



# Use ChatGPT to Create Your Ideal Client Avatar & Marketing Content

## The magic and power of ChatGPT happens when you:

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

## Prompt 1:

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

Example:

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

## Prompt 2:

(to get it to go deeper and more descriptive)

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

## Prompt 3:

(to get it to go deeper and more descriptive)

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

**Prompt 4:**

(to get it to go deeper and more descriptive)

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

**Prompt 5:**

(to get it to go deeper and more descriptive)

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

**Prompt 6:**

(to get it to go deeper and more descriptive)

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

**Prompt 7:**

(Create an opt in free gift)

Based on her challenges, create an ebook that addresses her top issues and gives quick solutions moving towards resolution of her problems.

**Prompt 8:**

(Create social media content)

Create 10 posts for Facebook to promote the ebook. Use humor and inspiration.