"Cliff Notes" and Action Items for Day 5:
AI Profit Sync Challenge

Table of Contents

Summary of the Day 5 Training and Action Steps:

Introduction

- Continue to follow on YouTube for bonus training and live sessions.
- Engage with upcoming webinars for additional learning opportunities.

Email Marketing

- Develop a strategy to distribute a free report or bonus lesson to encourage email list subscriptions.
- Emphasize the importance of follow-up emails, suggesting a minimum of 21 to 30 days of consecutive email communication with new subscribers.

Writing Effective Emails

- Utilize ChatGPT to generate email content, focusing on problems, goals, and benefits (PGB) relevant to your audience.
- Craft emails that are persuasive, written in casual language, and targeted at a sixth-grade reading level.
- Avoid overcomplicated language to improve sales effectiveness.

WordPress and Plugin Recommendations

- WordPress is recommended for course sales, with specific plugin suggestions including Beaver Builder (for drag-and-drop page building) and WooCommerce (for e-commerce functionality).
- Use the Astra theme for WordPress to enhance site appearance and functionality.

Course Creation and Management

- Utilize Sensei LMS for managing course content, quizzes, and student engagement.
- Ensure your course and sales materials are well-integrated into your WordPress site for seamless user experience.

Continuous Engagement and Support

- Plan for ongoing engagement through live sessions, additional training, and support via YouTube and other platforms.
- Offer clear calls to action in all communications to drive course sign-ups and list subscriptions.

Final Thoughts

- Focus on building your business for the long haul via continuous learning and adaptation of strategies based on feedback and results.
- Community and ongoing support after the challenge will support you in successfully building and growing your business. Be sure to join our Facebook group and subscribe to Bill's YouTube channel to stay engaged and continue your learning.

Facebook Group Link: https://www.facebook.com/groups/getprofitplatform/

Bill's YouTube Channel Subscribe Link:
https://www.youtube.com/@billmcintosh?sub_confirmation=1

AI Prompts For Writing Compelling Sales Emails For Your Course

For each of your 10PGBP goals and benefits, use these 3 prompts to have ChatGPT write a total of 30 compelling sales emails for selling your course.

PROMPTS:

Act as an expert at email copywriting and sales. Write an email to a potential customer who is [DEMOGRAPHIC] recommending an online course that helps [GOALX] so they can [BENEFITX] and explaining why it would be valuable to them. Your goal is to pique their interest and encourage them to sign up for the course. Use persuasive and casual language written at a 6th grade level. Focus strongly on the pain points of not solving [GOALX] and how important it is to solve them so they can achieve [BENEFITX]. Be persuasive and give strong reasons to sign up to the course Include a clear

call to action at the end and include a placeholder where the link to buy should go. Do not mention a money back guarantee or anything about support.

 Act as an expert at [SUBJECT]. Write an email to a potential customer who is [DEMOGRAPHIC]. They have visited a site selling an online course that helps [SUBJECT]. This email is to serve as a gentle follow up to provide content helping them with [GOALX] so they can [BENEFITX]. Your goal is to pique their interest and encourage them to sign up for the course, but you're mostly going to provide helpful content. Use casual language written at a 6th grade level. Include a clear call to action at the end and include a placeholder where the link to buy should go. Do not mention a money back guarantee or anything about support.

 Act as an expert at email copywriting and sales. Write an email to a potential customer who is [DEMOGRAPHIC] recommending an online course that helps [GOALX] so they can [BENEFITX] and explaining why it would be valuable to them. Your goal is to pique their interest and encourage them to sign up for the course. Use persuasive and casual language written at a 6th grade level. Focus on the benefits of [SUBJECT] and the emotionally compelling feelings related to accomplishing this. Include a clear call to action at the end and include a placeholder where the link to buy should go. Do not mention a money back guarantee or anything about support.

Bonus Link: The Mail Meteor Spam Checker

Bill discussed this tool in the last 10 minutes or so of yesterday's training. This link helps you to edit your email content to remove common spam words. You can also use it with the emails created with the prompts above to help with deliverability.

https://mailmeteor.com/spam-checker

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