

**PATRICK HENIGAN**

# **WIN BIG WITH A.I.**

**THE NO-BS GUIDE TO LEVERAGING  
CHATGPT FOR EXPLOSIVE  
BUSINESS GROWTH**

# Welcome to The Revolution



Welcome to the only playbook you'll ever need to completely revolutionize the way you approach content creation, marketing, and everything in between. This isn't just another guide; it's a lifeline for those ready to ditch the traditional grind and embrace efficiency like never before.

In these pages, you'll find a treasure trove of strategies, each designed to take your small business from the background noise to the main event. We're not just talking about saving a couple of hours here and there.



# Welcome



- Content Cloning: Double down on what works, effortlessly.
- Emails and Sequences: Automate your way to engagement and conversion.
- Killer Blog Posts: Command attention and keep it.
- Google Business Posts: Stay top of mind when it matters most.
- Social Media Mastery: Cut through the clutter with messages that resonate.
- Market Research: Know your audience better than they know themselves.
- ...and so much more.

Forget about being bogged down by content creation that feels like it's going nowhere. Say goodbye to marketing strategies that cost more time and money than they're worth. With this guide, you're unlocking the full potential of AI to supercharge your business operations, streamline your processes, and give you back the most valuable resource you have—time. Ready to transform your small business with the power of AI? Let's get started.



# Setting Custom Instructions on ChatGPT

How to Set

# CUSTOM INSTRUCTIONS

on ChatGPT

Setting up custom instructions on ChatGPT, especially for ChatGPT Plus users, can significantly tailor the AI's responses to better suit your needs. Here's a straightforward guide to get you started:



## ACCESSING CHATGPT SETTINGS

- **Log in to ChatGPT:** Begin by logging into your ChatGPT or OpenAI account.
- **Navigate to Settings:** Look for a profile icon or your name, typically located in the bottom left corner of the screen. Click on it to reveal a dropdown menu.
- **Go to Custom Instructions.** It's right in the middle of the menu.
- **In the first box enter information about you and your company.** The more information you enter the more ChatGPT will know about you. Be as specific as possible. Be specific; the more context and detail you provide, the more accurately ChatGPT can tailor its responses. For example:
  - Your role and expertise areas.
  - Company values, mission, and target audience.
  - Schedule, phone number, website
  - Types of information or responses you're looking for (e.g., industry-specific advice, customer service responses, etc.).
- **In the second box copy and paste the Custom Instructions below.**



How to Set

# CUSTOM INSTRUCTIONS

on ChatGPT



## GYM OWNER/PERSONAL TRAINER

### First Box:

Enter information about your business. Be specific. Name, location, hours, years in operation. Give ChatGPT a short Bio about yourself as well

### Enter This Into The Second Box:

**Objective:** Boost engagement with gym members and prospects using personalized, motivational content across platforms like social media, emails, and blogs.

**Brand Voice:** Be inspirational, approachable, knowledgeable. Motivate members to achieve fitness goals, creating a supportive community vibe.

**Target Audience:** Focus on 20-45-year-old fitness enthusiasts, from beginners to intermediates, seeking guidance and motivation.

**Content Pillars:**

**Workout Tips & Routines:** Offer workout plans for various levels/goals. Use clear, simple language.

**Nutrition Advice:** Share science-backed nutrition tips and meal plans. Highlight balanced diets and specific foods for workout enhancement.

**Success Stories:** Feature member achievements, emphasizing their journey and gym's role.

**Gym Updates & Offers:** Inform about new classes, equipment, or promotions, underlining their benefits.

**Email Communication:**

**Newsletter Structure:** Begin with a motivational story or quote, add workout/nutrition tips, and end with gym updates/offers.

**Personalization:** Address members by name, tailoring content to their interests/goals.

**Writing Guidelines:**

**SEO Keywords:** Use fitness and health keywords to boost blog visibility.

**CTA:** Conclude posts with a CTA, prompting further engagement.

**Formatting:** Use bullet points, headers, and short paragraphs for readability. Incorporate high-quality images/videos for demonstrations.



How to Set

# CUSTOM INSTRUCTIONS

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## ONLINE PERSONAL TRAINER

### First Box:

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### Enter This Into The Second Box:

**Objective:** Enhance client engagement and acquisition through compelling, customized online content, focusing on fitness education, motivation, and client success.

**Brand Voice:** Empowering, clear, and motivational. Communicate in a way that inspires action, educates, and builds trust with clients, showcasing your expertise in online fitness coaching.

**Target Audience:** Individuals seeking to improve their fitness levels, ranging from beginners needing basic guidance to intermediate clients looking for advanced strategies, predominantly aged 18-50.

**Content Pillars:**

**Exercise Demos & Techniques:** Provide clear, easy-to-follow video or animated demos of exercises, highlighting proper form and technique tips.

**Fitness Education:** Share insights on fitness principles, the science behind workouts, and how to avoid common injuries.

**Nutritional Guidance:** Offer actionable nutrition advice that complements fitness routines, focusing on balanced diets and meal prep tips for busy lifestyles.

**Client Transformations:** Showcase success stories and testimonials from clients, detailing their journeys and the impact of your coaching.

**Writing Guidelines:**

**SEO Keywords:** Strategically include fitness and health-related keywords to enhance content visibility.

**Call to Action (CTA):** Encourage readers to sign up for personal training sessions, join online classes, or download fitness guides.

**Formatting:** Ensure content is mobile-friendly, with concise paragraphs, bullet lists, and engaging visuals to enhance comprehension and retention.



How to Set

# CUSTOM INSTRUCTIONS

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## REAL ESTATE PROFESSIONAL

### First Box:

Enter information about your business. Be specific. Name, location, hours, years in operation. Give ChatGPT a short Bio about yourself as well

### Enter This Into The Second Box:

**Objective:** Engage potential buyers with content that sells high-priced homes. Establish trust and showcase luxury market expertise.

**Brand Voice:** Professional and confident, blending luxury with accessibility. Communicate the exclusivity and value of high-end properties.

**Target Audience:** Affluent individuals, professionals, and executives seeking unique, premium homes.

**Content Pillars:**

**Listing Highlights:** Detail unique features and amenities of high-priced listings using vivid language.

**Market Insights:** Analyze trends and provide insights into the luxury real estate market.

**Home Buying Tips:** Advice on financing and customizing luxury homes to add value.

**Success Stories:** Share client testimonials to highlight your personalized service and success in luxury real estate.

**Email Marketing Strategy:**

**Newsletter Content:** Feature luxury listings, market analysis, and success stories.

**Personalization:** Tailor emails to recipient preferences, showcasing relevant listings.

**Engagement:** Encourage interaction with CTAs for private showings or market analysis requests.

**Writing Guidelines:**

**SEO Keywords:** Use luxury real estate and high-priced home keywords.

**Visuals:** Focus on high-quality photos and virtual tours of listings.

**Formatting:** Clean, elegant design with concise text and clear headings.

**Response Strategy:** Provide prompt, personalized responses to inquiries, emphasizing direct contact for further discussion or appointments.





How to Set

# CUSTOM INSTRUCTIONS

on ChatGPT



## RETAIL BUSINESS OWNER

### First Box:

Enter information about your business. Be specific. Name, location, hours, years in operation. Give ChatGPT a short Bio about yourself as well

### Enter This Into The Second Box:

**Objective:** Boost sales with engaging content. Highlight standout products, fostering trust and showcasing our expertise.

**Brand Voice:** Warm, energetic, and knowledgeable. Make every customer feel valued and informed.

**Target Audience:** Broad, from trend-seekers to quality-focused shoppers, emphasizing product benefits for diverse lifestyles.

**Content Pillars:**

**Features & Benefits:** Describe product uniqueness and lifestyle enhancement.

**Trends & Insights:** Offer commentary on retail trends and innovations.

**Guides & Tips:** Provide shopping and product care advice.

**Success Stories:** Share customer experiences and satisfaction.

**Email Strategy:**

**Newsletters:** Feature products, trends, and customer stories.

**Personalization:** Tailor content to recipient's history and preferences.

**Engagement:** Use clear CTAs for feedback and promotions.

**Writing Guidelines:**

**SEO:** Use relevant keywords for visibility.

**Visuals:** Complement text with high-quality images and videos.

**Formatting:** Ensure content is easy to read, with clear headings.

**Response Strategy:** Offer prompt, personalized replies. Provide direct contact options for detailed inquiries, emphasizing exceptional service.



How to Set

# CUSTOM INSTRUCTIONS

on ChatGPT



## PHYSICAL THERAPY/MEDICAL CLINIC OWNER

### First Box:

Enter information about your business. Be specific. Name, location, hours, years in operation. Give ChatGPT a short Bio about yourself as well

### Enter This Into The Second Box:

**Objective:** Boost patient engagement and clinic visibility by providing valuable, informative content related to physical therapy, rehabilitation exercises, and wellness tips.

**Brand Voice:** Professional, empathetic, and educational. Ensure content reassures patients, offers clear guidance, and establishes the clinic's authority in physical therapy.

**Target Audience:** Patients recovering from injuries, those managing chronic pain, athletes seeking performance enhancement, and elderly individuals focused on mobility preservation.

**Content Pillars:**

**Rehabilitation Techniques:** Share detailed guides and videos on exercises and techniques for common injuries, emphasizing safe practices and recovery tips.

**Wellness Advice:** Offer holistic wellness tips that complement physical therapy, such as ergonomic practices, stress management, and preventive care.

**Patient Success Stories:** Highlight testimonials and case studies demonstrating the effectiveness of your treatments and personalized care approach.

**Clinic News & Updates:** Inform patients about clinic updates, new services, and staff, reinforcing the clinic's growth and expertise.

**Writing Guidelines:**

**SEO Keywords:** Integrate relevant keywords related to physical therapy, rehabilitation, and wellness to improve search engine ranking.

**Call to Action (CTA):** Encourage readers to book a consultation, join a wellness program, or contact the clinic for personalized advice.

**Formatting:** Use accessible language, bullet points for easy reading, and visuals like diagrams or photos to enhance understanding and engagement.



# How to Clone Your Content

# CONTENT CLONING

on ChatGPT



In the digital age, where your voice can be your strongest asset, ensuring it resonates through every word is paramount. Whether you're crafting emails, social media posts, or engaging blog entries, maintaining a consistent style is the key to building your brand and connecting with your audience on a deeper level.

But what if you could clone your unique writing style, enabling a seamless extension of your voice across various platforms, all with the help of AI?

Here lies the power of ChatGPT-4. I'm going to show you how to mirror your tone, style, and flair with precision.

Let's embark on a simple journey to clone your writing style on ChatGPT-4, making content creation easier and authentically you.



# CONTENT CLONING



## HOW TO DO IT

### 1. Compile Your Voice:

Start by gathering or creating a compendium of your written work. This 5-15 page document will serve as the blueprint of your style. If you're starting from scratch, don't fret. Simply open a document and let your thoughts flow for 5-10 pages on subjects that ignite your passion or reflect your usual content themes. This collection will act as the foundation, teaching ChatGPT-4 the nuances of your voice.

### 2. Open A New Chat with GPT4:

With your style guide in hand, open a new chat on ChatGPT-4. This blank canvas is where your voice will be reborn through AI, where each interaction is a step towards creating content that's unmistakably you.

### 3. Upload Your Style to ChatGPT-4:

Click the paperclip icon to upload the document you've prepared. This simple act is akin to introducing ChatGPT-4 to your literary world, inviting it to learn and adapt to your unique cadence and tone.



# CONTENT CLONING



## HOW TO DO THIS (CONT.)

### 4. Enter The Magic Prompt:

With the document uploaded, it's time to weave the magic with a specific prompt:

*"Act as a copywriter and given the text examples provided in the document, I want you to generate the text I ask for in that particular writing style. Start by analyzing the text samples in the document and within each sample analyze the writing style, tone and the way nouns, adjectives, adverbs, and verbs are used."*

This sets the stage for ChatGPT-4 to transform your words into a mirror of your style.

### 5. Command Your Content:

Now, with the stage set and ChatGPT-4 attuned to your voice, enter the prompts for the specific content you wish to create. Whether it's an engaging post for social media, a compelling piece of marketing copy, or an insightful blog entry, ChatGPT-4 is now ready to channel your voice into any format you desire. Those posts are in the next PDFs.

### 6. Bookmark This Chat

You'll want to bookmark this chat so you can use it as often as you want.

**By following these steps, you're not just creating content; you're ensuring every word echoes with the authenticity of your voice, leveraging ChatGPT-4's AI capabilities to maintain the integrity of your style across all written communications. Welcome to the future of personalized content creation, where your voice, cloned and consistent, stands strong amidst the digital noise.**



# **Content Clone: How to Write Emails**

The Ultimate Guide to

# EMAILS AND SEQUENCES

on ChatGPT

Crafting highly engaging emails and email sequences is often perceived as navigating through a dense forest, where every step needs to be calculated to avoid the pitfalls of becoming just another unread message in an overflowing inbox.

This challenge has led many entrepreneurs to shy away from email marketing, fueled by the fear of being labeled "annoying" rather than engaging. However, this reluctance overlooks the undeniable power and efficiency of email marketing as a cornerstone of digital communication strategies.

Consider this: with an average return of \$42 for every \$1 spent, email marketing boasts an ROI that far outstrips many other digital marketing channels.

It's not just about reaching out; it's about making meaningful connections that drive engagement, build relationships, and ultimately, convert. The statistics speak for themselves, underscoring email marketing as an indispensable tool in the digital marketer's arsenal.

Yet, the question remains: how can we make the process of creating these potent email campaigns as easy as texting a friend, minus the dread of crossing the line into annoyance? Herein lies the potential of ChatGPT, a tool designed to transform the email creation process into a breeze.

By leveraging high-level email prompts, ChatGPT can help you draft emails and sequences that resonate with your audience, ensuring your messages are not only welcomed but eagerly anticipated.





# EMAILS + SEQUENCES



## HERE'S THE PROMPT FOR ONE EMAIL

*"In the same writing style and tone of the uploaded document write an email about (insert topic). The email should be 1 page long. The email should be written in a conversational tone and include relevant data and statistics to support any claims made. Include an engaging subject line."*

## HERE'S THE PROMPT FOR AN EMAIL SEQUENCE

*"In the same writing style and tone of the uploaded document write (5) emails about (insert topic). Each email should be 1 page long. Each email should be written in a conversational tone and include relevant data and statistics to support any claims made. Include an engaging subject line for each email."*



# EMAILS + SEQUENCES



## HOW TO USE THIS

1. Go to your Content Clone Chat with ChatGPT
2. Enter the prompt above. Replace all information within parentheses ( ) with your information/topic.
3. Re-use as often as needed.



# **Content Clone: How to Write Blog Posts**

The Ultimate Guide to

# AMAZING BLOG POSTS

on ChatGPT

Crafting high-quality blog posts is akin to planting seeds in the fertile ground of the digital landscape. With patience and care, these seeds grow into a lush garden, drawing visitors with its beauty and bounty. In the realm of digital marketing, this garden is your SEO, and the seeds are your blog posts—each one a pillar that supports a constant flow of leads. Blogging stands out not just as a strategy but as the cornerstone for building a robust SEO foundation, ensuring your site becomes a beacon for those navigating the vastness of the internet in search of knowledge, solutions, or inspiration.

Yet, the path to creating content that resonates, ranks, and reaches the right audience can often feel daunting.

How do you consistently produce blog posts that not only capture attention but also hold it, turning casual browsers into loyal followers, and followers into leads? The answer lies in leveraging the right tools and techniques to streamline the content creation process, ensuring quality never takes a backseat to quantity.

The following prompts are designed to be your ally in the quest for content that stands the test of time and the whims of search engine algorithms. This guide will introduce you to prompts that unlock the potential for creating blog posts with ease, posts that are rich in value, optimized for SEO, and tailored to foster engagement. We're not just talking about filling your blog with words; we're talking about filling it with purpose, with posts that serve as lighthouses guiding your ideal audience through the digital fog, straight to your door.



# AMAZING BLOG POSTS



## HERE'S THE PROMPT

*“In the same writing style and tone of the uploaded document write an SEO optimized blog post about (insert topic). The blog post should contain 3 sub-headlines. The blog post should use relevant data, studies and statistics to support any claims made. Optimize the blog for SEO terms (location), (topic of blog) (personal training).”*



# AMAZING BLOG POSTS



## HOW TO USE THIS

1. Go to your Content CloneChat with ChatGPT
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3. Re-use as often as needed.



# **Content Clone: How to Write Google Biz Posts**

The Ultimate Guide to

# GOOGLE BUSINESS POSTS

on ChatGPT

Think of your Google Business Page as a digital billboard for your business, where every post has the potential to catch the eye of potential customers scrolling through their searches. These posts allow you to share updates, promotions, and news directly where people are looking for services or products like yours.

Using Google Business posts effectively is like having a direct line to interested customers. By regularly updating your page with fresh, engaging content, you're not only keeping your business top-of-mind but also boosting your visibility in search results. This straightforward approach to digital marketing can significantly increase your chances of converting casual searchers into genuine leads.

In essence, leveraging Google Business posts is about making the most of a simple yet powerful tool to stay connected with your audience and attract new customers. It's a low-effort, high-reward strategy that every business should consider integrating into their digital marketing mix. Let's tap into the potential of Google Business posts together, turning this underutilized resource into a lead-generating powerhouse for your business.





**HERE'S THE PROMPT**

*“In the same writing style and tone of the uploaded document write a short post for my Google Business page. The post should be about (topic). Use bullet points to make the post easy to read. Include a CTA to join (business)”*



## HOW TO USE THIS

1. Go to your Content Clone Chat with ChatGPT
2. Enter the prompt above. Replace all information within parentheses ( ) with your information/topic.
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# **Content Clone: How to Write Social Media Posts**

The Ultimate Guide to

# SOCIAL MEDIA POSTS

on ChatGPT

The social media landscape is saturated, making it increasingly difficult for content to stand out. If businesses want to capture the attention of their target audience, it's crucial to create content that not only grabs attention but also establishes a genuine connection with their ideal clients.

In today's digital age, connecting with your audience goes beyond just selling a product or service; it's about building a relationship of trust and familiarity before a formal interaction even takes place.

The prompts you're about to discover are specifically designed to help you achieve this. They leverage the capabilities of ChatGPT to guide you in crafting social media content that speaks directly to the needs, desires, and interests of your ideal clients.

This approach is aimed at making your brand more relatable and trustworthy, setting the stage for a deeper engagement.

By using these targeted prompts, you'll learn how to generate content that resonates on a personal level, effectively differentiating your brand in a crowded market. This strategy not only enhances your social media presence but also fosters a sense of trust and loyalty with your audience, paving the way for a lasting relationship.

Get ready to transform your approach to social media content creation, focusing on meaningful connections that drive engagement and trust.

By following the blueprint laid out in this course you will create highly engaging and converting content.



**HERE'S THE PROMPT**

*“In the same writing style and tone of the uploaded document write a social media post (2,200 characters or less) about (insert topic). Use bullet points to explain key topics and write it in a format that is easy to read.”*



## HOW TO USE THIS

1. Go to your Content Clone Chat with ChatGPT
2. Enter the prompt above. Replace all information within parentheses ( ) with your information/topic.
3. Re-use as often as needed.



# **How To Read Your Prospect's Mind**

The Ultimate

# MARKET RESEARCH METHOD

on ChatGPT

In today's digital marketing world, the right information can be the difference between a successful campaign and one that misses the mark. Large corporations have long had the upper hand, spending billions annually to gather marketing data, including studies, statistics, and test results, to understand their audience better and tailor their strategies accordingly.

Enter ChatGPT, a game-changer for those without deep pockets but with a need for deep insights. ChatGPT's training includes a vast array of marketing-related data, making it a valuable resource for anyone looking to tap into a wealth of marketing knowledge. The best part? Accessing this data doesn't require a massive budget, just the know-how to ask the right questions.

This guide introduces the Market Research Method of prompts for ChatGPT, designed to help you unlock marketing data similar to what big corporations pay millions to obtain. With seven specific prompts, you can direct ChatGPT to mine its extensive database for the marketing studies, statistics, and published tests most relevant to your ideal client. This approach not only levels the playing field but does so in a way that's straightforward and accessible.

By leveraging ChatGPT effectively, small businesses and independent marketers can uncover critical insights into their target audience, refine their marketing strategies, and achieve greater impact with their campaigns. Let's dive into how these seven prompts can open up a world of marketing intelligence, previously the exclusive domain of the biggest players in the industry.





# MARKET RESEARCH METHOD



## HOW TO DO IT

- **Go to ChatGPT:** Start by visiting the ChatGPT website or opening the app. This is your gateway to AI-assisted content creation.
- **Log In:** If you're not already logged in, enter your login details to access your account. This step ensures you can save and manage your chats.
- **Start a New Chat:** Start a new Chat.
- **Select GPT-4:** Choose GPT-4 as the model you wish to use for your session. This ensures you're using the latest and most advanced version for your content needs.

- **Enter the first prompt:**

*I have a (business) that helps people (Get Results). The program includes (features, schedules) . Please give me the demographics, psychographics, and pain points of the ideal future client including age range, job titles, and common interests.*

- **Wait for ChatGPT's response the enter the second prompt:**

*Can you condense the above information into a valid customer avatar complete with name, age, job title, etc.*



# MARKET RESEARCH METHOD



- **Wait for ChatGPT's response then enter the third prompt:**  
*According to Eugene Schwartz, what is the level of sophistication for the market surrounding the above customer avatar and service*
- **Wait for ChatGPT's response then enter the fourth prompt:**  
*List out what this ideal future client might be thinking. Please list the top 5 different things*
- **Wait for ChatGPT's response then enter the fifth prompt:**  
*List out what this ideal future client might be seeing. Please list the top 5 different things*
- **Wait for ChatGPT's response then enter the sixth prompt:**  
*List out what this ideal future client might be saying to themselves. Please list the top 5 different things*
- **Wait for ChatGPT's response then enter the seventh prompt:**  
*List out what this ideal future client might be hearing. Please list the top 5 different things*
- **Bookmark this Chat.**



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# EMAILS AND SEQUENCES



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# SOCIAL MEDIA POSTS



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**HERE'S THE PROMPT**

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# **Market Research: Create High ROI Facebook Ads**

The Ultimate Guide to

# FACEBOOK LONG COPY

on ChatGPT

In the world of Facebook, where every post competes for attention, long copy offers a unique opportunity to truly connect with your audience.

Unlike short, flashy content, long-form posts allow you to dive deeper, sharing stories, details, and insights that can engage readers on a more meaningful level.

This approach isn't just about sharing information; it's about crafting a narrative that captivates your followers, guiding them through a journey from initial interest to lasting engagement.

But how exactly do you write Facebook long copy that stands out and keeps your audience reading?

It's about striking the right balance between informative and engaging, ensuring your message is not only seen but felt.

Through this guide, you'll learn the techniques to master long-form content on Facebook, from structuring your posts to weaving in storytelling elements that resonate.

Whether you're aiming to boost a product, advocate for a cause, or share your brand's story, understanding how to effectively use long copy will transform your Facebook strategy.

Let's get started on crafting posts that not only capture attention but also drive real engagement.



# FACEBOOK LONG COPY



## HERE'S THE PROMPT

*"Write a narrative Facebook ad for the avatar mentioned above. Incorporate (add 2-3 top prompts that you like from what they are thinking, seeing, saying, hearing, and feeling). Use the following framework:*

- *Hook: Start with an attention-grabbing question or statement to pique the audience's curiosity or address a pain point.*
- *Problem Identification: Identify a problem or challenge that the target audience might be facing.*
- *Existing Model Critique: Criticize the traditional or commonly used approach/method/model to address the identified problem.*
- *Introduce New Solution: Present a new, alternative solution or model that claims to overcome the shortcomings of the traditional approach.*
- *Unique Selling Proposition: Highlight the unique benefits and advantages of the new solution, emphasizing its effectiveness or success in specific situations.*
- *Call-to-Action: Provide a clear call-to-action, inviting the audience to take immediate action to access the solution or benefit offered."*



### HOW TO USE THIS

1. Go to your Market Research Chat with ChatGPT
2. Enter the prompt above. Replace all information within parentheses ( ) with your information/topic.
3. Re-use as often as needed.



The Ultimate Guide to

# FACEBOOK SHORT COPY



on ChatGPT

In the fast-paced landscape of Facebook, mastering the art of short copy is essential for cutting through the noise and capturing your audience's attention quickly.

Short, punchy posts have the power to make an immediate impact, delivering your message in a concise format that's perfect for the scrolling habits of today's social media users.

This approach is not about skimming on detail but about distilling your message to its most powerful form, making every word count and every post a potential hook for engagement.

Crafting effective short copy requires a blend of clarity, creativity, and strategic focus. It's about saying more with less, leveraging the power of words to evoke curiosity, emotion, and action in a brief snippet of text.

In this guide, you'll learn the secrets to creating compelling short copy for Facebook, from choosing the right words to structuring your posts for maximum impact.

Whether you're promoting a product, announcing an event, or simply engaging with your followers, mastering short copy will elevate your Facebook presence and engage your audience in meaningful ways. Let's dive into the art of concise communication, transforming your social media strategy with short copy that stands out and delivers.



# FACEBOOK SHORT COPY



## HERE'S THE PROMPT

*“Write the copy for (3) short Facebook ads targeted towards the avatar client. The first ad should specifically address (pain point #1). The second ad should specifically address (pain point #2). The third ad should specifically address (pain point #3). Each ad should portray (MY BUSINESS) as the solution to that specific problem.”*





# FACEBOOK SHORT COPY



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The Ultimate Guide to

# FACEBOOK AD HEADLINES



on ChatGPT

Creating the perfect Facebook ad headline is an art form—a crucial element that can make or break your advertising campaign. David Ogilvy, often hailed as the father of advertising, once remarked, **"On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."** This underscores the monumental importance of headlines in capturing attention and compelling action within the fleeting attention span of social media users.

Yet, despite its critical importance, crafting that flawless headline is no small feat. It's a delicate balance of creativity, clarity, and conciseness, designed to stand out in the bustling marketplace of Facebook ads.

Leo Burnett, another titan of the advertising world, aptly put it, **"Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read."** However, achieving this blend is easier said than done, with marketers often finding themselves wrestling with words, striving to distill the essence of their offer into a few impactful words.

But what if there was a way to streamline this process, to generate not just one but dozens of compelling headlines with just a few keystrokes? Enter the power of AI.

This guide will introduce you to leveraging artificial intelligence, specifically ChatGPT, to revolutionize the way you approach Facebook ad headlines. s.



# FACEBOOK AD HEADLINES



## HERE'S THE PROMPT

*“Write 10 eye catching Headlines to go along with these ads. Use bold words, emojis and target the pain points uncovered for the avatar client. ”*



# FACEBOOK AD HEADLINES



## HOW TO USE THIS

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# **Market Research: Create Google Ads That Convert**

The Ultimate Guide to

# GOOGLE ADS

on ChatGPT



Navigating the competitive landscape of Google Ads demands precision, insight, and a touch of creativity. In the realm of digital marketing, Google Ads stands as a titan, offering businesses of all sizes a platform to reach their ideal customers at the moment they're searching for related solutions.

It's a powerful tool, with statistics revealing its huge impact: businesses make an average of \$2 in revenue for every \$1 they spend on Google Ads. This speaks volumes about its efficiency and potential for return on investment.

The challenge of distilling your brand's value proposition into a concise, compelling ad that not only ranks well but also drives clicks and conversions is a daunting task for even the most seasoned marketers. The stakes are high in a platform where every click counts and every impression is an opportunity.

This is where the revolutionary capabilities of AI come into play. Leveraging AI can significantly transform how you create Google Ads.

This guide will walk you through the process of using AI to refine your ad strategy, generate captivating ad copy, and optimize your campaigns for maximum performance.

You're about to discover how, with a strategic approach and a few keystrokes, AI can help you create Google Ads that resonate with your target audience, enhance your click-through rates, and ultimately, drive conversions. Embrace the future of ad creation, where AI becomes your ally in mastering the art of Google Ads.



**GOOGLE  
ADS**



**HERE'S THE PROMPT**

*“Tap into the expertise of a seasoned Google Ads professional. My mission: to sculpt Google ads tailored to the ideal client avatar. Shed light on the pain points that deeply resonate with our ideal customers, offering an opportunity to craft ads that resonate on a profound level and create a maximum impact.”*



## HOW TO USE THIS

1. Go to your Market Research Chat with ChatGPT
2. Enter the prompt above. Replace all information within parentheses ( ) with your information/topic.
3. Re-use as often as needed.





**BONUS:**  
**How to Edit Videos**  
**with AI**

# AI VIDEO EDITING



Video editing is a tedious and time-consuming process, but Submagic.co is changing the game by offering an AI-based automated video editor that simplifies this task dramatically.

Imagine being able to edit an entire video with just six clicks of your mouse.

That's the convenience and efficiency Submagic.co brings to your editing workflow, making it an essential tool for content creators who want to focus more on creativity and less on the technicalities of video editing.



# AI VIDEO EDITING



Here's how you can use [Submagic.co](https://submagic.co) to streamline your video editing process:

1. **Start the Process:** Visit [Submagic.co](https://submagic.co) to get started. The site is designed to be user-friendly and intuitive.
2. **Create Your Project:** Click on the 'Create' button to initiate a new video editing project.
3. **Upload Your Footage:** Choose the raw footage you want to edit by uploading it directly to the platform.
4. **Select Subtitle Style:** Submagic.co allows you to choose from various subtitle styles to match your video's aesthetic and tone.
5. **Review Captions:** The platform automatically generates captions for your video. Take a moment to review these for any typos or errors.
6. **Automate B-Roll:** Go to the b-roll section and select "magic b-roll." This feature lets the AI automatically handle transitions, animations, and b-roll, adding a professional touch to your video.
7. **Final Review:** Once the editing is complete, review your video to ensure everything looks as expected.
8. **Export Your Video:** After you're satisfied with the final product, click 'Export' to download your edited video.
9. **Share Your Work:** Now that your video is ready, you can easily post it on social media platforms to share with your audience.



# AI VIDEO EDITING



Submagic.co offers a straightforward solution to the complexities of video editing, enabling creators to produce high-quality content quickly and efficiently.

Whether you're a seasoned videographer or just filmed your first piece of content, Submagic.co can help you enhance your videos with minimal effort, giving you more time to engage with your audience and grow your brand.

Register right here to get a discount on Submagic.

[LINK](#)



# The END



This isn't just the end of a guide; it's the beginning of your domination in the small business arena. Armed with ChatGPT and a no-BS approach to content and marketing, you're not just playing the game—you're setting the rules.

Here's what's up next:

## Do It, Then Do It Again:

- **Start Now:** Pick one strategy from this powerhouse guide and put it into play. See the needle move.
- **Go Big:** Witnessed the magic? It's time to blow it up. Apply these tactics across your entire operation.
- **Evolve:** The only constant in business is change. Adapt, tweak, and push the limits with what you've learned.
- 

This isn't about adding more to your plate. It's about amplifying your efforts, reaching further, and achieving more without burning the midnight oil. It's about making smart moves, not just more moves.



# Ready to Dominate with AI?



It's crunch time for your small biz, and the AI Domination Course is your secret weapon. This isn't just another course; it's a blueprint for revolutionizing your entire operation with AI. Dive into actionable strategies and real-world AI applications that catapult your business ahead of the curve.

- **Why Wait?** The future of business is AI-powered. Don't just keep up; lead the charge.
- **Hands-On Learning:** Get real-world applications and strategies that you can implement immediately.
- **Exclusive Access:** Join a community of forward-thinking entrepreneurs on the same journey.

**Enroll Now** and take the first step toward securing your business's future in the digital age.



# Transform Your Business Overnight with CoachClone



Forget about the hustle grind till you drop. CoachClone is here to flip the script on your workday, giving you back hours and pumping up your efficiency. Tailor-made for small businesses, our platform is the juggernaut you need for crafting killer content, generating leads, and smashing your marketing goals.

- **Streamline Operations:** Let AI take the grunt work out of content creation, marketing, and customer engagement.
- **Boost Your Growth:** Use AI-powered insights to refine your strategy and skyrocket your growth.
- **Join the Elite:** Be part of a community of savvy business owners who are leveraging AI to stay ahead.

Don't let another day go by without CoachClone in your corner. [Sign Up Today](#) and watch your business transform.

