

Use ChatGPT to Create Your Ideal Client Avatar & Marketing Content

The magic and power of ChatGPT happens when you:

- Provide descriptive prompts to generate robust responses.
- Remember that you're in a 2-way communication with the bot – continue probing, ask for greater (or less) detail.
- **ALWAYS edit, modify and fact check any information provided by ChatGPT (or other AI software) to ensure:**
 - It has YOUR voice and unique perspective.
 - Avoid the risk of copyright infringement or plagiarism.
 - Doesn't sound like a robot!

Prompt 1:

Describe your area of expertise, who you serve, the problem you solve and/or the solution your ideal client is seeking.

Example:

I am a life coach who focuses on helping people get unstuck and inspired to move forward. Create an ideal client avatar that includes the specific challenges that occur in their day to day lives.

Prompt 2:

(to get it to go deeper and more descriptive)

Make a list of 10 ways that these challenges affect her relationships, her weight and feelings about herself.

Prompt 3:

(to get it to go deeper and more descriptive)

Write a script for YouTube that describes a real-life challenge for this ideal client.

Prompt 4:

(to get it to go deeper and more descriptive)

Make a list of 3 things that the client's husband might say to her that is unsupportive.

Prompt 5:

(to get it to go deeper and more descriptive)

Make a list of 3 things that the client's best friend might say to her that is unsupportive.

Prompt 6:

(to get it to go deeper and more descriptive)

Make a list of 3 things the client thinks to herself but is afraid to share with anyone else.

Use ChatGPT to Create Your Ideal Client Avatar & Marketing Content (Cont'd)

Prompt 7:

(turning this into engaging content to attract your ideal clients)

Write a 300-word article that describes one of the challenges faced by this ideal client, including what her husband and best friend may be saying and her own thoughts of self-doubt.

Note: This prompt will produce content you can use in Video, Email, Blog and/or long form post for social media. Be sure to add your personal touch, tips or suggestion to the post and include a call to action (see below).

Prompt 8:

(turn into 3 posts for social media)

Take that article and turn it into 3 posts I can share on social media

Note: Modify the posts to provide a tip or advice on handling the problem and include a call to action for next steps such as:

- Join my FB (or LI) group
- Ask their opinion or question
- Sign up for free gift at ____
- Private message me if you want to talk (have consultation)
- Come to my free online class

Action Item – Day 1

Use the prompts for yourself to create content and then SHARE IT.

Earn points as follows:

Activity	Points
Complete the above ChatGPT Prompts (all 8)	1
Spruce up the content and share on your social media profile/group	1
Spruce up the content and share through video	1
Spruce up the content and share via email or blog article	1
Share your content in WPN Facebook Group	1
Comment on other posts inside WPN Facebook Group	1
Share your content in WPN LinkedIn Group	1
Comment on other posts inside WPN LinkedIn Group	1
Post or comments converted to conversation, appointment schedule or opt in to database.	2
Total Points Day 1	