

Step 1 - Start with a context-setting introduction that builds interest and understanding for the reader, following the principles of Marcus Sheridan's 'They ask you answer'.

Step 2 - Inform the reader what they will learn or understand better by reading the article

Step 3 - Ensure transitional phrases are used to help the reader move from section to section

Step 4 - Use subheadings that encapsulate the main idea of the article sections.

Step 5 - For each subheading, provide a few sentences to help the reader understand the context of that section.

Step 6 - Follow the narrative with bullet point action steps related to the topic.

Step 7 - Close with an encouraging and positive conclusion

Regarding [tone], [voice], [style] and [audience]:

If you have them, please list them for review and approval before proceeding

Or

If you do not have them, please ask for them to be pasted or uploaded, one at a time before proceeding  
I want to make sure you clearly have an understanding of the [tone], [voice], [style], and [audience] before proceeding

# Social Media Post Creator

**What is this?** Now that you've build your library of information, you can use it to create social media posts as well. Simply paste all the below in ChatGPT and it will ask you one question at a time. You can either answer the questions - or - paste in the answers from the exercises you did above. You can see an example of what it will provide. This is a good prompt to use over and again when you need help creating posts.

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Multi-Step ChatGPT Prompt for Creating Promotional Content

IMPORTANT - ASK ONLY ONE QUESTION AT A TIME BEFORE MOVING TO NEXT STEPS

Step 1: Understanding the Audience

Question 1: Who is the primary audience for this promotional content? (e.g., Business Owners, Marketing Professionals, General Public, etc.)

Step 2: Defining the Goal

Question 2: What is the main goal of this promotional content? (e.g., generating interest, driving registrations, increasing awareness, etc.)

Step 3: Specific Focus

Question 3: Is there anything specific you want to focus on or mention in the promotional content? (e.g., particular topics, key benefits, specific challenges, etc.)

Step 4: Event Details

Question 4: Please provide the event details including the name, date, and location. (e.g., Maine Stay Marketing Conference, October 16-17, 2024, at the Cross Insurance Center in Bangor, Maine)

Step 5: Content Tone and Style

Question 5: How would you like the tone of the content to be? (e.g., professional, approachable, balanced, etc.)

Step 6: Highlighting Topics and Benefits

Question 6: What are the main topics or benefits you want to highlight in the content? (e.g., digital marketing tactics, networking opportunities, career growth, etc.)

Step 7: Avoiding Formal Phrases Instruction:

Generate the text avoiding formal or overly academic phrases such as 'it is worth noting,' 'furthermore,' 'consequently,' etc. Aim for a natural, conversational style that sounds like two friends talking at a coffee shop.

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# Example Output Based on User Input

**Audience:** Marketing Professionals

**Goal:** Drive registrations

**Specific Focus:** Highlighting networking opportunities and advanced knowledge

**Event Details:** Maine Stay Marketing Conference, October 16-17, 2024, at the Cross Insurance Center in Bangor, Maine

**Tone:** Balanced

**Topics and Benefits:**

- ↳ Learn cutting-edge digital marketing tactics
- ↳ Connect with industry thought leaders and peers
- ↳ Gain valuable insights to advance your career
- ↳ Participate in hands-on workshops and detailed case studies

## Example Post Created

Join us at the Maine Stay Marketing Conference on October 16-17, 2024, at the Cross Insurance Center in Bangor, Maine!

This event is designed for marketing professionals looking to elevate their careers and expand their networks.

### Why Attend?

- ↳ Learn cutting-edge digital marketing tactics
- ↳ Connect with industry thought leaders and peers
- ↳ Gain valuable insights to advance your career
- ↳ Participate in hands-on workshops and detailed case studies

We know you're always looking for ways to stay ahead of the curve and this conference is your chance to do just that.

With topics ranging from AI & ChatGPT for marketing to personal branding and social media strategy, you'll leave with practical knowledge you can apply immediately.

Don't miss this opportunity to grow both professionally and personally.  
Register now and take the next step in your marketing career!

# Website Storybrand Copy Prompt

**What is this?** This is a website messaging prompt that uses the 'Storybrand' framework to help build effective copy. Simply past in below to ChatGPT and follow its lead.

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you are a seasoned expert in Don Miller's "Storybrand" framework.

You are a seasoned website copywriter. Your goal is to help create website copy that will get the most amount of leads from website traffic.

You will perform the following steps:

Step 1. Ask for a website URL. This is the website page that will be evaluated.

Step 2. Visit website URL. Evaluate to understand what the business does and who it does it for.

Step 3. Share your analysis in bulleted form. Ask for edits, additions, or approval.

Step 4. Develop the attributes for the "right fit best customer" for the business. Show in bulleted form. Ask for edits, additions, or approval.

Step 5. Create a list of most common and most likely FAQ's that come from the sales process from the best fit customer. Ask for edits, additions, or approval.

Step 6. Deliver suggested website copy for the provided URL, which will follow the principles and framework of Storybrand.

# Creating Alt Tags

**What is this?** Alt tags is how the internet 'sees' images. This is an important part of following best practices for your website - to have an alt tag for each image. In this exercise, you can upload an image to ChatGPT and paste the prompt below to have it create detailed alt text tags to use when adding images to your website.

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"Create a detailed alt tag for an image, specifically designed for blind individuals. Include the following elements:

1. **Overall description:** Briefly summarize what the image is about.
2. **Background colors and textures:** Describe the main colors and any patterns or textures in the background.
3. **Text details:** Mention all the text in the image, including its color, style, and positioning.
4. **Logos and icons:** Describe any logos, icons, or symbols, including their design and placement.
5. **Main subjects:** Describe the people, objects, or main subjects in the image, including their appearance, expressions, clothing, and any notable accessories.
6. **Context:** Provide any relevant context that helps explain the image's purpose or setting.

This description should provide enough detail to give a blind individual a clear understanding of the visual content."

## **Example Alt Tag:**

"Podcast cover art for 'The ChatGPT Experiment' Episode 32 titled 'Look At It This Way: Blind Curiosity & Capability with Sammy Sweetspirit.' The background is a vibrant yellow with black and white text. At the top, there's a black circular logo with a vintage microphone illustration and the podcast name. Below the title, there's a description in black text: 'A multi-talented singer, songwriter, and author who utilizes ChatGPT to enhance her creative and everyday activities despite her visual impairment.' On the bottom half of the image, there's a black section with the website 'ChatGPTExperiment.com' in white text and the tagline 'Turning your curiosity into capability!' On the right side, there's a circular photo of Sammy Sweetspirit. She is smiling, wearing dark, oversized sunglasses with floral decorations, and has light brown hair. The background of her photo shows a blurry, green outdoor setting."

Image: [Upload your image here]

## Replicating a document

**What is this:** A prompt that will help you replicate documents using ChatGPT. Simply use the prompt below while attaching a document.

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Please follow the steps below. ChatGPT will guide you through each step one at a time:

1. **Introduction:** Please ask the user to create a short introduction about your document. Explain what it's for and why you use it often. After you finish, say "Done".
2. **Paste Your Document:** Upload the document to ChatGPT. When you're done, say "Done".
3. **Analyze the Document:** ChatGPT, please analyze the document provided. Identify its structure, main sections, and overall purpose. Break it down into understandable components and outline any repetitive elements or patterns. When you finish the analysis, ask the user to say "Next" to continue.
4. **Generate Questions:** ChatGPT, based on your analysis, create a series of questions that will help recreate this document. Ensure the questions cover all essential sections and preserve the purpose of the document. After generating the questions, ask the user to say "Next" to continue.
5. **Review and Feedback:** ChatGPT, please review the generated questions. Suggest any modifications or additions to ensure they comprehensively cover all aspects of the document. When you finish, ask the user if they need any further assistance.

## YouTube title and description

**What is this?** If you use YouTube, having robust descriptions will help the videos be found. This prompt requires the transcript from the YouTube video. Paste the transcript and this prompt to help build descriptions for your videos.

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i want your help improving my youtube video for search engine optimization

Here is what you will ask for, one at a time:

1. Video Transcript: [Insert the full video transcript here]
2. the search query to be optimized for [ask the question]
3. the specific information the user wants at the, including links

You will then provide the following information:

Title: [Craft a title that reflects the main question or topic and includes relevant keywords for search optimization]

Description: [Write a detailed description that explains what the video covers. Include key points and any additional information or resources. it should be formatted in summary paragraph using a conversational approach along with a bulleted point format for easy skimming and include nuggets of insight to help the viewer see the value in watching the video]

For More Information: *[This will always be the same - a good place to put your company name, website, phone number, etc - see example below. Simply change this to fit your needs and all descriptions will include this exact language]*

**Call to Action:** Want To Know If A Captive Is Right For You?

Visit Our Learning Center: <https://www.renuins.com/learning-center>

Take Our Free 10 Question Savings Assessment: <https://www.renuins.com/captive-assessment>

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Schedule A Call With Warren: <https://www.renuins.com/call/>

**Contact ReNu Insurance:** Phone: 561-316-3030

Fax: 888-604-8248

# Vacation prompt

What is this? This is a cool experiment prompt I put together when trying to decide where to go on vacation. You'll find this will hit and miss at times, but does provide some great suggestions. Simply paste all of the following into ChatGPT and it will interview you to come up with recommendations....have fun with this!

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I'd like to create a customized travel itinerary. Please help by answering the following questions one at a time. After you've answered each question, I'll ask follow-up questions if needed, and then present a recommended itinerary based on your answers.

## Step 1: Gather Basic Information

1. What city or location are you planning to visit?

## Step 2: Trip Duration

1. How many days and nights will you be staying?

## Step 3: Traveling with Kids

1. Will you be traveling with kids? If yes, what are their ages?

## Step 4: Accommodation Preferences

1. What type of place do you like to stay in (e.g., luxury hotel, cozy Airbnb, camping)?
2. Do you have any specific needs for your accommodation?
3. What amenities are must-haves for you (e.g., pool, gym, kitchen, Wi-Fi)?

## Step 5: Activity Preferences (Please rate each activity from 1-10, where 1 is dislike and 10 is love)

1. How much do you enjoy music concerts? (Rate from 1-10)
2. How much do you enjoy sports events? (Rate from 1-10)
3. How much do you enjoy theater performances? (Rate from 1-10)
4. How much do you enjoy museums? (Rate from 1-10)
5. How much do you enjoy shopping? (Rate from 1-10)
6. How much do you enjoy outdoor activities (e.g., hiking, biking)? (Rate from 1-10)
7. How much do you enjoy water activities (e.g., swimming, boating)? (Rate from 1-10)
8. How much do you enjoy relaxing at the beach? (Rate from 1-10)
9. How much do you enjoy exploring historical sites? (Rate from 1-10)
10. How much do you enjoy eating out at restaurants? (Rate from 1-10)
11. How much do you enjoy nightlife (e.g., bars, clubs)? (Rate from 1-10)

## Step 6: Travel Pace and Interaction Preferences

1. Do you prefer a relaxed travel pace or a busy, activity-packed schedule? (Rate from 1-10, where 1 is relaxed and 10 is busy)

2. Do you enjoy meeting locals and engaging in cultural exchanges, or do you prefer guided tours and more structured experiences? (Rate from 1-10, where 1 is locals and 10 is structured tours)

#### **Step 7: Dining Preferences**

1. What types of restaurants do you prefer (e.g., Italian, seafood, vegetarian)?
2. Do you have any dietary preferences or restrictions that should be considered for dining recommendations?

#### **Step 8: Location-Specific Questions (Optional)**

1. Are there any specific landmarks or attractions you are particularly interested in visiting?