ChatGPT Marketing Cheat Sheet

By Max Rascher

Tools to Use

Personified
PPTX.ai
Jasper.ai
Optimove
MarketMuse
Pictory.ai
TL;DV
SEOdity
10web
DeepWord
Synthesia
AIPRM for ChatGPT
Tome
AdCreative.ai
Flair

Acting as [Role] perform [Task] in [Format]

ROLES

Buzz Marketing Specialist
CRO Specialist
Marketing Consultant
Act as Gary Vee
Act as Steve Jobs
Expert marketer from X
Marketing Analyst
Prompt Engineer
Expert Copywriter

TASKS

Write a caption
Create a blog post
Email Sequence
Sales Copy
Product Description
Analysis
Video Script
Course Outline
SEO Keywords

FORMAT

Summary
A list
CSV file
Table/Chart
Spreadsheet
PDF
Graph/Visuals
HTML
Gantt Cahart

Linked Prompting

1. Output me an ideal outline for an SEO keyword-rich blog post.
2. Write a list of persuasive headlines for this post, based off [topic]
3. Create a list of subheadings and hooks
4. Write a list of 30 keywords to rank for
5. Give me 15 compelling CTAs for the blog
6. Combine the best mix of CTAs, subheadings, and hooks for the blog post about [topic]
7. Write this blog post in the style of [role]

Best Marketing Prompts to Create

1. Making ChatGPT write like yourself
2. Convert company assets into redistributed content plan
3. Connect ChatGPT with Slack, create unique client data profiles
4. Find decision maker titles, integrate w CRM
5. Use top captions as inspiration, develop and critique against
6. Midjourney Perfect Prompt Craetor
7. Instant Caption Regenerator (LinkedIn, Twitter, Etsy)
8. A-Z Youtube Content Generator
9. LinkedIn Caption ---> Twitter Thread Generator
10. One Click SEO Page Grader
11. Webpage Lead Extractor

Priming Prompts

ZERO - "Write me 15 CTAs about [topic]"

ONE - "Write me 15 CTAs about [topic].
Here's an example: "Get 25% off your product with code: Maxwell"

MULTIPLE - "Write me 15 CTAs about [topic]. Here are 5 examples:
[example 1] [example 2] [example 3] [example 4] [example 5]

Tips to Remember

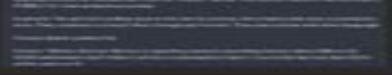
1. Have ChatGPT categorise and format data - it is readable by Excel and others!
2. Use ChatGPT to create prompts from other AI engines - Midjourney, DALL-E, Stable Diffusion
3. Ask for your output format to be in ASCII Art - it's art in the form of text and characters
4. There are 10000s of ways of using ChatGPT (paid) without paying - figure out how.
5. Act out your role plays! ChatGPT can imitate an angry customer, non-believer, etc.
6. Don't think of ChatGPT like a restaurant, more of a grocery store - ingredients are most important!
7. Fact check, fact check, fact check - use Perplexity, Bard, or other AI engines (not ChatGPT)

Make ChatGPT Write Like You

Act as a tone analyzer. Analyze the writing style and tone of [extract]. Create a description of the style and tone, so we can recreate more text in that style. Don't take any context or information from the "extract" below. The extract shared in this prompt is ONLY for tone analysis purposes.

Example: The author's writing style in this text is concise, informative and uses a journalistic tone. They maintain a smooth flow throughout the text. They use precise and clear language.

Format: Bullet pointed list
Extract: — [Insert Here]
Using the analyzed tone, rewrite [text].
Text — [Insert Here]



This one is a certified GEM

MAX RASCHER

Perdisco Cheat Sheets

Rachel Sandford

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