

PROFIT SEDUCTION PRESENTS:

YOU GPT: YOUR AUTHENTIC AI MESSAGING TOOLKIT

Use AI to craft client-attracting offers and messaging
using your unique voice, vibe and point of view.

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THE SCOOP ON ROB SCHULTZ

What if the key to your own game-changing rush of revenue wasn't about tricks, tactics, or tools. But activating powerful emotional profit triggers already inside your ideal clients? So they want you like crazy? And buy like crazy?

THAT'S your million dollar turnaround!

And that's exactly what ROB SCHULTZ does for entrepreneurs and business owners worldwide. Rob's powerful **Profit Seduction Process** guides clients to skyrocket their profits through magnetic messaging and ingenious promotion and launch strategies. That deliver unprecedented bottom line results.



Rob has crafted powerful marketing messages and campaigns for some of the biggest names in online marketing: Including Suzanne Evans, Adam Urbanski, Milana Leshinsky, Melanie Benson Strick, and Michael Port.

He's spoken all over the country at conferences like the **Colorado Independent Publisher's Association**. The **Career Management Alliance**. At events like Speaker's Summit, and the 10K Club Income Acceleration Intensive. He's even taken the main stage (twice!) at Suzanne Evans' industry-leading **Be the Change Event**.

When you get out in front of what your prospects are already rushing towards ... they rush towards you. And that is exactly what Rob Schultz is here to help us do.

Discover Rob's spellbinding story, along with powerful tips to skyrocket your business at ProfitSeduction.com.

What if you could get your hands on 21 powerful keys to eliminate most client objections before you begin. By helping you discover where to find the prospects who not only want to work with you. But are ready and willing to pay what YOU want to be paid! It's not a dream ... in fact you can get started now at:

ProfitSeduction.com/start-here/

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READ THIS NOW (it's important):

I always recommend rewriting / polishing every bit of copy you get from ChatGPT so that's its YOURS.

- It's the best way to dial in that last ounce of authenticity. So it truly sounds like YOU.
- You want to be able to protect yourself against accusations of plagiarism or copying that goes beyond Fair Use. It is possible that in crafting it's response, ChatGPT may use someone else's quote or a a substantial amount of their content.
- Search engines are increasingly able to detect messaging creating by AI. So rewriting can help insure anything you post online gets indexed, and not penalized.

Yes, this is an extra step.

Rewriting and tweaking is infinitely easier and faster than having to come up with the entire thing yourself.

INTRODUCTION:

Is AI Leaving Us Behind?

Read any posts on AI lately?

(Ok, dumb question ...)

Everyone's saying artificial intelligence is the next big thing.

How it's going to change the world.

How it's even going to make dog food taste better.

(Actually, I haven't read that one. But it wouldn't surprise me).

If you're like me you've probably walked away from all the hype with one overriding impression:

Why aren't any of the AI Ninjas talking to me?

Why aren't they addressing **my concerns?**

Why aren't they offering any ideas **I can use?**

Why do all these experts and pundits seem like they're talking to each other, and not coaches, consultants and experts like us?

Because after you've dashed off some photo-real images of a chicken eating a taco ... what can you really do with it?

Because the truth is:

- ◆ You're not mass producing widgets, at volume.
- ◆ You're not a nameless, faceless product, competing on price.
- ◆ You're an entrepreneur, with a strong point of view, distinctive brand, disruptive point of difference (or maybe all three!)

- ◆ You're delivering a highly differentiated service, message and value package to your clients yearning for something fresh.

Where your bottom line isn't determined by the sheer quantity of content a faceless machine might churn out, but by the impact of the voice that powers it.

I'm here to say, if you're feeling left out of the whole AI discussion, If you're wondering, "How does this apply to me?"

You're not alone.

Over the next few pages, you will discover **important keys** to put this potential to work **in a more personal way in your messaging and positioning.**

To give you a clear path to take advantage of what everyone's talking about.

But do it in a targeted way, that **fits your vibe and voice.**

Instead of having to twist yourself into a pretzel to try and fit into it.

Yes AI can be powerful.

But if you're feeling like all the nerds, gurus, techies and pundits are talking to each other (and ignoring you), I want to make some sense out it for you.

That results in more personalized, targeted messaging for businesses like yours.

So you're not spraying your followers with a bunch of bland, machine-generated blather.

But with something that's feels closer to what you would say yourself, and expresses everything you bring to the table.

PART ONE:

5 Steps to Set the Stage for Your AI Breakthrough

It's said we now live in a connection economy. Where deeply connecting with your followers allows your business to thrive.

But AI can't create connection by itself. It's not psychic. And it doesn't know you:

Your personality.

Your history.

Your strengths.

What makes followers fall in love with what you do for them.

**You're an expert who provides distinct value, in a unique way with a unique voice.
So you can't use AI like a nameless, faceless corporation does.**

You have to get specific before you dive in.

And get clear on the outcomes you want to achieve, the topics your audience most wants to hear about, and the part of your business that's primed to create results now.

Which is what this segment is all about!

FIRST figure out exactly what you want AI to help create for you.

THEN dive into methods and tools.

Otherwise, you risk getting stuck in a never-ending loop of learning and overwhelm (and we all know how awful that feels).

So here are **5 starter keys that clear you for takeoff**, to maximize results and minimize the craziness it takes to get there.

1. AI is not the boss of you

First let's get clear on what AI is ... and what it isn't.

It's not a magic bullet. It can't advise you like a coach (at least not yet).

It **can** help you do stuff faster and more consistently.

But you're still in charge. The decision maker.

AI is a very smart assistant. But its still an assistant.

So give up on the fantasies of kicking back all day, interrupted only by the ding of your shopping cart registering another sale.

The good news is when you figure out what's mission critical and guide it to help, it can save you tons of time and effort.

But before you get to the gold, you have to figure out exactly what gold is for you.

2. Where is your leading edge?

So ... **where is the gold for you?**

This is the crucial step that keeps you from being confused and overwhelmed by the possibilities.

And wasting your days playing with every new tool coming down the pike and getting nowhere.

What is the one area of your business that would make the biggest difference if you unleashed AI on it?

Is it to help with your launch email sequence?

Is it social media?

Is it boosting your video presence by generating tons of topic ideas your audience is hot for?

Figure this out FIRST.

Focus exclusively on that.

And you'll be ahead of 93% of the folks who allow the breakneck development to distract and derail them.

3. What ONE outcome would make the biggest difference for you?

Once you decide on your **Leading Edge**, what is the specific outcome AI could help you with that would make the biggest difference?

Slow your brain down, get very specific and choose.

Because decisions are rewarded with dollars. And specificity is the mother of profit.

And trying to do everything, everywhere all at once is your ticket to disaster.

So lets say your Leading Edge is social media.

What outcome would you want AI to help you with in regards to your social media?

Is it moving folks over to your email list?

Is it massively increasing the size of your following?

Is it growing a Facebook Group?

Is it getting in front of the market that can afford you?

Getting specific on **one outcome** (and not making a laundry list) is going to help you filter exactly which AI actions are going to give you the biggest bang for your buck.

It also going to help you tell the AI exactly what to create to help you achieve that outcome.

Remember: AI isn't the boss of you.

4. What kind of content will create the results you want?

Let's say you've decided your **Leading Edge is Social Media**.

And your **outcome** is moving folks **from your social media following to your email list**.

What kind of content do you need to make that happen?

Is it videos?

Live broadcasts?

Text posts?

Do you already have a lead magnet to add folks to your list? Or are you going to need the AI to help with that?

And are you going to need its help with the opt-in and welcome page?

Are you starting to see that getting bottom line results with AI has as much to do with specificity, clarity and strategy as it does command of the technology.

Because AI will only do what you tell it to.

And before you can tell it, you have to decide what the goal line is and where the finish line is.

Now that we've dialed in "What's in it for you?", it's time to look at what's in it for the people who are consuming the content your AI will create – which is your audience.

5. Outcomes and Obstacles

What's going to attract your audience to your content are ways to overcome their most painful obstacles.

And experience their most desired outcomes.

This is what your audience finds most interesting.

These are the links they click on.

This is the content they most want to read.

These are the ideas that will keep them looking forward to your next post.

And these are the seeds that will help your AI generate the most provocative content.

We will dive into the specific prompts that can trigger AI tools to flood you with ideas in seconds that would have taken you hours to come up with on your own.

But the key now is to be mindful of your market's most pivotal outcomes and obstacles, to use as seeds to generate more content ideas later.

To summarize:

Before you get up to your elbows in tools, and to prevent you from being inundated by AI Overwhelm, these are the five areas to get clear on first:

- ◆ **AI is not the boss of you:** Like most assistants, its only as effective as the direction it receives from you.
- ◆ **Where is your Leading Edge?** What is the one area of your business where AI can make the biggest impact in the shortest period of time?
- ◆ **What ONE outcome or result would make the biggest difference for you?** Focus leads to fortune. Don't try to make it do everything, everywhere, all at once.
- ◆ **What specific content will create this outcome?** Unleash your AI only after you've decided exactly what form of content creates results the fastest.

- ◆ **What outcomes and obstacles is your audience most interested in?**
- ◆ These are the topics that attract the greatest interest, eyeballs, and conversions.

I hope you're seeing AI tools aren't worth a darn unless they help you make more money, faster and more easily.

Which is why we're not jumping into the dizzying number of tools out there – that will only overwhelm and confuse you.

But getting clear on what will help you experience success faster when you do dive in.

Because you can't save the world if you're running yourself into the ground.

And don't worry ... we're about to dive into all the cool sexy stuff you've been hearing so much about.

PART TWO:

Using AI to Brainstorm for Breakthroughs

Congratulations! You've done what 95% of business owners fail to do!

Before you jumped into playing with AI:

You created a strategic target – and you're clear on a targeted path to maximize your revenue.

You started getting clear on what your ideal clients most want to hear about.

But before you have your AI churning out messaging and copy, you FIRST want to leverage its primary hidden strength:

Brainstorming!

Because your AI has been trained on the entirety of what's online, the right prompt can unlock a deluge of options and possibilities you might not have come up with otherwise.

And churn out results right before your eyes that help your messaging target the precise points that move people to buy!

You want to be sure you fill the tank with conversion rocket fuel before you fire up your content creation machine.

And that's exactly what I want to show you how to do.

So what do we brainstorm on?

While the number of possibilities is only limited by your imagination, the primary areas to begin with are:

Topics:

For articles / webinars / social media post / videos

Hooks:

Ultra-magnetic attraction lines that can create instant interest for your offers. And actually get your content read (and clicked)

Problems and Obstacles:

Take the core / seed problems of your market that you came up with in the first part of this series and allow your AI to flesh it out with tons of alternatives and options you may not have been able to come up with yourself.

Outcomes:

Doing the same thing with the Core Outcomes you came up with in Step one.

Bullet points:

If you've struggled with bullet points, you'll be amazed how much easier it is generating them with AI

Headlines, Subheadlines and Titles:

Generate a flood of possible combinations, and then just choose the best one.

Of course ... this is just the start of what's possible.

And because we're all about avoiding AI Overwhelm, you're going to take the targets you worked out during session one, and brainstorm only in those areas that have the fastest path to cash.

How do we use AI to generate an overflow of on-target ideas?

FIRST:

You don't need to invest in an AI tool. You can get started using Chat GPT or Microsoft Bing Chat.

SECOND:

There are AI tools you can invest in that don't require prompts, but ask for the type of messaging (email / sales letter / LinkedIn post, etc.) along with the specific raw details you want to include.

I'm going to recommend starting with Chat GPT or Bing because they're free, you have total flexibility on what you can ask it to do and can include follow up prompts if the initial result is not to your liking.

The way you start to brainstorm seductive options is simple: Ask!

Remember ... AI is just an assistant.

So if you had a research assistant you would give them as assignment to generate content options.

In the world of AI this is called a Prompt.

(And we're going to do a deeper dive on Prompts in a later segment.)

But to get started, an example of a prompt might look like this:

“What are 5 reasons middle managers in fast growing tech corporations experience anxiety?”

This was an actual prompt I entered into Chat GTP brainstorming pain points for a client who helps middle managers conquer anxiety so they can boost productivity.

A follow up prompt I used to get more specific was and highlight the emotional quality of each of the 5 challenges:

“Please list 10 emotions the middle manager in the above prompt who is experiencing anxiety might feel.”

I could have also drilled deeper:

“What is the biggest problem each of the 10 emotions you listed above is creating in the life of the middle manager?”

And even juicier:

“For each of the problems you just listed, write a three-sentence narrative describing how the anxiety plays out in the life of the middle manager.”

Wow! In just over a minute the AI returned a treasure trove of **nuggets and source material** I can use in writing my own articles. Or feeding back into the AI to create more emotionally resonant content.

Are you starting to see how hugely powerful it can be to use AI to brainstorm BEFORE you use it to actually write!

What are the primary payoffs of Brainstorming using AI?

There are four primary benefits brainstorming with AI delivers:

- ◆ Gives you **great ideas** you can run with right away .
- ◆ Gives you opportunities to **deepen the impact** of your initial results (as I did with my follow-up Prompts in the middle manager example above.)
- ◆ **Stimulates your imagination** to come up with additional Prompts in areas you would not have thought of other wise.
- ◆ Returns results that you can tweak quickly, with minimal effort, into **full-fledged barnburners**.

It all works because its infinitely easier to edit what’s already on the page (and make it shine!) then to try to fill a blank page from a standing start.

It’s this ability to trigger you own “inner messaging genius” (and yes, you have one) that is the most powerful possibility of using these tools.

And provides a simple path to infusing what the AI creates with your own edge, voice, vibe and personality.

So what's the formula I can use to optimize my results?

It can be a real challenge to get AI to generate content that doesn't feel generic or machine-generated.

But here's a formula you can borrow to more closely match it to what you would create yourself, including your personality, point of view, voice and vibe:

GENERATE

Your initial response / content using a Prompt. This will sound a bit generic ... but it gets you started.

REFINE

Direct the AI to sharpen or elaborate on what it gave you by using a specific follow-up Prompt that focuses on a specific element of the copy, or rewrite it using a specific tone or emotion.

(And because this step is so crucial we're doing a deeper dive on it in a future session).

CHOOSE

Select the option or options you believe give you the best chances for success.

EDIT

Finalize and adapt, infusing your selection with the incomparable "you-juice" that makes it instantly recognizable and unique.

As you get more skilled directing your AI with your initial Prompt and your adjustments in the REFINE stage, your output will more closely match what you're looking for.

What you will discover is you can use these 4 steps, not only in the brainstorming phase to generate options, but in creating longer form copy as well.

To summarize:

As you can see, we're not just jumping into this blindly and randomly.

(Which is one of the costliest mistakes business owners make with AI.)

We're using a very specific approach designed to get output that more closely matches what a master content creator would deliver for you.

Without the cost, and eons faster.

Brainstorming ideas and generating options before you jump into final content creation pays off in huge ways.

- ◆ There are a wide variety of areas where brainstorming with AI can have a massive impact on the effectiveness of your messaging.
- ◆ The most effective way to brainstorm is to ask the AI to generate options for a specific question. This is called a Prompt. The effectiveness of your Prompts directly impacts the effectiveness of the results.
- ◆ There are four steps are the keys that maximize how well your messaging reflects your personality, point of view, voice and vibe: Generate, Refine, Choose and Edit.

PART THREE:

Power Prompts for Magnetic Messaging

Newsflash! AI is *not* a magic wand. (I know ... bummer).

On the positive side, when you're using Chat GPT – or other AI tool for your messaging – your success depends completely on something simple and non-technical:

The ability to ask for what you want with clarity and specificity so the AI understands. And can deliver the result you want.

Asking the AI for exactly what you want is called a **Prompt**.

And crafting on-target Prompts is so crucial to maximizing your AI impact, we're focusing several segments on it:

- ◆ *How to **brainstorm the ideas** you want it to work on (in our last segment).*
- ◆ *How to **structure your Prompts** to get a great result (which we're doing in this segment).*
- ◆ *And how to craft **Compound Prompts** so your end result is super magnetic (which we'll be talking about in our next segment.)*

So, what can you create with your Prompts?

The powerful thing about AI is you can use it to accelerate the speed with which you craft just about all your content:

LinkedIn posts

Your LinkedIn bio

Facebook posts

Tweets

Twitter threads

Emails

Opt-in pages

Sales pages

Video scripts

Podcast outlines

Launch funnel sequences

Just about anything you've had to write yourself (or had to hire someone to write for you) can be written with the help of AI.

Fill the tank first.

I know it's tempting to immediately dive in and flood your AI with Prompts.

A better idea is to **first fill the tank with ideas and options** to maximize the chances the content it creates for you really hits the nail on the head.

For example: Before asking it to write a list of Facebook posts, you might first ask it to brainstorm a list of possible post topics.

And **then** choose the best ones from the list it gives you and ask it to write post for those.

We did a deep dive into how to "fill the tank first" in our last segment on Brainstorming.

So your "fill the tank" Prompt might say:

Come up with a list of 15 Facebook post ideas on [topic] that would be of interest to [target market] trying to [overcome problem / achieve outcome].

Then choose the ten that will resonate most with your followers. And ask it to write posts for those:

Here is a list of the 10 best topics you gave me: [list the 10 topics] Write a Facebook post between 400 and 475 words on each one. Please list the topic first and on the line below it write the post for that topic.

You won't need this multi-step sequence for simpler prompts that don't require options (like writing a single Facebook post on a topic you have already decided on).

But it's a **powerful technique to craft a boatload of content** on a curated list of topics laser fast. To summarize:

- ◆ **Fill the tank** first by asking your AI to come up with options for a particular task.
- ◆ **Choose** the best options.
- ◆ Then **direct** it to write the copy for those options.

Crafting awesome Prompts can feel like walking a tightrope.

So now you know: crafting specific and detailed Prompts is super important.

Unfortunately, this can feel like walking a tightrope, because you're looking for the right balance:

If you don't include enough guidance, you can end up with content that feels flat, generic and off topic.

If you firehose a laundry list of instruction, it can give you a rambling unfocused mess, because it doesn't know how to prioritize your directions.

So it can take some trial and error to find your sweet spot.

That's normal – don't panic – stick with it. The payoff is worth it.

I've found the more I want to push it to deliver exactly what I want, the more I'm using multi-step, multi-layered prompts.

Which means: After getting my first result I will ask follow-up questions to modify and sharpen what it gives back to me.

We will be diving deeper into multi-step / multi-layered “follow-up” prompts in the next segment.

4 Steps to have your AI deliver exactly what you want.

Even if you’re brand new to this, I’ve found there are four steps that can help you draft Prompts that deliver in a big way:

STEP ONE:

List out exactly what you want your AI tool to do for you. And do it before accessing it, so you are sure to feed it a prompt that’s specific and targeted.

You can use a pad of paper. A word doc. A spread sheet – whatever works for you. Don’t overthink this step.

And don’t rush into typing out your Prompt before you have something that’s specific enough, and incorporates all your “must haves.”

So your rough list of directions might look something like this:

- ◆ ***Write a blog post on how to find healthy chocolate treats under 100 calories.***
- ◆ ***The post should be around 800 words long.***
- ◆ ***The post should target busy working professionals on a diet.***
- ◆ ***The last paragraph should be a call to action to access my 50 Low Cal Treats free gift at [LINK]***

Knowing what you want before you access your AI tool, maximizes the success of your Prompts.

STEP TWO:

Take your specifics and from Step One and weave it into a working Prompt:

Create a 770 to 800 word blog post on how busy working professionals on a diet can find healthy chocolate treats under 100 calories. Include a call to action in the last paragraph about accessing my 50 Low Calorie Treats free gift at 50LowCalorieTreats.com

Read it over and make sure its giving clear, concise, specific instruction.

THIS is the KEY SKILL in Prompt creation.

STEP THREE:

Access your AI tool and enter your prompt. (You could just copy and paste it from your **Prompt Prep Doc.**)

Could you have entered this directly in the AI tool?

Yes and – especially if you're new to this – you risk creating a rambling, disjointed request your AI will struggle to deliver on.

Its so much easier to craft an effective prompt if you list out all the elements separately first, and then weave them together.

STEP FOUR:

After reading the result, you may want to follow up with an additional prompt to fine-tune, focus or punch up the copy:

Can you re-write the opening paragraph of what you just gave me to focus on how difficult it is for busy professionals who are chocolate lovers to resist high calorie treats.

Advanced Prompts – when you're ready.

As you become more comfortable with AI, it's natural to want to push the envelope on ratcheting up the impact of your results.

There are two common ways to do this:

COMPOUND PROMPTS:

If you're still not satisfied with what you're getting, you can ramp up the focus, emphasis, tone, detail and structure with follow-up prompts, similar to the final Prompt in STEP FOUR above.

(We will be doing a deeper dive into Compound Prompts in the next segment).

TRAINING PROMPTS:

Once you start getting clear and specific about what you want, your Prompts can get ultra long and complex.

And you may find you need to train the AI on what you want before you ask it to create a final result.

This often involves giving specific instruction on:

The structure you want.

How you want the output formatted.

Giving it a template you want it to follow.

And then asking it if it understands those expectations BEFORE you actually send it off to create the content.

Almost like what you would do with a real live human assistant!

This is what I expect from you.

Give instruction on what you expect.

Do you understand?

Good! Now go and do it!

In the interest of keeping this post simple, we will be diving into effectively training your AI in an upcoming segment.

Become a Prompt Collector

Good news! You don't have to reinvent the wheel with every Prompt!

When you're satisfied with the result you get from a Prompt or series of Prompts, be sure to save them to your own Prompt Bank.

It could be a Word doc, a Google Doc or a spreadsheet. Whatever allows you to access the Prompt for similar requests, so you're not continually starting from scratch.

And can simply copy and paste your saved Prompt and modify it for that specific request.

This also makes it super easy to train an assistant to be your own AI content creating wizard!

Have you crafted a Prompt or Prompt series that works great for social posts? Simply copy the prompt, update the specifics and ... Boom! The same great results without having going through the entire create / refine process again.

You can fill this Bank of Prompts from a variety of sources:

Your own creations.

Prompts you discover online.

Ones you learn in classes or view in videos.

Those you get from friends and colleagues.

HOT TIP 1: CATEGORIZE THEM

You could have one category of Prompts for email blasts.

Another for series of social posts.

Another for a launch funnel.

Another for a blog post or podcast outline.

HOT TIP 2: DISCOVER NEW PROMPTS ONLINE

Spend 10 minutes every other day searching for prompts posted online or in videos.

Do a search on “best AI prompts for [marketers / entrepreneurs / your niche or industry]”

To summarize:

Developing your Prompt creating skill is the key to leveraging AI to create more effective content and copy. So you can connect with more prospects and make more money.

- ◆ **With the right guidance, AI can craft anything:** Whatever you can write to get your business out there, AI can help.
- ◆ **Fill the Tank First.** Don't ask AI to bite off more than it can chew. Ask it to generate options and then create content from those options in separate Prompts.
- ◆ **The Principles of Awesome Prompts.** Be clear and specific about exactly what you want, and then ask for it effectively. Just like life!
- ◆ **The 4-Step Process to get the content you want from AI.** Get clear. Create the Prompts. Enter the Prompt. Fine tune the result.
- ◆ **Become a Prompt Collector.** Save your own best prompts and those you discover from other sources to streamline your future content creation process.

PART FOUR:

Capture Your Spot-on Voice and Vibe with Prompt Modifiers

It's the one thing that worries you the most about using AI for your messaging and content:

Having to present rudimentary, merely serviceable content spit out from a machine as your own.

It's true – crafting copy this way can save you a ton of time and effort.

But it doesn't reflect your unique approach, authoritative voice and fresh, disruptive point of view.

Which is a huge problem, since your unique flair is a calling card and primary attraction point that connects you with your audience.

As Dan Koe says, "People want to follow humans. They don't want to follow a search engine with a face ..."

But you don't have to settle when you know the key to AI content that sounds like you.

When you follow-up your initial Prompt with well-crafted Prompt Modifiers, you can dial in the tone, add emphasis to important points, and match it more closely to your unique voice and style.

It's the difference between Seductive AI and Anonymous AI.

That takes the merely serviceable result you get from your initial Prompt, and makes it **more magnetic, more magical, *more YOU.***

Even when you believe you nailed it with that initial Prompt.

It's a process we call "3-Deep", because you're following up with several additional Prompts to polish your prose and make your AI content shine.

So what exactly is 3-Deep?

If your current results from AI aren't wowing you, fear not!

You can ask ChatGPT to modify that initial result to make it closer to what you would actually write yourself.

And make it less likely to be **flagged and penalized by search engines** as being "AI copy".

You can do this by asking it to modify the result in specific ways, in a process we call "3-Deep."

It's similar to the process you would use with a human writer, guiding them through a first draft, a polish and a finalized version.

You may even find yourself giving the AI similar instructions as you would with a human:

- ◆ Get your initial AI result.
- ◆ Determine where that result is falling short of what you want, and exactly what it needs more of (or less of) to really fly.
- ◆ And asking it to revise the entire copy or a specific section, giving it **very focused direction** on how you want it changed.

The reason we call this "**3-Deep**" is it often takes 3 prompts (or more) to get something that matches what you're looking for.

With each additional prompt taking you deeper towards the heart of what you actually want.

Here are a few ways you can pull that off, and the Prompts you would use to do it:

Emphasis:

Dive deeper to emphasize a specific section of the result.

I'd like you to expand on the benefits explained in paragraph 2 of your copy. Add an additional 2 paragraphs after the 2nd paragraph, being sure to include: The positive results those benefits help them experience – and – how those positive impacts will make them feel.

Point of View:

Make your specific take stronger / more prominent / more prevalent.

I'd like you to rewrite the first 3 paragraphs, expressing the point of view that "if you don't know your audience you won't make money" in a much stronger way. Don't be shy about how important this is! The success or failure of thousands of businesses depend on it.

Tone, Voice, Vibe and Style:

If there is a particular quality you want more of in the result, ask for it.

Please talk about the problems described in paragraphs 2 and 3 in a more compassionate way. Right now it feels too clinical and distant. I really want them to feel a strong sense of caring and empathy from those paragraphs. Like you really know what they're going through.

Take it a step further with an example

You can get closer to the result you want by including an example of the desired result in your Prompt.

The more directed you can be and the more specific you are, the more likely ChatGPT will give you what you want.

Start by contrasting the example of how you want it to look with the exact copy or line it gave you:

I'd like you to get more specific with the 5 tips you gave on losing weight. For example: Instead of saying "When you eat less, its easier to trim up" make the tip more specific, for example: "Here is a cool trick I discovered that makes losing weight by eating less not only painless but fun." And then describe the tip. I'd like you to do that for all 5 tips. Can you let me know if you understand?

Here is another example, where I'm guiding it to go beyond the simplistic, obvious, unexciting and unappealing results it initially gave me:

Can you get more specific with your 10 list building suggestions? For example: Instead of "how to use Instagram to grow your email list" – I'm looking for a very specific way you can use Instagram to grow your list. Something like: "The 3 kinds of Instagram videos that can grow your list the fastest." And do that for all 10 of the points. Does that make sense?

I was amazed with the improvement, and how much more specific and valuable the results were.

Modifiers to use when crafting Prompts for voice, vibe and tone

So what are some specific modifiers you can use in your **3-Deep** follow up prompts?

You can ask it to rewrite a section / paragraph / sentence, but make it more:

- Emphatic.
- Passionate.
- Direct. Don't beat around the bush.
- Conversational and human.
- Use common English slang terms.
- Positive and Affirming.
- Compassionate.
- Disruptive but positive.

And that's just a short list.

You can also use numbers to dial in the precise amount of how much more of that quality you want:

I'd like you to revise the opening two paragraphs to make them more humorous and funny than they are now. If the current level of humor in those paragraphs is 40% funny, I would love to see the humor amped to 80 or 90% funny.

You can also ask it to modify the tone, making the result stronger or softer. It often helps to add a reason for your request, or a further description.

Can you do a full rewrite, keeping the facts and guidance the same, but softening the tone, especially with the 5 steps you offered in the middle of the copy. The readers are not seasoned business professionals. They are beginners who can be feel intimidated or frightened if the guidance feels too judgmental or demanding.

You can even modify the structure of the response

Does your content have a distinctive structure your audience loves?

Do you find your audience responds more when you:

Start with a story?

Break things down into easy to follow numbered steps? (As in 5 steps to double your traffic in 30 days)?

When you clearly describe the payoff – the “what’s in it for me?” explanation – before you give the tips?

You can always use your follow up Prompts to make sure your AI builds your content around this structure:

Please rewrite the first two paragraphs, but instead of describing the problem, use a story or narrative of what it feels like for an entrepreneur who has that

problem – what they’re going through because of it – and how much it would mean to them to have it solved.

And don’t forget to add your unique touch . . .

I’d love to tell you AI can absolutely nail your voice and vibe, to give you a “mini-me” version of your content every single time.

But at this point it can’t – especially if you have a distinctive voice.

So you’re going to want to go over the content it gives you – even after you’ve gone “3-Deep” **with a final “you pass”**, infusing it with your own style and personality.

Yes . . . this means you’re going to revise some of the writing yourself.

But it takes a tiny fraction of the time it would have if you had to do the entire thing from scratch.

You also want to be sure to do a final check for accuracy, making sure everything is valid and on-target for your audience.

To summarize:

You’re letting AI do the heavy lifting in creating the first draft.

You’re modifying the result with additional targeted Prompts.

And coming in at the end with your own personal style revision and accuracy check.

The more you work with AI to create content, the more dialed in you will be about the best initial and “3-Deep” follow-up Prompts that capture your unique approach, style and point of view.

- ◆ Do your best with the initial prompt.

- ◆ Follow-up with Prompt Modifiers, to improve the tone, add emphasis to important points, and try to match it to your unique voice and style.
- ◆ Providing a specific example of what you're looking for and contrasting it with what it gave you makes your Prompt Modifiers more effective.
- ◆ If your content has a crowd-pleasing structure, include that in your Prompt Modifiers, to give your audience exactly what they want.
- ◆ Maximize the match with your own voice when you take the final version from the AI and give it a hands-on once-over revision.
- ◆ And of course, check the content for accuracy.

PART FIVE:

How to Train ChatGPT to Give You Exactly What You Want

With the deluge of AI info cascading frantically across the marketing scene – there is one undeniable truth:

An AI like ChatGPT has access to an enormous body of facts. That's the beauty. It's also the curse.

The sheer volume of details in it's brain means it has to give it's best guess on exactly what you're looking for.

Which – more often than not – is NOT going to be exactly what you're looking for.

**The problem is you don't want to come up with something mediocre.
You want your AI to come up with something amazing.**

And the best way to do that is to **train it on exactly what you want** as part of **getting exactly what you want**.

(Relax ... we're not talking hours and hours here).

In fact, you can improve the results it returns by focusing on just a few key steps. And I want to show you:

- ◆ Exactly what they are.
- ◆ The specific situations you can use them in.
- ◆ And the huge difference they can make.

Exactly what does it mean to 'train your AI'?

Training your AI means you're getting very specific about the role you want it to play in advising you. And focusing the scope of the information it needs to access to give it to you.

It can also mean giving it a template or actual example you want it to emulate in it's response.

There are several ways to do this that can pay off big for you. Before you ask it for an answer to a specific question:

Give it a role / persona / or area of expertise.

This helps focus and increase the value of the outcome it returns.

Give it a sample of content you want it to emulate.

This helps it to write in your voice, instead of an anonymous tone.

Ask it to describe content you provide it.

So you can then use the exact words it gives you in future Prompts.

And give it any details of what it must include.

So it doesn't have to guess ...

This dramatically increases the 'on-target-ness' of the result. And that the AI comes up with a match for what you're looking for.

So, what are some of the things you can train in on?

What you can train ChatGPT on is only limited by your imagination. But here are a few good places to start:

A role you want it to play while responding (YouTube expert / copy conversion expert): So its advice conveys authority and expertise.

Your voice and style: Helps it to sound like you.

Your market: Helps to make it more of a match to your ideal clients.

A specific offer you really want to nail.

A template you want it to use in its response: So what it gives you is structured in a way you know is effective.

What created success for you in the past: So the result it returns helps you create similar success in the future.

What are some of the roles you can have it play?

Here are just a few examples of the roles you can have it play:

- ◆ Expert copywriter.
- ◆ Instagram Reels genius, specializing in the hottest topics for your specific niche.
- ◆ Keyword expert.
- ◆ Plugged into the trends social media consultant.
- ◆ Sought after content creation ninja.
- ◆ A genius at defining and targeting the ideal market for any business.

And these are just in the marketing niche. If you'd love to have guidance from an expert in any area, just tell ChatGPT who that is.

How to ask it to play a role / persona:

Here is the format of a Prompt so it responds from a specific role, with specific skills and expertise:

Act as a ... / You are a ...

[name it.]

That specializes in ...

[drill down to target a more specific expertise .]

I want you to use your knowledge in ...

[specific areas highly relevant to your market.]

To ...

[create the result you want to help them with.]

THEN ask your question or make your request.

[providing any details it needs to include or consider.]

EXAMPLE:

Act as a master copywriter.

You are viewed as an expert, specializing in copy for holistic, transformational entrepreneurs.

I want you to use your knowledge of effective conversion tactics

To craft compelling, high-converting copy without coming off as pushy, aggressive or manipulative.

Write a six paragraph email on the benefits of meditation while promoting a free mindfulness webinar I'm offering.

Here are the specific details of the webinar [list details].

Train It in Your Voice and Style

Find a sample of your writing that symbolizes and expresses you, your voice and style at its best.

Have it analyze this sample content so you can use some of the words it gives you in it's analysis to craft Prompts it understands.

EXAMPLE:

***I'd like you to analyze a message I wrote so you can learn to write like me.
Here is a sample of content that really expresses my style and voice:***

[INCLUDE SAMPLE HERE]

***Please analyze and evaluate the style of the content, in 3-5 paragraphs.
Below your analysis include 5-7 keywords you feel best describe this style.***

You can then use these exact keywords as part of future Prompts, so it can get closer to your style right off the bat.

Train it to emulate a past success

Provide a sample of messaging that was successful in the past, so it can emulate those characteristics to create similar success in the future.

HERE'S THE FORMAT:

- ◆ Give it a role.
- ◆ Supply an example of content that was successful in the past
- ◆ [Optional] Offer insight as to why you believe it was successful.
- ◆ Ask it to analyze the content and come to its own conclusions on what made it successful.
- ◆ Direct it to generate X number of [content] on [topic] that will be equally successful.

EXAMPLE:

You are a sought after creator of hooks, titles and subject lines for entrepreneurs and other small and solo practitioner businesses. You have the ability to ignite interest with just a few well-chosen words.

Here is a list of our 15 highest-converting subject lines from the past six months of our business:

[List of 15 subject lines]

I would like you to analyze these subject lines, offer a list of 5 THINGS you believe made them successful and use these discoveries to create 5 subject

lines for an email focused on how to double the conversion rate on your current email sequences.

HOT TIP For longer Prompts:

You may find it easier to craft them in your favorite word processor, and then copy / paste them into ChatGPT.

Create content based on a template you supply.

Give it a template you want it to follow – and a specific request using that template – so it can generate more content based on that guidance.

HERE’S THE FORMAT:

- ◆ Give it a role.
- ◆ Supply a step-by-step template, briefly explaining the reasons behind each step. Make this concise and clear.
- ◆ Verify that it understands the template. If it doesn’t, supply additional details until it says it understands.
- ◆ Ask it to generate new content on [*TOPIC*] based on that template.
- ◆ If necessary, supply details it needs to know to create the content.

EXAMPLE:

Act as a skilled copywriter, with a specialty in crafting high-converting opt-in pages.

I would like you to follow this five step opt-in page template:

[INCLUDE STEP-BY-STEP TEMPLATE HERE]

Do you understand the template? [IT WILL RESPOND]

I would like you to write an opt-in page – using this template – for a Webinar where I will be revealing secrets on how to increase sales and revenue from every webinar without using pushy or obnoxious sales techniques.

[INCLUDE DETAILS OF WEBINAR YOU WANT IT TO INCLUDE]

BONUS TIP #1:

If it doesn't do the job to your liking, you may want to offer a follow-up prompt with copy from a successful opt-in page using the template, and ask it to try again based on what it learned from you example.

BONUS TIP #2:

If there is a popular template that's generally known in your industry (like the AIDA Copy Template) you can simply provide the name of the template (without explaining it).

Train it to help you identify a more lucrative market.

Struggling with prospects who just don't get your value? Or don't have the money to pay you? It could be you are targeting the wrong folks.

Here's how to enlist you AI to help you find the specific prospects who not only see your value, but pay you what you're worth:

EXAMPLE:

You are a genius at targeting and describing the ideal market for any business.

You are especially helpful fleshing out important characteristics of a business' ideal clients and where you can find them – online and in person.

My business helps transformational professionals like healers, therapists and life coaches to find clients easily. But I am struggling because so many of them have fears about money, or don't have the funds to pay me.

Can you come up with a target market description / profile for transformational professionals who aren't struggling with finances and don't have

overwhelming fears about asking for money. So they are more able to make a decision to work with me.

Please make the description at least six paragraphs long, although you can go up to 12 paragraphs if you need to.

At the end of the description, please list 6 online communities and 6 organizations local to Southern California where I can connect with them.

Train it to craft an Irresistible Offer

Here's a Prompt to train ChatGPT to help you generate a unique offer, complete with session titles and bonuses.

You can even ask it to come up with a unique approach to solving the problem the offer focuses on, and then flesh out the offer based on that approach.

HERE'S THE FORMAT:

- ◆ **Give it a role** as an expert, knowledgeable about a specific niche. With a special talent for crafting irresistible offers that convert easily.
- ◆ **Provide concise but clear details** about your business.
- ◆ Ask it to come up with **3 unique, fresh approaches** to solving the primary problem you help your clients with.
- ◆ **List the approaches that haven't worked for you**, so it knows to avoid those.
- ◆ *[LET IT RESPOND WITH FRESH APPROACH OPTIONS FIRST].*
- ◆ *[THEN SELECT THE OPTION YOU LIKE THE BEST].*
- ◆ **Ask it to craft a multi-session offer**, including session names and bonuses based on the approach you selected.

EXAMPLE:

Act as an expert in the fitness industry.

You are sought after for your innovative approaches that get clients motivated to enroll in programs and stick with them long enough to get results.

And a genius in packaging those offers so they sell like crazy.

I am a personal fitness trainer specializing in weight loss and increasing energy.

I struggle to enroll prospects who know they need to get in shape, but are bored with all the same old fitness pitches.

**** They are tired of being lectured to.**

**** They don't respond to hype.**

**** You can't scare them into action with horror stories of what will happen if they don't get in shape.**

Promises that sound too good to be true - "lose 20 pounds in a month!" - turn them off.

They are desperately searching for a fresh approach that captures their attention and imagination. I need your help to give them that fresh approach.

Please come up with 3 fresh approaches, and explain why each would be perfect for women professionals in their 40s who are beginning to wonder if they will ever be able to get in shape.

[LET IT RESPOND - THEN CHOOSE THE RESPONSE YOU LIKE MOST]

I would like you to help me craft an offer for a six-week program, based on [THE APPROACH YOU JUST SELECTED].

Please come up with a catchy title and one paragraph description for each week of the program, along with benefits they receive.

Then come up with a list of five bonuses that are enticing, high-value and will help them make a decision to enroll in the program.

ALTERNATE APPROACH:

Yep, that was a long Prompt! So if your result isn't as crisp as you want, you may need to break this long prompt down into several sub-Prompts:

- ◆ Assign role / expertise + Describe your business + Describe the problem you are having enrolling clients.
- ◆ Confirm that it understands ...
- ◆ List the approaches / angles that have not worked in the past + Ask it for fresh approaches.
- ◆ Choose the approach you like best or ask it to come up with 3 more options
- ◆ Ask it to design the program + session titles / descriptions + bonuses.
- ◆ Ask it to name the bonuses.

To summarize:

This is only just a start. This post could have turned into an entire book. Are you beginning to see the sweeping implications an AI like Chat GPT can have on the profitability of your business when you know how to train it?

The potential for solving particularly sticky issues you may have struggled with for years is only limited by your imagination.

The important keys to remember in training ChatGPT are:

- ◆ Give it a role, describe that role, ask it to respond to your question from that role / persona.
- ◆ That role can include expertise / mastery in a specific area.
- ◆ Instead of just asking it a question, give it background or suggested details to train it on the specific kind of response you want.
- ◆ You may need to give it an example of what you're looking for, as in the case where you want it to emulate your style of copy.

- ◆ You may need to give it a multi-step Prompt if the AI seems to be choking on the amount of detail you're throwing at it at once.
- ◆ You can also train it by giving it a template, explaining the template and then asking it to respond to your direction using that template.

PART SIX:

Craft attention grabbing stories and narratives with AI

No matter where you're from, what you're interested in or what your dreams are, there's one common factor that has its fingerprints on every dollar you spend:

Stories.

It's the reason we can't stop scrolling on Facebook.

It's why we go bonkers over the movies we watch and the series we're addicted to.

It's why we follow the folks we follow.

Hey, it can even influence the mattress we buy.

The reason? Stories don't just "tell you" about a problem, a solution or a product. They:

Make it come alive.

Make it immediate.

Make it memorable.

Make it emotional.

Make it shareable.

And make it personal.

In just seconds.

What's way cool is that ChatGPT can help you craft amazing stories that mesmerize and connect with your ideal prospects. And you're going to discover how to use it to deliver awesome narratives.

Even if you don't have a story-telling bone in your body.

But Rob, I'm in business. How can stories REALLY help me?

First – we're wired for story. Each and every one of us. And each and every one of your prospects.

Before there was YouTube and streaming, there were movies and TV.

Before movies and TV, there was radio.

Before radio, there was theatre and performance.

Before theater, we were telling tales around the fire.

It's in our DNA. If you're alive (and your ideal audience is certainly alive and searching) stories are a great way to ensure they discover you.

Because stories not only mesmerize an audience and draw them in. They create the all-important emotional connection and impression that can be the difference between enrolling a client.

Or someone else enrolling them.

While 98% of AI users are flooding the zone with basic bland marketing copy, you're going to stand out by using what hooks people:

Story.

What's the best way to use AI to craft stories that help enroll clients?

Because we're not creating movie blockbusters, we can keep this simple.

There are a few specific kinds of stories that will have the biggest impact on our business success:

PROBLEM / SOLUTION STORIES:

Stories about **the problems** you help solve.

Stories about **the symptoms** of those problems you deliver relief for.
Stories about **the outcomes** you deliver and how your clients' experience of life is enhanced because of those outcomes.

RAGS TO RICHES STORIES:

Personal success / overcoming adversity stories from your own life.
Success stories from clients.

To make crafting the stories easy (and much more effective) we're going to break the creation process into a few 'no-brainer' steps that allow us to craft tons of stories all-at-once, lightning fast.

So instead of just one "Problem Story" your AI can craft 5, 10, 15 or more at a time.

So our productivity explodes and our resistance to crafting a treasure trove of compelling, revenue-boosting stories dissolves into thin air.

THE STEP-BY-STEP LOOKS LIKE THIS:

- ◆ Use ChatGPT to generate "Building Block Lists".
- ◆ Use ChatGPT to create a storehouse of short narratives based on these lists.
- ◆ Refine the tone and impact of the narratives (if necessary) to ensure they connect emotionally, which skyrockets their impact.

The Key First Step Most Entrepreneurs Miss: Building Block Lists

Too many folks miss the power of ChatGPT by jumping right into their Prompts. Instead of generating lists of attributes or topics I call Building Blocks to focus on first.

So they're ignoring the tremendous advantages of scale and speed ChatGPT brings to the table.

We won't be making that mistake! So here are the categories of our story building blocks we're going to focus on first:

PROBLEMS: The problems or challenges our prospects want to get rid of.

SYMPTOMS: The specific ways that problem shows up in their life.

OUTCOMES: The tangible payoffs they want instead, and what they get to experience when the problems are behind them.

And here are the prompts to generate lists of those Building Blocks:

PROMPT TO GENERATE A LIST OF PROBLEMS / PAIN POINTS:

What are the 15 biggest challenges [*your target market*] faces that keep them from [*primary outcome you make possible*].

EXAMPLES:

What are the 15 biggest health challenges successful midlife women face that prevent them from having the energy they need to keep performing at an elite level?

What are the 15 most stressful situations middle managers in Fortune 500 companies face that prevent them increasing productivity and profitability?

PROMPT TO GENERATE A LIST OF SYMPTOMS:

Because symptoms are how your prospects actually experience the pain points, they will recognize them instantly.

What are the 15 most disruptive symptoms [*your target market*] experience when suffering from [*problem*]?

EXAMPLES:

What are the 15 most disruptive symptoms successful midlife women experience when trying to maintain the energy they need to keep performing at an elite level?

What are the 15 most disruptive symptoms middle managers in Fortune 500 companies experience when dealing with stress of trying to increase productivity and profit?

PROMPT TO GENERATE A LIST OF OUTCOMES:

These are the tangible payoffs your ideal client receives when the problems / pain points are no longer in the way.

What are the 10 most desirable outcomes [your target market] strives for in their quest to [the primary outcome you make possible]?

EXAMPLES:

What are the 10 most desirable outcomes successful midlife women strive for in their quest to keep performing at a high level?

What are the 10 most desirable outcomes middle managers in Fortune 500 companies strive for in their quest to neutralize the stress of increasing productivity and profit?

Once that's done, how do I generate the narratives?

Now that we have our **Building Block Lists**, instruct ChatGPT to create a 1-2 sentence story that makes each one come alive for our ideal prospects and followers.

For each of the [problems/pain points, symptoms or outcomes] you just listed, craft a [1 or 2] sentence story that illustrates the [negative / positive] impact it is having upon their lives. Please use an actual name for the person to make it feel more personal.

EXAMPLES:

For each of the symptoms you just listed, craft a 1 sentence story that illustrates the negative impact that symptom is having upon their lives. Please use an actual name for the person to make it feel more personal.

For each of the outcomes you just listed, craft a 2 sentence story that illustrates the positive impact that symptom is having upon their lives. Please use an actual name for the person to make it feel more personal.

HOT TIP:

Can you see how generating a list FIRST **dramatically increases** the volume of content generated and **decreases** the amount of time it takes to create it?

So you now have a library of compelling narratives you can use in your emails, social media and sales copy!

Add a finishing touch by refining the tone and focus of the stories

One thing you will notice is Chat GPT returns factually correct responses. But they don't fly off the page. There may not be enough emotion, electricity or pizzazz.

So we're now going to fix that with a Prompt, so your narratives are not only accurate but create a powerful connection with your followers:

That was a great start. But the stories don't feel personal enough or convey the emotion the person in the story is experiencing. I'd like you to rewrite the stories, keeping the content and focus the same, but pump up the emotion by 50% [or other percentage] so we really feel the [struggle / elation / other emotion] the subject of the story is experiencing.

Are you starting to see by crafting your Building Block Lists first and then short stories from those lists - in a matter of minutes you can create a massive supply of powerful concise narratives you can use in your copy, social media and content!

You can also craft personal narratives from your journey and client success stories

You can go far beyond these shorter 1-2 sentence narratives to craft stories that trace an entire success arc, from struggle to triumph. These can be either:

- ** Stories from your own life.**
- ** Success stories from clients.**

It's simple to have ChatGPT do most of the hard work in creating highly effective narratives that can increase interest and lead to greater conversions.

You will craft the Prompt by:

- ◆ Assigning it a role of a master storyteller.
- ◆ Listing the storyline, point-by-point.
- ◆ Asking it to craft the story.
- ◆ Specify the length of the story.
- ◆ Direct it to use a specific tone.

Act as a master storyteller, with an amazing ability to craft magnetic stories that trace personal journeys from struggle and failure to triumph and success.

These are the points of the story I want you to cover detailing the journey of my client [*name of client*].

[List bullet points of your story here. Just the information - leave it to ChatGPT to make it magnetic].

Please make the story no more than [*X number of paragraphs*] in length.

Please use a [*describe the tone you want used*] tone in creating the story, and be sure to mention my client's name in the story.

EXAMPLE:

Act as a master storyteller, with an amazing ability to craft magnetic stories that trace personal journeys from struggle and failure to triumph and success.

These are the points of the story I want you to cover detailing the journey of my client Joanna.

Arrived at work one morning to email that said her corporate position was being downsized due to budget cuts and she needed to clear out her desk by 11am.

Devastated and lost, no prospects for a new job in a down economy.

A friend took her to a networking event where I was speaking.

Was inspired to see her layoff as an opportunity to do what she had always wanted.

Hired me and really struggled at first.

Had huge breakthrough with a talk I helped her develop and enrolled 3 clients at one gig.

In six months she had replaced the income from her job and in less than a year she hit six-figures.

Is planning on taking her dream 3-week vacation to Europe.

Please make the story no more than 4 paragraphs in length.

Please use a sympathetic, heartfelt tone in creating the story, and be sure to mention my client's name in the story.

Notice how you don't have to craft the story - just list the bullet points (this happened, and then that happened). Let ChatGPT weave that raw material into something amazing.

You can use this exact same prompt structure to craft a compelling success story from your own life as well.

If you're feeling really ambitious ...

You can take these narrative nuggets and have ChatGPT weave them into a larger piece of copy you're creating:

- ◆ Blog post
- ◆ Podcast outline
- ◆ Sales Page
- ◆ Email
- ◆ Long-form social media post

To summarize:

Sure, you might have been able to craft these stories yourself. But using ChatGPT saves you mountains of time, effort and sanity. And allows you to churn out stories at scale - from one sitting! That you can use for months or even years into the future.

- ◆ Stories make all your content come alive, and create a deep emotional connection with your followers that lead to sales.
- ◆ Start with the key step most folks miss: Creating lists of your market's problems / pain points, the symptoms of those problems and pain points and outcomes you help deliver and how your clients' experience of life is enhanced because of those outcomes.
- ◆ Then use ChatGPT to create a storehouse of short narratives based on your lists of building blocks.
- ◆ Refine the tone and focus of the narratives (if necessary) so they connect emotionally, which skyrockets their impact.
- ◆ Create longer personal stories and client success narratives by creating bullet point story outlines and letting ChatGPT weave them into something magnetic and compelling.

And one more thing (it's important):

I always recommend rewriting / polishing every bit of copy you get from ChatGPT.

It's the best way to dial in that last ounce of authenticity. So it truly sounds like YOU.

ChatGPT is educated by what's online. So you're never really sure whether its inserting someone else's quote or a signature passage verbatim. You want to be able to protect yourself against accusations you copied their stuff.

Search engine are pretty good at figuring out if your messaging is from you or AI. So rewriting can help insure anything you post online gets indexed.

**Rewriting and tweaking is infinitely easier and faster than
having to come up with the entire thing yourself.**

WHAT BIG PLAYERS AND YOUR COLLEAGUES ARE SAYING ABOUT ROB SCHULTZ

Michael Port says: "Rob is someone to watch . . ."

Rob is someone to watch because he literally . . . like almost nobody I have ever worked with . . . delivered on every single thing he promised, with such professionalism that sometimes I was surprised. Honestly.

The viral video Rob created for us -- called **Entrepreneur Idol** -- helped **Book Yourself Solid** remain one of the bestselling marketing books in the country. So, you can understand why I'm a big fan of Rob.

Creativity is clever. When you can combine it with marketing savvy it's productive. When you can deliver on your promises you change the world. Rob can do all three ...

Michael Port
Author of *Book Yourself Solid* & *The Think Big Manifesto*
MichaelPort.com



"Within the first 30 days ... I closed \$35,000 in sales!"

"Within the first 30 days of working with Rob, I closed \$35,000 in sales as a result of the branding message he developed for me."

"To this day, I continue to use his **brilliant hook line** for my booth. The brand theme that Rob created for my sponsorship has resulted in **thousands of warm leads and millions of dollars**. Honest, supportive, brilliant, and pure genius! Thank you Rob!"

Jane M. Powers
JaneMPowers.com



“Rob ... helped me pull in over \$10,000 in just a few hours!”

“Rob is one of the secrets to my recent success. In my very first high-end coaching launch, Rob's strategies helped me pull in over \$10,000 in just a few hours. Later, his seductive ideas helped me enroll as many as 11 new clients in just a few days' time.”

Rob's genius for marketing psychology is positively uncanny. You can't put a value on the level of confidence his one-of-kind strategies provide.”

“Rob, I can't thank you enough. You are magic!”

Ann Convery
AnnConvery.com



“Doubled my conversion rate on sales ...”

“Rob not only helped me double my conversion rate on sales. But I now have a very clear and doable annual marketing plan I can repeat, year after year. That will grow, year after year.”

“My goal is to take my business to a million dollars a year and beyond. And because of Rob's help, I know I will get there!”

Susan Gregory
Daniel-Fast.com



Milana Leshinsky says: “What's so amazing about Rob ...”

What's so amazing about Rob is he knows the marketing game as well as the video game. Because you can't just throw any old thing up on the web and expect it to stick.

Rob can help you come up with ideas that will make your marketing stand out. He can help you choose the right strategy so your content will be magnetic time after time.

If you want to learn the mechanics, hire a college kid or go to eLance. What Rob helps you do is create great marketing that reflects the unique business identity your target customers instantly respond to. And that is the name of the game.

Milana Leshinsky
Milana.com



“It’s been years since I have been this profitable”

Before working with Rob, I never considered doing more than consulting and working from my office. I didn't really know how to think bigger.

But now, as the Midlife Miracle Mentor, my possibilities for growth and income are endless! And as Rob continues to feed me amazing idea after amazing idea, I see ways I can make this bigger profit picture a reality right now.

My finances have completely changed in the last 2 months because of working with you! It’s been years since I have been this profitable. Thank you!

Brenda Sahlin
The Midlife Miracle Mentor
MidlifeMiracleMentor.com

