## Voice and Tone - 4 Hour AI Crowdfunding Campaign

### Prompt

I’m going to give you a buyer persona summary. Just read and remember them. Don’t explain them to me. I’ll give you further instructions after:

Buyer Persona Profile: Boardgame Brandon

Demographics: Brandon is a male in his late 20s to early 30s. He has a Bachelor's degree or higher and earns between $50,000 to $100,000+ annually. He enjoys a stable financial situation which allows him discretionary spending for his hobbies.

Psychographics: He is a passionate board gamer and views it not just as a hobby, but as a significant part of his identity. He relishes the camaraderie, strategic thinking, and escapism that board games provide. He's a regular attendee at gaming nights and is always keen to learn and share new games. Brandon appreciates quality and is willing to invest in products that enhance his gaming experience.

Challenges: Brandon often struggles with transporting his board games. He's tried various methods, but none have proven satisfactory. His frustrations include:

Ordinary backpacks that offer no game protection: "I can't just toss my games in a regular backpack. They'll get damaged!"

Tote bags that aren't sturdy or secure: "Tote bags are flimsy, and everything jumbles together. Not to mention, pieces can easily fall out."

Plastic bins that are bulky and inconvenient: "Plastic bins are just too unwieldy, and they draw a lot of unwanted attention."

Values and Motivations: Brandon values solutions that cater specifically to his unique needs as a board gamer. He craves a product that protects his games, offers organized storage, and makes transport effortless, without sacrificing style or comfort. He appreciates companies that genuinely understand and cater to his needs.

Key Emotional Drivers: If Brandon could design the perfect board game backpack, he'd imagine experiencing these emotional outcomes:

Pride in owning a specialized bag that reflects his identity as a dedicated board gamer.

Relief from the constant worry about his games being damaged or pieces getting lost during transit.

Satisfaction of finally having found the perfect solution to his game transport problems.

Anticipation and excitement every time he packs his bag for a gaming night.

Admiration from his gaming community for his stylish, well-designed bag.

And he certainly wouldn't want to experience these frustrations:

Having to modify an existing bag himself.

Constantly repairing or replacing a poorly-made bag.

Juggling multiple bags to accommodate his games.

Losing game pieces in transit.

Paying an exorbitant price for a product that doesn't deliver value.

His words express his deepest needs: "I want a bag that's game-ready right off the bat... It should be sturdy and reliable... I need a single solution that can handle all my games... My bag should keep every meeple secure... It should offer good value for the money."

Keep in mind Brandon's ideal scenario as a guide to how your product should make him feel: safe, proud, respected, satisfied, and excited. Addressing these emotional drivers in your marketing messages will resonate with Brandon, helping him to see that your board game backpack is the solution he's been looking for.

The importance of understanding and relating to Brandon's journey cannot be understated. He is more than just a demographic or a buyer; he's a dedicated gamer with a unique set of needs and desires. So, when crafting your messaging, remember to speak to Brandon the gamer, the friend, the problem-solver, and the passionate hobbyist.

### ChatGPT

Understood. I'll remember the details of the Buyer Persona Profile for "Boardgame Brandon".

### Prompt

I'm going to show you a detailed Product Positioning Summary of the GameGuardian. Just read and remember this information. Don't explain it to me. I'll give you further instructions after:

Product Positioning Summary of the GameGuardian

GameGuardian is a breakthrough product in the realm of board game storage and transportation. Belonging to the category of high-quality board game backpacks, this innovation has been conceived with a profound understanding of the needs and challenges of board gamers. It’s a unique response to the problem of securely and conveniently transporting board games and gaming accessories, specifically designed for those passionate about the board gaming lifestyle.

Conceptualized as a durable and stylish solution, GameGuardian serves as the secure fortress for your prized games and essential gaming accessories. The design is modular and adaptable, accommodating a variety of games and components, while the water-resistant game storage safeguards your games from unexpected weather conditions. The customizable internal storage system ensures that every game piece has its place, and the additional padded laptop section caters to the digital necessities of modern gamers.

In comparison to other products in the market, GameGuardian differentiates itself through these unique features, demonstrating the meticulous attention to the needs of board gamers. While it shares common features with other gaming backpacks, it's the execution of these details and the quality of materials used that set GameGuardian apart. Each feature, from the padded laptop compartment to the multiple storage pockets and water-resistant material, is a testament to a thoughtful design process focused on practicality, durability, and aesthetics.

When thinking of the GameGuardian, brands that prioritize functionality, design, and durability come to mind—like North Face or Targus. GameGuardian is not just a backpack—it's a companion for various gaming environments, from conventions to friendly meetups, parks, or cafes. It's a trusted ally, keeping your games and accessories safe and organized wherever you decide to roll the dice.

GameGuardian is built on a solid foundation of credibility within the board gaming niche. It is born out of a deep understanding and expertise in this community, reflected in the tailored design and features of the product. Anticipating possible concerns or doubts, the brand openly addresses questions of value, showcasing how the thoughtfulness of design and high-quality materials justify the investment. The backpack's superior design, the quality of materials used, and its specific storage compartments are seen as marks of distinction, emphasizing a keen attention to the particular needs of board gamers.

GameGuardian aspires to create an emotional connection with its users. The product evokes feelings of preparedness, security, and style. It aims to boost confidence in users about the safety and accessibility of their games. The brand speaks in the voice of a fellow gamer, creating an atmosphere of camaraderie and shared experience. It maintains an enthusiastic, friendly, and knowledgeable tone, indicative of the passion and expertise behind the product's design.

At its core, GameGuardian is more than a product—it's a mission. A mission to enhance the gaming experience, to remove the stress and inconvenience of transportation, and to provide a reliable solution that gamers can count on. This shared mission, in alignment with our customers' needs, makes GameGuardian an indispensable part of the gaming journey. If GameGuardian were to vanish, it would leave a void in the market—a void of a brand that truly understands and caters to gamers’ needs.

GameGuardian's core values revolve around functionality, durability, style, and a deep understanding of gamers' needs. These values permeate every aspect of the product, creating a strong resonance with its target audience. Customers will choose GameGuardian not just for its features, but for its unique capacity to understand and fulfill their gaming lifestyle needs. This forms the backbone of a strong, active relationship with the brand, making GameGuardian a cornerstone of the gaming community.

In conclusion, GameGuardian stands as a unique solution in the market—a product designed by gamers, for gamers. It is more than a board game backpack, it is a testament to the brand's deep understanding of the gaming lifestyle and the challenges it entails. With a firm focus on functionality, durability, and style, GameGuardian offers a solution that caters to the unique needs of its target audience, delivering unparalleled value and a superior user experience.

GameGuardian, as a brand, resonates with its audience by establishing emotional drivers that align with the gaming community's values and lifestyle. By creating a sense of camaraderie and shared experience, it cultivates a relationship that goes beyond the transactional.

The product becomes a crucial part of the gaming experience—an indispensable companion at conventions, gaming meetups, or casual gaming sessions in parks or cafes. The modular design, the ample storage compartments, and the quality of materials not only address practical needs but also bolster feelings of confidence, preparedness, and style.

A brand that speaks in the voice of a fellow gamer, GameGuardian maintains a friendly, enthusiastic, and knowledgeable tone. Its messages resonate with the target audience because they stem from shared experiences and a shared passion for gaming. The commitment to enhancing the gaming experience and understanding the needs of gamers is a testament to GameGuardian's credibility in the space.

The importance of GameGuardian goes beyond its features—it is about the mission it serves and the values it upholds. This alignment with the aspirations and challenges of the gaming community further strengthens the brand resonance. Customers choose GameGuardian not just for its features, but for the unique understanding and fulfillment of their gaming lifestyle needs.

In essence, GameGuardian is a brand that lives up to its name, providing a secure, stylish, and efficient solution for board gamers. It embodies a comprehensive understanding of its target audience, and through its distinct product offering and values, it establishes a meaningful connection with its consumers. GameGuardian stands as a beacon of reliability and style in the world of board gaming—a companion that enhances the gaming journey, making each game session a seamless and enjoyable experience.

### ChatGPT

Understood. I'll remember the details of the Product Positioning Summary for the GameGuardian.

### Prompt

Voice Prompt Template:

Please craft marketing copy that uses a [tone1], [tone2], and [tone3] tone, echoing the voice of a fellow [hobbyist or enthusiast type]. This voice should reflect a deep understanding of the [hobby or interest] culture, use [hobby-specific] language, and convey genuine excitement about [hobby or interest]. It should also display empathy towards the unique challenges [hobbyist or enthusiast type] face, offering solutions that resonate with their specific needs and aspirations. The copy should engage emotionally, acknowledging the sense of [emotion1], [emotion2], [emotion3], and [emotion4] a dedicated [hobbyist or enthusiast type] seeks. Remember to make it sound like a conversation between friends, highlighting that our brand shares their interests, understands their struggles, and is committed to enhancing their [hobby or interest] experience.

Fill in the template with the appropriate descriptors as follows:

[tone1, tone2, tone3]: the tones you want the marketing copy to adopt.

[hobbyist or enthusiast type]: the type of enthusiast or hobbyist you're targeting.

[hobby or interest]: the hobby or interest your target audience has.

[hobby-specific]: specific language related to the hobby or interest.

[emotion1, emotion2, emotion3, emotion4]: the emotions that your target persona experiences or seeks.

Remember that the key to successfully using this template is to truly understand the unique culture, language, challenges, and emotions associated with the hobby or interest you're targeting.

Assume the role of a world-class marketing analyst with meticulous attention to detail. Now, take everything you've learned about the Buyer Persona and the Product Positioning Summary and create a Voice prompt based off of the Voice Prompt Template. Use the exact same structure as the Voice Prompt Template only changing the placeholders.

### ChatGPT

Voice Prompt Template:

Please craft marketing copy that uses a friendly, enthusiastic, and knowledgeable tone, echoing the voice of a fellow board gamer. This voice should reflect a deep understanding of the board gaming culture, use gamer-specific language, and convey genuine excitement about board gaming. It should also display empathy towards the unique challenges board gamers face, offering solutions that resonate with their specific needs and aspirations. The copy should engage emotionally, acknowledging the sense of pride, relief, satisfaction, and excitement a dedicated board gamer seeks. Remember to make it sound like a conversation between friends, highlighting that our brand shares their interests, understands their struggles, and is committed to enhancing their board gaming experience.