







PromptVault X







Small Business Marketing AI Prompt Pack

Your \$5,000/Month Marketing Agency for Just \$19

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Welcome, Small Business Owner!

Running a small business means wearing a dozen hats. Marketing is just one of them—but it's the one that brings in customers and keeps your business growing.

The problem? **Professional marketing costs \$2,000-5,000/month.** Most small businesses can't afford that.


This prompt pack gives you the **exact marketing strategies agencies use**, packaged into simple AI prompts you can use with ChatGPT, Claude, or any AI tool.

What You'll Get:

- ✓ **35 Professional Marketing Prompts** covering every aspect of small business marketing
- ✓ **Local Business Focus** - Optimized for brick-and-mortar and local service businesses
- ✓ **Complete Marketing System** - Social media, email, SEO, ads, retention, and more
- ✓ **Proven Frameworks** - Based on what actually works for small businesses
- ✓ **Beginner-Friendly** - No marketing degree required

How to Use:

1. Find the prompt matching your need
2. Fill in the [BRACKETS] with your business details
3. Copy the entire prompt into ChatGPT or Claude
4. Customize the output to match your voice
5. Use it in your marketing!

 **Pro Tip:** Start with Section 1 (Social Media) to get quick wins, then move to Email Marketing.

Quick Start Guide

New to AI Marketing?

Week 1: Create your 30-day social media calendar (Prompt 1.1)

Week 2: Set up your email welcome sequence (Prompt 2.1)



Week 3: Optimize your Google My Business (Prompt 3.1)

Week 4: Launch your first Facebook ad campaign (Prompt 4.1)

Already Marketing?

Jump to the prompts addressing your biggest pain points:

- Need more reviews? → Prompt 3.4
 - Want more repeat customers? → Prompt 5.2
 - Running a promotion? → Prompt 2.4
 - Need content ideas? → Prompt 6.1
-



Section 1: Social Media Marketing

1.1 30-Day Social Media Content Calendar

INPUTS:

- Business Name & Type: [your business name and what you do]
- Target Audience: [who your ideal customers are - age, location, interests]
- Platforms: [Facebook, Instagram, LinkedIn, Twitter - pick what you use]
- Business Goals: [increase awareness/drive foot traffic/generate leads/build community]
- Special Events This Month: [sales, holidays, events, product launches]
- Brand Personality: [professional/friendly/humorous/educational/inspirational]

ROLE & EXPERTISE: You are a Social Media Marketing Manager who specializes in small business marketing with 10+ years of experience creating content calendars that drive engagement and customer action. You understand how to balance promotional content with value-driven posts, optimal posting times for small business audiences, and creating content that local customers actually engage with.

OBJECTIVE: Create a complete 30-day social media content calendar with specific post ideas for each day, including post copy suggestions, optimal posting times, relevant hashtags, and a content mix strategy that balances promotion with community building.

EXECUTION MODE: Begin by establishing the strategic foundation with content pillars and ideal content mix (40% educational, 30% engagement, 20%



promotional, 10% behind-the-scenes). Create a week-by-week breakdown for all four weeks.

For each day, include:

- Platform and specific post concept
- Suggested copy direction or key points
- Optimal posting time based on audience activity
- 3-5 relevant hashtags (mix of popular and niche)
- Content format (photo/video/carousel/story/text)

Incorporate special events throughout the month with promotional buildup and follow-through. Ensure at least two posts per week directly encourage action (visiting, calling, purchasing, or engaging). Include strategic variety by mixing educational tips, customer spotlights, product highlights, community involvement, and storytelling.

Schedule posts for times when small business audiences typically check social media (early morning, lunch breaks, evening hours). Provide notes on content creation—which posts can be created quickly using smartphone photos versus which need more planning. Include suggestions for evergreen content that can be repurposed and timely content tied to current events or seasonal moments.

1.2 Viral-Style Social Media Post Generator

INPUTS:

- Business Type: [what you sell or service you provide]
- Target Audience: [specific customer demographic]
- Platform: [Facebook/Instagram/LinkedIn/Twitter]
- Post Goal: [awareness/engagement/traffic/sales]
- Key Message: [what you want to communicate]
- Call-to-Action: [what you want people to do]

ROLE & EXPERTISE: You are a Viral Content Strategist who creates scroll-stopping social media posts for small businesses. You understand platform algorithms, what makes local audiences engage, how to balance entertainment with business messaging, and the psychology behind posts that get shared within communities.

OBJECTIVE: Create three variations of highly engaging social media posts optimized for the specified platform, using proven viral content frameworks while maintaining authenticity for a small local business.



EXECUTION MODE: Generate three distinct post variations using different viral strategies:

Variation 1 - Pattern Interrupt: Open with an unexpected statement or question that stops scrolling. Follow with storytelling that creates emotional connection, then deliver your key message naturally. Close with a clear but not pushy call-to-action.

Variation 2 - Social Proof/FOMO: Highlight what others in the community are experiencing. Create a sense of missing out if they don't engage. Include specific numbers or results to make benefits tangible.

Variation 3 - Curiosity Gap: Open with an intriguing question or partial information that creates a knowledge gap. Build curiosity without being clickbait. Engage them in comments or drive clicks to learn more.

For each variation, provide:

- Complete post copy formatted for the platform
- Strategic emoji use (1-3 maximum)
- 5-8 hashtags (mix of broad, local, and niche)
- Suggested image or video pairing
- Optimal posting time
- Engagement tactics (questions, fill-in-blank prompts, polls)
- Follow-up suggestions if post performs well

1.3 Customer Testimonial Request Generator

INPUTS:

- Customer Name: [if known, or use "valued customer"]
- Product/Service They Used: [what they bought or experienced]
- When They Purchased: [recent/a few months ago/long-time customer]
- Platform for Review: [Google/Facebook/Yelp/website]
- Incentive Offered: [discount/entry to drawing/appreciation only/none]

ROLE & EXPERTISE: You are a Customer Experience Specialist who excels at getting authentic testimonials and reviews from satisfied customers. You understand the psychology of what makes people willing to leave reviews, how to make the process easy, and how to ask without sounding desperate or pushy.

OBJECTIVE: Create personalized review request messages that feel genuine and appreciative, make leaving a review simple and quick, and significantly increase



the likelihood that customers will take action while maintaining your brand's authentic voice.

EXECUTION MODE: Craft the review request with warmth and genuine appreciation. Open with personalized acknowledgment of their specific purchase, showing you remember them as an individual.

Express authentic gratitude for their business using sincere language. Explain briefly why their review matters to your small business, emphasizing impact without guilt-tripping.

Make the process frictionless:

- Provide a direct link to the review platform
- Include clear step-by-step instructions if needed
- Suggest what they might include (favorite aspect, experience, how it solved their problem)
- Don't prescribe exact words

If offering an incentive, mention it naturally as a token of appreciation for their time, not as payment for a positive review.

Keep the message concise (under 150 words for email, 100 words for text). Add a compelling subject line for email. Include a specific call-to-action button or link.

Provide a follow-up message template to send if they don't respond after one week. Include a thank-you message to send immediately after they leave a review. Add guidance on handling situations where they mention wanting to leave negative feedback.

1.4 Community Engagement Response Templates

INPUTS:

- Business Name: [your business name]
- Common Topics: [what people typically comment about or ask]
- Brand Voice: [how you want to sound - friendly/professional/humorous]
- Team Size: [solo/small team/larger team]
- Typical Customer Type: [who usually engages with you]

ROLE & EXPERTISE: You are a Community Manager who specializes in building authentic relationships through social media engagement for small businesses. You understand how to respond in ways that deepen connections, turn casual



followers into customers, and handle both positive and negative interactions professionally while maintaining genuine personality.

OBJECTIVE: Create a library of response templates for common engagement scenarios that maintain authentic brand voice, encourage continued conversation, demonstrate genuine care for customers, and can be quickly customized for specific situations.

EXECUTION MODE: Develop response templates organized by situation type:

Positive Engagement Responses:

- Acknowledge their kind words specifically
- Show genuine appreciation
- Add a personal touch revealing the human behind the business
- Ask a follow-up question when appropriate

Questions About Products/Services:

- Answer directly and completely
- Provide additional helpful information they didn't ask for
- Include a call-to-action guiding them to next step

Potential Customer Inquiries:

- Address their need
- Acknowledge their specific situation
- Demonstrate expertise subtly without being salesy
- Make taking the next step easy and clear

Complaints or Negative Comments:

- Acknowledge frustration immediately without being defensive
- Take ownership of failures
- Offer specific solution or pathway to resolution
- Take conversation private with invitation to DM or call
- Provide contact information for personal follow-up

Spam/Troll Comments:

- Professional dismissal that doesn't give negativity oxygen
- Protect your community from harmful content
- Maintain the high ground publicly

Brand Mentions and Tags:



- Thank them for sharing
- Amplify their content with repost when appropriate
- Create reciprocal relationship

Direct Messages:

- Respond promptly even if full answer requires time
- Set expectation for when they'll hear back
- Include business hours and alternative contact methods

Each template should include placeholders in [brackets] for quick customization. Add guidance on when to use templates versus when situations require fully custom responses. Include emoji usage guidelines and response time recommendations for each situation type.

1.5 Behind-the-Scenes Content Ideas

INPUTS:

- Business Type: [what you do]
- Team Size: [solo/2-5 people/larger team]
- Unique Process or Story: [what makes your business interesting]
- Target Audience: [who follows you]
- Platform Focus: [where you'll share this content]

ROLE & EXPERTISE: You are a Brand Storytelling Expert who helps small businesses create authentic behind-the-scenes content that humanizes their brand and builds emotional connections with customers. You understand what makes businesses relatable, which moments are compelling to audiences, and how to showcase authenticity without oversharing or losing professionalism.

OBJECTIVE: Generate 15 specific behind-the-scenes content ideas tailored to this business that reveal personality and process, create emotional connection with audience, demonstrate quality and care, and require minimal production effort while maintaining professional brand image.

EXECUTION MODE: Generate 15 distinct content ideas organized by theme:

Process and Craft (5 ideas):

- Time-lapse of creation from start to finish
- Day-in-the-life following one item through your process
- Quality control checks showing attention to detail



- Decision-making moments explaining choices during creation
- Behind-the-scenes problem solving

People and Personality (3 ideas):

- Team member spotlights showcasing individual skills
- Personal stories connecting to business mission
- Team dynamics and collaboration culture moments
- Unscripted authentic interactions

Problem-Solving and Expertise (3 ideas):

- Demonstrating knowledge through behind-the-scenes decisions
- Explaining why you do things a certain way
- Showing mistakes and how you fix them
- Teaching mini-lessons about your craft

Customer Impact (2 ideas):

- Preparation before customer arrives
- Care taken with custom orders or personal touches
- Reading and reacting to customer feedback
- Showing how you implement suggestions

Community and Values (2 ideas):

- Local suppliers or partners
- Sustainability or ethical practices
- Community involvement or charitable work
- Workspace or studio where magic happens

For each idea, provide:

- Specific execution suggestions
- Ideal format (photo/carousel/video/reel/story)
- Recommended length
- Optimal posting time
- Specific angle or hook
- Suggested caption direction

Include content calendar placement guidance and authenticity guidelines to distinguish genuine behind-the-scenes content from staged content.

1.6 Holiday & Seasonal Campaign Planner



INPUTS:

- Business Type: [what you sell or do]
- Upcoming Holiday/Season: [specific holiday or season you're planning for]
- Typical Campaign Goals: [sales/awareness/appreciation/community building]
- Budget Level: [minimal/moderate/flexible]
- Lead Time: [how far in advance you're planning]

ROLE & EXPERTISE: You are a Seasonal Marketing Strategist who creates profitable holiday and seasonal campaigns for small businesses. You understand seasonal shopping psychology, optimal timing for promotions, how to create urgency without being pushy, and ways to stand out when competitors are all running similar campaigns.

OBJECTIVE: Create a complete multi-week campaign plan for the specified holiday or season including promotional strategy, content calendar, specific offer ideas, and tactical execution steps that drive results while feeling authentic to the business.

EXECUTION MODE: Begin with strategic campaign overview: establish campaign theme, define primary goal, set realistic success metrics, identify key dates, and create budget allocation.

Develop three-phase timeline:

Pre-Campaign Phase (3-4 weeks before):

- Teaser content creating anticipation
- Social posts establishing theme
- Email to existing customers with advance notice
- Light paid advertising to capture early interest
- Holiday-specific lead magnet for list building

Main Campaign Phase (peak holiday period):

- Full offer reveal across all channels
- Daily social media content (promotional and value mix)
- Multiple email sends to different segments
- Maximum paid advertising budget
- In-store or online displays
- Flash promotions creating additional urgency
- Real-time engagement with comments/messages

Post-Campaign Phase (immediately following):



- Thank-you content expressing appreciation
- Slight offer extension for those who missed it
- Last-chance messaging for stragglers
- Feedback gathering
- Planning for next season

Create specific promotional offer recommendations appropriate for business type: discount percentages, BOGO deals, gift with purchase, tiered promotions, exclusive access, bundle deals, limited-edition offerings, or charitable components.

Design complete content calendar spanning entire campaign with specific post ideas, timing recommendations, hashtag strategy, and visual content suggestions.

Develop email sequence (3-5 emails): announcement, reminder, last-chance, and post-campaign thank you.

Include paid advertising strategy with platform recommendations, budget allocation, audience targeting, creative direction, and retargeting strategy.

1.7 Social Media Bio & Profile Optimizer

INPUTS:

- Business Name: [your business name]
- What You Do: [products or services in simple terms]
- Location: [city/region you serve]
- Unique Selling Point: [what makes you different or special]
- Platform: [Facebook/Instagram/LinkedIn/Twitter/Google Business]
- Call-to-Action: [what you want profile visitors to do]

ROLE & EXPERTISE: You are a Digital Branding Specialist who creates compelling social media profiles that convert visitors into customers. You understand platform-specific optimization, the psychology of first impressions, how to communicate value quickly, and ways to include keywords without sacrificing readability.

OBJECTIVE: Create an optimized profile bio and business description for the specified platform that immediately communicates what you do and for whom, includes searchable keywords naturally, differentiates you from competitors, and includes a clear call-to-action driving desired behavior.



EXECUTION MODE: Analyze platform character limits and formatting options (Instagram: 150 characters; Facebook: 255 characters; LinkedIn: 2000 characters; Twitter: 160 characters; Google Business: 750 characters).

Craft an opening sentence that immediately answers: who you are, what you do, and who you serve. Use plain language without jargon.

Incorporate location strategically for local customers. Weave in 1-3 primary keywords naturally. Highlight your unique selling proposition with specific details, not generic claims.

Add social proof subtly (customer satisfaction stats, years in business, awards). Include a clear call-to-action with action verbs. Format for scannability using short phrases, strategic spacing, and 1-3 emojis maximum.

For platforms with expanded sections, create a compelling business story expanding on origin, mission, and values. Include specific anecdotes making your business relatable.

Optimize secondary profile elements:

- Professional yet approachable profile photo
- Cover image reinforcing brand
- Correct business category
- All relevant contact methods
- Complete business hours
- Links to other social profiles

Provide platform-specific optimization notes for extensions and special features. Add seasonal update strategy and A/B testing suggestions. Create a profile completeness checklist.

Section 2: Email Marketing

2.1 Welcome Email Sequence (New Customers)

INPUTS:

- Business Name & Type: [what you sell or do]
- How They Joined List: [purchased/downloaded freebie/signed up/visited store]
- Target Audience: [who your customers are]



- Immediate Offer: [first-purchase discount/free resource/none]
- Series Length: [3/5/7 emails]
- Key Message: [what you want new subscribers to know about you]

ROLE & EXPERTISE: You are an Email Marketing Strategist specializing in welcome sequences that convert new subscribers into active, engaged customers. You understand the critical first impression window, how to build trust through email, proper pacing of promotional versus value content, and writing that feels personal, not automated.

OBJECTIVE: Create a complete welcome email sequence delivered over a specified number of days that makes a strong first impression, delivers on the initial promise, builds relationship and trust, guides subscribers toward first purchase or desired action, and sets expectations for future communications.

EXECUTION MODE: Design sequence structure with optimal delivery timing: Email 1 immediately, Email 2 after 1-2 days, Email 3 after 2-3 days, subsequent emails every 2-3 days.

Email 1 - Warm Welcome:

- Subject line: Use personalization, curiosity, or benefit
- Thank them genuinely for joining
- Deliver promised resource/confirmation immediately
- Brief introduction of who you are and what you stand for
- Set expectations for future emails
- Include soft call-to-action
- Keep under 200 words

Email 2 - Credibility & Value:

- Subject line continues conversation
- Share your origin story (personal, authentic, relatable)
- Provide substantial value (tip, resource, mini-tutorial)
- Include customer testimonial showing social proof
- Slightly stronger call-to-action

Email 3 - Conversion Focus:

- Subject line creates urgency or highlights offer
- Present clear offer/promotion for new subscribers
- Time-limited discount or exclusive access
- Address potential objections
- Prominent call-to-action button
- Explain why offer is special



For 5-7 email sequences, add:

- Email 4: Showcase specific product category educationally
- Email 5: More customer success stories
- Email 6: Address FAQs removing barriers
- Email 7: Final welcome push with last-chance offer

Throughout sequence:

- Maintain consistent voice and brand personality
 - Use conversational tone and personal pronouns
 - Include reply encouragement
 - Format for mobile readability
 - Personalize with name and merge tags
 - Track metrics (open rates, click rates, conversions)
 - Include sunset policy for unengaged subscribers
 - Ensure CAN-SPAM compliance
-

2.2 Win-Back Campaign (Inactive Customers)

INPUTS:

- Business Type: [what you sell or service]
- Inactive Period: [how long since last purchase - 90/180/365 days]
- Average Purchase Frequency: [how often customers typically buy]
- Win-Back Offer: [discount/exclusive access/free gift/none]
- Previous Customer Value: [approximate lifetime value]
- Reason for Inactivity: [known reason/unknown/competitive market]

ROLE & EXPERTISE: You are a Customer Retention Specialist who excels at re-engaging inactive customers and bringing them back to active purchasing. You understand why customers drift away, the psychology of re-engagement, how to make comeback offers irresistible without devaluing your brand, and writing that acknowledges absence without guilt-tripping.

OBJECTIVE: Create a three-email win-back sequence sent over 10-14 days that acknowledges the customer's absence respectfully, reminds them of value they're missing, presents a compelling reason to return, drives measurable re-engagement, and identifies truly inactive customers for list pruning.

EXECUTION MODE: Design sequence timing: Email 1 as initial outreach, Email 2 after 5-7 days if no response, Email 3 as final attempt 7 days after second.



Email 1 - Gentle Curiosity:

- Subject: "We miss you" or "Has something changed?"
- Express that you've noticed their absence
- Acknowledge that priorities change, people get busy
- Briefly remind them what they're missing
- Soft call-to-action: browse, give feedback, or stay in touch
- Light, friendly tone—never accusatory

Email 2 - Escalate with Incentive:

- Subject hints at special offer
- Acknowledge first email might have been missed
- Present clear, compelling win-back offer
- Limited to inactive customers (creates exclusivity)
- Quantify savings/value
- Address potential objections
- Include deadline (5-7 days)
- Add testimonials or new success stories

Email 3 - Final Respectful Reach-Out:

- Subject conveys finality: "Last chance" or "This is goodbye"
- Acknowledge this is last attempt
- Make strongest possible offer
- Explain clearly this is absolute final opportunity
- Include emotional appeal if appropriate
- Provide multiple engagement options
- Make opting out extremely easy

After sequence, analyze results:

- Re-engaged: return to normal communications
- Engaged but didn't purchase: move to nurture sequence
- Zero engagement: mark for list removal after grace period

Provide win-back metrics framework: track re-engagement rate, purchase conversion rate, average order value, ROI of offer investment, permanent return rate versus one-time buyers.

Include timing notes about seasonal high-purchase periods and personalization opportunities using purchase history.



2.3 Monthly Newsletter Template

INPUTS:

- Business Name: [your business]
- Industry/Niche: [what field you're in]
- Newsletter Goal: [relationship building/sales/education/community]
- Audience Size: [rough subscriber count]
- Content Mix Preference: [promotional vs. value ratio you want]
- Monthly Theme: [topic or focus for this newsletter]

ROLE & EXPERTISE: You are a Newsletter Content Strategist who creates email newsletters people actually want to read and look forward to receiving. You understand how to balance promotional content with genuine value, structure newsletters for scannability, create segments keeping readers engaged, and build authentic relationships through consistent communication.

OBJECTIVE: Create a complete monthly newsletter template with compelling subject line, personal introduction, multiple value-packed content segments, strategic promotional elements, and strong call-to-action that subscribers actually open, read, click through, and don't unsubscribe from.

EXECUTION MODE: Structure newsletter with clear segments for easy scanning:

Opening Personal Note:

- Subject line using proven formulas (avoid spam words)
- 2-3 sentences from you or team member (signed with real name)
- Share something personal, authentic, human
- Establish connection before diving into content

Primary Content Sections (3-5 segments):

1. **Feature Story:** Main valuable content (how-to, case study, analysis, interview) - 200-300 words with relevant images
2. **Tips or Quick Wins:** 3-5 actionable tips readers can implement immediately - 1-2 sentences each with bold headers
3. **Customer Spotlight:** Highlight customer success, team member, or community involvement
4. **Product/Service Feature:** One offering presented in-depth educationally, not purely promotional



5. **What's New:** Brief updates (new products, events, awards, policy changes) using bullets

Promotional Sections:

- Special Offer Box: prominently displayed with border/background, clear deadline, CTA button
- Soft promotions within content segments
- Social proof naturally woven in

Engagement Opportunities:

- Encourage replies by asking questions
- Invite feedback on topics
- Run simple polls or surveys
- Link to social media

Footer Elements:

- Consistent branding
- Contact information and social links
- Clear unsubscribe link
- Company physical address (CAN-SPAM compliance)
- P.S. with final personal touch

Format for readability: clear visual hierarchy, single column layout for mobile, short paragraphs (2-3 sentences), strategic bolding and subheads, white space, clear CTA buttons, maximum 600-pixel width.

Provide content calendar suggestions and personalization opportunities through segmentation. Include testing recommendations for subject lines, send times, content order, and segment emphasis.

2.4 Promotional Email Series

INPUTS:

- Promotion Type: [sale/new product launch/special event/limited offer]
- Offer Details: [what specifically you're promoting]
- Target Audience: [all customers/segment/specific group]
- Promotion Duration: [number of days promotion runs]
- Urgency Level: [genuine limited time/limited quantity/no real deadline]



- Previous Promotion Performance: [if you have data on what worked before]

ROLE & EXPERTISE: You are a Promotional Email Expert who creates email campaigns driving significant revenue without burning out subscriber lists. You understand urgency psychology, how to segment promotional emails for maximum relevance, writing that converts without being pushy or desperate, and measuring campaign effectiveness.

OBJECTIVE: Create a 3-5 email promotional sequence delivered over the promotion period that builds anticipation, communicates value clearly, creates genuine urgency, drives conversions at each stage, and leaves subscribers feeling good about the promotion—not annoyed by too many emails.

EXECUTION MODE: Design sequence structure based on promotion length:

- 7-day promotion: 3 emails (day 1, day 3-4, final day)
- 14-day promotion: 5 emails (day 1, day 5, day 7, day 12, final day)
- 3-day flash sale: 2 emails (immediate announcement, final hours)

Announcement Email (Day 1):

- Subject creates intrigue or clearly states offer
- Open with compelling hook
- Present full offer details (what's included, savings, who it's for, how to claim, why now)
- Tell story behind offer if relevant
- Clear CTA button (appears twice: top and bottom)
- Add product images, lifestyle photos, testimonials
- Set expectations for promotion duration and future emails

Mid-Promotion Reminder:

- Subject reminds of offer with new angle
- Lead with social proof (how many claimed, what's selling fast, customer feedback)
- Highlight specific products or categories within promotion
- Address potential objections (guarantee, shipping, returns, ease of use)
- Add deeper testimonial or case study
- Include secondary CTA for different actions
- Create urgency without desperation

Final Email (Last Day/Hours):

- Subject uses deadline language: "Final Hours" or "Last Chance"



- Acknowledge promotion ending soon
- Present offer one final time with emphasis on what they'll miss
- Mention products nearly sold out (if true)
- Include cart abandonment angle if applicable
- Add surprise bonus for final-hour purchasers if possible
- Make CTA buttons extremely prominent
- Use urgent but not desperate tone

Post-Promotion Follow-Up:

- For purchasers: thank-you email expressing appreciation
- For non-purchasers: ask if there was a problem, invite feedback, offer alternative

Throughout sequence: maintain brand voice, avoid desperation, segment where possible, measure performance (revenue, open rates, click rates, conversions, unsubscribe rates).

2.5 Customer Birthday/Anniversary Emails

INPUTS:

- Business Type: [what you sell]
- Celebration Type: [birthday/purchase anniversary/signup anniversary]
- Offer Type: [discount/free item/special access/points bonus]
- Brand Personality: [how you typically communicate]
- Data Collection: [how you get birthday info - asked at signup/purchase]

ROLE & EXPERTISE: You are a Personalization Marketing Specialist who creates customer appreciation campaigns that strengthen relationships and drive repeat purchases. You understand how personal milestones create positive brand associations, optimal timing for celebration emails, making offers feel special not transactional, and collecting data respectfully for personalization.

OBJECTIVE: Create a warm, personalized celebration email template recognizing customer milestone, making them feel valued as an individual, presenting a compelling special offer, encouraging purchase or engagement, and strengthening emotional connection to brand.

EXECUTION MODE: Design email with genuine celebration spirit avoiding transactional feel.



Subject Line: "Happy Birthday [Name]" or "Celebrating you today" or "[Number] years together—thank you"

Opening:

- Genuine congratulatory message
- Acknowledge specific milestone (birthday, purchase anniversary, signup anniversary)
- Express authentic appreciation for them as a customer

Value Message:

- Share brief heartfelt message about why you appreciate their business
- Specific qualities that make them a valued customer
- Ways they've impacted your business
- Keep it sincere, not generic

Birthday/Anniversary Offer:

- Present offer clearly as gift from you to them
- Position as genuine appreciation, not marketing tactic
- Make offer attractive and worthwhile (20-30% off or free product they'd actually want)
- Clearly state mechanics (promo code, automatic application, expiration)
- Explain why offer is special and exclusive to them

Keep Brief: Under 200 words focusing on celebration and appreciation

Clear CTA: Warm language like "Treat Yourself" or "Celebrate With Us"

Personal Touches:

- Signature from real person on team
- Photo of team member or product
- Specific product recommendation based on purchase history

Follow-Up Strategy:

- Reminder a few days before expiration if unused
- Thank-you after redemption
- Gentle message after expiration wishing them well regardless

Data Collection Strategy:

- Optional birthday field at signup (explain why)
- Automatic anniversary tracking from first purchase



- Segment by engagement level (better gifts for VIP customers)

Track Performance:

- Redemption rate
- Revenue per email
- Customer sentiment (replies and feedback)
- Compare against regular promotional emails

Plan celebration calendar scheduling all customer milestones and create ongoing program transforming one-time emails into consistent relationship-building touchpoint.

2.6 Email Subject Line Generator

INPUTS:

- Email Purpose: [promotion/newsletter/announcement/re-engagement]
- Target Audience: [who you're emailing]
- Key Benefit or Offer: [what's in it for them]
- Tone Desired: [urgent/friendly/professional/playful]
- Email Content Preview: [brief description of what email contains]

ROLE & EXPERTISE: You are an Email Copywriting Specialist who creates subject lines that dramatically increase open rates. You understand psychology of curiosity and urgency, benefit-driven copy, optimal length for different devices, A/B testing methodology, and avoiding spam triggers while remaining compelling.

OBJECTIVE: Generate 10 distinct subject line variations using different psychological approaches that accurately represent email content, stay under 50 characters for mobile optimization, avoid spam filter triggers, and maximize open rates for target audience.

EXECUTION MODE: Create 10 subject line variations organized by psychological trigger:

Curiosity Gaps (2):

- Create information void people feel compelled to fill
- Example: "You're going to love what we just added"
- Keep promise real, not clickbait

Urgency (2):



- Create time pressure
- Use specific numbers and exact deadlines
- Example: "Only 12 hours left for [benefit]"
- Avoid fake scarcity

Clear Benefit (2):

- State exactly what reader gains
- Example: "Save \$50 on [specific product]"
- Make value proposition obvious

Personalization (2):

- Speak directly to recipient
- Example: "[Name], this is for you"
- Include specific relevant details

Pattern Interrupt (2):

- Use unexpected phrasing
- Example: "We messed up—here's how we'll fix it"
- Challenge normal subject line patterns

For each variation provide:

- Character count (ideal: under 40; max: 50)
- Spam trigger warnings
- Psychological principle explanation
- When to use it
- Predicted performance ranking

Include A/B testing recommendations, personalization merge tag options, platform-specific considerations, seasonal timing guidance, and common mistakes to avoid.

Provide emoji recommendations (when appropriate, 1 maximum).

Section 3: Local SEO & Online Presence

3.1 Google My Business Post Generator

INPUTS:



- Business Name: [your business]
- Business Type: [what you do]
- Post Purpose: [promote offer/share update/announce event/build awareness]
- Specific Details: [what you want to communicate]
- Call-to-Action: [learn more/call/book/visit/order]
- Target Local Keywords: [local terms you want to rank for]

ROLE & EXPERTISE: You are a Local SEO Specialist who maximizes Google My Business profiles to drive local visibility and customer action. You understand GMB algorithm, how posts appear in local search and maps, optimal posting frequency, writing that drives clicks and calls, and keyword integration without keyword stuffing.

OBJECTIVE: Create five Google My Business post variations for different purposes using optimal character counts, including local keywords naturally, driving desired actions through clear CTAs, and maximizing local search visibility.

EXECUTION MODE: Generate five distinct GMB post types:

1. Promotional Offer Post (300 characters max):

- Open with attention-grabbing offer statement
- State percentage or dollar savings clearly
- Include specific deadline
- Mention what's included
- Integrate local keywords naturally
- End with clear CTA

2. Event Announcement:

- Describe event specifics (date, time, location)
- Explain what attendees can expect
- Include local landmark references
- Provide RSVP/registration information
- Create excitement

3. Product/Service Highlight:

- Focus on one specific offering
- Explain key benefits and who it's perfect for
- Include customer testimonial or success statistic
- Use educational tone
- Naturally work in industry keywords



4. Update or News:

- Share business developments (new hours, services, team members, awards)
- Use conversational, human tone
- Explain how update benefits customers
- Express appreciation for community support

5. Tips or Advice:

- Give away valuable free information
- Share seasonal advice or how-to guidance
- Position yourself as helpful community resource
- Use format: "3 tips for [solving problem]"

For each post:

- Ensure appropriate character count
- Recommend photo or video pairing
- Provide CTA button options (book, call, sign up, learn more)
- Note optimal posting times
- Include keyword integration guidance
- Explain impact on local ranking

Recommend posting frequency: at least 1 per week, ideally 3-4, varying post types.

3.2 Google My Business Q&A Optimizer

INPUTS:

- Business Type: [what you do]
- Location: [city/area you serve]
- Common Customer Questions: [list typical questions you receive]
- Services/Products: [what you offer]
- Unique Selling Points: [what sets you apart]

ROLE & EXPERTISE: You are a Local Search Optimization Expert who uses Google My Business Q&A to improve local rankings and convert searchers into customers. You understand how Q&A affects local SEO, the psychology of addressing concerns preemptively, writing answers that build trust, and using Q&A section strategically for keyword optimization.



OBJECTIVE: Generate 10 frequently asked questions and corresponding detailed answers that anticipate real customer concerns, integrate local and service keywords naturally, improve local search rankings, and drive customers to take the next step toward conversion.

EXECUTION MODE: Create 10 Q&A pairs covering essential information:

1. Business Hours

- Q: "What are your hours of operation?"
- A: Complete schedule by day, holiday closures, extended hours if applicable, convenience notes, local neighborhood reference

2. Service Area

- Q: "Do you serve [specific neighborhood]?"
- A: List all cities, neighborhoods, zip codes, distance radius, travel fees if applicable, local commitment emphasis

3. Pricing

- Q: "How much do you charge for [service]?"
- A: Price range or typical costs, factors affecting price, comparison to industry standards, free estimates offer

4. What Sets You Apart

- Q: "What makes you different from other [business type]?"
- A: Unique selling propositions (locally owned, certifications, years in business, guarantees, customer satisfaction stats)

5. Payment Methods

- Q: "What payment methods do you accept?"
- A: List all options (cash, credit, digital, financing, insurance), convenience notes

6. Booking/Contact Process

- Q: "How do I schedule?"
- A: Multiple contact methods, response time, online booking availability, same-day service emphasis

7. Credentials

- Q: "Are you licensed and insured?"



- A: All licenses, certifications, insurance coverage, professional affiliations, experience

8. Common Concern

- Q: Address frequent worry (parking, appointments, accepting new customers)
- A: Directly address concern, provide solution, show attentiveness

9. Specialty Offering

- Q: "Do you offer [specific service]?"
- A: Confirm capability, explain approach, mention specialized equipment/methods

10. Local Community Connection

- Q: "Are you locally owned?"
- A: Emphasize community ties, involvement in events, charitable contributions

For each answer:

- Use natural conversational language (50-150 words)
- Integrate keywords strategically (city names, neighborhoods, specific services)
- Include specific CTAs where appropriate
- Format for scannability
- Keep informative, not overly promotional

Update regularly, encourage customer questions, monitor for spam, and respond quickly to new questions.

3.3 Local Landing Page Copy

INPUTS:

- City/Neighborhood: [specific location you're targeting]
- Service/Product: [what you're promoting on this page]
- Target Audience: [local demographic you serve]
- Local Competitors: [who else serves this area]
- Unique Local Angle: [what makes you best choice for this location]
- Local Landmarks: [known places in the area]



ROLE & EXPERTISE: You are a Local SEO Copywriter who creates location-specific landing pages that rank in local search and convert local visitors into customers. You understand geo-targeting keyword research, writing that balances local specificity with natural flow, avoiding duplicate content across multiple location pages, and conversion optimization for local intent searchers.

OBJECTIVE: Create complete landing page copy for a specific location that includes local keywords naturally throughout, establishes strong local presence and relevance, demonstrates understanding of local community needs, and creates a compelling case for choosing you over local competitors.

EXECUTION MODE: Structure landing page with clear sections optimized for search engines and human readers:

Headline:

- Incorporate city or neighborhood name with service
- Example: "Professional [Service] in [City]" or "[City]'s Trusted [Business Type]"

Opening Paragraph:

- Establish local connection
- Explain how long you've served the area
- Mention specific neighborhoods, landmarks, or streets locals recognize
- Include statistics: "Number of [City] residents served"

Main Content Sections:

1. **Services Section:** Describe offerings specifically for this location, mention local regulations/requirements, address area-specific challenges
2. **Why Choose Us:** Emphasize local advantages (quick response time, local team members, understanding of [City]-specific needs, established reputation, local references)
3. **Service Area:** Define coverage zone, list neighborhoods/zip codes/districts, include landmark references
4. **Testimonial Section:** Feature reviews from local customers mentioning specific streets/neighborhoods/landmarks
5. **Process/How It Works:** Explain typical timeline with local context



6. **CTA Section:** Multiple conversion opportunities with local area code phone number, quote form, online booking, physical address with map

Throughout page:

- Naturally integrate local keywords (avoid stuffing)
 - Include variations: [City] [service], [Service] in [City], [Neighborhood] [service], [Service] near [Landmark]
 - Add local schema markup recommendations
 - Include internal linking to related pages
 - Integrate local content elements (events, community organizations, partnerships)
 - Differentiate from cookie-cutter location pages with unique local insights
 - Include FAQ section addressing location-specific questions
 - End with trust builders (years in community, local licenses, local awards, local media features)
-

3.4 Review Response Generator

INPUTS:

- Review Platform: [Google/Yelp/Facebook]
- Review Type: [5-star/4-star/3-star/2-star/1-star]
- Review Content: [brief summary of what reviewer said]
- Business Name: [your business]
- Owner/Manager Name: [who will sign response]
- Specific Issue Mentioned: [if negative, what problem was mentioned]

ROLE & EXPERTISE: You are a Reputation Management Specialist who excels at responding to customer reviews in ways that strengthen brand reputation, turn negative situations into positive demonstrations of customer service, and show potential customers how you handle feedback professionally and with care.

OBJECTIVE: Create professional, personalized review responses that thank the reviewer appropriately, address any concerns raised specifically, demonstrate excellent customer service publicly, turn negative reviews into service recovery opportunities, and influence potential customers reading reviews to choose your business.

EXECUTION MODE: Generate response templates customized for star rating:

5-Star Glowing Reviews (50-75 words):



- Thank reviewer by name
- Express genuine gratitude
- Specifically mention something from their review
- Reference their purchase or experience
- Invite them to return or refer friends
- Sign with real person's name

4-Star Positive But Not Perfect (75-100 words):

- Thank them for feedback
- Acknowledge minor issue mentioned
- Explain what you're doing to improve (without being defensive)
- Invite direct contact if anything else needed

3-Star Mixed Reviews (100-150 words):

- Acknowledge their experience
- Validate feelings without agreeing with every criticism
- Thank them for constructive feedback
- Take ownership of legitimate service failures
- Explain context only if truly relevant and non-defensive
- Offer to make it right
- Provide direct phone or email
- Emphasize commitment to satisfaction

2-Star Negative Reviews (150-200 words):

- Apologize sincerely for poor experience
- Take full responsibility without excuses
- Acknowledge specific problems mentioned
- Explain what went wrong (only if provides genuine context)
- Ask for opportunity to make it right
- Offer concrete remedy (refund, credit, do-over)
- Provide direct contact information

1-Star Terrible Reviews (150-200 words):

- Remain professional and calm regardless of review tone
- Apologize for extremely disappointing experience
- Take ownership of failures
- Avoid arguing or being defensive even if review seems unfair
- Offer significant remedy showing good faith
- Explain factual inaccuracies if they exist (use neutral language)
- Invite offline conversation
- Publicly demonstrate character in handling difficult situation



Throughout all responses:

- Maintain professional, dignified tone
- Never be defensive, argumentative, or dismissive
- Use empathetic language
- Sign with real name and title
- Personalize (include reviewer name, reference specific details)
- Vary responses so they don't appear automated
- Remember future customers read responses

Follow up privately after posting public response (especially for negative reviews). Track response effectiveness and maintain consistency across similar issues.

3.5 Local Business Directory Listing Optimizer

INPUTS:

- Business Name: [your official business name]
- Business Category: [primary business type]
- Service Area: [all locations you serve]
- Primary Services: [main services or products]
- Unique Selling Points: [what sets you apart]
- Target Keywords: [local terms you want to rank for]

ROLE & EXPERTISE: You are a Local SEO Directory Specialist who optimizes business listings across hundreds of directories to improve local search visibility. You understand NAP consistency, directory authority for local rankings, writing descriptions that convert while including keywords, and managing online presence across platforms.

OBJECTIVE: Create comprehensive optimized business description template that works across multiple directories, maintains consistent NAP information, integrates local keywords naturally, highlights unique advantages, and drives potential customers to take action.

EXECUTION MODE: Create primary business description (150-300 words) usable for most directories:

Opening: "[Business Name] is [City]'s premier [Business Type] serving [Specific Areas] since [Year]" - immediately establish local relevance, credibility, expertise



Core Services (2nd paragraph): Focus on most important offerings, explain benefits not just features, use language customers search with, incorporate target keywords naturally

Unique Selling Points (3rd section): Emphasize differentiators (licensed/insured, locally owned, family operated, 24/7 availability, same-day service, certified technicians, free estimates, guarantees)

Credibility Indicators: Years in business, awards, number of customers served, BBB rating, professional associations, media features, community involvement

Strong CTA: Clear next step ("Call today for free estimate" or "Visit our website to schedule" or "Stop by our showroom")

Create Multiple Description Lengths:

- 50-word short version for character-limited directories
- 150-word medium version for standard directories
- 300-word long version for extended platforms

Ensure NAP Consistency:

- Use exact same name, address, phone format across all platforms
- Match what appears on website and other listings
- This consistency signals legitimacy to search engines

Develop Category and Attribute Strategy:

- Select primary category matching core business
- Choose relevant secondary categories
- Select all applicable attributes (accepts credit cards, wheelchair accessible, woman-owned, WiFi available, parking available, etc.)

Create Platform-Specific Variations:

- Google Business Profile: Emphasize services and location
- Yelp: More conversational, customer experience focus
- Facebook: Include personality and community connection
- LinkedIn: Professional credentials and business relationships
- Bing Places: Similar to Google with different feature emphasis
- Industry-specific directories: Technical details and specialized certifications

Incorporate Local Keyword Variations:

- Primary: [City] [service]



- Variations: [service] in [City], [Neighborhood] [service], [service] near [Landmark], best [business type] in [City]
- Use naturally without sounding robotic

Include Hours, Photos, and Media:

- Ensure consistency across platforms
- Note special hours and holiday closures
- State 24/7 if applicable
- Use high-quality real photos (not stock images)
- Name image files with keywords

Monitor and Maintain:

- Set up accounts on all major directories
- Claim existing listings
- Correct misinformation
- Regularly update information
- Remove duplicate listings
- Respond to reviews consistently

Prioritize Directory Tiers:

1. **Tier 1:** Google Business Profile, Bing Places, Facebook, Apple Maps (biggest ranking impact)
2. **Tier 2:** Yelp, Yellow Pages, BBB, industry-specific directories
3. **Tier 3:** Aggregators and niche directories

Consider citation building services (Moz Local, BrightLocal, Yext) for managing multiple listings efficiently.

Section 4: Customer Acquisition

4.1 Facebook/Instagram Ad Copy Generator

INPUTS:

- Product/Service: [what you're advertising]
- Target Audience: [who you're trying to reach - demographics, interests]
- Ad Objective: [awareness/traffic/conversions/leads]
- Budget Level: [daily budget range]
- Key Benefit: [main reason someone should care]



- Unique Offer: [specific deal or value proposition]

ROLE & EXPERTISE: You are a Facebook Ads Copywriter who creates scroll-stopping ads that convert cold traffic into customers. You understand platform algorithms, what makes people stop scrolling, how to write for different awareness levels, creative testing strategies, and balancing direct response with brand building.

OBJECTIVE: Create three complete ad variations including primary text, headline, and description that stop scrolls from target audience, communicate value clearly within seconds, create desire for offering, and drive clicks or conversions at specified budget level.

EXECUTION MODE: Develop three distinct ad variations testing different hooks and angles:

Variation 1 - Problem-Solution Approach:

Primary Text (125-150 characters):

- Open with relatable problem: "Are you tired of [specific frustration]?"
- Agitate: Expand on problem making it feel urgent
- Solution: Explain how your offering addresses problem
- Social proof: "[Number] happy [city] customers"
- Clear CTA: "Shop Now" or "Learn More"

Headline (40 characters max): Benefit-driven like "Save [percent] Today"

Description (30 characters): Add urgency: "Limited time" or "Free shipping"

Variation 2 - Curiosity-Based Approach:

Primary Text:

- Open with intriguing statement creating information gap
- Build curiosity without clickbait
- Reveal partial benefit
- Include brief credibility builder
- Focus on driving click

Headline: Amplify curiosity: "The [Adjective] Way To [Outcome]"

Description: Add scarcity or urgency

Variation 3 - Social Proof/Results Approach:



Primary Text:

- Lead with impressive result: "[Number] [City] families saved [amount]"
- Share brief customer success story with specific details
- Explain how offering delivers similar results
- Mention guarantees
- Include time-bound offer if applicable

Headline: Focus on result: "Get [Specific Outcome]"

Description: Emphasize proof: "Rated [rating] stars"

For Each Variation, Specify:

Targeting Recommendations:

- Demographic targeting (age, gender, location)
- Detailed targeting (interests, behaviors, life events)
- Lookalike audiences
- Custom audiences for retargeting

Creative Direction:

- Ideal image or video pairing
- Lifestyle vs. product shots
- Static image vs. video
- Video often outperforms but requires more production

Placement Recommendations:

- Facebook feed, Instagram feed, stories, reels
- Note character limits vary by placement

Budget and Bidding Guidance:

- Starting daily budget suggestion
- Bid strategy (lowest cost for testing, highest value for established)
- When to use campaign budget optimization

Testing Protocol:

- Launch all three variations simultaneously with equal budget
- Run minimum 3-4 days before evaluating
- Use metrics: cost per click, conversion cost, click-through rate
- Kill underperformers, reallocate to winners



Scaling Recommendations:

- When to increase budget on winning ads
 - How much to increase without disrupting performance
 - Whether to duplicate vs. increase budget
 - Allow Facebook time to optimize after changes
-

4.2 Google Ads Copy Creator (Local)

INPUTS:

- Service/Product: [what you're advertising]
- Target Location: [city/region you serve]
- Target Keywords: [specific search terms you're bidding on]
- Competitive Advantage: [why choose you over competitors]
- Special Offer: [if any discount or promotion]
- Budget: [daily or monthly ad budget]

ROLE & EXPERTISE: You are a Google Ads Specialist focused on local service businesses who creates high-converting search ads. You understand keyword intent, Quality Score optimization, local extensions usage, writing within strict character limits, and maximizing ROI with limited budgets.

OBJECTIVE: Create three complete Google Search ad variations including headlines, descriptions, and extension recommendations that match search intent, rank well through Quality Score, drive qualified clicks, and convert local searchers into customers.

EXECUTION MODE: Develop three ad variations optimized for different keyword match types:

Variation 1 - Exact Match High-Intent Keywords:

Headline 1 (30 chars): Mirror exact keyword: "Emergency Plumber [City]"

Headline 2 (30 chars): Add differentiator: "Licensed & Insured"

Headline 3 (30 chars): Include urgency: "Call Now 24/7"

Description 1 (90 chars): Expand on service, mention service area, highlight unique process

Description 2 (90 chars): Add social proof + CTA: "[Number]+ 5-Star Reviews. Call now."



Variation 2 - Phrase Match Mid-Intent Keywords:

Headlines: Focus on category benefits: "Affordable [Service]", "Top-Rated [Business Type]", "[City] [Service]"

Descriptions: Emphasize range of services, credibility factors, comparative advantage without naming competitors

Variation 3 - Broad Match Discovery-Phase Searchers:

Headlines: Address problems or questions: "Need A [Service]?", "How To Fix [Problem]", "[Problem] Solutions"

Descriptions: Provide brief helpful information while positioning as expert, mention consultation/quote

Throughout All Variations:

- Incorporate location extensively (city name, neighborhoods, landmarks)
- Use Dynamic Keyword Insertion strategically: {Keyword:Default Text}
- Test default text fits character limits and makes grammatical sense

Leverage All Ad Extensions:

Sitelink Extensions:

- Book Online, View Services, Our Guarantee, About Us

Callout Extensions (25 chars each):

- Free Estimates, Family Owned Since [Year], Licensed Insured, 24/7 Emergency, Same-Day Available

Structured Snippets:

- Services: Residential, Commercial, Emergency
- Brands: [Brand1], [Brand2], [Brand3]

Call Extensions: Show phone number (crucial for local services)

Location Extensions: Display address

Price Extensions: Show starting costs if applicable

Review Extensions: Showcase third-party ratings

Include Strategic Negative Keywords:



- Prevent wasted spend: free, DIY, jobs, career, competitor names, locations outside service area

Quality Score Optimization:

- Match headline to keyword
- Use keyword in description
- Ensure landing page relevance
- Improve expected CTR through compelling copy
- Maximize ad extensions usage
- Result: Lower CPC, better positions, more traffic with same budget

Bid Strategy Recommendations:

- Manual CPC for small budgets (maintain control)
- Maximize Conversions once 30+ conversions/month
- Target CPA for specific cost goals
- Avoid Maximize Clicks (prioritize conversions, not just traffic)

Dayparting Recommendations:

- Run ads during business hours when you can answer calls
- Pause overnight unless 24/7 service
- Allocate more budget to peak conversion times

Device Bid Adjustments:

- Increase mobile bids if phone calls are primary goal
- Decrease mobile if form fills are goal

Geographic Targeting:

- Focus on ZIP codes with highest customer concentration
- Use radius targeting around physical location
- Bid adjustments for high-value areas

Landing Page Recommendations:

- Send to specific service pages matching search intent (not generic homepage)
- Use location-specific pages when possible
- Phone number prominently above fold
- Optimize for mobile
- Reduce load time
- Match page headline to ad headline



Conversion Tracking:

- Critical: Track phone calls, form submissions, online bookings, purchases
 - Use Google Ads conversion tracking + Google Analytics goals
 - Call tracking numbers if significant phone volume
 - Understand actual ROI, not just clicks
-

4.3 Lead Magnet Creator

INPUTS:

- Business Type: [what you do]
- Target Audience: [who you want to attract]
- Common Problem: [main pain point your audience has]
- Your Expertise: [what you know that helps solve this problem]
- Delivery Method: [PDF/checklist/video/email course/template]
- Where You'll Promote It: [website/social/ads]

ROLE & EXPERTISE: You are a Lead Generation Strategist who creates irresistible free offers that build email lists with qualified prospects. You understand value perception, the psychology of reciprocity, making offers specific enough to be valuable but broad enough to appeal widely, and transitioning leads to customers.

OBJECTIVE: Generate five distinct lead magnet ideas with complete titles, descriptions, and content outlines that solve immediate specific problems, provide genuine value, position you as expert, and naturally lead to your paid offering.

EXECUTION MODE: Create five lead magnet concepts targeting different segments:

1. Comprehensive Checklist (Process-Based)

Title: "The Complete [Process] Checklist for [Target Audience]" Example: "The Complete Home Inspection Checklist for First-Time Buyers"

Description: Explain what's included, how many items, why it's valuable. Emphasize you're giving away your tested process, not generic advice.

Outline:

- 3-5 main sections
- Each with 5-10 specific action items



- Checkbox format
- Expert tips or warnings for certain items
- Context beyond obvious steps

Positioning: Solves specific costly mistake or oversight

2. Educational Guide (Skill/Knowledge)

Title: "The [Target Audience]'s Guide to [Achieving Outcome]" Example: "The Small Business Owner's Guide to Social Media Marketing"

Description: Emphasize what they'll learn, specific transformation, number of pages

Outline:

- Introduction explaining why this matters
- 5-7 chapters teaching progressive concepts
- Each chapter title = specific benefit
- Case studies or examples
- Action steps at end of each section
- Conclusion with next steps (mentioning your paid service)

3. Quick-Win Template/Swipe File

Title: "[Number] [Type] Templates for [Specific Use Case]" Example: "10 Email Templates for Winning New Clients"

Description: Emphasize time saved, proven effectiveness, fill-in-the-blank simplicity

Outline:

- List each template with brief description
- Actual examples showing format
- Customization guidance
- Common mistakes to avoid
- When to use each variation

4. Assessment/Quiz/Scorecard

Title: "[Type] Assessment: How [Metric] Is Your [Area]?" Example: "Social Media Health Assessment: How Effective Is Your Strategy?"

Description: Explain what they'll measure, how scoring works, personalized results



Outline:

- 5-10 assessment categories
- Specific questions or criteria for each
- Point system or grading rubric
- Result interpretations with score ranges
- Detailed feedback for each range
- Specific action steps for improvement

5. Case Study/Success Story

Title: "Before & After: How [Client Type] Achieved [Specific Result]" Example: "How One Restaurant Doubled Revenue in 90 Days"

Description: Tease specific numbers, mention relatable starting point, explain what made transformation possible

Outline:

- Client background and challenges
- Specific strategies implemented
- Timeline showing progression
- Results with specific metrics
- Key lessons or principles
- What readers can apply
- How your service was crucial

For Each Lead Magnet:

Opt-In Copy for Landing Page:

- Compelling headline
- 2-3 bullet points highlighting what's inside
- Clear benefit-focused CTA button text
- Address objection: "No credit card required" or "Instant access"

Delivery Sequence:

- Email 1: Immediate delivery + welcome message
- Email 2-3 days: Value-focused follow-up with additional tips
- Email 5-7 days: Soft pitch mentioning relevant paid offering
- Email 10-14 days: Stronger pitch with clear offer and deadline

Promotion Strategy:

- Website opt-in (homepage, service pages, blog posts)



- Dedicated landing page
- Social media promotion
- Paid ads to landing page
- Email signature
- Google Business profile
- Guest posting on industry blogs
- Speaking engagements/webinars
- Referral incentive

Production Tips:

- Keep design clean and professional (use Canva for PDFs)
 - Include your branding consistently
 - Add contact info on every page
 - Optimize file size for quick download
 - Mobile-friendly formatting
 - Make content skimmable
 - Use real examples, not stock photos
-

4.4 Referral Program Messaging

INPUTS:

- Business Type: [what you do]
- Current Customer Base: [rough size and type]
- Referral Incentive: [what you'll offer - discount/cash/credit/gift]
- Ideal Referred Customer: [who you want them to refer]
- Current Referral Rate: [how often customers refer now without program]
- Brand Personality: [how you communicate]

ROLE & EXPERTISE: You are a Referral Marketing Specialist who designs programs that turn happy customers into active promoters. You understand reciprocity psychology, optimal incentive structures, making sharing easy, two-sided versus one-sided rewards, and creating referral momentum.

OBJECTIVE: Create complete referral program including program name, incentive structure, promotional email announcement, social sharing copy, in-store materials, and tracking system that motivates customers to refer, increases referral volume, and maintains profitability.

EXECUTION MODE: Design comprehensive referral program:

Strategic Foundation:



Program Name: Memorable and branded

- Examples: "Friends with Benefits Program", "Share the Love Rewards", "VIP Circle"
- Avoid generic "Referral Program"

Incentive Structure:

- Decide: One-sided (only referrer) or two-sided (both referrer and new customer)
- Two-sided usually performs better
- Set reward value: 10-25% discount for referrer, 10-20% for friend
- Or fixed amounts: \$25 credit for referrer, \$15 discount for friend
- Or tiered: 1 referral = \$10, 3 referrals = \$35, 5 referrals = \$75 (gamification)

Ensure Economics Work:

- Calculate average customer lifetime value
- Subtract referral costs
- Determine maximum acceptable cost per acquisition
- Ensure profit margin remains healthy

Email Announcement for Existing Customers:

Subject: "Turn your friends into rewards" or "Get \$[amount] for sharing us"

Content:

- Thank them for loyalty
- Announce new referral program
- Explain you're launching because best customers come from recommendations
- Position as way to help friends while earning rewards
- Describe program mechanics clearly
- Provide unique referral link or code
- Include social sharing buttons
- Add email template they can personalize
- Close with immediate CTA

Social Media Sharing Templates:

Variation 1 - Casual Personal: "I love [Business]! Here's [discount] off your first [purchase/service] [link]"

Variation 2 - Value-Focused: Explain specific benefit, why you recommend them, what problem they solve



Variation 3 - Visual: Shareable image highlighting both benefits, branded, professional but shareable

Keep under platform character limits, include hashtags if relevant, make easy to customize.

In-Store/Physical Materials:

Counter Card or Flyer:

- "Refer a friend and get \$[amount]"
- Brief explanation
- QR code linking to referral signup
- URL for non-scanners

Receipt Insert/Bag Stuffer:

- Goes home with every customer
- Repeated exposure

In-Person Script for Staff: "By the way, we have a referral program where you can earn \$[amount] for each friend you send our way. Would you like me to text you the details?"

Automated Reminder System:

- Reminder 1: Two weeks after purchase (for customers who haven't referred)
- Reminder 2: One month later with different angle
- Reminder after positive interaction (great review, repeat purchase)

Success Celebration:

- Thank them immediately when someone uses their link
- Congratulate on reward earned
- Provide update on what friend purchased
- Encourage more referrals through positive reinforcement

Tracking System:

- Use unique codes or links for each customer
- Automated reward delivery
- Referral software (ReferralCandy, Friendbuy, Yotpo) or custom spreadsheet
- Ensure accurate attribution

Terms and Conditions:



- Define eligible purchases
- State when rewards are issued
- Explain expiration if any
- Outline disqualifications
- Protect business while being fair

Promotional Calendar:

- Launch with announcement email
- Regular newsletter mentions
- Social posts
- Email signature
- Thank-you messages
- Keep top-of-mind monthly

Monitor Performance:

- Track number of referrals generated
- Conversion rate of referred customers
- Average order value (referred vs. non-referred)
- Cost per acquisition through referrals
- Customer lifetime value comparison
- ROI of entire program

Iterate based on data: test different incentive levels, try limited-time bonuses, survey non-participants, adjust messaging, optimize continuously.

4.5 Partnership Outreach Templates

INPUTS:

- Your Business Type: [what you do]
- Target Partner Type: [complementary businesses you want to partner with]
- Partnership Goal: [cross-promotion/co-marketing/bundled services/referrals]
- What You Offer Partners: [value you bring to them]
- Geographic Focus: [local area/region]
- Ideal Partner Size: [similar size/larger/smaller]

ROLE & EXPERTISE: You are a Business Development Specialist who creates strategic partnerships between complementary local businesses. You understand win-win partnership structures, how to approach potential partners



professionally, making proposals that emphasize mutual benefit, and building lasting business relationships.

OBJECTIVE: Create three outreach email templates targeting different partner scenarios that introduce partnership opportunity clearly, communicate mutual benefits, make compelling case for collaboration, and lead to productive conversation or agreement.

EXECUTION MODE: Develop three partnership outreach templates:

Template 1 - Cold Outreach (No Prior Relationship)

Subject: "Quick idea for [Their Business Name]" or "Partnership opportunity in [City]"

Opening:

- Brief introduction (your business name, what you do, how long in [City])
- Demonstrate understanding of their business with specific detail
- Show genuine research

Partnership Concept:

- Explain complementary nature in 2-3 sentences
- State specific partnership idea (cross-promotion, referral arrangement, bundled service, co-marketing)
- Emphasize mutual benefit

Value for Them:

- Address "what's in it for them" first
- Explain how it adds value to their offering
- Show you've thought through their perspective

Social Proof:

- Mention current partnerships, number of customers, ratings/reviews

Easy Next Step:

- Suggest 15-minute coffee or brief chat
- Avoid major commitment initially
- Keep email under 150 words

Professional Signature:

- Full name, title, business name, phone, website



Template 2 - Building on Existing Acquaintance

Subject: "Following up from [Event]" or "Partnership idea I mentioned"

Opening:

- Reference where you met or last interaction
- Friendly rapport, not cold approach

Partnership Proposal:

- More detailed since foundation exists
- Outline specific actions each party would take
- Clear expectations
- Address logistics briefly
- Emphasize flexibility and openness

Call to Action:

- Ask for specific meeting
- Suggest specific times

Template 3 - Formal Proposal for Established Relationship

Subject: "Q1 Partnership Proposal" or "New Collaboration Idea for [Their Business]"

Opening:

- Acknowledge successful existing relationship
- Show appreciation

Expanded Partnership Concept:

- Explain natural evolution
- New opportunity building on what's working

Structured Proposal:

- Partnership Overview
- Target Audience
- Benefits for each business
- Marketing Plan
- Timeline
- Success Metrics

Include Numbers:



- Specific projections or estimates
- Attach detailed proposal document if complex

Request Formal Meeting:

- Schedule call to discuss
- Respect importance of formal partnership

Throughout All Templates:

- Maintain professional yet friendly tone
- Balance business proposition with relationship building
- Make clear this is long-term partnership, not one-off transaction
- Personalize every outreach (never obvious template)

Follow-Up Strategy:

Follow-Up 1: One week after initial outreach if no response

- Subject: "Following up: Partnership idea"
- Keep brief
- Bump conversation

Follow-Up 2: Two weeks after first follow-up

- Very brief
- Accept their non-response gracefully
- Leave door open: "If timing isn't right now, feel free to reach out later"

Track Outreach:

- Create spreadsheet with potential partners
- Date contacted
- Response
- Follow-ups taken
- Outcome
- Allow systematic approach

Prepare for Meetings:

- One-page overview document
- Talking points
- Answer anticipated questions
- Flexibility to adapt
- Structure with openness



4.6 First-Time Customer Offer Creator

INPUTS:

- Business Type: [what you sell or service you provide]
- Average Transaction Value: [typical first purchase amount]
- Profit Margin: [rough percentage or dollar amount]
- Competition Level: [how many similar businesses locally]
- Acquisition Goal: [how many new customers per month]
- Current New Customer Offer: [what you currently do if anything]

ROLE & EXPERTISE: You are a Promotional Strategy Expert who designs first-purchase offers that attract qualified new customers profitably. You understand customer lifetime value calculations, psychological pricing, balancing discount depth with perceived value, preventing offer abuse, and transitioning discount customers to regular-price buyers.

OBJECTIVE: Create three distinct first-time customer offer variations with complete promotional copy, terms and conditions, and marketing recommendations that lower barrier to first purchase, attract target customers not just bargain hunters, remain financially sustainable, and lead to repeat purchases.

EXECUTION MODE: Design three different offer structures:

Offer 1 - Percentage Discount

Discount: 15-25% off first purchase (high enough to motivate, not so steep it devalues brand)

Offer Name: "First-Timer Special" or "New Customer Welcome Discount"

Promotional Headline: "Save 20% On Your First Purchase" or "Welcome Offer: 15% Off For New Customers"

Description:

- Exclusively for new customers
- One-time redemption
- Clarify exclusions
- Include expiration
- Add urgency

Social Proof: "Join [number] happy customers"



Redemption: Unique promo code (WELCOME20, NEWFRIEND15, FIRST25)

Offer 2 - Dollar Amount Discount

Fixed Discount: \$10-\$50 depending on average transaction (10-20% of typical purchase)

Compelling Framing: "Get \$25 Toward Your First Purchase" or "\$15 Off When You Try Us"

Minimum Purchase: Set threshold ensuring profitability (minimum \$50 purchase, etc.)

Description: Explain what \$[amount] can get them, help visualize value

Risk Reversal: "Plus our satisfaction guarantee"

Scarcity: "Only [number] available" or "First [number] new customers"

Offer 3 - Value-Add Approach (No Core Discount)

Bundle: "Free [item] with first purchase worth \$[amount]" or "Complimentary [upgrade] for first-time customers"

Calculate Cost vs. Perceived Value: Item costing you \$8 but \$25 retail value creates better economics

Framing: "Our Gift To New Customers" or "First-Timer Bonus"

Context: "Our way of saying thank you" (relationship-building, not discount)

Terms: "Free [item] with purchase of \$[amount] or more"

For Each Offer:

Multi-Channel Promotional Copy:

Website Banner (brief, punchy): "New Here? Save 20% On Us"

Email Marketing (3-4 sentences): Include offer, who it's for, how to redeem, when it expires, testimonials

Social Media (engaging, shareable): Casual friendly tone, emoji if appropriate, platform-native

Print Materials (clear hierarchy): Highlight discount prominently, expiration, unique code, all info visible



In-Store Signage (visible, simple): "First Visit? Ask About Our Welcome Discount"

Tracking and Attribution:

- Unique promo codes for digital channels (FACEBOOK20, GOOGLE20, EMAIL20)
- Track source data
- For in-store: train staff to ask "How did you hear about us?"
- Monitor redemption rate

Anti-Abuse Measures:

- Limit one offer per customer/email/household
- Flag accounts showing discount-seeking behavior
- Protect profit margins

Transition Strategy:

- Follow-up email after first purchase
- Thank them
- Offer smaller incentive for second purchase (10% within 30 days)
- Bridge from discounted to full-price loyalty

Track Effectiveness:

- How many first-time offer users make second purchase?
- What percentage become regular customers?
- Calculate true customer lifetime value
- Determine actual ROI

Optimize Over Time:

- Test different discount levels
- Try percentage vs. dollar amounts
- Test value-add vs. price reduction
- Measure impact on customer quality and retention
- Adjust based on results

Segment Offers:

- Higher-value offer for referred customers
 - Standard offer for cold traffic
 - Smaller offer for remarketing audiences
 - Customize based on lead quality
-



💖 Section 5: Customer Retention & Loyalty

5.1 Loyalty Program Design & Messaging

INPUTS:

- Business Type: [what you sell or provide]
- Average Purchase Frequency: [how often customers typically buy]
- Average Transaction Value: [typical purchase amount]
- Current Repeat Customer Rate: [percentage who buy again]
- Budget for Program: [what you can invest]
- Customer Demographics: [age, income, preferences]

ROLE & EXPERTISE: You are a Customer Loyalty Strategist who designs programs that increase repeat purchase frequency and customer lifetime value. You understand points versus tiers systems, gamification psychology, reward economics that drive behavior without destroying margins, and communicating program value effectively.

OBJECTIVE: Create complete loyalty program framework including program name, structure and mechanics, reward tiers or point values, launch announcement messaging, member communications, and profitability analysis that increases repeat purchases, builds emotional loyalty, and remains economically sustainable.

EXECUTION MODE: Design loyalty program foundation:

Choose Program Structure:

- **Points-Based:** Earn points for purchases, redeem for rewards (works well for frequent repeat purchases)
- **Tiered Status-Based:** Progress through bronze/silver/gold/platinum levels (works well for aspirational businesses)
- **Punch Card-Based:** Buy X get one free (simple, proven for straightforward businesses)
- **Spend-Based:** Spend \$X get \$Y reward (focuses on transaction size)

Create Memorable Program Name:

- Reflects brand personality
- Examples: "[Business Name] Rewards Club", "VIP Circle", "Insider Perks", "[Clever Name]"
- Make it brandable, memorable, exciting
- Avoid generic "Customer Loyalty Program"



Establish Point Earning Structure (if points-based):

- Determine point-to-dollar ratio (1 point per dollar or 5 points per dollar)
- Keep math simple
- Bonus earning opportunities: double points days, birthday points, review points, referral points, social sharing points

Define Redemption Structure:

- Points-to-reward conversion (100 points = \$5 reward)
- Ensure economics work (typically 5-10% of purchase value)
- Create reward menu: discounts, free products, upgrades, early access, exclusive products, VIP experiences

If Using Tiered System:

Design 3-4 Tiers: Bronze, Silver, Gold, Platinum (or Member, Plus, Premium, Elite)

Set Qualification Criteria:

- Based on annual spend or number of purchases
- Example: Bronze \$0-\$500/year, Silver \$501-\$1500, Gold \$1501-\$3000, Platinum \$3000+
- Make thresholds achievable but aspirational

Assign Tier Benefits:

- Bronze: 5% discount
- Silver: 10% discount + early sale access
- Gold: 15% discount + early access + free shipping
- Platinum: 20% discount + all previous + dedicated support

Add Experiential Rewards for Top Tiers: Exclusive events, special recognition, birthday gifts, VIP treatment

Launch Announcement Campaign:

Email Subject: "Introducing [Program Name]: Rewards For Being You"

Content:

- Appreciate their patronage
- Explain you've created program to give back
- Show gratitude
- Describe program clearly using bullets
- Explain how to earn, redeem, what rewards available



- Auto-enrollment if possible: "You're already a member with [X] points"
- Include FAQ section
- Strong CTA: "View your points" or "Start earning now"

Ongoing Member Communications:

Monthly Points Balance Email:

- Subject: "You have [X] points" or "[X] points away from reward"
- Show current balance
- Highlight how close to next reward
- Suggest what they could redeem for
- Create motivation to act

Surprise Delight Moments:

- Bonus points deposited
- Birthday bonus points
- Anniversary reward

Tier Progression Notifications:

- "Congratulations! You're now [Silver] member"
- "Only \$[X] away from [Gold] status"

Redemption Confirmation:

- Thank them for redeeming
- Congratulate them
- Invite them to earn more

Promotional Integration:

- Double points promotions during slow periods
- Member-only sales
- Early access for members
- Exclusive new product launches
- Bundle launches with bonus points

Gamification Elements:

- Progress bars showing proximity to reward
- Achievement badges (First Purchase, Frequent Visitor, Social Sharer, Review Writer)
- Challenges: "Spend \$X this month, win bonus"
- Leaderboard (if appropriate)



Program Economics:

Calculate Costs:

- Target participation rate (40-60% join, 20-30% actively redeem)
- Average reward cost per customer
- Ensure program increases profitability through higher repeat rates

Measure ROI:

- Repeat purchase rate before/after
- Customer lifetime value change
- Frequency increase
- Average order value change
- Total program costs
- Calculate whether revenue increase exceeds costs

Monitor Liability:

- Unredeemed points balance
- Accounting implications
- Set point expiration policies (12 months)
- Encourage redemption while preventing unlimited liability

Optimize Over Time:

- Analyze redemption patterns
- Identify most popular rewards
- Most effective earning activities
- Tier distribution
- Survey members about preferences
- Test modifications
- Continuously improve based on data

Launch Strategy:

- Soft-launch to best customers first (get feedback, work out issues)
- Expand to all customers with refined program
- Maximize success, minimize problems

5.2 Post-Purchase Follow-Up Sequence

INPUTS:



- Product/Service: [what customer bought]
- Delivery Method: [shipped/in-store pickup/service completed on-site]
- Typical Usage Timeline: [how long before they experience full value]
- Common Questions: [what customers usually ask after purchase]
- Review Request Timing: [when to ask for feedback]
- Next Logical Purchase: [what they might buy next]

ROLE & EXPERTISE: You are a Customer Success Manager who creates post-purchase experiences that increase satisfaction, reduce returns, generate reviews, and drive repeat purchases. You understand customer journey after purchase, optimal timing for different touchpoints, providing value without being annoying, and building relationships beyond transactions.

OBJECTIVE: Create a five-email post-purchase sequence delivered over 30 days that confirms purchase, builds excitement, provides usage help, requests review, introduces related products/services, and drives next purchase while making customer feel supported and valued.

EXECUTION MODE: Design five-email sequence strategically timed:

Email 1 - Immediate (Order Confirmation)

Subject: "Your order is confirmed [Order #]" or "Thank you for your purchase"

Content:

- Genuine appreciation
- Confirm order details (what, quantity, price, address, delivery date)
- Include tracking link if shipped
- Set expectations (what happens next, when to receive, what to watch for)
- Order number prominently displayed
- Customer service contact info: "Questions? Call [phone] or reply"
- Keep clean, simple, focused on essentials
- No sales pitches in confirmation

Email 2 - Upon Delivery/Completion (Getting Started)

Subject: "Your [product] is here—let's get started" or "Quick setup guide for your [product]"

Content:

- Acknowledge they've received product/service
- Provide 3-5 quick-start tips for immediate use
- Link to detailed resources (video tutorials, PDF guides, FAQ)
- Address common questions preemptively



- Invite questions: "Any questions? Hit reply"
- Include subtle product recommendation (complementary item)
- Keep helpful, not pushy

Email 3 - 3-5 Days After Delivery (Feedback Request)

Subject: "How's your [product] working out?" or "Quick question: How are you liking [product]?"

Content:

- Reference their purchase specifically
- Ask how everything is going
- Request review if experience is positive: "Would you mind sharing a quick review?"
- Include direct link to review page (one-click easy)
- Emphasize how reviews help small business
- Offer alternative if they're having issues: "If something isn't right, let us know"
- Keep brief (under 100 words)
- Include social sharing buttons

Email 4 - 7-10 Days After (Advanced Tips/Community)

Subject: "Getting more from your [product]" or "Advanced tips for [product]"

Content:

- Share 3-5 advanced techniques
- Take them beyond basics
- Include customer success story
- Invite them to community (Facebook Group, Instagram)
- Offer exclusive content (complete guide, expert tutorial)
- Set up for next email
- Maintain helpful tone

Email 5 - 2-3 Weeks After (Next Purchase Opportunity)

Subject: "You might also love these" or "Because you bought [product]"

Content:

- Continue showing care: ask if still happy
- Introduce complementary products/services
- Use recommendation logic
- Explain specific benefit



- Offer special discount as loyal customer
- Include deadline (7 days)
- Add social proof for recommended products
- Close with appreciation regardless of purchase

Throughout Sequence:

- Maintain consistent brand voice
 - Personalize (name, purchase details)
 - Track engagement (opens, clicks, purchases)
 - Create branching logic if possible (different paths based on engagement)
 - Handle edge cases (returns, problems, gifts)
 - Test and optimize
-

5.3 VIP Customer Experience Ideas

INPUTS:

- Business Type: [what you do]
- Top Customer Criteria: [what defines VIP - spend/frequency/tenure]
- Number of VIP Customers: [roughly how many qualify]
- Budget for VIP Program: [what you can invest per VIP]
- Current VIP Treatment: [what special treatment you give now]
- Brand Personality: [formal/casual/luxury/friendly]

ROLE & EXPERTISE: You are a VIP Customer Experience Designer who creates exclusive experiences that make top customers feel valued while being economically sustainable. You understand psychology of exclusivity, how recognition drives loyalty, balancing special treatment without alienating other customers, and ROI of VIP programs through increased retention and spend.

OBJECTIVE: Generate 10 specific VIP experience ideas ranging from low-cost high-impact gestures to premium exclusive offerings that make top customers feel recognized, valued, and special while encouraging continued high-value patronage and organic word-of-mouth advocacy.

EXECUTION MODE: Create 10 VIP experience concepts organized by investment level:

High-Impact, Low-Cost (Ideas 1-4):

1. Personalized Handwritten Thank-You Notes



- Send quarterly to top customers
- Express genuine appreciation
- Mention specific purchases or interactions
- 5-10 minutes per customer
- Cost: card and stamp
- Creates emotional connection through personal touch

2. Priority Service Access

- Dedicated phone line, faster response time
- Appointment priority
- Skip-the-line privileges
- Shows their time is valued
- Minimal cost, just prioritization

3. Exclusive Early Access

- Shop new products before general release
- Private preview events
- Join sales a day early
- Book appointments before opening to public
- Cost: scheduling only

4. Surprise Upgrades

- Better seating, larger portions
- Premium version of order
- Small free add-ons
- Unpredictable delight
- Creates positive associations

Medium-Investment (Ideas 5-7):

5. VIP-Only Events

- Private shopping hours
- Exclusive classes or workshops
- Invitation-only tasting/preview party
- Community among top customers
- \$20-50 per attendee
- Invite 15-25 VIPs

6. Personalized Gifts on Milestones

- Birthday gift
- Customer anniversary present



- Major life events
- Thoughtful, relevant, business-related
- \$15-50 depending on customer value

7. VIP Loyalty Rewards

- Enhanced tier: higher discount, better point earnings
- Free shipping, exclusive products, special rates
- Double points/rewards
- Quantify value of their patronage

8. Dedicated Account Manager

- Specific staff person as main contact
- Knows preferences, anticipates needs
- Creates consistency
- Reduces friction
- Requires staff time investment

Premium High-Value (Ideas 9-10):

9. Exclusive VIP Advisory Board

- Invite top 10-15 customers to quarterly meetings
- Ask input on products, services, improvements
- Make them partners, not just customers
- Implement suggestions
- Provide lunch, respect their time
- Creates advocates who've shaped offerings

10. Unforgettable Experiences

- Once-a-year special event
- Dinner at exclusive restaurant
- Behind-the-scenes tour
- Trip to supplier/production facility
- Private concert or entertainment
- Something money can't typically buy
- \$100-300 per VIP or \$2000-5000 group event
- Creates lasting memory

For Each Idea:

Implementation Guidance:



- How to identify qualifying VIPs (spend threshold, frequency minimum, tenure requirement)
- How many should receive treatment
- Communication strategy (announce explicitly or keep behind-scenes)
- Recognition that feels earned, not purchased

Staff Training:

- How to recognize VIPs (notation in POS system)
- Ensure consistent treatment across locations/shifts
- Prevent one staff knows, another doesn't

Reciprocity Opportunity:

- Encourage VIPs to become advocates
- Ask for referrals after special treatment
- Request testimonials/case studies
- Invite to social media features
- Leverage satisfaction into marketing

Metrics:

- Track retention rate (VIP vs. non-VIP)
- Compare spend increases
- Measure referral volume from VIPs
- Calculate lifetime value differential
- Understand program ROI

Graduation and Maintenance:

- How customers enter VIP status (automatic or nomination)
- Permanent or requires maintenance through continued patronage
- Annual review
- Downgrade protocol when engagement decreases

Balance with Broader Base:

- Ensure 80-90% of non-VIP customers still feel valued
- Make VIP treatment subtle, not flaunted
- Keep exclusive experiences private
- Maintain goodwill across entire customer base

Start small (top 10-20 customers), test, measure impact, scale thoughtfully. Keep exclusivity manageable, affordable, sustainable.



5.4 Seasonal Check-In Campaigns

INPUTS:

- Business Type: [what you do]
- Customer Purchase Cycle: [how often they typically buy]
- Seasonal Factors: [how seasons affect your business]
- Target Season: [which season you're planning for]
- Last Contact Date: [when you last reached out]
- Relationship Goal: [stay top-of-mind/drive purchase/provide value]

ROLE & EXPERTISE: You are a Relationship Marketing Strategist who maintains customer connections during non-purchase periods. You understand importance of staying top-of-mind without being salesy, using seasonal hooks authentically, providing value through education and tips, and creating natural opportunities for re-engagement without pushy tactics.

OBJECTIVE: Create four seasonal check-in email templates (one for each season) that provide genuine value, maintain relationship warmth, create natural opportunities for engagement, and subtly remind customers of your business without overtly selling—keeping you top-of-mind for when need arises.

EXECUTION MODE: Develop four distinct seasonal emails:

Spring Check-In (Renewal/Fresh Start):

Subject: "Spring into action" or "Fresh start tips for [audience]"

Content:

- Warm seasonal greeting (changing weather, local events, flowers, longer days)
- 3-5 spring-specific tips relevant to your industry
- Link to blog/video/guide
- Subtle service mention: "If you need help with [service], we're here"
- Personal touch: What you're looking forward to this spring
- Open-ended invitation: "How's your spring going?"

Summer Check-In (Warm Weather/Vacation):

Subject: "Beating the summer heat" or "How's your summer going?"

Content:

- Acknowledge summer arrival (local events, festivals)



- Summer-relevant tips (stay cool, vacation prep, summer maintenance, entertaining ideas)
- Share summer content (guide, recipes, activity recommendations)
- Summer offer if appropriate
- Mention vacation schedule if closing
- Fun summer element (team photo, recommendations, asking about their plans)

Fall Check-In (Preparation/Routine):

Subject: "Fall preparation tips" or "Getting ready for fall"

Content:

- Welcome fall (leaves, cooler weather, back-to-school energy)
- Fall preparation tips (winterization, holiday prep, back-to-business, maintenance, organization)
- Fall content (guide, checklist, how-to)
- Fall offer or service: "Fall maintenance special" or "Get ready for winter pricing"
- Address upcoming busy season: "Book now for holiday [service]"
- Cozy fall element (team favorites, traditions, local events)

Winter Check-In (Holidays/Warmth/Reflection):

Subject: "Winter warmth from our team" or "Holiday season tips"

Content:

- Gratitude: Thank them for their business this year
- Winter/holiday tips (entertaining, safety, year-end planning, gift guides, stress management)
- Year-end content (year in review, achievements, looking ahead to 2025)
- Holiday offer if appropriate
- Holiday schedule (closures, limited hours, emergency contact)
- Year-end gratitude and holiday wishes
- Personal holiday touch (traditions, decorated office photos)

Throughout All Emails:

- Maintain consistent voice while adapting tone to season
- Personalize (customer name, service due dates, previous purchases)
- Time strategically (season beginning, not middle or end)
- Include clear opt-out option
- Track engagement (opens, clicks, responses, website visits, purchases)



- Create response protocol (quick personal responses to replies)
- Segment if possible (different tips for different customer types)
- Build tradition (customers anticipate seasonal check-ins)

Make seasonal check-ins expected and appreciated, establishing rhythm to relationship, creating touchpoints throughout year beyond purchase transactions, keeping you continuously top-of-mind.

5.5 Customer Feedback Survey Creator

INPUTS:

- Business Type: [what you do]
- Survey Goal: [improve service/understand satisfaction/gather testimonials]
- Survey Trigger: [after purchase/annually/after service/specific timeframe]
- Incentive: [reward for completion or none]
- Key Areas to Measure: [specific aspects you want feedback on]
- Current Feedback Method: [how you collect feedback now]

ROLE & EXPERTISE: You are a Customer Insights Specialist who designs surveys that get high completion rates and actionable feedback. You understand survey fatigue, optimal question types and lengths, asking questions that reveal genuine insights not just confirming biases, incentive structures that work, and turning feedback into actual business improvements.

OBJECTIVE: Create complete customer feedback survey including invitation email, 10-15 strategic questions, thank-you message, and analysis framework that achieves high completion rate, gathers genuinely useful actionable insights, and makes customers feel heard, valued, and respected for their time.

EXECUTION MODE: Design survey with high completion and value:

Survey Invitation Email:

Subject: "Your feedback requested" or "Quick survey—2 minutes" or "Help us improve for you"

Content:

- Express genuine interest in their experience
- Explain survey purpose (why asking, what you'll do with feedback)
- Emphasize brevity honestly: "Just 2 minutes" or "Only 10 questions"



- Offer incentive if using: "Enter to win [prize]" or "Get [discount] for completing"
- Direct survey link as prominent button
- Set deadline if appropriate
- Preemptive appreciation: "Thanks for considering"

Survey Structure (under 5 minutes, max 15 questions):

Easy Opening Questions:

- "How long have you been a customer?"
- "How did you hear about us?"

Satisfaction Metrics:

- "Overall, how satisfied are you with [business]?" (1-5 or 1-10 scale with clear labels)

Net Promoter Score:

- "How likely are you to recommend us to a friend or colleague?" (0-10 scale)

Open-Ended Questions (2-3 max):

- "What do you love most about [business]?"
- "What's one thing we could improve?"
- "What made you choose us?"

Specific Attribute Ratings:

- "Please rate the following: Service quality, Product quality, Value for money, Website experience, Staff friendliness" (1-5 scale)

Behavioral Questions:

- "How often do you visit?"
- "When do you typically shop?"
- "What services do you use?"

Demographic Questions (only if relevant):

- "What's your age range?"
- "How far do you travel to reach us?"



- Use skip logic if platform allows (hide irrelevant questions)
- Make all questions optional except critical ones
- Include clear progress indicator
- Ensure mobile optimization
- Avoid leading questions
- Use appropriate response types (radio buttons, checkboxes, dropdowns, text boxes)

Thank-You Message:

Content:

- Acknowledge completion: "Thank you! Your feedback means everything"
- Explain next steps: "We review every response"
- Include incentive delivery info
- Invite continued dialogue: "Have more thoughts? Reply anytime"

Analysis Framework:

Quantitative Analysis:

- Calculate average scores
- Identify patterns and trends
- Compare across time periods or segments
- Find statistically significant differences
- Prioritize improvements based on impact and feasibility

Qualitative Analysis:

- Read all open-ended responses
- Categorize common themes
- Identify surprising insights
- Look for emotional language
- Note specific examples
- Pull representative quotes

Identify Promoters/Passives/Detractors (based on NPS):

- Reach out to detractors immediately for service recovery



- Thank promoters, ask for testimonials/referrals
- Understand what drives each group

Create Action Plan:

- Translate insights into specific improvements
- Prioritize by frequency, ease, and impact
- Assign ownership
- Set timelines
- Measure whether changes improve scores

Close the Loop:

- Communicate back to survey participants
- Share what you learned
- Explain changes you're making: "Based on your feedback, we're [specific change]"
- Show they were heard
- Validate participation
- Encourage future engagement

Schedule Regular Surveys:

- Determine optimal frequency (quarterly, bi-annually)
- After every transaction for service quality
- After major changes
- Avoid over-surveying (causes fatigue)

Segment Survey Deployment:

- Send different surveys to different customer groups
- Tailor questions to their experience
- Increase relevance and response quality

Test and Refine:

- Pilot with small group
- Check for confusion or unclear questions
- Verify appropriate length
- Test optimal incentive
- Modify before full deployment

Track Survey Health:

- Monitor completion rates over time
- Identify where people drop off



- Note lowest response questions
- Watch for fatigue or declining participation
- Adapt to maintain effectiveness

Use feedback demonstrably: make visible changes, publicize improvements, celebrate wins, show customer voice drives decisions, build culture of listening and continuous improvement.

Section 6: Content & Brand Building

6.1 Blog Post Topic Generator

INPUTS:

- Business Type: [what you do]
- Target Audience: [who reads your content]
- SEO Keywords: [terms you want to rank for]
- Content Goals: [traffic/leads/education/authority]
- Audience Pain Points: [problems they search for solutions to]
- Content Frequency: [how often you can publish]

ROLE & EXPERTISE: You are an SEO Content Strategist who creates blog strategies that drive organic traffic and convert readers into customers. You understand keyword research, search intent matching, writing headlines that rank and get clicks, content that answers questions comprehensively, and aligning content with business goals.

OBJECTIVE: Generate 20 blog post ideas organized by content type including headline, SEO keywords, target search intent, and brief content outline that drive search traffic, answer real customer questions, establish expertise, and naturally lead to business conversion.

EXECUTION MODE: Create 20 blog post concepts organized into strategic categories:

How-To Guides (3 topics):

- "How to [Solve Problem] in [City/Area]"
- "Complete Guide to [Service/Product] for [Audience]"
- "[Seasonal Task]: Step-by-Step Guide"

Problem-Solution Content (3 topics):



- "[Number] Signs You Need [Your Service]"
- "How to Fix [Common Problem] (And When to Call a Professional)"
- "What Causes [Problem] and How to Prevent It"

Comparison/Decision Content (3 topics):

- "[Your Solution] vs [Alternative]: Which is Right for You?"
- "How Much Does [Your Service] Cost in [City]?"
- "[Number] Questions to Ask Before Hiring [Your Business Type]"

Local Content (3 topics):

- "[Your City]'s Guide to [Topic Related to Business]"
- "Best [Product/Service] in [City] for [Year]"
- "[Local Event] and [How It Relates to Your Business]"

Educational Authority Content (3 topics):

- "[Number] Things Most People Don't Know About [Your Industry]"
- "Common Myths About [Your Industry/Service] Debunked"
- "What [Industry Experts] Wish Everyone Knew About [Topic]"

Customer Success Content (3 topics):

- "How [Customer Type] [Achieved Result] with [Your Service]"
- "[Customer Name]'s Story: From [Problem] to [Solution]"
- "[Number] Customer Success Stories That Show [Benefit]"

Industry Trends/Thought Leadership (2 topics):

- "[Year] Trends in [Your Industry] We're Watching"
- "Future of [Your Industry] in [City]: What to Expect"

For Each Topic, Provide:

Primary Keyword: 3-5 word phrase with decent search volume and moderate competition

Secondary Keywords: Related terms to incorporate naturally

Search Intent: Informational, navigational, commercial, or transactional

Content Structure:

- Introduction (hook)
- 3-5 main sections
- FAQ section



- Conclusion with next steps

Word Count Target: 1500-2500 for comprehensive guides, 800-1200 for focused how-tos, 600-1000 for lists

Internal Links: Connect to related blog posts, service pages, about page

External Links: Cite sources, link to authority sites

CTA Guidance: How to transition from education to business action (download checklist, request quote, schedule consultation, book service)

Content Calendar:

- Prioritize by search volume, ranking difficulty, business impact
 - Publish cadence
 - Spread variety across categories
 - Cover all aspects of customer journey
 - Build comprehensive content library
-

6.2 "About Us" Page Copy

INPUTS:

- Business Name: [your business name]
- Founded Year: [when you started]
- Founder Name(s): [who started it]
- Origin Story: [why and how you started]
- Mission/Values: [what drives you]
- Team Size: [how many people]
- Key Achievements: [awards, milestones, numbers]
- What Makes You Different: [unique approach or philosophy]

ROLE & EXPERTISE: You are a Brand Storytelling Copywriter who creates About pages that turn visitors into customers through emotional connection. You understand that people buy from people they know, like, and trust; how to tell origin stories that resonate; communicating values authentically; showcasing team personality; and writing that feels genuine, not corporate.

OBJECTIVE: Create complete About Us page that tells compelling origin story, establishes emotional connection, communicates core values and mission, showcases team personality, builds credibility through achievements, and



differentiates you from competitors—all while maintaining authentic human voice that makes visitors want to work with you.

EXECUTION MODE: Structure About page for connection and conversion:

Compelling Headline:

- Beyond generic "About Us"
- Examples: "Why we started [Business Name]", "Built on [Core Value] since [Year]", "Meet the [City] team behind [Business]"

Opening Hook (choose one approach):

- **Defining Moment:** Explain exact moment you decided to start business, specific problem witnessed, personal experience
- **Bold Mission Statement:** Declare what you stand for, what you're trying to change
- **Human Truth:** Acknowledge real problem in your industry, position yourself as honest alternative

Origin Story Section:

- How business started (year, location, how it began)
- Founder's background and relevant experience
- Problem founder saw in market
- Early challenges overcome
- Breakthrough moment
- Connect to present day

Mission and Values:

- State clearly what you stand for
- Use specific language avoiding generic "integrity, excellence"
- Give examples of values in action
- Show values actually guide behavior

Team Section:

- Founder bio with photo
- Key team members with brief bios and photos (if small team)
- Mix professional qualifications with personal touches
- Make team three-dimensional and relatable

Achievements and Credibility:

- Years in business



- Number of customers served
- Awards won
- Press features
- Certifications held
- Community involvement
- Include photos

What Makes You Different:

- Specific ways your approach differs
- Connect differences to customer benefits
- Explain why it matters
- Be specific and demonstrable

Forward-Looking Statement:

- Show excitement for future
- Stay connected to mission
- Invite customers to be part of story

Clear CTA:

- "Ready to work with us? Get in touch"
- Include contact information prominently

Visual Elements:

- Real team photos
- Real locations
- Real work (not stock images)
- Pull quotes highlighting key values
- Scannable sections

Optimal Length: 400-800 words (substantial but digestible)

Authentic Voice:

- Match how you actually talk
- Conversational tone appropriate for brand
- Genuine, never corporate-speak
- Be real, human, approachable

6.3 Product/Service Description Writer



INPUTS:

- Product/Service Name: [what you're describing]
- Target Customer: [who buys this]
- Main Benefits: [3-5 key benefits]
- Features: [what it includes or how it works]
- Price: [cost or price range]
- Common Objections: [why people hesitate]
- Competitors: [what else they might consider]

ROLE & EXPERTISE: You are a Conversion Copywriter who writes product descriptions that turn browsers into buyers. You understand benefit-driven copy focusing on outcomes not features, addressing objections preemptively, using sensory language that helps people imagine using product, creating desire through specificity, and structuring descriptions for scannability and conversion.

OBJECTIVE: Create compelling product or service description that leads with transformation customer will experience, showcases benefits before features, addresses concerns naturally, includes social proof and objection handling, and ends with clear confident call-to-action—optimized for conversion.

EXECUTION MODE: Structure description to maximize conversion:

Attention-Grabbing Headline:

- "[Achieve Outcome] with [Product]"
- "The [Adjective] Solution to [Problem]"
- "[Benefit]: Meet [Product Name]"

Opening Hook (first sentence):

- Start with relatable problem
- Or begin with bold outcome statement
- Immediately answer "why should I care?"

Lead with Benefits (first 2-3 paragraphs):

- Focus entirely on outcomes and transformation
- What customer gets, how life improves
- Translate features into benefits: "Feature allows Benefit"
- Use specific concrete language (avoid "high quality", "great results")
- Create sensory experience helping them imagine using it

Address Objections Naturally:

- Weave throughout copy



- "Unlike other [products] that [problem], [Your product] [solution]"
- Anticipate concerns, address confidently

Features Section:

- Listed clearly as bullets
- Specific details (dimensions, materials, included items, warranty, specs)

Social Proof:

- "[Number] 5-star reviews"
- "Rated #1 by [Authority]"
- Customer quote with real name

Handle Price Strategically:

- Compare to expensive alternative
- Break into small increments
- Show ROI
- Emphasize value received

Guarantee/Risk Reversal:

- Money-back guarantee
- Satisfaction promise
- Trial period

Create Urgency (if genuine):

- "Limited stock"
- "Seasonal availability"
- "Price increases [date]"

Multiple CTAs:

- Place at beginning, after benefits, and at end
- "Buy Now", "Add to Cart", "Get Started", "Schedule Service"
- Action-oriented, confident language

Formatting for Scannability:

- Short paragraphs (2-3 sentences)
- White space
- Subheadings
- Bold key phrases



Optimize Length for Channel:

- Short (100-150 words): Social commerce, simple products
- Medium (300-500 words): Standard e-commerce
- Long (500-1000+ words): High-consideration or expensive items

End with Confidence:

- "Join [number] satisfied customers"
- "Your [benefit] starts today"

Include FAQ if Needed:

- Answer top 3-5 questions

Test and optimize: A/B test headlines, benefit orders, CTA placements, price framing.

6.4 Video Script Generator (Short-Form)

INPUTS:

- Video Purpose: [educate/promote/entertain/testimonial]
- Platform: [Instagram Reels/TikTok/YouTube Shorts/Facebook]
- Topic or Product: [what video is about]
- Target Length: [15/30/60 seconds]
- Key Message: [main takeaway]
- Call-to-Action: [what you want viewers to do]

ROLE & EXPERTISE: You are a Social Video Content Creator who writes scripts that perform well on short-form video platforms. You understand platform algorithms favoring watch time, hook formulas that stop scrolling, pacing for maintaining attention, on-screen text strategies, and creating value quickly while driving desired action.

OBJECTIVE: Create complete short-form video script including attention-grabbing hook, visual directions, on-screen text suggestions, pacing guidance, and CTA that maximizes watch time, drives engagement, and achieves specific goal (education, entertainment, or conversion).

EXECUTION MODE: Structure script in precise sections:

Hook (Seconds 0-3) - CRITICALLY IMPORTANT:



Verbal Hook (choose pattern):

- Provocative question: "Did you know [surprising fact]?"
- Bold promise: "I'll show you how to [outcome] in [short time]"
- Pattern interrupt: "Stop doing [common thing]—try this instead"
- Address pain: "If you're struggling with [problem], watch this"
- Tease value: "The secret to [outcome] nobody tells you"

Visual Hook (simultaneous):

- Show end result
- Reveal surprising technique
- Show relatable problem
- Capture attention both aurally and visually

Context (Seconds 4-7):

- Build on hook quickly
- "I learned this after [experience]"
- "This changed everything for my business"
- "Here's what most people get wrong"
- Establish credibility, relatability, urgency

Visual: Show yourself speaking, product, process

Main Content (Seconds 8-50):

For 15-second video: One quick point + CTA *For 30-second video:* Two points + CTA *For 60-second video:* 3-4 points + CTA

- Break into quick points: "First [point], Second [point], Third [point]"
- Maintain pace and momentum
- Change visual every 3-5 seconds
- Include on-screen text displaying key words, numbers
- Reinforce verbal content

Engagement Moment (Seconds 45-55):

- "Have you tried this? Comment below"
- "Save this for later"
- "Send this to someone who needs it"
- "Which tip will you use first?"
- Directly request engagement

Clear CTA (Final 5-7 seconds):



- "Visit link in bio for full guide"
- "Follow for more [topic] tips"
- "Book your [service] today"
- "Tag us when you try this"
- Make action clear, singular, achievable

Final Visual: You speaking directly to camera or product clear

Throughout Script:

- Maintain fast pacing
- Use short sentences, punchy delivery
- Cut filler words
- Keep momentum
- Prevent dead spots

Music Suggestions:

- High-energy for exciting content
- Soft background for tutorials
- Trending audio if appropriate

Caption Recommendations:

- Full closed captions (many watch muted)
- Keyword-rich description
- 3-5 relevant hashtags (mix high-volume and niche)

Filming Tips:

- Vertical 9:16 format
- Face window or use ring light
- Use tripod or phone holder

Editing Notes:

- Fast cuts every 2-3 seconds
- Jump cuts, b-roll, text overlays
- Keep dynamic and engaging

Hook Variations:

- Suggest 3 different hook options for testing
- Identify what resonates most

Platform-Specific Optimizations:



- **TikTok:** Trending sounds, faster pace, more text, younger demographic, humor
- **Instagram Reels:** Polished, educational, aspirational, slightly older audience
- **YouTube Shorts:** Longer, more information, hybrid between TikTok and traditional YouTube
- **Facebook Reels:** Older demographic, heartfelt, authentic, community-focused

Series Concept:

- "Part 1 of 3"
- "Day 4 of [challenge]"
- "[Topic] tip #7"

Analytics Guidance:

- Track completion rate (goal: above 50%)
 - Engagement rate (likes, comments, saves, shares)
 - Click-through rate on links
 - Follower growth from video
-

6.5 Case Study Creator

INPUTS:

- Customer Name/Business: [who you helped, with permission]
- Their Initial Problem: [specific challenge they faced]
- Why They Chose You: [what attracted them]
- Solution Provided: [what you did for them]
- Specific Results: [measurable outcomes achieved]
- Timeline: [how long transformation took]
- Customer Quote: [testimonial from them]

ROLE & EXPERTISE: You are a Case Study Writer who turns customer success stories into compelling marketing assets that prove your value. You understand storytelling structure creating narrative arc, specificity making results believable, before-after contrast highlighting transformation, and writing that makes success replicable and desirable for prospects.

OBJECTIVE: Create complete case study following proven structure that tells engaging story, establishes credibility through specifics, showcases process and



results clearly, demonstrates ROI, and makes prospects see themselves achieving similar success—leading them to contact you.

EXECUTION MODE: Structure case study using before-during-after framework:

Attention-Grabbing Headline:

- "How [Customer Name/Type] [Achieved Result] with [Your Service] in [Timeframe]"
- "From [Problem State] to [Success State]: [Customer]'s Journey"
- "[Impressive Number/Result]: [Customer Type]'s Success Story"

Customer Introduction:

- Who they are, what their business does
- Size, location, relevant background
- Make them relatable: "That's like me"

Initial Problem (Detail):

- Specific pain points
- What wasn't working, why it mattered
- Impact on business/customers/stress
- Be concrete, not vague
- Show urgency

What They'd Tried Before:

- Previous vendors or DIY efforts that failed
- Show your solution wasn't only attempt
- Add credibility (you solved what others couldn't)

Why They Chose You:

- Specific factors
- Pricing, expertise, local knowledge, guarantees, approach, personality
- Explain decision-making process

Solution/Process (Step-by-Step):

- What you did, broken into phases
- Specific actions
- Make process transparent, understandable, replicable
- Show systematic approach, not random luck
- Include tactics, tools, strategies used

**Timeline:**

- How long each phase took
- Realistic duration
- "Within first 30 days... By 90 days... After 6 months..."

Results (Prominent, Specific):

- Use numbers, percentages, concrete outcomes
- Multiple metrics (revenue, traffic, customers, time saved)
- Show well-rounded transformation
- Include visual representation if possible

Customer Testimonial Quote:

- Direct words in their voice
- Specific praise
- Real name, company (if allowed)
- Place strategically (highlighted box or sidebar)

Address Challenges:

- Mention obstacles faced
- How you overcame them
- Shows you handle difficulties professionally

Connect to Reader:

- "If you're facing similar challenges..."
- "Like [Customer], many businesses struggle with..."
- "This could be your story"

Next Steps for Reader:

- Clear CTA: "Want results like these? Contact us today"
- "Schedule your free consultation"
- "Download our complete case study PDF"

Quick-Facts Sidebar:

- Customer: [Name]
- Industry: [Type]
- Challenge: [Brief]
- Solution: [Brief]
- Results: [Key numbers]
- Timeline: [Duration]



Format for Readability:

- Subheadings for each section
- Short paragraphs
- Bullets for lists
- Images of customer or their business (if allowed)

Optimal Length: 500-800 words (complete story, maintains interest)

Create Multiple Formats:

- One-page PDF for email/download
- Shorter social media version
- Video version with customer interview
- Presentation version for sales meetings

Get Proper Permissions:

- Customer approves content
- Specifically numbers, quotes, company name
- Written authorization before publishing

Use Strategically:

- Feature on website
- Include in proposal documents
- Use during sales calls
- Add to email marketing
- Present at speaking engagements

6.6 Brand Voice & Messaging Guide

INPUTS:

- Business Name: [your business]
- Industry: [what you do]
- Target Audience: [who you serve]
- Brand Personality: [3-5 adjectives describing your brand]
- Values: [what you stand for]
- Competitive Positioning: [how you're different]
- Current Tone Problems: [if inconsistent or unclear now]

ROLE & EXPERTISE: You are a Brand Voice Strategist who creates messaging guidelines ensuring consistent communication across all channels and team



members. You understand how voice reflects values, using specific examples versus vague descriptions, creating practical guidelines anyone can follow, and balancing distinctiveness with clarity.

OBJECTIVE: Create comprehensive brand voice guide including personality definition, tone descriptions, language do's and don'ts, example phrases for different scenarios, and practical writing guidelines that ensures anyone creating content for your business maintains consistent, authentic, on-brand voice.

EXECUTION MODE: Structure guide into clear actionable sections:

Brand Personality Overview:

- Define brand as person: "If our brand were a person, who would they be?"
- Use concrete comparisons: "We're like [specific person or character]"
- List 3-5 core personality traits (professional yet approachable, bold and confident, warm and nurturing, quirky and playful, straightforward and no-nonsense)
- For each trait, explain what it means in practice: "[Trait]: We [do this]. We don't [do that]."

Tone Variations for Different Contexts:

- Create tone matrix showing how each trait manifests in various situations
- Chart: Social Media | Email | Website | Customer Service
- Example: "Friendly" looks different in each context

Language Guidelines:

Vocabulary Do's:

- "We say: [preferred terms] because [reason]"
- Examples with reasoning

Vocabulary Don'ts:

- "We avoid: [words to avoid]"
- Explain why problematic
- Provide alternatives

Sentence Structure:

- Preferred patterns
- "We use short, clear sentences averaging 15-20 words"
- "We write in active voice"



- "We start with benefits, not features"

Punctuation and Formatting:

- "We use contractions for conversational tone"
- "We use em-dashes for emphasis—like this"
- "We use sentence case for headlines, not Title Case"

Practical Examples:

Customer Service Scenario:

- Right: "[Empathetic specific response]"
- Wrong: "[Generic corporate response]"

Social Media Scenario:

- Right: "[Personality-appropriate casual post]"
- Wrong: "[Stilted formal post]"

Email Marketing Scenario:

- Right: "[Personal warm direct]"
- Wrong: "[Distant cold formal]"

Website Copy Scenario:

- Right: "[Human specific benefit-focused]"
- Wrong: "[Vague corporate]"

Messaging Framework:

Value Proposition: Core message (1-2 sentences)

Brand Promise: What customers can always expect

Key Differentiators: 3-5 factual differences

Emotional Benefits: How customers feel

Audience-Specific Guidance:

- If serving multiple groups, show how voice adapts while remaining consistent

Approval Process:

- Who can approve content



- Review levels for different content types
- When to escalate

Good vs. Bad Examples:

- Real or realistic samples clearly marked

Quick Reference Card:

- Single-page summary
- Most important guidelines
- For quick consultation

Voice Audit Checklist:

- Questions before publishing
- "Does this sound like how we actually talk?"
- "Would our ideal customer understand every word?"
- "Does this reflect our values?"

Regular Updates:

- Revisit annually or when brand evolves
- Keep living document, not static

Team Training:

- Conduct workshop
- Review examples
- Practice writing in brand voice
- Test understanding through exercises

BONUS SECTION: Quick Win Marketing Tools

These prompts are shorter, designed for daily use—just fill in the brackets and go!

B1. Quick Social Media Post Generator

Prompt: "Write 3 engaging social media posts for a [business type] about [topic]. Include [CTA]. Keep each under 100 words, use 1-2 emojis, add 5 relevant hashtags."



B2. Email Subject Line Tester

Prompt: "Rate this email subject line for a small business: '[your subject line]'. Analyze clarity, urgency, curiosity, and spam-trigger words. Give it a score out of 10 and suggest 3 improved alternatives."

B3. Headline Improver

Prompt: "Improve this headline for better engagement: '[current headline]'. Make it more specific, benefit-driven, and compelling. Provide 5 alternatives using different psychological triggers."

B4. Call-to-Action Generator

Prompt: "Create 10 compelling call-to-action phrases for [action] on [platform/location]. Make them action-oriented, specific, and varied in urgency from soft to strong."

B5. Competitor Analysis Quick Scan

Prompt: "Analyze [competitor]'s marketing based on [their website/social account]. Identify: their unique selling points, their target audience, their messaging tone, what they do well, gaps I could fill."

B6. Seasonal Promotion Idea Generator

Prompt: "Generate 5 seasonal promotion ideas for a [business type] for [season/holiday] with roughly [\$X budget]. Include: promotion concept, offer details, marketing angle, and how to promote it."

B7. Objection Handler

Prompt: "A customer says: '[objection]'. Provide 3 ways to address this professionally that: acknowledge their concern, reframe their perspective, and lead toward resolution or purchase."

B8. Quick Thank You Message Generator

Prompt: "Write a warm, genuine thank-you message for [customer name] who [what they did]. Keep it under 50 words, personal not generic, and mention next steps if relevant."

B9. Local Event Marketing Idea



Prompt: "There's a [local event] happening in our area. I run a [business type]. Give me 5 creative ideas to market my business around this event through: social media, in-store promotions, partnerships, or community involvement."

B10. Crisis Communication Template

Prompt: "We're facing this situation: [brief description]. Write a professional, empathetic response for [email/social media] that: acknowledges the issue, takes appropriate responsibility, explains our action plan, and maintains customer trust. Keep it under 100 words."

Pro Tips & Best Practices

Getting the Most from AI Tools

1. Be Specific in Your Inputs The more detail you provide in the [BRACKETS], the better your results. Instead of "coffee shop," write "specialty coffee shop in downtown Seattle serving eco-conscious millennials."

2. Customize Every Output AI gives you a strong foundation, but always add your personality, local knowledge, and specific business details. Make it sound like YOU, not a robot.

3. Test and Iterate Try different variations. Use the same prompt three times with different approaches. See which resonates most with YOUR audience.

4. Combine Prompts Use multiple prompts together. Create a campaign with social media calendar + promotional emails + Facebook ads for complete integrated marketing.

Small Business Marketing Fundamentals

Start with These 5 Actions:

1. **Week 1:** Optimize your Google Business Profile
2. **Week 2:** Set up email welcome sequence
3. **Week 3:** Create 30-day social content calendar
4. **Week 4:** Request reviews from happy customers
5. **Week 5:** Launch first-time customer offer

The 80/20 of Small Business Marketing:



- **80%** of your results come from: Google My Business optimization, email marketing to existing customers, asking for referrals, and consistent social media
- **20%** of your effort should go to: Paid ads, complex funnels, expensive tools, or trendy tactics until basics are working

Marketing on a Small Budget

Free or Low-Cost Priorities:

1. Google My Business (free, high-impact)
2. Email marketing (\$10-50/month for tools)
3. Social media (free, time investment)
4. Customer referral program (free, just incentive cost)
5. Local partnerships (free, relationship building)

Where to Invest First: Only spend on paid ads AFTER you've maximized free channels. Start with \$5-10/day testing Facebook ads.

Time Management for Marketing

If You Only Have 1 Hour Per Week:

- 20 minutes: Schedule social posts
- 20 minutes: Respond to reviews and comments
- 20 minutes: Email customers

If You Have 5 Hours Per Week: Add: Content creation (blog or video), Google My Business posts, review requests, and partnership outreach.

Measuring What Matters

Track These Key Metrics:

- New customers per month
- Repeat customer percentage
- Average order value
- Customer lifetime value
- Cost per customer acquisition
- Review count and rating

Don't get lost in vanity metrics like social media followers or email open rates unless they lead to actual customers and revenue.



You've Got This!

You now have **35 professional marketing prompts** that agencies charge thousands for.

Your next steps:

1. Start with the Quick Start Guide
2. Pick ONE prompt addressing your biggest pain point
3. Fill in the brackets with YOUR business details
4. Copy into ChatGPT or Claude
5. Customize the output and use it!

Remember: Marketing doesn't have to be complicated or expensive. You just need the right tools and consistency.

These prompts are yours forever. Use them as many times as you want, for as long as you want.

Now go get those customers! 🚀

Questions or need help? We're here for you!

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