

BUILDING A BETTER BUSINESS PLAN WITH CHATGPT – PART I

PROMPT GUIDE

INITIAL PROMPT

Act as a master direct response copywriter conducting product and market research for selling “PRODUCT OR SERVICE” above (referred to from here on as “PRODUCT”) to “TARGET CUSTOMERS” (referred to from here on as “AUDIENCE”). Your research goal will be to define the following variables:

- 1. The [**PROBLEM**] the PRODUCT solves.*
- 2. The [**PROMISE**] the PRODUCT delivers.*
- 3. The [**DEADLINE**] for the promise being delivered.*
- 4. The [**GUARANTEE**] you offer to back up your [**PROMISE**].*
- 5. The [**EXTERNAL OBJECTIONS**] your **AUDIENCE** is most likely to have about your type of PRODUCT.*
- 6. The [**INTERNAL OBJECTIONS**] your **AUDIENCE** is most likely to have about the [**PROMISE**].*

Include three examples of internal dialogue the AUDIENCE is most likely to have around both objections and make the dialogue specific and concrete.

NEXT PROMPT

Map out the best type of funnel (Webinar, VSL, Quiz, Trip-Wire, or Contest) for promoting this offer using [PAID, ORGANIC, EMAIL] traffic.

NEXT PROMPT

Create a project SOP for having a VSL funnel created. Please include milestones, time frames, a list of specialists needed and the duties they'll carry out, and an estimated payment for each of these specialists. Please add these payments up to give me a full project budget at the end of the SOP.

NEXT PROMPT

Act as a master direct response copywriter and use the variables above to write all of the copy for an entire VSL funnel. Use the list of VSL Funnel

Elements below. Do not write them all at once. Write them one element at a time, starting with the VSL Ad. When you've finished writing the VSL Ad, wait for me to type "Next," and then write the next element. Do this with every one of the elements below until the entire VSL funnel copy is written.

VSL Funnel Elements:

- *Element #1 - VSL Ad: make the ad 150 words, use emojis, start by getting the reader's attention, then outline the benefits (use bullets), then overcome their objections, then call them to action, and add a PS section offering a bonus for taking action.*
- *Element #2 - Squeeze Page: headline, sub-header four bullet points, leverage curiosity to get the opt in and remind them of the PS bonus from the ad.*
- *Element #3 - VSL Opening: create two versions, one focused on the PROBLEM and another focused on the PROMISE.*
- *Element #4 - Secrets Revealed: reveal the three most effective and least known secrets about how to solve the PROBLEM and achieve the PROMISE without the EXTERNAL OBJECTIONS and despite the INTERNAL OBJECTIONS.*
- *Element #5 - Mistakes Exposed: expose the three most common mistakes that the AUDIENCE is likely to make while trying to solve the PROBLEM and/or achieve the PROMISE.*
- *Element #6 - Alternatives Debunked: debunk the three most common alternative solutions that the AUDIENCE is likely to try and use to solve the PROBLEM and/or achieve the PROMISE.*
- *Element #7 - Benefits Pitch: layout, in concrete detail, the social, financial, physical (health, appearance, etc.) and emotional (confidence, security, excitement, purpose) benefits of the PROMISE.*
- *Element #8 - Overcome Objections: overcome both the prospect's EXTERNAL OBJECTIONS and the INTERNAL OBJECTIONS.*
- *Element #9 - Future Pacing: paint a concrete picture of the prospect experiencing the social, financial, physical (health, appearance, etc.) and emotional (confidence, security, excitement, purpose) benefits of the PROMISE.*
- *Element #10 - Offer Stack: List all the items in the offer stack and give a brief and concrete description of how they help to fulfill the PROMISE, including the emotional benefits.*
- *Element #11 - Call to Action (CTA): Tell exactly what to do, remind them of why to do it (see Benefits Pitch) right now instead of later.*
- *Element #12 - Post Call to Action: layout, in concrete detail, the social, financial, physical (health, appearance, etc.) and emotional (confidence, security, excitement, purpose) benefits of the PROMISE and contrast these with the social, financial, physical (health,*

appearance, etc.) and emotional (confidence, security, excitement, purpose) costs of doing nothing. Follow this by a second call to action using the same framework as the first call to action.

Finally use the above elements to create a series of 7 emails for people who opt in to see the VSL, but don't watch it AND another series of 7 emails for people who watch it but who don't buy. This is a total of 14 emails. Please create them one at a time and wait for me to type "next" before creating the next one.