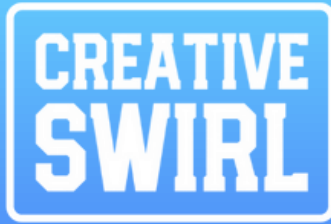


**EXCLUSIVE REPORT**



**THE ULTIMATE**  
**AI** **GUIDE**  
**TO CREATE**  
**VIRAL**  
**CONTENT 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.

**Always give ChatGPT  
Context**

**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.**

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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.**



2.

**Purposefully get ChatGPT  
to explore your audience  
personas**

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 words “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.**

**3.**

## **Creating the Content Strategy**

## Now ChatGPT knows everything about your client.

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**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]**

# 4.

## **Generating Content Ideas**

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

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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

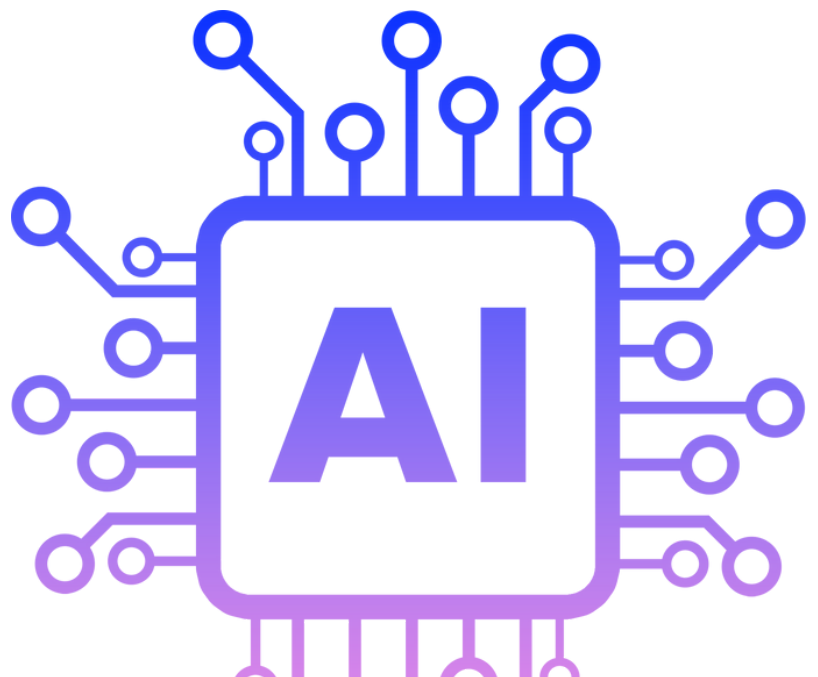
Cont...

**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.**



# 5.

## **Creating Actual Scripts**

## 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:

<b>HOOK</b>	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.
<b>VALUE</b>	Every second of the video should provide extreme value or entertainment to account for the viewers' short attention spans
<b>UNIQUE</b>	Ensure there is a big payoff and make sure it's unique: Never resolve your video until the final 5 seconds.
<b>ATTENTION</b>	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...

# 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**