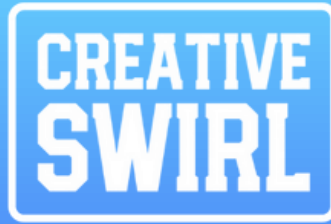


**EXCLUSIVE REPORT**



**THE ULTIMATE**

**AI PROMPT  
GUIDE**

**FOR COACHING  
BUSINESSES IN**

**2024**

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# INTRODUCTION

Dear Coach,

Are you looking for ways to attract a tsunami of dream clients, through an automated system and that pay you a lot more, to do the work you actually enjoy doing?

Or how would you like to finally break the \$10K per month mark and start hitting consistent \$25K+ months, even \$100K months... while spending less time on creating content, the same money (or even less) on marketing and not feeling burnt out?

If you're interested in either of those outcomes then this report will change your business.

Here's why: we are sharing what we believe to be the single best way to grow your business in 2024.

When you use these strategies, getting new customers will never be a problem

These are proven strategies. They've generated just under \$31 Million for our clients in 2023 alone. We've split tested hundreds of variations and we're giving you the strategy that ACTUALLY gets results.

These strategies have exploded our revenue. They've helped exponentially grow our clients' businesses.

And now, for the first time ever, we're teaching you how to make them work for you.



1.

# Introduction

**ChatGPT is being trained with a plethora of information daily. It can be a huge asset in your business but it's important to understand its nature.**

---

**ChatGPT is an advanced AI language model developed by OpenAI, designed to understand and generate human-like text. It assists users in various tasks, from answering questions to creative writing, making it a versatile tool for both personal and professional use. ChatGPT's conversational abilities make interactions engaging and informative. But keep the following in mind for best use cases.**

## **Be Clear and Concise**

- **Ensure clarity in your requests to AI. Be direct and avoid vague language.**
- **Use straightforward sentences, avoiding complex terms. For example, instead of "I need help with content for our social media marketing," simply ask, "Can you help create social media content?"**

## Indicate Desired Length

- **Specify the word count if needed. This helps get content that meets your requirements.**
- **For instance, say "I need a 500-word blog post idea," or "I need a tweet about our new product, under 280 characters."**

## Review and Edit

- **Always check and modify AI-generated content before use.**
- **AI still lacks contextual knowledge and isn't at a stage where it can replace this human aspect.**
- **It is an iterative process so feel free to give prompts like "this is too salesy, reword it to be more casual" to improve outcomes.**

2.

## **Context Prompts**

**ChatGPT doesn't know who you are, what you do or who you serve. You need to feed it this information so that it's equipped to help you.**

---

You need to be as specific as possible for the things you do know. It doesn't have to be a super long prompt but it needs to give ChatGPT some background on who you are.

In the next prompt, we'll delve deeper into understanding your audience.

**YOUR AUDIENCE CONTEXT SHOULD ANSWER THE QUESTIONS:**

**Who's your audience?**

**What characterizes them?**

**What do they do?**

**What's their age group?**

**For example, a prompt that I'd give ChatGPT about my audience would be :**

My audience consists of coaches currently making \$3-5K months who are looking to make consistent \$20-25k months their reality. They are often highly motivated entrepreneurs, selling anything from high-ticket services to information products to retreats.



3.

## **Audience Prompts**

You know your customer innately well. When you speak to your friend about your ideal client and say **“I serve women looking for love”**, they’ll also have a **picture** of your **ideal client** right away. Now their idea might differ from yours when it comes to nuances but overall you guys will have a similar general idea.

Through our lives, media and pop culture creates common tropes that we as a society understand deeply. AI however, doesn’t.



**ChatGPT has a direct understanding of what the actual words in “women looking for love” would mean but it wouldn’t know exactly what you mean**

**ChatGPT has a direct understanding of what the words “women looking for love” would mean but it wouldn’t know exactly what you mean.**

**A detailed audience persona helps tailor your message to the specific needs, goals, and pain points of your ideal clients, making your content more relatable and effective.**

**So we need to guide ChatGPT on a path to learn this.**

I want you to do comprehensive customer research for me.

Tell me:

- 10 frustrations
- 10 desires
- 10 dreams
- 10 fears

that my audience experiences related to

### **[WHAT YOU TALK ABOUT]**

Here's some information about my target audience:

### **[YOUR TARGET AUDIENCE]**

The frustrations and desires should come in pairs and be opposites.

The dreams and fears should come in pairs and be opposites.

Include results that are specific to the industry and business model.

**Be as specific as you can.** Include exact phrases my target audience would use in their head. Include things that they would be scared to admit out loud to their friends and family.

**You can summarise these into 3 audience personas:**

Based on all of the above, create three distinct and detailed audience personas for me, ensure each audience persona includes distinct hopes and dreams, pain-points and excuses and their biggest objections to investing in new programmes that deliver [the Transformation you deliver]. Create persona 1 based on someone who's new to facing the problem, persona 2 based on someone who's an intermediate and persona 3 based on someone who's very familiar with the industry and has been trying to solve the problem for a while. Give each one a specific name.

**Make a list of SEO words related to your audience to refer in captions and content:**

Imagine you're an SEO expert, based on everything you've understood about my audience, give me a list of 30 words to target for SEO. Your only goal is to help me rank highest for my audience across different platforms.

4.

## **Content Strategy Prompts**

## Now ChatGPT knows everything about your client.

---

**However,** your prompt to get the actual content strategy can't be as simple as "plan 10 days of content for me"

**You need to give it a strategy, give it your goal and give it examples.**

**Once it has these frameworks and structures, ChatGPT can generate the kind of content strategy that would help you grow and attract clients.**



I WANT YOU TO CREATE A CONTENT STRATEGY FOR ME

A Content Strategy is a document that describes a brand's social media strategy so I know what to create content around - and what not.

It's like a North Star for the brand's content: it's specific enough to serve as a guiding and reassuring document, but vague enough to leave some room for interpretation.

The brand I want you to create a Content Strategy for is

**GIVE  
CONTEXT**

**The target audience of this brand is [TARGET AUDIENCE]**

**TARGET  
AUDIENCE**

**Please draw context about their frustrations, fears, desires, and dreams from the previous output.**

To create a content strategy, I want you to create a "Content Strategy Matrix" with an x and y axis.

I'd like you to split the content type into 3 sections just like a marketing funnel. The 3 sections will be expressed on the x-axis as follows...

Cont...

## On the x axis, you have the 3 proven content types:

## 01 GROWTH CONTENT

### **TO INCREASE MY REACH AND HAVE MORE PEOPLE SEE MY CONTENT**

This is the type of content that goes viral on social media all the time.

It's contains relatively basic information, doesn't provide any unique value, but that's precisely why it works so well:

It's beginner-friendly content that promises a "quick fix", and often appeals to the reader's fear of missing out, innate human needs (status, money, etc).

When creating good growth content, you want to ask yourself: how can I position my content as the small effort that is standing between the viewer and a big benefit that appeals to as many people as possible?

Cont...

## 02 KNOWLEDGE CONTENT

### **KNOWLEDGE CONTENT EDUCATES YOUR AUDIENCE ON SOMETHING SPECIFIC.**

It is much deeper and precise than Growth content, so it appeals to a more specific audience, and solves one specific problem for them.

This actionable and informational content teaches your reader one of 2 things:

**How to get something they really desire**

**How to avoid something they really don't like**

This content works because when you solve people's problems, they start liking you.

The key to creating good knowledge content is being aware of the problems and desires of the audience you're talking to, and then to produce the world's most valuable content for exactly that target audience.

Cont...

## 03 AUTHORITY CONTENT

### TO BUILD AUTHORITY AND GET THE AUDIENCE TO WANT TO BUY FROM ME

Authority content makes your audience trust your expertise by giving them reasons to trust you, commonly through social proof.

Because even if someone knows & likes you, they won't buy from you unless they trust in your ability to help them.

Common ways to do this are:

<b>Sharing testimonials</b>	<b>Sharing other social proof</b>
<b>Sharing achievements</b>	<b>Sharing extremely-specific knowledge content</b>

Authority content works well when it subtly addresses the big inner desire the reader has. It should give the reader the inner feeling of hope, and feel like "if this creator has proof that they helped someone else who's exactly like me, perhaps they can really help me"

Cont...

## on the y axis, you have my 3 content buckets,  
the things I have expertise in:

1 [3.TOPIC 1]  
2 [3.TOPIC 2]  
3 [3. TOPIC 3]

Now, I want you to create a Content Strategy by filling out the matrix.

Fill out the matrix by applying each of the 3 proven content formats from the x axis to the 3 content buckets on the y axis.

The output should be formatted in a table, so that each resulting matrix field has a **bolded** headline describing it, with 2 sentences below explaining the component of the content strategy.

After outputting the table, suggest 2 content ideas for each component of the Content Strategy,

Make sure the tone is not at all salesy. I like content that is

**[YOUR PREFERRED TONE E.G. SERIOUS OR FUNNY OR CASUAL OR VULNERABLE OR AUTHORITATIVE]**

5.

## **Content Generation Prompts**

## Now ChatGPT has a general overarching strategy for you, it's time to create specific content ideas.

---

**Again, not as simple as just telling ChatGPT to just generate ideas for you.**

**You need to give it a framework to work with.**

Imagine you're an expert social media expert. Now, based on the Content Strategy Matrix you generated for me, I need your help with generating irresistible ideas for content that will be used as Instagram reels.

My primary goal with my content is to

**[EXPLAIN YOUR GOALS]**

**[ANYTHING RELATED TO YOUR NICHE THAT YOU DON'T WANT IDEAS ABOUT]**

Make sure the scope of each content idea fits a 30 second Instagram reel.

I have two constraints for my writing:

**All content ideas need to be actionable, inspirational, or analytical**

**All content ideas need to include at least 1 number**

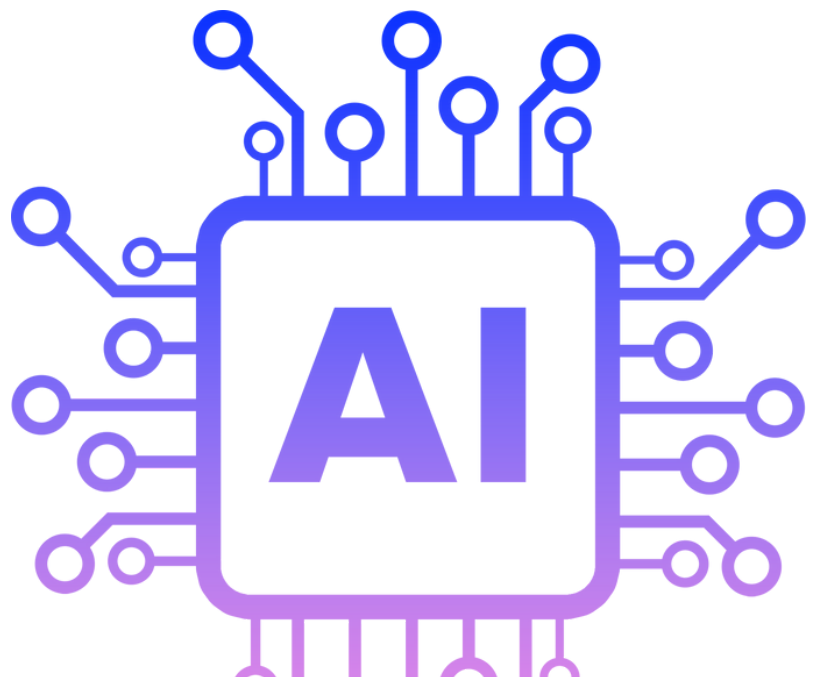
Cont...

Some content ideas should question the status quo, offer a unique perspective or break down a big concept in simpler terms.

**Please come up with 40 content ideas in total, out of which :**

**15 are for the Growth content type  
15 are for the Knowledge content type  
10 are for the Authority content type**

Create a list of these separated into 3 sections.



6.

## **Script Creation Prompts**

## The last step is to generate scripts for you that you can film.

**This is easy once you tell ChatGPT the exact formula for them.**

**Of course, you might need to adjust the output to how you speak but this will produce all the scripts you need to film for the whole month.**

**Creating content doesn't get easier than this!**



Using the [1. IDEA NUMBER] above, write a script for a 30 second to 1-minute video. Keep in mind that the video script will be read out and not shown on screen.

The script should follow the following format:

**HOOK**

Nothing matters more than the first 5 seconds of the video. Similar to the headline of a newspaper, the HOOK is a promise to the viewer that your video is going to be worth watching if they stick around to the end. Your hook needs to be clear, concise and leave the viewer needing to get to the end. The more controversy it generates, the better.

**VALUE**

Every second of the video should provide extreme value or entertainment to account for the viewers' short attention spans

**UNIQUE**

Ensure there is a big payoff and make sure it's unique: Never resolve your video until the final 5 seconds.

**ATTENTION**

Make it controversial but attention grabbing and relatable

**TOTAL SCRIPT SHOULD BE A MAXIMUM OF 120 WORDS WITH EXTREMELY CONVERSATIONAL TONE AND CASUAL WORD CHOICES. IT SHOULD NOT SOUND SALESY.**

Cont...

7.

## **Twitter/LinkedIn Prompts**

## Generate a list of ideas and then feed ChatGPT examples so it has an idea of what a viral thread looks like. That's how you can replicate virality

---

**First you need ChatGPT to give you ideas for several tweets/LinkedIn posts that you then expand on.**

I want you to write "irresistible personal tweets" for me.

These tweets are characterised by being extremely original and unique. They always include one reference, fact, opinion, or experience by the author. Come up with uncommon, varied results. For context, [1.INSERT CONTEXT] My audience consists of [2. GIVE AUDIENCE CONTEXT]

Here are some examples of "irresistible personal tweets", separated by [NEW EXAMPLE]:

NEW EXAMPLE  
[Example tweet]  
NEW EXAMPLE  
[Example Tweet]

Read through these examples, reply with 'ok' and await my next prompt

**To create great viral threads, keep a catalogue of examples of viral threads. Even 5 examples would be great to train GPT on what works best**

Now, do this:

- Learn what tone of voice and structure characterises "irresistible personal tweets"
- Learn my tone of voice from my past tweets
- Learn about me & my experiences from my past tweets
- Based on the constraints I gave you, write 20 new "irresistible personal tweets" in my tone of voice for me

Constraints for the tweets:

- 1 No hashtags
- 2 No emojis
- 3 Include at least 1 personal reference, fact, or experience
- 4 Use complete sentences
- 5 Must be shorter than 280 characters
- 6 no questions

**Based on these, you can get AI to expand on each tweet in detail. These can be posted as LinkedIn posts, Twitter threads and refashioned into Instagram posts/captions.**

**You can also give it example viral blog posts or Medium articles and have it rewrite them for you.**

Rewrite this article into [NUMBER] of tweets so that each of the [NUMBER] tweets includes:  
[Copied Article]

The key takeaway

One line on why it's important or true

2-3 actionable bullet points that help the reader implement the takeaway

A snappy end sentence that gives advice how to take action

Continue to write in natural and casual language( don't be overly enthusiastic).

Also, remember that each tweet should be less than 280 characters. Don't use exclamation marks. Never use quotation marks.

You do not need to label your output with "Snap" "What" "Why" "How" etc.

"When writing tweets, use my "What-Why-How" framework.

1st part: state what you're talking about

2nd part: state why it's important

3rd part: give actionable advice on how they can use it

8.

## **Blog Post Prompts**

## Generate a list of ideas and then feed ChatGPT examples so it has an idea of what a great blog post looks like. 5 examples are sufficient to train it.

---

**First you need ChatGPT to give you ideas for several blog posts that you then expand on.**

I want you to write "irresistible blog posts" for me.

These posts are characterised by being extremely original and unique. They always include a few references, facts, opinions, or experiences by the author. Come up with uncommon, varied results. For context, [1.INSERT CONTEXT] My audience consists of [2. GIVE AUDIENCE CONTEXT]

Here are some examples of "irresistible blog posts", separated by [NEW EXAMPLE]:

NEW EXAMPLE  
[Example Blog Post]  
NEW EXAMPLE  
[Example Post]

Read through these examples, reply with 'ok' and await my next prompt

**To create great blog posts, keep a catalogue of examples of viral blog posts. Even 5 examples would be great to train GPT on what works best**

Now, do this:

- Learn what tone of voice and structure characterises "irresistible blog posts"
- Learn my tone of voice from my past blog posts
- Learn about me & my experiences from my past blog posts
- Based on the constraints I gave you, write 20 titles for "irresistible blog posts" in my tone of voice for me

Constraints for the tweets:

- 1 No hashtags
- 2 No emojis
- 3 Include at least 5 personal reference, fact, or experience
- 4 Use complete sentences
- 5 Must be shorter than 280 characters
- 6 no questions

**Based on these, you can get AI to expand on each blog post in detail. These can be posted as LinkedIn posts, Twitter threads and refashioned into Instagram posts/captions.**

**You can ask AI to write the structure and then expand on each of the subheadings.**

Great, now for [Blog Post Idea Number] do this:

- Write 5 subheadings for different parts of this article

Now for each subheading write 100-200 words. Ensure

Constraints for the text:

- 1 No hashtags
- 2 No emojis
- 3 Include at least 5 personal reference, fact, or experience
- 4 Use complete sentences
- 5 Ensure each section makes unique points, provides lots of value and gives an actionable tip the audience can implement
- 6 No questions
- 7 Make sure the tone is casual and conversational
8. Ensure the text is optimised for SEO based on the following keywords: [Add SEO keywords from section 2]

9.

## **Email Newsletter Prompts**

## Regular e-mail newsletters are a great way to build an engaged e-mail list that will readily buy from you. The perfect place to launch new offers

---

**First you need to get ChatGPT to give you ideas for your newsletter.**

I want you to create newsletter concepts for me

I'm planning to create a newsletter for [1.TARGET AUDIENCE] interested in [2. CONTENT AREA]. The newsletter will be sent out on a weekly basis.

The primary goal of the newsletter is to inform, educate, and entertain this audience about [2.CONTENT AREA].

To clarify, your task is not to come up with content ideas for the newsletter, but only to create engaging concepts.

Based on this information, could you suggest 10 engaging concepts for this newsletter?

**To create great newsletters, again examples are the best way to train ChatGPT to produce the best results. You can find great examples on SubStack**

Great, I like this concept: [1.INSERT CONCEPT NAME]

Now, based on the concept, I want you to create 2 example newsletter templates for the newsletter.

The template should be specific enough to serve as a structural scaffolding for writing, yet be flexible enough to not sound repetitive when used multiple times.

A newsletter template's purpose is to serve as a scaffolding for the newsletter writer.

All great newsletter templates follow these constraints:

- 1) They use ##Headings, ##Subheadings, and bullet points for formatting
- 2) They are formatted in a way that is easy to skim

Here's an example of a successful newsletter teplate:  
[GIVE EXAMPLE]

# Give Us 30 Minutes & We'll Show You How To Have Your Dream Buyers **OBSESSED** With You Without Getting Trapped In The \$3-5K Per Month Death-Zone

If you're serious about growing your business to the next level and ready to have a tsunami of buyers begging to buy from you, you need to hear this!

We've given you what you need to get started by if you have any questions or would like a personalised strategy session where we break down the exact steps you need to take to make consistent \$25K+ months your reality, even \$100k months.

This 30-minute Strategy Call (valued at \$189) will cover:

- How to **shoot past \$10K months in the next 90 days** without sliding into DMs, begging clients to work with you and feeling burnt out from constantly creating content hoping someone will pay finally you.
- The exact process we've used to take **hundreds of coaches** from feeling exhausted, burnt out and barely making \$5K a month to **consistent \$25K+ months**, even \$100K months, all with an automated system.
- The **biggest problem** people come to us with which keeps them stuck in the **\$3-5K month death zone** – no matter what else they do or how hard they work.

**CLAIM YOUR FREE 30-MINUTE STRATEGY SESSION**

**EXCLUSIVE OFFER**

**CREATIVE SWIRL**