

“Cliff Notes” and Action Items for Day 4: AI Profit Sync Challenge

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Summary of the Day 4 Training and Action Steps:

Creating effective sales materials for an online digital course involves a structured approach, focusing on identifying the ideal customer, crafting a compelling sales message, and constantly evolving your sales letter. Here’s a summary of the details based on today’s training:

1. Identify Your Ideal Customer Avatar

- Exercise: Generate a detailed description of your ideal customer using the 10 Problems, Goals, and Benefits (10 PGB) technique.
- Details to Include: Age, gender, marital status, children, challenges faced, and what they seek in solutions.
- Application: Use this avatar for targeting ads, crafting sales emails, writing headlines, and other marketing materials.

2. Craft Your Sales Message

- Use the Simple Sales Letter Framework to create a sales page and FAQ for selling your course, all based on the Ideal Customer Avatar. See the next section below for the Framework details.

3. Evolve Your Sales Letter

- Understand that your first sales letter is a starting point. It will evolve as you gain insights from market response and test different approaches.
- Regularly update your sales materials based on customer feedback and changing market dynamics.

4. Use AI Tools Wisely

- Leverage AI tools like ChatGPT for crafting copy but infuse it with insights from your customer avatar and unique selling proposition (USP).
- Remember that while AI can provide a solid base, the final touch should reflect the nuances of your target audience and brand voice.

5. Continuous Improvement

- Continuously gather feedback and monitor sales performance. Use this data to refine your sales message, offers, and overall marketing strategy.
 - Stay informed about new marketing techniques and tools that can enhance your sales materials and course delivery.
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Identifying Your Ideal Customer Avatar

Using ChatGPT, follow these steps with the included prompts to create your detailed ideal customer avatar. Do all of these steps inside of one ChatGPT session window.

Step 1: Generate The Avatar Prompts

Act as an expert in persuasion, market research, behavioral psychology and direct response copywriting.

Create a customer avatar for my [SPECIFIC NICHE] [TYPE OF PRODUCT] (fill these in with your niche and product type)

Complete a full customer avatar including estimated demographic information including, age, sex, hobbies, interests, if they're likely to be married or single, is it likely they have children and any other relevant psychographic or marketing information. I am looking for specific information about their demography, including interests, fears, commitments, challenges, values, goals, information sources, pain points, psychographic information, and more.

Your report should help identify: what does the ideal customer struggle with the most?

Use your knowledge of books, other related products and general information to estimate the idea customer avatar. You will estimate and fill in the gaps based on logic and the general information you have available to you.

Include detailed information about the avatars likely belief that [PROBLEM OR GOAL] can be solved and what concerns or beliefs they have about this.

Here is the information I have on the ideal customer: [fill in any information you know, with as much or as little detail as you have]

Step 2: Benefits & Objections Prompts

Now write a report explaining the customers beliefs, objections and hopes about [SPECIFIC NICHE] [TYPE OF PRODUCT]

Write 8-10 personal insecurities about the product or niche that the avatar likely has. Talk about what sales objections I may need to overcome to sell my product.

Include the avatars beliefs as to the effectiveness of [SPECIFIC NICHE] [TYPE OF PRODUCT]

Also include the emotionally compelling final benefit or outcome once they have purchase and properly used my product.

Step 3: "Horror Stories" Prompts

Write 3 "horror stories" that describe a story including the worries and concerns the avatar has right now about this topic before they've bought my product.

Finish this by also telling 3 more "horror stories" about what will happen if they don't purchase this product to solve their problem. Tell the story of how things will get worse if they're not solved now.

Step 4: The Final Horror Story Prompt

Mix both of your scenarios [NUMBER OR DESCRIPTION OF SCENARIOS] and tell an emotionally compelling and detailed story about the problem and how it only got worse when the avatar didn't do something to solve the problem.

Step 5: The Happy Outcome (Product Benefit Story) Prompts

Now write an emotionally compelling story explaining what the emotionally satisfying end benefit that would happen once someone bought my product, solved the related problems and achieved their goals. Contrast it against the negative story and describe a theoretical alternate ending had the avatar bought and used my product. Describe how the benefits began to show quickly and describe how easy it was to achieve. Use a realistic scenario though and don't exaggerate.

Step 6: Ask ChatGPT Questions About Your Avatar:

For this particular avatar, what can I do to make my products stand out from competitors? What specific areas should I focus on for product differentiation? Where does my avatar hang out online? Where should I target for trying to find them and get them to visit my website? What price range should I charge for my course when selling to my avatar?

Simple AI Sales Letter Framework:

Parts of the Framework:

1. Headline
2. Lead
3. Cycle through problems/goals/benefits
4. Positive close
5. Risk reversal
6. Negative close
7. FAQ

Background Information On Headlines & Leads:

In direct response copywriting, the goal is to elicit an immediate action from the reader. To achieve this, the choice of the sales letter lead is crucial. The types of sales letter leads vary based on the reader's level of awareness regarding the product or service being offered. This concept, originally introduced by Eugene Schwartz in "Breakthrough Advertising," is further developed by Michael Masterson and John Forde in "Great Leads – The Six Easiest Ways to Start Any Sales Message." They categorize leads into six types, each suited for readers at different awareness levels:

1. Offer Lead: Directly mentions the promotion's offer elements (product, price, discounts, etc.) and is suitable for the most aware prospects.
2. Promise Lead: Highlights the biggest promise or claim without initially mentioning the product name; ideal for prospects slightly less aware but familiar with the type of solution.
3. **Problem-Solution Lead: Identifies a pressing issue and follows up with a promise of an easy, effective resolution, suitable for solution-aware prospects.**
4. **Big Secret Lead: Reveals a solution in the form of hidden information or a system for success, targeting those aware of their problem but not the solution.**
5. Proclamation Lead: Uses a bold prediction or statement to grab the attention of unaware prospects.
6. Story Lead: The most indirect approach, using testimonials, expert biographies, historical proof, etc., to engage readers completely unaware of their problem or the solution.

These leads are chosen based on the prospect's awareness level, from "Most Aware" to "Completely Unaware." The more aware a prospect is, the more direct the message can be; the less aware, the more indirect the approach should be. For example, a "Most Aware" prospect might respond well to an Offer Lead, while a "Completely Unaware" prospect might be more engaged by a Story Lead.

The effectiveness of these leads in engaging the audience depends on the copywriter's ability to match the lead type with the prospect's level of awareness and interest. This approach helps ensure that the message resonates with the reader, increasing the likelihood of eliciting the desired response.

Simple Sales Letter Framework AI Prompts

Headline

"Act as an expert direct response copywriter who writes in the style of [STYLE OR PERSON]. Write the top headline to a persuasive sales page. The purpose of the headline is to capture the readers attention and intrigue them into reading the rest of the sales page. The sales page will be designed to get people to click a link to learn more about an offer that helps people with [SUBJECT]. The headline should be targeted towards [DEMOGRAPHICS] and be designed to be emotionally compelling for this type of person. The headline you write will be placed on a WordPress page and followed by the below list of goals, problems and benefits the offer will solve.

Here is the complete list of goals, problems and benefits the reader of this page might have:

[10 PAIRS OF GOALS/BENEFITS]"

Lead

Act as an expert direct response copywriter who is familiar with the concept of writing leads as discussed in Eugene Schwartz's book "Breakthrough Advertising," or by Michael Masterson and John Forde in "Great Leads". The reader of this sales letter will be in the [AWARENESS LEVEL] state of awareness. Write in the style of [STYLE OR PERSON]. Write the top headline to a persuasive sales page. The purpose of the lead is to intrigue them into reading the rest of the sales page and get them excited about the idea they will achieve solutions to their problems and accomplish their goals. The sales page will be designed to get people to buy a digital course that helps people with [SUBJECT]. The headline should be targeted towards [DEMOGRAPHICS] and be designed to be emotionally compelling for this type of person. Use the problems, goals and information above to draw on for inspiration.

Cycle through problems/goals/benefits

Act as an expert direct response copywriter who writes in the style of Gary Halbert. Write a brief, persuasive section to add to a sales page.

The existing sales page is to convince [BUYERS DEMOGRAPHICS] to subscribe to an online course about [COURSE TOPIC], not including video tutorials or online forum.

Write the section that summarizes this [GOAL/PROBLEM]: [EACH 10PG TOPIC]. Focus on the benefit of achieving [BENEFIT] through the course training:

Positive close

Write a compelling call to action including subheadings. The call to action will be inserted into an existing sales page that convinces people to learn more about an offer that helps [DEMOGRAPHICS]

with [SUBJECT]. Convince readers in two lines or less to click an existing button below the call to action to get started solving these issues by purchasing the course. Use upbeat language and inspire the reader to solve their problems and achieve their goals. Use future pacing to paint the emotionally satisfying future state they'll have after implementing the advice from the course.

Risk reversal

Write a compelling risk reversal section of a sales letter designed to sell a course designed to help [DEMOGRAPHICS] with [SUBJECT]. Explain how doing nothing will result in a 100% certainty that they'll not achieve their goals or solve their problems. And how the only thing they have to risk is the time to go through the course since we offer a 100% money back guarantee that if they do the course and implement what we teach... it's guaranteed to get them the results they're looking for.

Negative close

Write a compelling call to action including subheadings. The call to action will be inserted into an existing sales page that convinces people to learn more about an offer that helps [DEMOGRAPHICS] achieve [SUBJECT]. Convince readers in two lines or less to click an existing button below the call to action to get started solving these issues by purchasing the course. Use urgency and imply they will want to act now to solve their issues related to the subject. Discuss the importance of solving these issues now and agitate what the future will look like if they're not solved.

FAQ

Please create a set of questions and answers that [DEMOGRAPHICS] who are about to buy a course to help them with [SUBJECT] might have.

OPTIONAL FORMATTING INSTRUCTIONS FOR AI PROMPTS:

Because this section will be added to existing sections in a WordPress page, it is vital that the HTML formatting matches the other parts. Do not skip the HTML <P> tags!

HTML Styling:

Use <H2> tags for the subheading.

Use <P> tags for every paragraph.

Bonus Link: The Mail Meteor Spam Checker

Bill discussed this tool in the last 10 minutes or so of today's training. This link helps you to edit your email content to remove common spam words.

<https://mailmeteor.com/spam-checker>