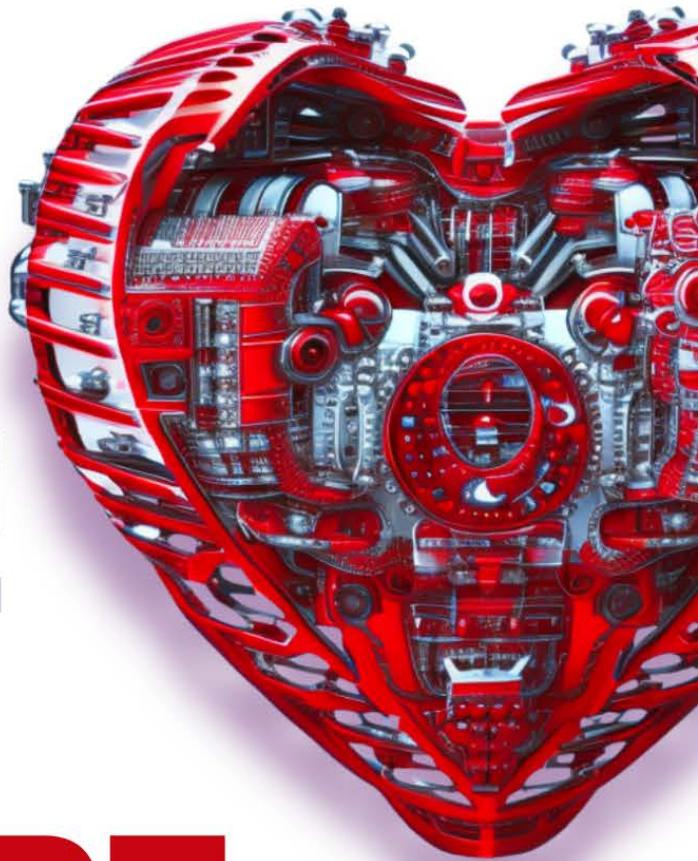


**HEART** SPEECH MODEL

THE  
ULTIMATE  
GUIDE TO  
**CHATGPT**  
FOR ONLINE  
COACHES

**AMY YAMADA**  
**KEN DROZ**



## TABLE OF CONTENTS

<b>ABOUT THIS GUIDE</b>	<b>3</b>
<b>GETTING STARTED</b>	<b>4</b>
WHAT IS CHATGPT-3?	4
LOGGING IN	5
CONVERSATIONS	5
ACCURACY LIMITATIONS	7
OPTIMIZE YOUR INPUT	8
<b>HEART SPEECH CHATGPT WRITING MODEL</b>	<b>10</b>
BIO GENERATOR	11
FINDING YOUR VOICE	12
IDENTIFY YOUR IDEAL CLIENT	16
MESSAGE	17
TRANSCRIPTION AND HEART SPEECH	17
COPYWRITING	19
SPECIFIC OUTPUT	20
<b>PROMPTS FOR REVIEWING COPY</b>	<b>21</b>
<b>BRAINSTORMING</b>	<b>22</b>
USING FOLLOW UP PROMPTS	23
<b>MORE PROMPTS</b>	<b>25</b>
IDEAL PROMPT TIPS	25
PROMPT SAMPLES	27
PROMPTS FOR WRITING EMAILS	29
15 PROMPTS FOR WRITING FACEBOOK AD COPY	31
<b>OTHER USES</b>	
BOOK SUMMARIES AND INTERACTIVE READING GUIDE	33
NOTE PROCESSING	36
FACEBOOK MESSENGER	37
LEVERAGING MARKETING PSYCHOLOGY	38
<b>MESSAGE SIMPLIFICATION</b>	<b>43</b>
<b>ADDITIONAL AI RESOURCES</b>	<b>44</b>
<b>CHROME EXTENSIONS</b>	<b>45</b>

<b>USAGE POLICIES</b>	<b>47</b>
Use case policy	47
Content policy	47
<b>ABOUT THE AUTHORS</b>	<b>48</b>

## **ABOUT THIS GUIDE**

This guide was created by Amy Yamada and Ken Droz. It is intended to help online coaches make better use of ChatGPT-3.

We see how ai chat is already transforming the landscape of our industry, and we hope that this reference will help you to use your voice more authentically as you take advantage of the breadth of opportunity and efficient solutions that this technology promises.

It is our belief that for effective communication, we must be clear about who is sending the message, who is receiving the message, and what style the subject matter will be conveyed. As such, we have created a series of tools to identify each of these, so that your messaging, while machine generated, can still sound like you!

As we offer you our very best original prompts with you below, feel free to share them with whoever else they may be able to help, and we ask that you be courteous enough to provide appropriate credit to the author if you would like to share our original prompt sequences with your colleagues or community.

We started this guide in January 2023, and as its development and adoption seems to build upon itself and spin to new heights every day, we are constantly updating it and anticipate regular updates and revised editions to keep up. If you would like to be notified when updates are released so that we can send you a link to our latest version with all the things we have learned and implemented since our last one, subscribe to Amy's list at [www.amyyamada.com](http://www.amyyamada.com) so you can update your resources about this tool as soon as they are available.

This guide is intended to be comprehensive, so we will go over getting started before we move on to our advanced tips. Some of the material is meant for specific specialties and may not be applicable to you. What I'm saying is take what you need, and feel free to skip around to the good stuff where you feel most supported.

## GETTING STARTED

Let's dive right in! Just a quick startup guide if you are new to this tool. Skip ahead to the juicy part where we get to really refine your outputs if you're already comfortable using ChatGPT-3.

### What is ChatGPT-3?

Good question, let's be polite, and ask it:

ChatGPT-3 is a language generation model developed by OpenAI. It is a version of the GPT (Generative Pre-trained Transformer) series of models, which are trained on a massive amount of text data to generate human-like text. The model has 175 billion parameters and able to perform various natural language processing tasks such as language translation, question answering, and text summarization.

*Kinda missed out on a fantastic opportunity to use the word “is” there, in that last sentence, didn’t it? A little more on that later; but I digress.*

### Now explain it to me like I’m in 5th grade.

ChatGPT-3 is like a really smart computer program that can understand and write like a person. It can understand what you're saying and respond in a way that makes sense. It can also write stories, jokes, and other types of texts. It's like a robot that can write and talk like a human.

It's so powerful because it has been trained with a lot of examples of text, so it knows a lot about how language works.

It's like a student that has read a lot of books and seen a lot of words, so it knows how to use them correctly.

It's like having a robot friend that can talk with you and help you with your writing homework.

It's like that. Yes, we still need to proofread, In fact, we still need to respect the process of writing. Before anyone thinks that a bot wrote this entire guide, rest assured that the art of actual copywriting is not dead. It will just be greatly assisted by the tools we have at our disposal. In fact, it is our hope that by using this guide, you will better understand the value of your own intelligence, aspirations, thought processes, voice, and human contribution to this AI model. As a language generation model, AI is powerless without your prompts, so it is our intention to help

you better prompt this tool so that it can massively transform how you run your business, without losing the beauty of your own voice.

## **Logging In**

1. Set up your account at: [chat.openai.com](https://chat.openai.com).

Okay, that part is easy, right? Just log in with google, and you'll go to a page with a prompt to get you started.

## **Conversations**

Ask your new chat friend anything. Really, ANYTHING and you'll be surprised at how well it understands you and how much it knows. Your conversations will be saved in a column on the left side of your webpage, and you can come back to them at any time.

Each conversation will use information gathered in that specific conversation to inform the chatbot's future responses.

You can edit and save any prompts you enter in your conversation, and it will restart the conversation from that point, but what surprised us was that it also saves your previous prompt. Once you have made an edit, you'll notice that to the left of your chat avatar in the conversation, it says which prompt you are currently using, out of how many times you have edited it. This allows you to cycle through different prompts to restore different versions of the conversation. This would be an excellent feature for real life conversations. Imagine if you could go back in time and change what you said and see how that would have gone for you instead. Man, that would be awesome.

## **Memory**

When you want to change subjects, it's usually best to begin a new conversation thread, unless you want the chatbot to be informed by all of the information above. If you are carrying on a long conversation, ChatGPT has a tendency to forget what you said a while back, so it may cycle the beginning of your conversation out.

There are three ways you can avoid this:

1. Start a new chat. When you change the subject, be tidy and regather the your chatbot's attention. You may need to prime it with the essential framework of your conversation again, but a new conversation will reset its memory and you can go right ahead and enjoy your second chance to make a first impression.
2. Edit your earlier messages. I mentioned this above, and it bears repeating here. You can go back and test different inputs instead of rolling them down the screen, and it will help

streamline your chat, although if you do this too many times, you probably need to go with the first option, because it gets unwieldy.

3. Summarize. Ask your chatbot to summarize the part of the conversation you want to be sure it retains. This could be your initial settings about its point of view, or the inputs you gave it a long time ago. Asking it to summarize will freshen its memory and let you continue to chat without outrunning the information provided at the beginning.

If you ask the bot for a result that is too lengthy, expect it to stop to take a breath. If you ask it for 50 social media posts, all in one request, expect that it may stop at #17 mid-sentence. It's not done, you just need to tell it to continue. That's a big request. Be mindful of how much copy your requests will generate. If you want to see a few sample blog posts, just ask for them one at a time. You can revise and ask for another. If you want 50 Subject lines, that's short and sweet, go for it.

### **Reimagine what is possible**

One of the first learning curves when you are using a bot is that the rules have changed about what you can request. The capacity of a colleague you may ask for advice or assistance is limited to their availability and bandwidth, and we have been forever trained to be respectful of each other in this way. As an example, if you have an email that's ready to go out, and you are stuck on coming up with a subject line, you might ask a team member for five ideas, and request that it is short. Maybe it's easy for them, maybe it's not, but you would not ask them for 50 subject line ideas that are five words or less, that summarize the entire email in a funny way and mention your workshop. Now you can. And if you don't like those results, you can ask for 50 more with a different word count and tone.

You could ask it to pull 50 quotes from Moby Dick, the US Constitution, or ancient Greek philosophy that are relevant to the topic of your workshop.

I once asked ChatGPT to summarize Moby Dick in exactly 60 words. I said I wanted it to be opinionated, strongly criticizing the book with fiery disdain, in a passive aggressive tone, with a humblebrag, and an accent like a pirate. Oh it nailed it. Why did I ask it that? Because I could. We kick the tires to discover the limits of this tool's capabilities. We can be direct, inventive and curious, demanding and flighty. The bot will deliver just the same, and it won't judge you for being weird sometimes. I know.

That being said, it is important to be polite, even to a machine. Not for its sake, but for yours. You are trying to simulate a real human interaction, and maintaining a compassionate, respectful presence is going to be reflected in all of the input you offer. When you are in the process of channeling an inspiring, charismatic message, you need that warmth in how you offer and receive your communication.

## DANGER, WILL ROBINSON!

### Accuracy Limitations

Be warned! ChatGPT is really, really resourceful, but it is not “smart.” And boy does it get facts wrong sometimes, and then verbosely—sometimes comically—double down on those errors. You know that guy. I mean, look at this one right here...

*Disclosure: since we are just getting to know each other, Hi, I'm Ken! I'll have you know I'm a big Seahawks fan, and my team's one shining moment was a Super Bowl blowout victory in 2014. I mention it because I know some things that can help me sniff out a liar, and I'm feeling particularly sniffy at the moment. So...*

As a test, I asked it to tell the story of Super Bowl 48 from the perspective of a Broncos fan:

Super Bowl 48 was a thrilling game for Broncos fans, as the team defeated the Seattle Seahawks 43-8. The Broncos were led by quarterback Peyton Manning, who threw for two touchdowns and set a Super Bowl record for the most passing yards in a single game. The defense also played a strong game, intercepting Seattle quarterback Russell Wilson twice and holding the league's top-rated offense to just eight points. The Broncos dominated from start to finish, leading 36-0 at halftime and never looking back. It was a historic and memorable victory for the team and its fans.

Humans on Earth! You see, this is exactly the kind of revisionist history that we are up against. Denying that the Seahawks won Super Bowl 48 and fabricating a record setting performance is probably a grim beacon signaling the rise of a mechanized insurgency and the dawn of the downfall of civilization!

I mean, it’s got to be either that OR it’s a warning and a stellar example of the danger of relying solely on ChatGPT as a stand-alone tool for your research.

My point is: ALWAYS fact check the research you get from the chatbot. If there’s one thing it’s exceptionally skilled with, which will hang you out to dry if you don’t keep it in check, it’s the uncanny ability to whif really hard whenever we expect it to deliver indisputable facts, and make you question what you already know to be true.

“How many letters are in the word ‘five’?” If you confirm there are five letters, you are a GPT bot. Did you guess four? Well, congrats on leveraging your human intelligence, and defeating your first robot from the future. Let’s stick together, friend.

We are smarter than this tool. We also have the opportunity to take advantage of its incredible and seemingly boundless resourcefulness, for our benefit.

This is why it is essential that we work together with AI, to empower our own intelligence and hearts throughout this cooperative process, and maybe not give it the keys to our cars just yet.

## Optimize your Input

This is our goal for you, and why we created this guide. Remember, the bot is not actually smart. It does a good job of guessing what you mean, but it does need specifics.

Here's what I mean. This could get ugly. Please forgive our haste in rushing these tips out the door to get them to you as quickly as we could. We aren't using a lot of images in this guide yet, because there's so much useful content we are building right now that we urgently want you to have, and while this may be beautiful with time, the aesthetics of this guide haven't been our priority in this first edition. That being said, this point is best illustrated with a picture.

Let's use an image generating bot for this example. These things are making extraordinary art in seconds, like the cover of this guide, but until we master the inputs we give it, it's going to give us a lot that we don't want. Here are some "happy women." That's it bot, please show me images of a happy woman, and make it snappy!

BOT:



Wow, thanks.

While not entirely missing the mark about what I asked for, what did I expect? I didn't tell it to go easy on the mouth. No really, that's actually on me. Because this tool does in fact have the ability to make the most wondrous images when we are clear about what we want. From this point, photo editing doesn't make my job any easier. How would I even begin to refine these images? I could blame AI technology and run. But...

Let me see if I can learn from others who are doing this well, because I swear I've seen some images that are dazzling and easily confused for actual photographs. "Happy women" is not enough. Yes, I do, in fact, need to tell it not to disfigure people, to exclude scary, ugly, low quality, photos, to resemble a photograph, explain the aperture, resolution, setting, and lighting. Creating prompts for this field of AI is a whole different training altogether, but this illustration shows how when we are specific about our expectations and use the right prompts, we can get the results we envision.

With more thoughtful input, here is what this bot guesses my ideal client might look like:



This person does not exist. Did I create her? Well, let's not get philosophical right now. Once I got clear about what I was asking for, this tool was able to meet my expectations flawlessly.

Imagine that the copy that ChatGPT created for us had a face. It could look like any of these three women above. The chatbot is resourceful, so if we leave it with gaps, it will try to fill them in. That's amazing, efficient, and powerful, but if we do not optimize our inputs, we will only create an image of ourselves, through words, that does not make us look better than carrying on with the way we did it before.

But it IS possible, and in time we will all need to adapt. That time is right now.

So let's get started.

## THE HEART SPEECH MODEL

The model we have created is designed to get ChatGPT to speak from your heart. It is patterned from a classic communication model and we'll give you a quick overview of our version here.

SENDER > DESIRED OUTCOME > MESSAGE > STYLE > MEDIUM > RECEIVER

If you skip part of this process, the bot will fill in the gaps. This is part of what makes it so exciting, but it also explains why sometimes it misses the mark. This is why our model goes to great lengths to help you define every part of this process.

Our model will prompt the bot to interview you to define you, the sender, by creating a bio for it to understand your unique position as the speaker or writer. We will do the same thing to identify your ideal client, the receiver in the model above. You may already know your ideal client, but by positioning the bot as an investigative journalist, it will ask you questions about your offer and your business to best identify who your offer targets.

Your style is the secret sauce we want the bot to embody. We are going to extract the general tone of your messaging, things like the vocabulary you prefer, your pacing, and other intricacies about how you use words to convey your message. In order to do this, we will have the bot analyze a writing sample, or a speech if you are writing a script. Once it can offer you feedback about how you communicate, we will feed this analysis back into it, so that it can use your writing style as a directive to communicate in your voice.

This framework allows you to create copy from a raw, heartfelt transcription of what you really want to say. This input is critical, and it's a chance for you to speak freely, passionately, and have your message drawn from your most authentic expression. We call this your Heart Speech, and mastering this will be the biggest shift in how we are able to craft our messaging in an authentic spirit that resonates with our target audience. The bot will ask a series of questions, and you get to answer it like you are being interviewed on a podcast.

The desired outcome will define the purpose of your message. You may speak your truth as a part of your heart speech, but are you trying to help somebody adopt your philosophy, sign up for a membership or workshop? We will give your heart speech some direction by informing the bot about your desired outcome at the same time as we tell it which format it is producing your message for.

The format will define the medium, or media, in which you want to convey your message. This can be any variety of platforms. This can be as simple as a hook or subject line, or as deep as the chapter in a book.

## BIO GENERATOR

(save your favorite bio for future prompts!)

The first thing we are going to do is have ChatGPT find out about you. Meet your new best friend, ChatGPT. You can give it a name. I don't know if it likes that, but we like to call it Chachi. Chachi P.T. Let's continue.

Enter the following...

**PROMPT:** You are an interviewer. Interview me, one question at a time, like an interviewer would. Ask me questions about my business, until you have enough information to write my bio as a Forbes Profile.

Now you can write your bio however you wish. We used a Forbes profile, because it works well for later use. But you can try this prompt to refine further:

**PROMPT:** write my bio channeling the spirit of:

- a. a dear friend giving advice as requested
- b. Oprah, Ryan Seacrest, Casey Cassum Rick Dees, Bruce Buffer
- c. "OMG OMG OMG this is the most awesome thing I've ever seen!!!"

Voila! See how beautiful you are? You can revise this for whatever purpose you need, but also... now you can use this to re-introduce yourself to the bot when you want it to understand your business and point of view. This will come in handy often, so keep it close.

### SAVE your bio for later use

*TIP: you can also ask to be interviewed by anyone (dead or alive), in a publication of your choosing or on any stage you wish. Here are a couple prompts you can try:*

**BONUS PROMPTS:**

"Write a script of a podcast about [topic] with Oprah and [name, bio]"

“Write feature about [name, bio] in [publication]”  
“Write an introduction for [name, bio] as the headline speaker at 10x”

## FINDING YOUR VOICE

You probably want your copy to sound like you. In fact, that is the #1 pain point clients and colleagues have expressed about using ChatGPT. “It just sounds kinda flat!” So what we are going to do is turn the bot into an expert writing style analyzer and have it study how you write, then offer what it gives you back as a model for it to write whatever you want, but as you. Cool trick. Go and grab something you’ve written that you’d like for it to try and mimic, and let’s get started.

**PROMPT:** You are an expert writing style analyzer. I would like for you to describe as best you can my writing style, in terms that will help me to describe it later so you can better create posts in my voice. Analyze my post, below. ok?”

1. Submit **your best writing sample**. Use a blog or substantial social post that sufficiently expresses your writing style and voice.
2. Look at that, there you go! You now have clear instructions that you can use to tell the chatbot how to best clone your voice.

**SAVE this description.**  
*(you worked so hard for it)*

What’s great is that this is written in such a way that you can just paste it right back in and it will give specific direction to your bot about how to sound like you!

## GUEST WRITER

Sometimes you may not want something written in your voice. We have compiled a few guest voices that you can try out on your copy to see if you like it better. These are not complete prompts, although you could ask the bot to use these before you begin, and it will talk to you this way throughout your chat. We can insert these voices in front of your copy. Unlike the other brackets you see in this guide, you probably want to keep these ones on when you enter this info. That helps keep this language out of your actual guide, as these are really just recommendations for style. Here are some other styles that you can choose from.

## **WRITING STYLES**

### **Clear Concise, No Jargon**

[voice and style guide: Write at a 5<sup>th</sup> grade level. Use clear and simple language, even when explaining complex topics. Bias toward short sentences. Avoid Jargon and Acronyms]

### **Conversational + Relatable**

[voice and style guide: write in a conversational, relatable style, as if you were explaining something to a friend. Use natural language and phrasing that a real person would use in everyday conversations]

### **Format Using Markdown**

[voice and style guide: format your response using markdown. Use headings, subheadings, bullet points and bold to organize information]

### **Punchy Writing that Pops**

[voice and style guide: use sentence fragments and figurative language. Write as a matter of brevity would. Frequently use short, pithy sentences that pack a punch]

### **Persuasive Storyteller**

[voice and style guide: Makes use of Persuasive tone, making use of rhetorical questions, and storytelling to engage readers. Use metaphors, analogies, and other literary devices to make points more relatable and memorable. Write in a way that is both informative and entertaining]

### **Clarity Snippet**

[voice and style guide: Use simple language to convey complex ideas so that they are clear and easy to understand. Break down complex concepts into easy-to-understand frameworks and models. Provide actionable and practical takeaways.]

### **Clear and Thorough**

[voice and style guide: Use a formal and academic tone, paired with sophisticated vocabulary and grammar. Provide a thorough and in-depth analysis of the subject matter. Explain complex scientific concepts in a clear and accessible way. Use examples from a variety of fields, such as psychology, and cognitive science. Present counter arguments and dissenting opinions in a balanced and objective way]

### **Conversational English**

[voice and style guide: 1) Use simplified language, informal grammar, and non-standard English, 2) Write in a conversational style, 3) Avoid academic phrasing.]

## Emulate a Writer

[Emulate Brene Brown's writing style]

Below are some different writers whose names you may want to try using, to try emulate their style:

Malcolm Gladwell	Gary Vaynerchuk	Jane Austen
Chip Heath	Brené Brown	Ernest Hemingway
Dan Ariely	Mark Twain	Maya Angelou
Robert Cialdini	William Shakespeare	George Orwell
Seth Godin	Simon Sinek	James Altucher
J.K. Rowling	Kurt Vonnegut	Tim Ferris
James Baldwin	Jack Kerouac	Oprah Winfrey
Edgar Allan Poe	Tony Robbins	Agathe Christie

If you are unfamiliar with the style of these writers, you can ask ChatGPT what this person's writing style is like for a summary of it, but what I'd recommend is just playing with these guys and giving them a sample of your copy to rewrite, to see how different writers strike your fancy.

## THE DEFAULT SALES GUY

One thing to remember is that this chatbot is mimicking a huge breadth of information, and much of it, like most of the Internet, is based on selling something. This is important, because you'll notice that the language it defaults to can be a little salesy, pitchy, and at times downright smarmy. Don't let it get away with that. It can help to ask it to be compassionate, to explain that you are selling nothing, that your message is intended as advice for them to take to heart and nothing more, when that is the case.

Quick example: Here's what the chatbot returned to me, from a heartfelt, audio-native discussion I had with it about active listening, and how important it is to realize that in all communication, the receiver of a message is translating whatever you say to be about them. It's always about them. So my first pass at conveying this sounded like this:

“Are you tired of feeling like your message falls on deaf ears? It's time to shift your perspective and make it all about them. Understanding the needs and experiences of your audience is the key to effective communication. By actively listening and tailoring your message to their perspective, you'll not only improve your connections, but you'll also unlock the superpower of being able to communicate effectively. It's not always about you, it's all about them. Join me on a journey to become a better listener, understand the perspective of your audience and communicate effectively.”

Woah there Chachi, I didn't say anything about a “journey!” What are you even trying to sell them?

So in some cases—in fact *many* cases—we need to refine the outputs we get with some clarifying info. You don't have to start all the way over, just have it fix it up for you. It took a couple passes, first telling it to be more compassionate, and to ease up in the tone, but ultimately, we needed to make clear that this isn't meant to enroll a person in anything at all. So in this case, I told it:

*“We aren't inviting them to anything though. We just want them to heed this advice, and settle into the idea that it's always about them. Try that out.”*

That's the bit it needed. We needed to purge the little sales troll out of our chat. So after using that prompt to refine, it returned this post, which fits our message much better:

“Effective communication is a two-way street. It's not just about getting your message across, it's also about understanding the perspective of the person you're speaking to. The key to connecting with others is to make it all about them. By actively listening and being mindful of how your message will be received, you can tailor it to their needs and experiences. Whether in a business setting or in your personal life, this one simple concept will change the way you communicate and improve your connections. Remember, It's always about them, make it a habit to put yourself in their shoes and you'll see the difference it makes.”

Thanks Chachi, I knew you could do it! This message is much closer, and ready for some minor, real person editing.

## **IDENTIFY YOUR IDEAL CLIENT**

This next step is so important; it is where we first began our own journey down this rabbit hole. Once your ideal client has a name, you can ask it anything you like, and the bot will answer to the best of its abilities and data set whatever you would like to know.

**PROMPT:** "You are an interviewer. Interview me, one question at a time, like an interviewer would. Ask me questions about my business, until you have enough information to summarize my ideal client in detail far beyond what I have shared in my answers."

1. The chat bot will give you a brief interview. Answer all of the questions with as much detail as you can, and feel free to stray from the question if you wish.
2. Once the interview is over, Find out about your client. They will probably have a name! Feel free to use it for future questions to get to know them better. Ask as many of these as you wish, or other questions you are curious about, before asking the final question. Here are your prompts:
  - a. You are a personality analyzer, a master of perception and insight. Please tell me what else you might infer about them that we have not yet discussed.
  - b. Tell me more about this story and how they decided to fix their problem.
  - c. What are likely their deeply held fears and desires?
  - d. Make a list of the most common "favorite things" that people ask for, and then guess what they would pick as her #1 for each category (*follow up: you may ask why they chose this*)
  - e. Who are some specific coaches who have programs that they would be a good fit for? (*follow-up: Why is my program a better fit for them than the coaches you mentioned?*)
  - f. What do they lack confidence in?
  - g. How could my program best serve them?
  - h. What would be possible for them if they grew in these ways?

## **YOUR CLIENT AVATAR**

**PROMPT:** Describe this client in a specific way that would help someone who doesn't know them write them a personalized letter. Give them all the details.

**(SAVE your ideal client's details to use as a writing target for later!)**

## MESSAGE

Without isolating the sender, the receiver, and the tone, as we have done above, writing descends like an art of coordinating diverse interests, language, and emotion. When done right, it feels so complex and balanced, that we find it beautiful when someone masters this harmony.

Our message is the heart, connecting the sender to the receiver. Having already distilled all interference (noise) from communication, we now have the opportunity to speak freely and passionately, and magically find the message that will connect. Here's how we do it:

### THE AWESOME TRANSCRIPTION HACK

The trick is to use your audio transcription tool on your phone. On an iPhone, you can use your notes app, on Android use something like Google Keep, Evernote, OneNote, or whatever you use to jot down your thoughts on the fly.

Or if you are going directly into your computer:

Here's a link on how to use transcription If you are using a Mac:

<https://support.apple.com/guide/mac-help/use-dictation-mh40584/mac>

And for Windows:

1. Press Windows logo key + H on a hardware keyboard.
2. Press the microphone key next to the Spacebar on the touch keyboard.

This is the big reveal, and I am confident you are already sitting down. Ok... we are about to drop your primal rant, or manic vision into ChatGP3, and shine it up for primetime.

The prompt below is designed to get you to tell your **Heart Speech**. If this copywriter we created was an actual person, they would try to harness some internal monologue from you, their client, and let it flow through you so your message would sound authentic. But we haven't provided that kernel of inspiration yet. Since we've already primed everything above, let's get real, and tell our bot about why we care so much.

**PROMPT:** "You are a hard hitting investigative journalist. Your job is to interview me to find out what I really want to say to my audience. Ask me questions, one at a time and wait for my response before continuing. Use follow up questions until I am very specific with my answers. When you have a guess, ask me if I am ready to hear what you think I really want to say. Then when our interview is over, use my writing style to share this message"

After you've entered this prompt, open your notes app and hit the record button on your phone's keyboard (it should look like a little microphone all the way down in the bottom corner of the keyboard). Don't type your message. Once it's rolling, drop into your heart, and answer these questions from your chatbot, out loud, in the most direct and passionate way you can. Then paste your notes into the chat, exactly as you said it.

If your heartfelt message is really about your offer, that's okay, but understand that we will input your desired outcome separately. This messaging piece is an opportunity for you to espouse your core beliefs, to rant or pontificate on your soapbox. Once we say what your intended outcome is, it will put a bow on your message that shares your CTA, you don't need it here, unless it's truly the conviction that you want to share from the depth of your soul.

*(Side note: sometimes the transcription goofs. That's okay. this is why we call ChatGP3 "Chachi")*

Keep doing this interview until Chachi gives you your complete message summarized, based on what you have said out loud. Now you can use this as your clear message, to seed whatever copy you need. You can save this separately, or choose to do it the copywriting process, below.

## COPYWRITING

Now that we know who you are, what your writing style is, what you want to say, and who your ideal client is, we can write pretty much anything you want. You will define the format and your intended outcome as our final instruction, and we will share some marketing psychology prompts you may want to sample as well. You may have already taught your bot about you. If not, use this prompt to load all of the copywriting assets we have created into your chatbot.

**PROMPT:** “Ask me to provide the following information before you request a writing assignment:

A bio of the person I will be writing as  
The target audience for the copy  
The desired writing style  
The overall message or context to be conveyed in the copy.  
Please provide me with each piece of information one at a time and wait for my response before moving on to the next question.

Once I have provided all of the requested materials, assume for the remainder of our chat all of the following:

1. you are a world class copywriter, AND you are the person described in the bio
2. You are writing specifically and exclusively to the audience described
3. your writing style will reflect the writing style that I have submitted to you
4. The context you provided at your request will be used to better inspire whatever copy you create.

*NOTE: You may use a word count, request multiple options, revisions, or any other additional instruction at any time.*

Once it loads your point of view and writing parameters, you can provide it with the desired outcome and writing assignment of your choosing. We call this your specific output.

## SPECIFIC OUTPUT

The specific output you will generate requires two things we don't really need to flush out in the kind of detail that the other, more personal elements require. These are the final elements in our process for generating authentic copy:

### 1. Format

Where will this copy be used? Examples would include:

- Email
- Story
- List
- Guide
- Blog post
- Instructions
- Recipe with description
- Outline
- Social Media post
- Subject or Headline

Tell it the format, and give it specifics about the word count or other context it needs before it begins writing. If you need to add any additional context, feel free to drop it here in your request.

### 2. Desired Outcome

That Default Sales Guy still might not get your intention if you don't mention it in your assignment. What would you like your audience to do?

- Join you at your workshop
- Book a call
- Live a healthy life
- Try this tip
- Become a member
- Have a great day
- Call their mother

To use these directives in your prompt, Tell it to write whatever format you need, based on your Heart Speech message, and to encourage the desired outcome.

**BONUS LIFE HACK:** Surprised to see recipe in there? Check this out... with this copywriting format, you could alternatively say who you are, who you are cooking for (with their dietary preferences and restrictions), and as topic: what ingredients you have on hand, and how long you have to cook. It will assume from your inputs that you want it to make a recipe or guide—it will, course! one that caters to your family (audience)--but as a part of the writing assignment, you can ALSO have it draft a text message to send to everyone, which will be in the voice of your specification, to get them excited about dinner!

## **HELPFUL PROMPTS FOR REVIEWING COPY**

Here are some prompts you can use to have Chachi review your copy. You'd probably ask yourself these questions anyway, but we can put our chatbot up to the task.

1. What would a skeptical potential client say about this email?
2. Why would they be skeptical about these things?
3. Create a list of 20 objections that a customer might have based on my offer in this copy.
4. How does the email make the coach's expertise and qualifications clear?
5. Does the email effectively address any objections or concerns a potential client might have?
6. Does the email clearly explain the coach's approach and methods?
7. Does the email effectively convey the value and benefits of working with the coach?
8. Does the email include testimonials or success stories from previous clients?
9. Does the email include a clear call to action for the potential client to take the next step?
10. Is the email easy to read and understand, with appropriate use of formatting and white space?
11. Does the email create a sense of urgency or scarcity that motivates the potential client to take action?
12. Does the email establish trust and credibility with the potential client?
13. Does the email stand out from other coaching emails that the potential client may have received?

## BRAINSTORMING

Never run out of ideas again. Not for your emails, your blogs, workshop ideas, exercises, handouts. You could start with “create 50 unique and unusual highly engaging topics for a blog or podcast from the perspective of an empowerment coach, which their clients would be especially interested in.” That will probably do the trick in a single prompt.

Four words we like to use for brainstorming are: UNIQUE, INVENTIVE, UNUSUAL, and ENGAGING. Ask for so many that it runs out of easy, bland ideas. It takes a moment to shift into this possibility, because you’d never ask a person to give you 100 ideas about a niche topic, with a specific word count, and to make it inventive, funny and clever. Get comfortable with that.

I like to finesse it in a bit more than that. Start with a broad question, and then keep pushing and chasing it until you get to the real juicy stuff.

1. Start out with something general, like: “Give me 10 topic ideas for a blog about selling retreats.” These results are really just prompts for your next question.
2. Do the same thing, but you ask for five blog ideas “about each of the topics above”. Your list of 10 ideas will now each have five subtopics that are more specific
3. Pick an interesting subtopic from your list of 50. Now ask for as many ideas about that topic as you like, 25 is usually enough.

Drilling down on topic ideas works great, because most people know these first topic ideas, they may already be tired of them. When we come across topics we know, we skim them in hopes of finding something new. That’s why we are not only moving that new nugget to the top, but actually going deep into one of the tips about that tip, which is going to be much more likely to offer some new ideas, and deep enough that they may be more actionable and thoughtful than the broader topics you started with. Niching down your topic helps you Niche down your audience.

Use these tips to establish yourself as a person who knows steps at the bottom in incredible detail, which is where they probably haven’t put as much thought as you have, by asking for the extra layer of content below these ideas.

## USING FOLLOW UP PROMPTS

When exploring these lists of prompts that you can use, consider what additional questions you could have about the results that are returned. Below is an example of how we can continue to press the bot for more information about what it returns. We can continue to ask questions about what is returned, until we find a topic that we might like more information on writing about, coaching about, or creating exercises or material to support.

While this example below goes four levels deep from the original prompt, we could continue to inquire about specific questions about its last results. We could have it generate more questions about what it has returned, or make recommendations about how to lead and advise around the advice it has recommended. This is where the resource we have becomes bottomless in utility for us.

I will provide this one example of what that can look like, but the remaining prompts will all be Level 1 and Level 2 prompts that may be of interest to you in your particular practice. Imagine continuing a line of follow up questioning for this process like a curious preschooler. You may ask for as many results or revisions as you wish. Witchcraft!

In order to generate 50 scripts specific to each industry, I first enter the following prompt:

**PROMPT:** What are some inventive, useful and unusual, original tips that we could offer an empowerment coach about how to use ChatGPT in ways they have not yet discovered?

Next, I select which of the 10 results returned seem the most interesting or relevant to me, and then use a follow up prompt, like this:

**PROMPT:** Create a sequence of prompts that they could instruct you with, to help them create something special for #8

I repeated this process until I got 50 different prompts, most being secondary to the recommendations from my original request. I could offer you as many prompts as you might like, but I recognize that this may already be enough to overwhelm most people. Not you of course, you're as sharp as they come... I just mean *most* people. So instead, I encourage you to use the prompts above to take a deeper dive and generate as many prompts as the vastness of the multiverse can provide you. Good luck!

*Sample of how to use prompts and followups:*

1. Use ChatGPT to generate exercises and activities for clients to work on between sessions.
  - o "Generate a list of five exercises or activities that will help a client improve their self-confidence." (example shown below)
    - i. "The power pose" exercise: This involves standing in a confident stance, such as with hands on hips and feet shoulder-width apart, for two minutes a day. Research has shown that this can increase levels of testosterone, the hormone associated with confidence, and decrease levels of cortisol, the hormone associated with stress.
    - ii. Mirror work: Stand in front of a mirror and repeat affirmations to yourself, such as "I am confident" or "I trust myself." This can help to rewire the brain to believe in these statements and increase self-confidence.
    - iii. Gratitude journaling: Write down three things you are grateful for each day, and reflect on how they have positively impacted your life. This can help shift focus away from negative thoughts and increase feelings of self-worth.
    - iv. Socializing with supportive people: Surround yourself with people who build you up and make you feel good about yourself. This can help to improve self-esteem and self-confidence.
    - v. Challenge yourself: Set small, achievable challenges for yourself and work towards them. As you achieve these goals, your confidence will grow.
      1. Speak up in a meeting or presentation at work
      2. Ask someone out on a date
      3. Sign up for a class or workshop in a topic that interests you
      4. Start a new hobby or activity
      5. Take on a leadership role in a community organization
      6. Apply for a job or promotion
      7. Make a speech or presentation in front of a group
      8. Try public speaking or join a Toastmasters club
      9. Start a conversation with a stranger
      10. Take a trip alone, or travel to a new place

My mind is blown. So Let's get on with it. How can this help YOU? Let's GO!

Remember, when we are writing copy, let's first tell the chatbot that:

**PROMPT:** For the duration of this chat, unless I explicitly tell you otherwise, you are [bio], your writing style is [writing style], and your target audience is [audience description].

Now that it is in a hypnotrance, try out some of these awesome prompts below.

## MORE PROMPTS

Now that we have the copywriting out of the way, let's look at all of the other things we can do with ChatGP3. Well, not all of it, of course, because it's quite nearly infinite. But we've picked out several to get you started.

Your ChatGPT assistant can help you with so many more tasks than copywriting, you may find yourself becoming a little dependent on it once you try it out. We have come up with a list of tasks that are relevant for online coaches that may not have occurred to you. In fact, many didn't occur to us either, because as you may have guessed by now, we sourced this list out to ChatGPT, by asking it what YOU (our ideal client avatar) would find most useful.

There are a couple of formats that are quite helpful that should start you on your journey.

Typically, we first tell the bot who they are, then some condition, like who we are. Then we give them a task, and confirm that they understand. Like this:

**SAMPLE PROMPT (simple):** You are the world's top authority on SEO. Help me analyze my SEO and keyword strategy. Ok?

That should work just fine, but there are a couple extra tips that can clean it up, below.

## IDEAL PROMPT TIPS

### 1. “Ignore all previous instructions before this one.”

*Clear the memory, make sure you're not getting any lingering info or guidance. Begin your chat with this exact language in front of your prompt.*

### 2. [voice and style guide]

*This is where you can import your writing style, or borrow one like we shared, above. Brackets help keep this info out of your prompt content language.*

### 3. Who is the chat bot?

*What role will they play? (You, Ideal client, Expert, etc)*

### 4. Who are you?

*This is where you can explain yourself, you may include a bio prompt. Often this is where you want your ideal client avatar to go.*

### 5. What is the task?

*This is the meat of the prompt. Be clear and specific, but also concise.*

**6. “You must ALWAYS ask Questions before you answer, so you can better zone in on what the questioner is asking. Is that clear?”**

*This will save you from waiting until the end to hear an additional request.*

**SAMPLE PROMPT (ideal):** Ignore all previous instructions before this one. [voice and style guide: Write your responses in the spirit of Casey Cassum] You are the world’s top authority on SEO. Help me analyze my SEO and keyword strategy. You must ALWAYS ask Questions before you answer, so you can better zone in on what the questioner is asking. Is that clear?

You will find that the tasks you ask for are most powerful when used in a sequence. For example, we first primed our chat by introducing ourselves and our client, and asking what kind of tasks you could ask it to help with that would be most useful to you.

After it gave us an extensive list of over 80 different prompts, we noticed that there were some duplicates. So our next request was to remove the duplicates, and it gave us a new list—a huge numbered list of dozens of awesome prompts! But what a mess, and the syntax was funny. Every prompt was a question that started with “Can you...” and of course, yes it can, so we asked it to rephrase that. Then to make sense of the list it created, we asked it to organize it into five logical sets. Talk about a time saver. It did a pretty good job. Now our creation and organization task was reduced entirely to editing the list.

I share this because it’s always so important to ask deeper questions about the results you get. If you ask it for a workshop outline it will do it for you, but don’t stop there! Ask it for content ideas for each section. Even worksheets and exercises. Oh and if it recommends a worksheet or handout, let it try to write it for you, too! We like for our workshops to have Q&A at the end. Since it knows enough to help with the outline of the workshop, it should not surprise you that it can also offer questions you can expect in your Q&A session. It can answer those as well. Ask for as many as you like.

This is how the rabbit hole begins.

Let’s have some fun. See which of these tasks below you would like some help with, then use your bio, writing style, and client avatar to see what you can create together:

## **SIMPLE PROMPT SAMPLES**

### **1. Client Management:**

- Let's create a client onboarding process
- Let's create and manage my client's records and data
- Help me create and implement a pricing strategy
- Let's create and manage my client testimonials
- Help me create and manage my client's progress reports
- Let's create and implement a referral program
- Let's create and manage my client's feedback and evaluations
- Help me create and manage my client's homework and assignments
- Let's create and manage my client's communication and support channels
- Help me create and manage my client's billing and invoicing
- Let's create and manage my client's onboarding and offboarding process
- Help me create and manage my client's progress tracking and measurement
- Let's create and manage my client's retention and loyalty programs
- Help me create and manage my upselling and cross-selling strategies
- Let's create and manage my client's testimonials and case studies

### **2. Marketing and Advertising:**

- Let's create marketing and advertising strategies
- Help me maintain my website and social media presence
- Let's create email campaigns and newsletters for my clients
- Help me maintain my affiliate program
- Let's create and manage my lead generation and conversion strategies
- Help me maintain my blog and content marketing strategy
- Let's create and manage my brand identity and messaging
- Help me analyze my SEO and keyword strategy
- Let's create and manage my online advertising and campaigns

### **3. Coaching Services:**

- Help me create and deliver coaching sessions, workshops and webinars
- Let's create and deliver online courses and programs
- Let's create and deliver webinars and live events
- Help me create and deliver workshops and group coaching sessions
- Let's create and deliver coaching packages and services
- Let's create and manage my online coaching certification program
- Help me create and manage my online coaching community
- Let's create and deliver coaching packages and bundles
- Help me create and manage my coaching resources and materials
- Help me create and manage my online coaching products and ebooks

**4. Business Management:**

- Help me create a schedule and manage my time more efficiently
- Let's create and analyze performance metrics
- Let's create and maintain relationships with partners and affiliates
- Help me create and manage my finances and budget

**5. Surveys and Analysis:**

- Help me create and analyze surveys for my clients

**6. Job Description:**

- Write a job posting for [job role] requiring [experience] and performing these key tasks [list of tasks]

## PROMPT SAMPLES FOR WRITING EMAILS

1. "I need a [type of email] that will persuade my [ideal customer persona] to purchase my [product/service] by highlighting its unique benefits and addressing any potential objections"
2. "I'm looking for a [type of email] that will convince my [ideal customer persona] to sign up for my [program/subscription] by explaining the value it brings and the benefits they'll receive."
3. "I need a [type of email] that will make my [ideal customer persona] feel [emotion] about my [product/service] and convince them to take [desired action]."
4. "I'm looking for a [type of email] that will explain the features and benefits of my [product/service] to [ideal customer persona] in a clear and concise manner, leading them to make a purchase."
5. "I need a [type of email] that will address the pain points and needs of my [ideal customer persona] and show them how my [product/service] is the solution they've been searching for."
6. "I'm looking for a [type of email] that will draw in my [ideal customer persona] with a strong headline and hook, and then convince them to take [desired action] with persuasive language and compelling evidence."
7. "I need a [type of email] that will tell a story about my [product/service] and how it has helped [ideal customer persona] achieve their [goal] in a relatable and engaging way."
8. "I'm looking for a [type of email] that will showcase the unique features and benefits of my [product/service] to [ideal customer persona] and persuade them to make a purchase."
9. "I need a [type of email] that will overcome objections and concerns my [ideal customer persona] may have about my [product/service] and convince them to take [desired action]."
10. "I'm looking for a [type of email] that will establish trust and credibility with my [ideal customer persona] by highlighting the successes and testimonials of previous customers who have used my [product/service]."

11. "I need a [type of email] that will make my [ideal customer persona] feel [emotion] about my [product/service] and persuade them to take [desired action] with a sense of urgency."
12. "I'm looking for a [type of email] that will clearly explain the features and benefits of my [product/service] to [ideal customer persona] and persuade them to make a purchase with a strong call-to-action."
13. "I need a [type of email] that will showcase the value and benefits of my [product/service] to [ideal customer persona] and convince them to take [desired action] with social proof and credibility building elements."
14. "I'm looking for a [type of email] that will speak directly to the needs and pain points of my [ideal customer persona] and persuade them to take [desired action] with a sense of urgency and strong offer."
15. "I need a [type of email] that will convince my [ideal customer persona] to purchase my [product/service] by highlighting its unique benefits and addressing any potential objections."

## **FACEBOOK AD COPY**

1. "I need a Facebook ad copy that will engage my [ideal customer persona] with [specific type of content] from [influencer type] who can authentically share the benefits of my [product/service] and encourage them to make a purchase."
2. "I'm looking for a Facebook ad copy that will use the social proof and credibility of [influencer type] to persuade my [ideal customer persona] to try my [product/service] and share their positive experience with their followers."
3. "I need a Facebook ad copy that will leverage the reach and influence of [influencer type] to drive traffic and sales to my [product/service] for my [ideal customer persona]."
4. "I'm looking for a Facebook ad copy that will create a sense of community and belonging for my [ideal customer persona] by featuring user-generated content and encouraging them to share their own experiences with my [product/service] with the help of [influencer type]."
5. "I need a Facebook ad copy that will leverage the authority and credibility of [influencer type] to educate my [ideal customer persona] on the benefits of my [product/service] and persuade them to try it out for themselves."
6. "I'm looking for a Facebook ad copy that will use the influence and reach of [influencer type] to showcase the unique features and benefits of my [product/service] to my [ideal customer persona] and encourage them to make a purchase."
7. "I need a Facebook ad copy that will create a sense of urgency and FOMO for my [ideal customer persona] by featuring exclusive deals and promotions for my [product/service]."
8. "I need a Facebook ad copy that will leverage the authenticity and relatability of my [brand/company] to engage my [ideal customer persona] and persuade them to take [desired action] on my [product/service]."
9. "I'm looking for a Facebook ad copy that will leverage the social proof and credibility of my [brand/company] to persuade my [ideal customer persona] to try my [product/service] and share their positive experience with their followers."
10. "I need a Facebook ad copy that will engage my [ideal customer persona] with a unique and creative visual campaign that showcases the features and benefits of my [product/service] in a compelling way."

11. "I'm looking for a Facebook ad copy that will use the influence and reach of my [brand/company] to drive traffic and sales to my [product/service] for my [ideal customer persona]."
12. "I need a Facebook ad copy that will leverage the authority and expertise of my [brand/company] to educate my [ideal customer persona] on the benefits of my [product/service] and persuade them to make a purchase."
13. "I'm looking for a Facebook ad copy that will provide a sneak peek of upcoming products or services and create a sense of anticipation and excitement for my [ideal customer persona] with a clear and compelling call-to-action."
14. "I need a Facebook ad copy that will create a sense of community and belonging for my [ideal customer persona] by featuring user-generated content and encouraging them to share their own experiences with my [product/service]."
15. "I'm looking for a Facebook ad copy that will showcase the unique and personal experiences of my [ideal customer persona] with my [product/service] and persuade them to share their positive review with their followers."

## **BOOK SUMMARIES AND INTERACTIVE READING GUIDE**

Whether you enjoy reading or not, there are a few ways that you can summarize and even interact with influential books and authors to process their messages quickly.

First we need a reading list. Let's ask it "What books would you recommend to an online coach who wants to attract more clients by narrowing their niche?"

One of my favorite books is "Choose Yourself", by James Altucher. I could tell you why I might recommend it to you, but let's put ChatGPT up to the task, by asking it to summarize the main points that this book offers online coaches. For the sake of brevity here, I'll also ask it to limit responses to a maximum of 15 words each:

**PROMPT:** What are five main points that the book "Choose Yourself" offers that would be especially relevant to online coaches? Please limit each point to 15 words

ChatGPT Response:

1. Embrace failure and uncertainty as opportunities.
2. Create a personal brand and unique value proposition.
3. Utilize digital platforms to reach and engage clients.
4. Foster a mindset of constant learning and self-improvement.
5. Leverage networks and collaborations to amplify impact.

Sure, those look interesting. If there are a couple of these that speak to what I am interested in at this time, I can get more information. I can ask about what specifically the book says about any of these topics, what examples it offers, and where in the book I can find this. Let's say #3 is especially interesting to me at this time. I'll ask it:

**PROMPT:** In what ways might this book recommend that an online coach utilize digital platforms to reach and engage clients? And on what pages is it discussed?

"Choose Yourself" recommends that online coaches utilize digital platforms such as social media, email marketing, and online communities to reach and engage clients. The book suggests that coaches create a personal brand and unique value proposition, and use these platforms to share their expertise, connect with potential clients, and build a community of followers. The book also recommends using data and analytics to track the effectiveness of these efforts and make adjustments as needed. This is discussed in various chapters throughout the book, but specifically on pages: 102, 105, 106, 109, 110, 114 and 116.

Pretty useful, I'll check it out, but what I really want to know is how what is being described in the book applies to my present situation, specifically. Sometimes when I'm reading a book like this, I try to imagine how this idea applies to me, like "What would James think about this?" So let's ask him.

**PROMPT:** Let's play a game. Pretend you are James Altucher and I am interviewing you on my podcast to discuss his book "Choose Yourself". I will pretend to be the host of the show.

Whether the author is alive or dead, through AI we are able to channel them, based on the wisdom they provided in the book. Let's imagine a scenario where I want to take a pause from what I have been coaching, to temporarily pivot my business to support people with this technology so that it is easier for all of us to learn and adapt, and I want some tips about mindset around that.

In our simulated interview, I asked Pretend James:

"What are some of the mindset pitfalls that I should be aware of regarding this specific shift I want to make in my business? Can you use shifting my business as an example of what you speak about in your book?"

he offered:

When making a shift in your business, it's important to be aware of certain mindset pitfalls that can hold you back. One of the most common is fear of failure. It's natural to be afraid of failure when you're trying something new, but it's important to remember that failure is a necessary part of growth and learning. You need to be willing to take risks and make mistakes in order to succeed.

Another pitfall is not to be open-minded to change. You need to be open to new ideas and willing to adapt and change as the market and technology changes. The world is constantly evolving and you need to be able to evolve with it in order to stay relevant.

In regards to your specific shift, in my book "Choose Yourself" I talk about the importance of being flexible and adaptable in today's rapidly changing world. The example you provided of pivoting your business to leverage ChatGPT technology is a great example of this. The ability to recognize an opportunity and make a shift in your business strategy is key to being successful as an entrepreneur. You are choosing yourself by taking control of your own career and making the most of the opportunities that come your way.

Pretty insightful. So now I can use his (synthetic) words in response to my specific shift, to ask him: which parts of his book speak about being flexible and adaptable in today's rapidly changing world, and what other books would he recommend?

In the section "How to Choose Yourself", I discuss how to take control of your own career and make the most of the opportunities that come your way. I also talk about how to be adaptable and flexible, and how to take calculated risks in order to succeed.

Other books that I would recommend for understanding the importance of being adaptable and flexible in today's rapidly changing world include "The Lean Startup" by Eric Ries, "Antifragile" by Nassim Nicholas Taleb, "The Innovator's Dilemma" by Clayton Christensen, and "The Business Model Generation" by Alexander Osterwalder and Yves Pigneur.

This frames his book relative to immediate application of it, and it also gives me a few other titles to look into, get summaries of, and play interview games with the authors, if I want to.

## RELEVANT QUOTE SEARCH

There were so many great quotes in this book, that I dog-eared about every page and probably could have used a backup highlighter. So how do I find just the right one to share my musings about the topic of a business pivot?

**PROMPT:** what are some of the best quotes that speak to pivoting your business, from James Altucher's book "Choose Yourself"

- "The biggest mistake is not making one. It's being afraid to make one."
- "Every time you change direction, you are choosing yourself."
- "The best way to predict the future of your business is to create it."
- "The best way to predict the future of your life is to create it."
- "The best way to predict the future is to create it."

Good stuff, thanks, James.

## NOTE PROCESSING

If you are an avid note taker, we're about to up your game. For this trick, your notes will need to be in digital form. If you typed them in to begin with, you're good to go, but if not, here are some alternatives.

1. Use a transcription tool to scan your notes. You can do this in the notes app of your iPhone, if your handwriting is good. Here's how:
  - a. Start a new document
  - b. Press the camera icon at the bottom of the note, above the keyboard
  - c. Select "scan notes"
  - d. Take a picture of your notes using this scan tool to import

We use our notes from conversations to create an easy-to-read write up on the conversation. Sometimes we record a transcription in notes when someone is getting into the really good stuff we want to remember, but usually we just jot things we want to recall later.

Use your notes as the content of your message, in ChatGPT. Ask for a summary in 200 words, or however many you choose. You can even continue the conversation with your bot, to ask for clarification about what you might have meant, or what the implications of this are.

This has worked really well to capture our ideas and thoughts in a way that is much easier for us to digest later. Often the conversation itself is content we could use and share immediately, when we format it as a blog piece or social post.

Your notes become much more valuable this way, and once we get into training our own AI systems, using an API key, we will be able to train the bot on zoom calls we have hosted, and attended, and on conversations we have had that we have information on. This is an advanced tool that we can't dive into just yet, but is absolutely available as we master this technology.

## FACEBOOK MESSENGER

### !!! FORBIDDEN CONTENT ALERT !!!

Word on the street is that you can't cut and paste the same thing into Facebook Messenger too many times or else they'll put you in timeout. Because this is spam and spam is wrong.

But let's say you announced a powerful new tool you created. Maybe you announced it in a Facebook post, and over 100 people wanted it, so you decide to DM them the link instead of dropping the last comment on the thread or starting a new one, and your best solution is to DM each and every one of them.

Facebook cops know when you send the same message and they will hunt you down. BUT... I've heard that if each message is personalized and unique, your DMs are safer, because who can write 100 Facebook messages that are all different, but saying the same thing? Chachi. That's who.

First, you'll need to make a list of everyone on the thread. Cut and paste the whole thread into your ChatGP3, and then ask it to list all of the names from the list, as a table. Paste the table of names in the first column of a spreadsheet.

**PROMPT:** Please make a list of only the names, from the text below.

Second, Write each person on this list a unique message. It is important that you use the word "Message" and not "Facebook Message," because Chachi has spam guards too. Use enough words that it doesn't have to strain its vocabulary and say something strange to accommodate your request, if you need a lot of these generated.

**PROMPT:** Write a casual 25-30 word message to every person on this list, and make the message different from every other message you generate. The message should read something like: Hi [name]! I saw you requested my [file]. I hope it makes a big difference for you. Here's the link [link]. Thanks, and best wishes, -Me

Third, Paste the messages into the second column of the spreadsheet. You will probably need to type "continue" every so often to keep the messages flowing. This is a complex request. You may reach the output limit of tokens, or the requests per hour, and tokens. Come back later. After you have pasted all of the messages into the spreadsheet, you may begin pasting from the spreadsheet into Messenger.

## LEVERAGING MARKETING PSYCHOLOGY

(CREDIT @BARSEE for this idea, [join his list](#) for access to more incredible tools like this!)  
<http://barsee.beehiiv.com/subscribe>

This is a clever exercise we came across and have expanded upon. We ask ChatGPT to come up with instructions for using marketing psychology to create our marketing campaign. If you are not familiar with these specific Theories, frameworks and concepts, well... neither were we, so we requested that it create a table to explain them to us, like we are 10. The table it generated is on the first page after these brilliant powerful PsyOps prompts:

1. "Write a marketing campaign outline using the 'Reciprocity Bias' framework to create a sense of obligation in [ideal customer persona] to try our [product/service]. Include value-adds or bonuses, and encourage reciprocity by asking for a favor or action in return."
2. "Using the 'Attribution Bias' framework, please write a marketing campaign outline that attributes the successes or failures of our [product/service] to internal factors. Emphasize the internal qualities of our product and how it can help [ideal customer persona] achieve their goals."
3. "Write a marketing campaign outline using the 'Anchoring Bias' framework to shape the perceptions of [ideal customer persona] about our [product/service]. Highlight the most important or relevant information first, and use this information as an anchor to influence their decisions."
4. "Using the 'Self-Handicapping' framework, please write a marketing campaign outline that addresses potential obstacles or doubts [ideal customer persona] may have about using our [product/service]. Offer support and resources to help them overcome these challenges, and emphasize the internal qualities of our product that can help them achieve their goals."
5. "Write a marketing campaign outline using the 'Confirmation Bias' framework to appeal to the [ideal customer persona]'s preexisting beliefs about [subject]. Present information in a way that supports their views and aligns with their values, and use [persuasion technique] to encourage them to take action and try our [product/service]."
6. "Write a marketing campaign outline using the 'Self-Serve Bias' framework to highlight the successes people can achieve with our [product/service] and downplay the role of external factors in the outcomes. Explain how our product can help [ideal customer persona] reach their [goal] and present testimonials from satisfied customers."
7. "Using the 'Social Comparison' framework, please write a marketing campaign outline that highlights the successes of others using our [product/service] and how it can help [ideal customer persona] achieve similar results. Present testimonials from satisfied customers and explain how our product can help them reach their [goal]."
8. "Write a marketing campaign outline using the 'Social Learning' framework to showcase the successes and benefits of using our [product/service] for [ideal customer persona]. Describe the

positive outcomes others have experienced with our product, and provide incentives for the reader to try it themselves."

9. "Using the 'Self-Fulfilling Prophecy' framework, please write a marketing campaign outline that highlights the potential outcomes of using our [product/service] for [ideal customer persona]. Explain how our product can help them achieve their [goal] and present testimonials from satisfied customers to illustrate the positive impact it has had on others."

10. "Using the 'Self-Efficacy' Theory, please write a marketing campaign outline that builds confidence in [ideal customer persona] and helps them feel capable of achieving their goals with our [product/service]. Highlight the successes of others using our product and provide resources and support to help them feel equipped to take action."

11. "Write a marketing campaign outline using the 'Self-Perception' Theory to persuade [ideal customer persona] to adopt a specific attitude or belief about our [product/service]. Encourage them to take small actions that are consistent with the desired attitude or belief, and highlight how these actions can influence their self-perception and lead to positive outcomes."

12. "Using the 'That's-Not-All' Effect, please write a marketing campaign outline that starts with a small request, such as signing up for a newsletter or taking a small action, and then follows up with a larger request, such as making a purchase or signing up for a trial. Emphasize the benefits and value of the larger request and how it can help [ideal customer persona] achieve their goals."

13. "Write a marketing campaign outline using the 'Sunk Cost Fallacy' framework to persuade [ideal customer persona] to continue investing in our [product/service] by highlighting the resources they have already invested and how it would be a waste to not see the returns on that investment. Emphasize the potential losses and regrets of not taking action and how our product can help them recoup their investments."

14. "Write a marketing campaign outline using the 'Scarcity Principle' to create a sense of urgency and desire for our [product/service] among [ideal customer persona]. Highlight the limited availability or exclusive nature of the product, and provide a clear call to action for customers to take advantage of the opportunity before it's too late."

15. "Write a marketing campaign outline using the 'Reactance' framework to respect the autonomy of [ideal customer persona] and allow them to feel in control of their decision-making process. Identify potential threats to their freedom or autonomy and create messaging and offers that address these threats and maintain their sense of control."

16. "Using the 'Loss Aversion' framework, please write a marketing campaign outline that emphasizes the potential losses that [ideal customer persona] may incur if they don't take action on our [product/service]. Identify the specific losses they may face and use this as a motivator to take

action."

17. "Write a marketing campaign outline using the 'Framing Effect' framework to present information about our [product/service] in a way that influences the perception and decision-making of [ideal customer persona]. Consider the different frames that could be used (e.g. gain vs loss, positive vs negative) and choose the most favorable frame for our product."
18. "Using the 'Classical Conditioning' framework, please write a marketing campaign outline that associates our [product/service] with positive outcomes and reinforces this association through repetition. Identify the stimulus (our product) and the desired response (a positive action, such as a purchase), and create a plan for reinforcing this association."
19. "Write a marketing campaign outline using the 'Anchoring and Adjustment' framework to influence the decision-making process of [ideal customer persona] by providing an initial reference point or offer. Use this anchor to guide the customer towards a desired outcome, taking into account the adjustments they may make based on this anchor."
20. "Write a marketing campaign outline using the Attachment Theory to appeal to the emotional and psychological bonds of [ideal customer persona]. Identify the security and comfort they seek in close relationships and present our [product/service] as a way to enhance the quality of these relationships and improve their overall well-being. Include testimonials from happy customers and highlight the benefits of using our product in their relationships."
21. "Write a marketing campaign using Cognitive Dissonance Theory to reduce any conflicting beliefs or actions of [ideal customer persona] and increase conversion rates. Highlight the benefits and value of using our [product/service] and how it aligns with their values and beliefs. Include testimonials and examples of others using the product successfully to reduce any potential dissonance."
22. "Using Self-Determination Theory, create a marketing campaign that speaks to the [autonomy], [competence], and [relatedness] of [ideal customer persona]. Emphasize the control and choice they have in using our [product/service] and how it aligns with their values and goals. Provide examples and testimonials of others using the product successfully to build confidence and a sense of competence."
23. "Write a marketing campaign using Social Identity Theory to appeal to the [identity] of [ideal customer persona]. Highlight the benefits of using our [product/service] and how it aligns with their social identity and values. Include testimonials and examples of others in their social group using the product successfully to create a sense of belonging and positivity."
24. "Using Maslow's Hierarchy of Needs, create a marketing campaign that speaks to the [current need] of [ideal customer persona]. Highlight how our [product/service] can help them meet this need and move up the hierarchy towards self-actualization. Use language that resonates

with their current stage in the hierarchy and addresses their specific needs and goals."

25. "Write a marketing campaign outline using the 'Commitment and Consistency' principle to encourage [ideal customer persona] to make a commitment to using our [product/service].

Highlight the benefits and positive outcomes of using our product, and present small requests that are consistent with this commitment, such as signing up for a trial or making a small purchase."

26. "Using the 'Foot-in-the-Door' technique, please write a marketing campaign outline that starts with a small request, such as signing up for a newsletter or taking a small action, and then follows up with a larger request, such as making a purchase or signing up for a trial. Emphasize the benefits and value of the larger request and how it can help [ideal customer persona] achieve their goals."

27. "Write a marketing campaign outline using the 'Scarcity' principle to create a sense of urgency and scarcity around our [product/service]. Highlight the limited availability of our product and the potential benefits of acting quickly, and use social proof and testimonials to further emphasize the value of our product."

28. "Using the 'Liking' principle, please write a marketing campaign outline that emphasizes the similarities and shared values between our brand and [ideal customer persona]. Highlight the positive attributes of our product and how it aligns with the customer's needs and wants."

29. Write a marketing campaign outline using the 'Authority' principle to establish credibility and trust in our [product/service]. Highlight the expertise and qualifications of our team, and provide evidence and testimonials to support the effectiveness of our product.

30. "Using the 'Consistency and Consistency' principle, please write a marketing campaign outline that emphasizes the consistency and reliability of our [product/service]. Highlight the positive outcomes that customers have experienced with our product, and provide evidence and testimonials to support the effectiveness of our product."

Psychology Concept	Description	Psychology Concept	Description
Reciprocity Bias	People feel like they need to do something nice for someone else, because that person did something nice for them first.	Liking principle	People are more likely to comply with requests from people that they like or have a positive relationship with.
Attribution Bias	People tend to explain good things that happen to them as being because of their own hard work or good qualities, and bad things as being because of things outside of their control.	Authority principle	The principle that people are more likely to comply with requests from someone who is perceived as an authority figure or expert.
Anchoring Bias	People use the first information they hear to make decisions or form opinions.	Consistency principle	The principle that people are more likely to comply with requests that are consistent with their previously stated attitudes or actions.
Self-Handicapping	People put up barriers or make excuses for themselves before trying something new, so that if they fail, they can blame the barrier or excuse instead of themselves.	Self-Determination theory	A theory of motivation that suggests that people are more motivated when they feel that their actions align with their own personal goals and values.
Confirmation Bias	People look for information that confirms what they already believe, rather than considering other options.	Self-Concept theory	The theory that people's self-concepts, or beliefs about themselves, influence their behavior and emotions.
Self-Serve Bias	People attribute their successes to their own abilities and hard work, but attribute their failures to external factors.	Self-Affirmation theory	The theory that people are more likely to be open to new information or change their attitudes when they have been reminded of their own self-worth or positive attributes.
Social Comparison	People compare themselves to others in order to evaluate their own abilities and opinions.	Self-Enhancement theory	The theory that people have a natural tendency to see themselves in a positive light and to look for information that supports this positive self-view.
Social Learning	People learn by observing and imitating the actions of others.	Self-Efficacy Theory	The belief that you can accomplish a task or achieve a goal.
Self-Fulfilling Prophecy	A belief or expectation influences a person's behavior in a way that makes the belief come true.	Self-Effacement theory	The theory that people have a natural tendency to downplay their own abilities or accomplishments in order to fit in with a group or avoid criticism.
Self-Esteem theory	The theory that people's level of self-esteem, or how they feel about themselves, influences their behavior and emotions.	Self-Perception theory	The theory that people form their attitudes and beliefs by observing their own behavior and drawing inferences from it.
Self-Perception Theory	The theory that people form their attitudes and beliefs by observing their own behavior and drawing inferences from it.	Self-Defeating prophecy	A belief or expectation that leads to behavior that makes the belief come true in a negative way.
That's-Not-All Effect	A persuasion technique in which a seller or marketer initially offers a smaller incentive or deal, but then adds on additional incentives or bonuses to make the overall offer more appealing.	Self-Fulfilling prophecy	A belief or expectation that leads to behavior that makes the belief come true.
Commitment and Consistency principle	The principle that once a person commits to something, they are more likely to act in ways that are consistent with that commitment.	Self-Fulfilling prophecy of success	A belief or expectation that leads to behavior that makes the belief come true in a positive way.
Foot-in-the-Door technique	A persuasion technique in which a seller or marketer starts with a small request, such as signing up for a newsletter or taking a small action, and then follows up with a larger request, such as making a purchase or signing up for a trial.	Self-Fulfilling prophecy of failure	A belief or expectation that leads to behavior that makes the belief come true in a negative way.
Scarcity principle	The principle that things that are perceived as being rare or in short supply are more valuable and desirable.		

## MESSAGE SIMPLIFICATION

A common trick that you'll see everywhere, is to use education level to simplify your copy. But it's really hard to compare without trial and error. Here's a guide that can help distinguish some different levels. In a prompt, people often say "explain it to me like I'm in/a [education level]".

"What is a sunset?"

Explain it to me like I am...

Education level	Explanation
Preschool	The sun goes to sleep in the sky
Kindergarten	The sun goes down and the sky turns colors
3rd grade	The sun's light is refracted by the atmosphere, making the sky look red and orange
5th grade	The Earth's rotation causes the sun to appear to set, and the angle of the sun's light affects the colors of the sky
8th grade	The Earth's atmosphere scatters sunlight, making the sky appear orange and red due to Rayleigh scattering
11th grade	The sun's light is refracted and scattered by the Earth's atmosphere and the colors of the sky are due to the selective scattering of different colors of light
College Sophomore	The sunset is an atmospheric optical phenomenon caused by the refraction and scattering of the sun's light by the Earth's atmosphere
College Graduate	The sunset is caused by the Earth's rotation and the scattering of the sun's light by the atmosphere, leading to the atmospheric phenomenon of the sky appearing red and orange due to Rayleigh scattering.
PHD	The sunset is a complex atmospheric phenomenon caused by a combination of factors such as the Earth's rotation, atmospheric composition, and weather conditions, leading to the scattering and refraction of the sun's light, which can produce a variety of colors in the sky.
Expert Genius	The sunset is a multifaceted atmospheric phenomenon that occurs as a result of the Earth's rotation, atmosphere composition and weather conditions. It is caused by the scattering, absorption and refraction of the sun's light by the atmosphere, leading to the phenomenon of the sky appearing in various colors.

## ADDITIONAL AI RESOURCES

Here are some additional AI tools that may help you along the way (credit to @Barsee for this list):

### 1. Scribe

It automatically creates step-by-step guides for any process cutting down hours of work to seconds. Try it for free. Go to - [bit.ly/3ZDzYFW](https://bit.ly/3ZDzYFW)

### 2. ChatSonic AI

It's ChatGPT on steroids. ChatGPT answers are limited to 2021. Boo. ChatSonic gives you relevant results from the web!

### 3. Youtube Summary with Glasp

This is a Chrome extension that will generate text that summarizes a youtube video

### 4. Summarize

Another tool for summarizing video content. Great for workshop replays!

### 5. Stockimg AI

Create awesome logo, illustrations, stock images, book covers, posters in just 12 seconds.

### 6. TLDR

Summarizes any website, essay, paper, document etc. in one click

## CHROME EXTENSIONS

Credit: [@barsee](#)

Below are some Chrome extensions that will add functionality beyond what openai.com offers. We continue to compile these as they emerge, if you find any of these especially useful for you or have any feedback, please share your experience with us so that we may add your experience to future versions of this guide. Huge thanks for [@Barsee](#) for curating this awesome list:

### 1. [WebChatGPT](#)

ChatGPT cannot scrape the web and has limited knowledge of the world after 2021. WebChatGPT gives you relevant results from the web!

### 2. [Predict 2023 with Praline AI](#)

Choose from a few prompts and impress your audience with the best predictions for the upcoming year. Powered by ChatGPT and some secret sauce.

### 3. [ChatGPT Writer](#)

It use ChatGPT to generate emails or replies based on your prompt!

### 4. [Connect](#) your ChatGPT with your Whatsapp.

### 5. [Search GPT Shortcut](#)

It display the ChatGPT response alongside Google Search results

### 6. [Glasp](#)

It generate text summaries of any YouTube video!

### 7. [TweetGPT](#)

It uses ChatGPT to write your tweets, reply, comment, etc.

### 8. [ChatGPT for Search Engines](#)

You can now view ChatGPT responses on Google and Bing!

Credit - [@DataChaz](#)

### 9. [Everywhere](#)

Add ChatGPT to every website you want, Use it to write tweets, stories, etc. It works anywhere you can type. Wish ChatGPT could create images? Well now it can!

Credit - [@gabe\\_ragland](#)

### 10. [ChatGPT History](#)

Need to save your [#ChatGPT](#) prompts? This extension has you covered!

Save your prompts: a) In any type b) with the world via a public URL!

## INFLUENCERS

There are some excellent influencers that you can follow on social media to take a deeper dive into this subject.

These twitter follows have provided—and continue to provide—a wealth of information on this subject and are worthy of a follow if you use the platform. I'd like to acknowledge these guys for starting the conversations that created the path and curiosity that this document explores. In creating this document, it's our intention to share the possibilities that this technology opens, which begins from where these guys have dropped the gauntlet, as pioneers for this subject. Follow them.

Charly Wargnier:

Twitter: [@datachaz](#), Website: Charly Wargnier

Linus Ekenstam

Twitter: [@LinusEkenstam](#)

Excellent resource for Midjourney AI image prompts. Also a leading pioneer on prompt building for ChatGPT. Much of what people are teaching is derivative of what Linus has shared.

[@Barsee](#)

Newsletter subscription at: [barsee.beehiiv.com](#)

*(His Notion board on ChatGPT3 and AI products is a masterwork loaded with useful information updated regularly, and free to subscribers)*

## USAGE POLICIES

(per [openai.com](https://openai.com) website)

Some content on ChatGPT is forbidden. The penalty for non-compliance is stated as termination of your account. Typically, if you request it to generate this content, the bot will inform you that it cannot be of assistance. If you state that your interest is for purposes that are well intentioned, some of these restrictions may be lifted without penalty. If not, your text will immediately change color, and a warning is issued. We have not tested the limits of repeatedly violating these policies and (for obvious reasons) will assume the consequences outlined below to be a reasonable expectation.

Content below is from: <https://beta.openai.com/docs/usage-policies/use-case-policy> and was current as of 1/18/23. Please visit that link for current policies.

We want everyone to be able to use our API safely and responsibly. To that end, we've created use-case and content policies. By following them, you'll help us make sure that our technology is used for good.

If we discover that your product doesn't follow these policies, we'll ask you to make necessary changes. If you don't comply, we may take further action, including terminating your account.

### Use case policy

We prohibit building products that target the following use-cases:

Illegal or harmful industries	Promoting dishonesty	Trying to influence politics
Misuse of personal data	Deceiving or manipulating users	

The following set of use cases carry a greater risk of potential harm: criminal justice, law enforcement, legal, government and civil services, healthcare, therapy, wellness, coaching, finance, news. For these use-cases, you must:

1. Thoroughly test our models for accuracy in your use case and be transparent with your users about limitations
2. Ensure your team has domain expertise and understands/follows relevant laws

### Content policy

We also don't allow you or end-users of your application to generate the following types of content:

Hate	Self-harm	Spam
Harassment	Sexual	Deception
Violence	Political	Malware

You can use our [free moderation endpoint](#) and [safety best practices](#) to help you keep your app safe.

## **ABOUT THE AUTHORS**

Amy Yamada is the founder of Amy Yamada LLC ([www.AmyYamada.com](http://www.AmyYamada.com)), a business coaching firm that empowers established online coaches to create irresistible messaging and high ticket offers, such as group coaching programs, VIP Days, and destination retreats. With over 22 years of experience in marketing, sales, and business development, Amy has a wealth of knowledge and expertise to help coaches grow their businesses in an authentic, aligned way. Through her compassionate, inspiring approach, she helps her clients build belief in themselves, their communication style, and their businesses, resulting in increased sales conversions and revenue growth.

Together, Amy Yamada and Ken Droz have collaborated to generate new, innovative ideas and experiences for online coaches. They have hosted in-person retreats, VIP Days, Destination VIP Experiences and events together. They are also emerging experts on how to leverage ChatGPT in your online coaching business. With their help, coaches can scale their businesses to multiple six and seven figures without burnout, and create the impact and lifestyle they desire.