

Enhance your content with ChatGPT



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With over 20 years' writing experience, she founded Write Time Marketing in 2014 - and offers both SEO copywriting and content marketing training.

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CHAPTER 1

**Introducing your new
business bestie...
ChatGPT**

Introducing your new business bestie... ChatGPT

It seems that every business owner is talking about the coolest Artificial Intelligence (AI) tool on the block - ChatGPT. And considering all the ways it could improve their content marketing strategies and other forms of communication.

And many people are asking me how it's going to impact my content marketing and copywriting business.

Well, let me just say this - I'm not rocking in the corner in a sweaty panic. I'm actually excited about it!

In fact, I've already starting using this tool to help me write blogs, website copy, creative headings, and more.

But the keyword here is *help*.

While you might choose to ask this currently-free AI tool to handle your content marketing, like blogs, social media posts, e-newsletter content, and webinar and podcast scripts - you need to know the *best* way to request content.

You can't simply accept whatever content ChatGPT spits out at you and then publish it without a second thought.

It still requires human intervention. So, please don't get lazy!

This eBook will highlight the key ways you can use the tool to save time, while also producing high-quality content.

If you still have questions afterwards, feel free to connect with me - leanne@writetimemarketing.com.au

Leanne



What is ChatGPT?

ChatGPT stands for 'Chat Generative Pre-Trained Transformer'.

It's a state-of-the-art language model developed by OpenAI - and uses deep learning techniques to generate human-like text based on the input it receives.

ChatGPT has been trained on a large corpus of text data and can generate text for a wide range of tasks, such as answering questions, responding to comments, and generating creative writing.

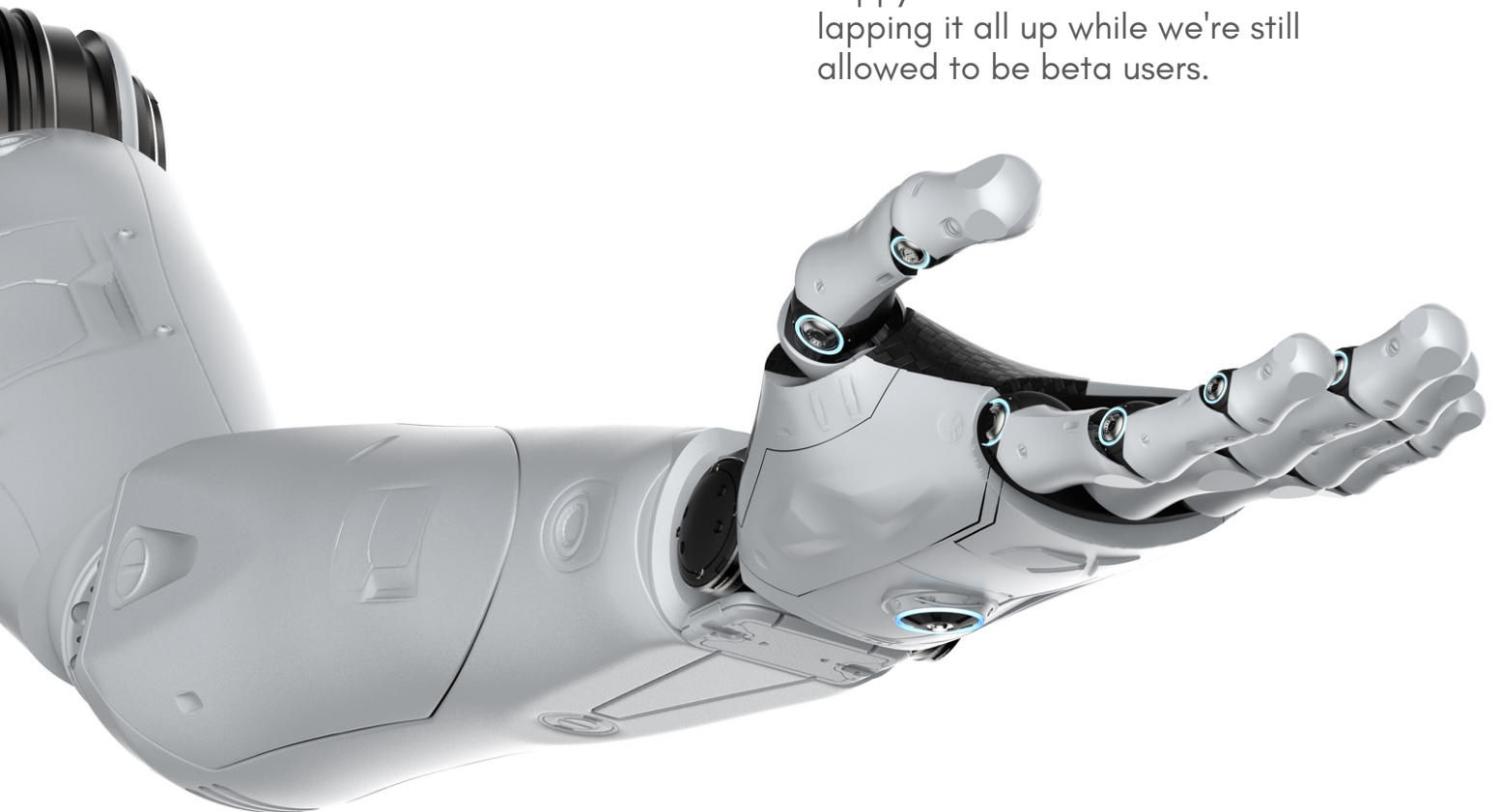
It's important to note that the model's responses mightn't always reflect the most current or up-to-date information available.

As an AI language model, ChatGPT doesn't have real-time access to the internet or the ability to browse and retrieve information beyond its training period which is around September 2021.

Subscribers of ChatGPT Plus will receive various benefits including:

- More reliable access during peak times.
- Faster response times, meaning a more fluid and efficient conversation experience.
- Priority access to new features and improvements - which are happening constantly.
- Ongoing model improvements.
- Enhanced customer support.

Having said all that, I'm personally happy with the free version. And lapping it all up while we're still allowed to be beta users.



How can ChatGPT benefit my business?

NATURAL LANGUAGE GENERATION

ChatGPT can generate human-like text in a wide range of styles and formats. But – if you're not famous, it's unlikely to capture your voice, your vocabulary, and your vision without some direction.

If you're writing for a larger company, it's possible to ask ChatGPT to write in a tone that matches your Brand Style Guide.

SPEED AND EFFICIENCY

ChatGPT can generate text outputs quickly and efficiently, making it a valuable tool for businesses and organisations. Watching the words appear on the screen is like magic. And it relieves that recurring writer's block.

But, like in life, speed isn't always better. Make sure you check the content delivered.

FLEXIBILITY

ChatGPT can be fine-tuned to perform specific tasks. You can specifically ask ChatGPT to write content for a blog or script.

But you need to know the right questions or content brief to produce the desired results. If words aren't your friend, then this could be a bit tricky to get right.

HIGH QUALITY OUTPUT

ChatGPT is trained on a large corpus of high-quality text data, which gives it the ability to generate high-quality text outputs.

But it doesn't have the capability to provide references to where the information was sourced. So it could provide you with all these fabulous statistics – but then it's up to you to go Googling where they originated from.

COST SAVINGS

ChatGPT can help organisations save time and resources by automating tasks that would otherwise require manual labour.

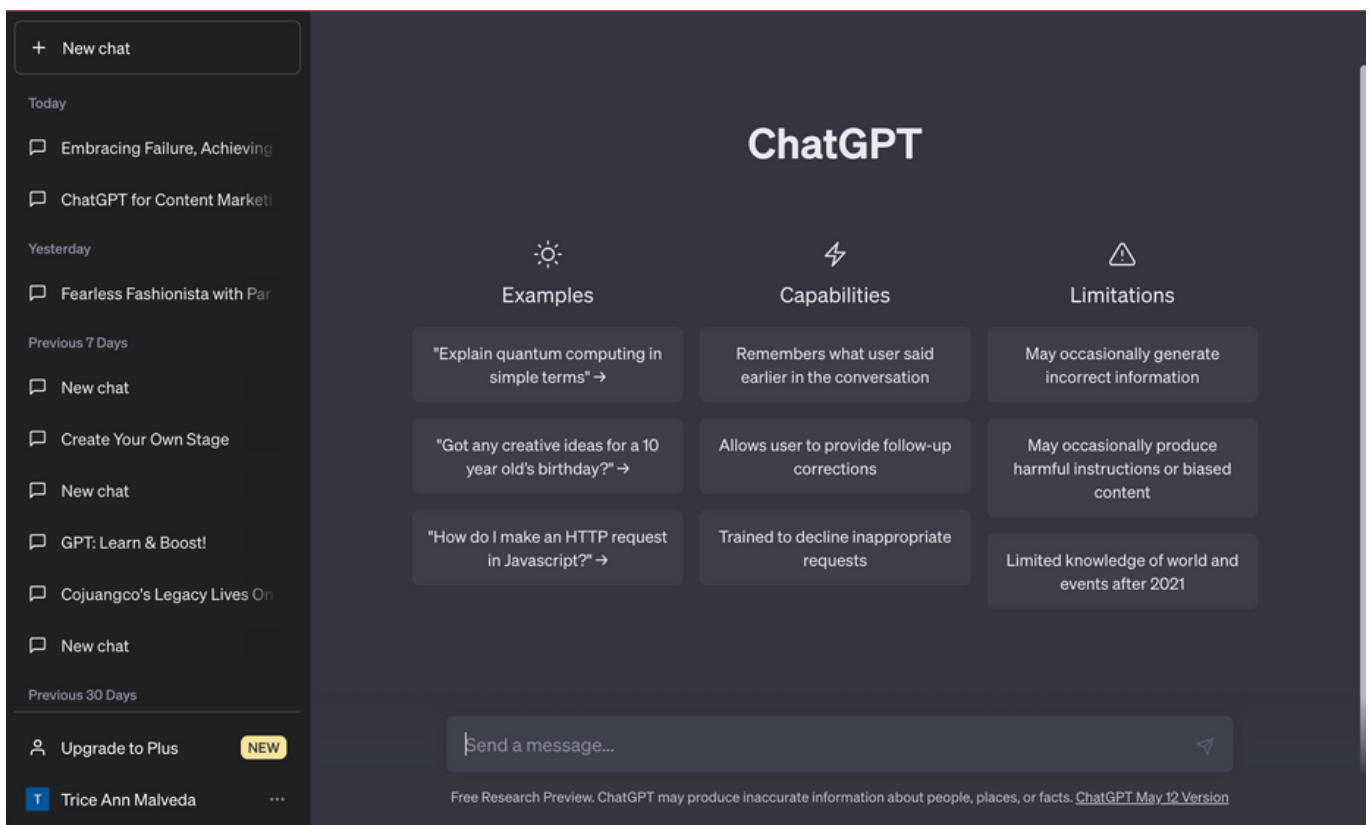
But you still need to find the time to rework the copy to ensure it uses terminology you typically use, insert SEO keywords, add some originality to it, source resources, and insert internal and external backlinks.

Where and how do I access ChatGPT?

Access to ChatGPT 3.5 is currently free with OpenAI. But you can upgrade to ChatGPT Plus (aka Version 4) for US\$20 per month.

It's very easy. While there are a few different ChatGPT platforms, the most well-known is OpenAI. You can access it for free via <https://chat.openai.com>

Then set up a login or just use your Google or Facebook account. You'll come to a screen that looks like this:



The next step is to start entering the writing prompts. We'll cover that in the next chapter.

ChatGPT has amazing potential to help business owners across the globe with their content marketing.

I highly recommend trying it out - but with your eyes wide open. Be prepared to massage and manage the copy. Don't just take the words delivered and simply run with them.



CHAPTER 2

Creating Effective Writing Prompts for ChatGPT

Creating Effective Writing Prompts for ChatGPT

Using ChatGPT is pretty straightforward.

But you definitely need to put some thought into the prompts you enter into the 'Send a message' bar.

When creating a ChatGPT prompt, it's essential to include specific information to guide the AI model effectively.

It's a bit of a balancing act. You want to provide enough information to guide the AI, while also leaving room for creative and diverse responses. In many cases, experimentation and fine-tuning is necessary to optimise the prompts for the desired outcomes.

When I used ChatGPT for the very first time, I was oblivious to the tactics required behind-the-scenes to use it effectively. I just typed a quick one line request - then told everyone around me how poor the results were.

But I soon learnt that I was doing it all wrong.

I now know how to use it to get what I want. You have to be patient and treat 'Chatty' like a child sometimes. Direct it and be as specific as possible.

Over the page, I'll go through some tips.



What does a good ChatGPT writing prompt include?

USER INSTRUCTIONS

Clearly outline the desired action or response you expect. For example, you might ask for a creative idea, a solution to a problem, or an explanation of a concept.

BACKGROUND INFORMATION

If necessary, include relevant facts, previous discussions, or specific details about the user or situation. You can literally insert a piece of text into the prompt box and ask ChatGPT to refer to it.

CLEAR CONTEXT

Set the stage by providing a clear overview of the topic or scenario you want to explore. Provide relevant examples to help the AI understand the context of the conversation.

TONE OF VOICE

Do you want the piece written in a professional or humorous tone? A cool thing to note here - you can ask ChatGPT to 'pretend to be an expert in XYZ' when providing responses - and it will!

AUDIENCE

Who will be reading the content? Be as specific as possible. Consider their demographics and pain points.

STYLE

Is the copy for entertainment or informative purposes? Or do you want high-converting, persuasive copy?

STRUCTURE

Mention the approximate word count, headings, dot points, etc. This requires some background knowledge...ask a copywriter if unsure!

CALL TO ACTION

What should the reader be encouraged to do next? This is a very important step!

How do follow up prompts work in ChatGPT?

1. Ask for more information or clarification

Don't be afraid to ask the AI to expand or offer more clarification on the information provided. Especially if you asked for 1,000 words and it stopped after 600. (This could be due to exceeding the 3,000 token limit)

E.g. 'Please continue' or 'Please expand on the above explanation.'

2. Seek alternative perspectives or solutions

Encourage the AI to think critically and explore different viewpoints by asking follow-up prompts that invite alternative approaches or solutions. This can stimulate creativity and generate diverse responses.

E.g. 'Please re-write the above copy so it's aimed at teenagers.'

3. Request examples or evidence

If the AI's response seems abstract or lacks concrete examples, ask for specific instances, case studies, or evidence to support its claims. Just be wary of the results and double check any resources or links provided. It might make up dummy links!

E.g. 'Could you please provide 3 examples of the above statement?'

4. Seek justification or reasoning

If ChatGPT provides an opinion or recommendation, ask it to explain the reasoning behind its response. This encourages the AI to provide logical justifications and helps uncover the underlying 'thought' process. It also prepares you for any possible objections from your client!

E.g. 'Why did you say XYZ?'

5. Encourage creativity

Try posing follow up open-ended questions or prompts that inspire the AI to think creatively and explore innovative ideas or solutions. This can lead to more imaginative and unexpected responses.

E.g. 'Imagine there are no limitations. How would you approach this problem differently?'





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CHAPTER

5 mind-blowing ways to use ChatGPT to improve your content marketing

5 mind-blowing ways to use ChatGPT to improve your content marketing

1. Website Copy

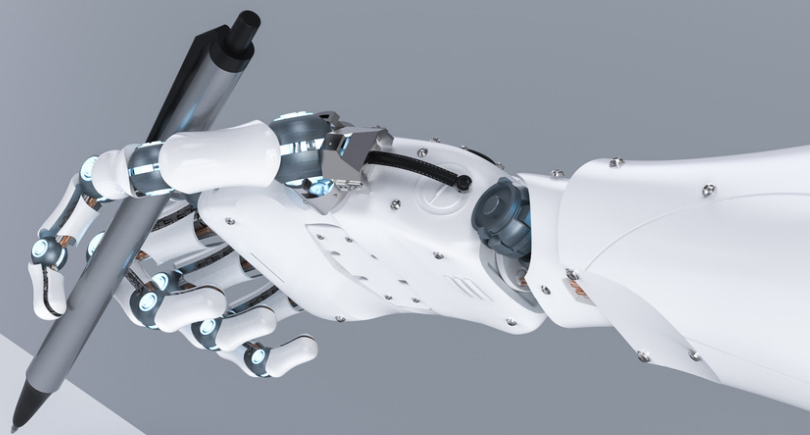
When it comes to your website, you have seconds to grab your visitors' attention and convince them to stay.

With ChatGPT's assistance, you can:

- Craft irresistible SEO-friendly headlines that make your visitors want to explore your site further
- Write persuasive product descriptions that send visitors off to the checkout in minutes, and
- Effectively communicate your brand's unique value proposition - and stand out from your competitors.

With ChatGPT, you can experiment with different messaging approaches, test out various value propositions, and find the right words to resonate with your target audience.

E.g 'In a casual and friendly tone, write persuasive 100 word product descriptions, highlighting the benefits to new mums, for the following 10 products....xxxxx'



5 mind-blowing ways to use ChatGPT to improve your content marketing

2. Blog Articles

Blogging is a powerful tool for establishing your authority in your industry, attracting organic traffic to your website, and engaging your audience. Blog articles are also a fantastic starting point for your ongoing content marketing strategy.

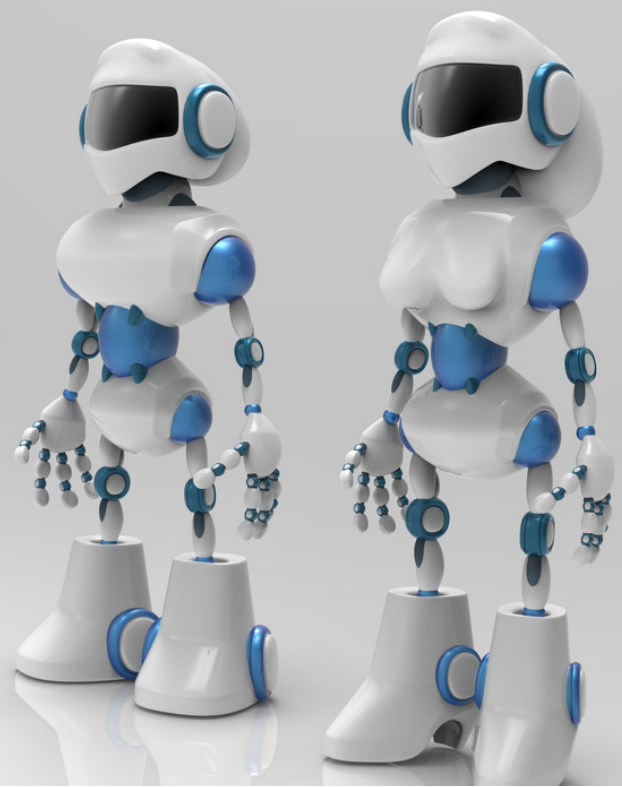
But coming up with fresh and informative blog article ideas – as well as paragraphs of engaging content – can be a challenge.

That's where ChatGPT shines.

The AI tool can be your creative writing companion partner by:

- helping you brainstorm topics
- producing article outlines, and
- providing insightful content suggestions.

E.g 'Provide me with 10 blog topic ideas suitable to stressed new mums – which relate to my 10 products xxxxxxxx'



5 mind-blowing ways to use ChatGPT to improve your content marketing

3. Email Marketing

Email marketing is an invaluable tool for nurturing leads, retaining customers, and driving sales. But crafting impactful and persuasive emails can be time-consuming.

Especially if you put a LOT of pressure on yourself to get it right!

Whether you're sending out e-newsletters, promotional offers, or important customer updates, ChatGPT can help you create email content that resonates with your recipients.

ChatGPT can help you make a lasting impact in the inbox by:

- writing attention-grabbing subject lines that make your emails super clickable
- crafting personalised messages that speak directly to the reader's needs and desires
- structuring your emails in a way that makes more impact, and
- providing an email sequence plan (and write the emails!) to nurture leads or upsell clients

Overall, ChatGPT can help you improve customer relationships, drive conversions, and achieve your email marketing goals with ease.

Simply provide the AI with the core message or purpose of your emails as your writing prompt - and it will help find the right structure and words to engage and persuade your audience.

E.g. *'Using the above information, craft me an engaging 400 word email that will persuade the reader to click the call to action link.'*

5 mind-blowing ways to use ChatGPT to improve your content marketing

4. Social Media - sparking conversations

Social media platforms are bustling hubs of activity, filled with endless opportunities to connect with your audience and promote your business.

But standing out in the crowded social media landscape can be challenging.

And coming up with consistent content – so you're posting at least a few times a week – can often lead to writer's block.

ChatGPT can be your social media superhero by:

- crafting catchy captions for your Instagram, Facebook, or LinkedIn posts
- generating ideas and suggesting creative angles, and
- coming up with hashtags to boost your visibility
-

With this AI tool as your social media ally, you can cultivate an active and engaged community, build brand loyalty, and drive traffic to your website.



5 mind-blowing ways to use ChatGPT to improve your content marketing

5. Webinars - Engage and Educate Your Audience

After putting together a blog article, I highly recommend repurposing it into an informative webinar for potential or current clients. Or possibly both!

Webinars are an effective way to engage with your audience, share valuable knowledge, and establish yourself (or retain your position) as an expert in your industry.

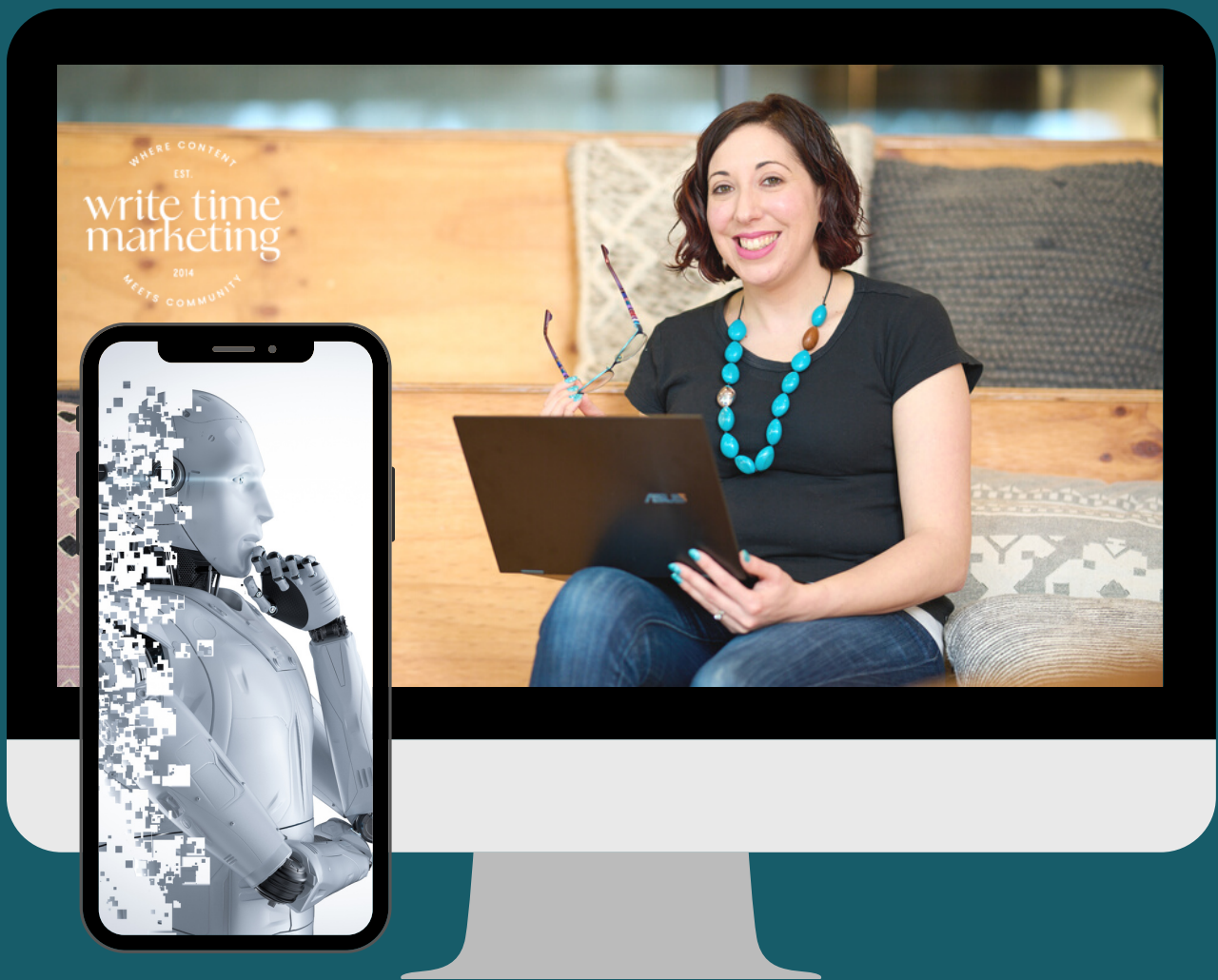
Whether you're hosting a live event or creating pre-recorded sessions, ChatGPT can assist you in crafting compelling and educational content.

It can help by:

- outlining the key talking points
- providing a clear structure your presentation
- ensuring a smooth flow of information
- brainstorming interactive activities to help the new information sink in, and
- suggesting relevant examples and case studies, and
- offering image ideas for slides (But you'll need to use a visual AI tool like [Midjourney](#) to actually create the images. Or [Canva](#)!).

ChatGPT can also help you address common questions and concerns your audience may have - to ensure your presentation is engaging and not one-sided.

By leveraging ChatGPT's capabilities, you can deliver webinars that leave a lasting impact on your audience.



Want to learn more?

Book in a ChatGPT Content Roadmap Session

During the session, we will:

- Review any existing ChatGPT content created and look for ways to improve it
- Find your exact unique brand tone/voice
- Develop a content plan for the next month, including blog articles
- Craft 10 writing prompts for your next batch of content

BOOK HERE!

