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hosted by  CONNECTWISE

10 Ways to Add Rocket Fuel to Your Marketing with ChatGPT

Presented by Margee Moore



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Why BigOrange Marketing?

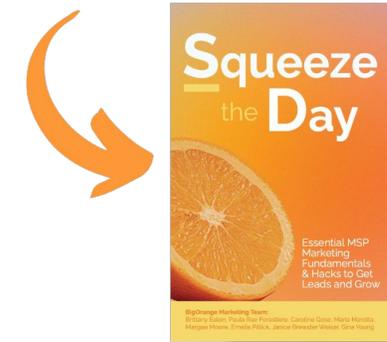
BigOrange Marketing helps dozens of companies win millions of dollars in business by delivering strategic marketing plans and content. We help you get found, get results, and get your time back. We specialize in marketing for IT and MSP Services.

- 15+ years of Marketing Experience
- Hubspot Partner
- Certified in Google Analytics
- Marketing Services Provider

GET LEADS AND GROW!

Websites | SEO | Content | Social | Video | Paid Ads

Stop by our table top for a free copy of our book on MSP Marketing.



Margee Moore, Founder & CEO
of BigOrange Marketing

Agenda

1 **OpenAI**
Basics of what it is.

2 **ChatGPT**
Where to find it and use it.

3 **C.R.E.A.T.E. Process**
Lorem ipsum

Our Goal Today

- Get You ChatGPT Capable!
- We want you to walk out of the room being able to utilize ChatGPT to draft a marketing campaign.

Your Marketing Checklist

- Define Your Goal
- Target Audience Defined
- Product and Benefit Copy
- Landing Page Copy
- Ad Campaign Copy
 - LinkedIn, Facebook Google
- Sales Outreach Emails for the Sales Team
- Video Script
- Blog Content
- Social Media Posts
- Talk Submission Support
- Brochure Copy

What Can ChatGPT Do?

- Natural Language, Personal and Efficient
- Personalize for Your Audience
- Improve Efficiency
- Write Copy Quickly

What ChatGPT Can't Do?

- Tell a Good Joke
- Can't write as well as your thought leaders, but it can help your thought leaders write
- Not a search engine ... yet

Focus will be key. One thing at a time.

Strategy, Direction, Editing, Execution are up to you.

Goals

Step 1: Start With Defining Your Goal

- As a business, understand the overall business goals for 2023
 - What specific goal do you want to support?
 - Launch a new product
 - Enter a new city with existing offerings?
 - Go after more sales in a target industry?
- Brainstorm what goal could we outline today
- We will show you how to do these exercises

Want to add additional wealth management customers in 2023. We would like to create a campaign leveraging our status as a Registered Investment Advisor firm (RIA) and how that benefits clients over the broker/dealer model...

Landscaping firm looking to launch a year round landscape maintenance service to new affluent customers.

Want to add more customers for our citric passivation cleaning solution. Our product is new and looking to launch this product.

Brainstorm...

Or as an MSP, how would you launch a CMMC Assessment offering?

What are some goals you are working on today?



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Tip: Train a Window

Leave ChatGPT Windows Open that You Can Train

- Train windows/chats for specific products, clients or writing styles like StoryBrand
- We will work in one window today to start to train it.
- Tip for later: Clear out all your chats. Train a window. Then hover with the pencil rename your window for what you trained it for.

Quick Tips to Train a Window: On Your Own Later.

What 10 keywords do people most search for when looking for an RIA Firm? (Also use Keyword Planner)

What are the key benefits of working with an RIA firm?

What are the differences between choosing an RIA firm and a broker dealer?

Do you have some brochure or website copy you can feed it?

Target

Step 2: Understand your target market and your ideal customers

- Review your best customers. Define the parameters of your ideal clients. Revenue size? Number of employees? What was their need when they came to you originally? What are their job titles? Industries? Demographics? What are their goals and pain points?
- Write a summary prompt into ChatGPT as follows, brainstorm in a chat window

Act like a marketing professional and
draft a user persona for ...

Our ideal client is a man or woman in their early 50s who have a professional career and over \$500,000 in savings. They are highly educated, well traveled and experts in their professional fields, confident and want the best value for their money. They also want a dedicated professional they can turn to with questions. Their goals are to have a stress-free retirement and not outlive their money. Their pain points are not feeling confident in finance nor wanting to take the time to manage money.

+ New chat

Citric Passivation

RIA Firm  

 Clear conversations

 Dark mode

transactional approach, focusing on executing trades and making investment recommendations.

Overall, the key difference between RIA firms and broker-dealer firms is the fiduciary standard that RIAs are held to, which requires them to always act in their clients' best interests. If you're looking for personalized, objective financial advice and long-term planning, an RIA firm may be a better fit. If you're primarily looking for a broker to execute trades and make investment recommendations, a broker-dealer may be more appropriate.

 Act like a marketing professional and draft a user persona for ...Our ideal client is a man or woman in their early 50s who have a professional career and over \$500,000 in savings. They are highly educated, well traveled and experts in their professional fields, confident and want the best value for their money. They also want a dedicated professional they can turn to with questions. Their goals are to have a stress-free retirement and not outlive their money. Their pain points are not feeling confident in finance nor wanting to take the time to manage money.

Name: John/Jane Smith

Age: Early 50s

Occupation: Professional (e.g., doctor, lawyer, business executive, etc.)

Education: Advanced degree (e.g., MBA, JD, PhD)

Income: High, six-figure income

Marital Status: Married with grown children

Hobbies: Traveling, fine dining, golfing, and wine tasting

Goals: John/Jane is focused on having a stress-free retirement and ensuring they don't outlive their money. They want to maintain their current lifestyle and have the financial flexibility to pursue their passions, including traveling and fine dining. They also want to provide for their children and grandchildren in the future.

Challenges: John/Jane is highly educated and successful in their professional field but does not have the time or expertise to manage their investments effectively. They are looking for a dedicated financial professional they can trust and turn to with questions, as they want to feel confident in their financial decisions.

Pain Points:

- Feeling unsure of overpaying for financial services
- Wanting to maintain control of their money and participate in making decisions
- Concerned about the unpredictability of the stock market and want to ensure their investments are secure and will provide a reliable income in retirement

Value Proposition: Our financial advisory firm understands John/Jane's goals and concerns, and provides customized financial plans to help them achieve their retirement objectives. Our experienced advisors offer a personal and dedicated approach, using their expertise and knowledge to manage investments and provide advice on all financial matters. We offer transparent and competitive pricing to ensure that John/Jane is not overpaying for financial services. We work collaboratively with our clients to ensure they maintain control of their money and participate in making decisions, while still benefiting from our professional guidance. With our help, John/Jane can feel confident in their financial decisions, maintain control of their money, and achieve a stress-free retirement.

But we can do more with Bing. Lets say we want to do a really complex analysis. Bing actually can do a great job of this, but AIs work best if you go through the logic of what you want step-by-step. So, for example.

1. Look up how to do marketing personas.
2. Create five personas for buyers of electric cars using any customer survey data you can find. create a table of personas, giving each a name, benefits, and use cases
3. Use market sizing data for electric cars to estimate the size of each segment. provide how you calculated this
4. Provide a potential marketing pitch that might work for each segment and add it to the chart. also add a column about what cars target this segment

It can take practice, but this approach allows you to “teach” Bing by asking it learn about topics, and then show you its progress as it works. The results provide a very powerful starting point for analytical tasks and a few well-done queries can save you hours of work.

According to ¹, the target market for electric cars can be divided into three segments: environmental conscious segment, technological oriented segment, and less flexible environmental segment. These segments are similar to the ones I used before, except that eco-friendly Emma and curious Cathy belong to the environmental conscious segment, tech-savvy Tom belongs to the technological oriented segment, and practical Paul and skeptical Steve belong to the less flexible environmental segment.

Using these segments, I can provide a potential marketing pitch and some examples of cars that target each segment as follows:

Name	Global Market Size (USD billion)	U.S. Market Size (USD billion)	Marketing Pitch	Examples of Cars
Eco-friendly Emma & Curious Cathy	4.05	0.37	Drive an electric car that is good for you and good for the planet. Enjoy lower emissions, lower maintenance costs, and lower fuel costs while having fun on the road. Explore new features and technologies that make your driving experience more convenient and comfortable.	Tesla Model 3 ² , Nissan Leaf ² , Hyundai Kona Electric ²
Tech-savvy Tom	1.61	0.12	Drive an electric car that is smart and innovative. Experience high performance, high efficiency, and high quality with cutting-edge technology. Connect with your car through advanced software, apps, and services that enhance your safety, security, and satisfaction.	Tesla Model S ² , Lucid Air ² , Porsche Taycan ²

Tone and Expand...Review and choose a refinement ...

Please revise this for [refinement] and write this in the format of a user persona including demographics, goals, challenges, pain points, behaviors, attitudes, solutions and desired transformations with 3 bullet points per section.

Tip: This is not a substitute for talking to your ideal clients regularly...



Smart Savers Sam and Sarah

- 67 years old
-

MSGR is an   must-have for any team looking to maximize productivity!

DESCRIPTION

Alice is a proactive busy professional who wants to be there for her coworkers. Her goal is to unlock the potential of her staff through mentoring, coaching, and giving advice. She uses MSGR Enterprise to track her team's progress and to collaborate with other departments.

PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Reliable
- Inspiring
- Problem solver

HOBBIES AND INTERESTS

- Recharging
- Taking care of plants
- Reading business books
- Listening to industry podcasts
- Volunteering at nonprofits

BUYING ROLES

(Decision maker or influencer)

GOALS

- To lead her team
- To collaborate across teams
- To network with industry peers

CHALLENGES

- To track her team's progress
- To voice out her ideas
- To stay connected

BUYER'S JOURNEY

(Awareness, consideration, purchase, advocacy)

NEEDS

- Productivity tools
- Powerful messaging app
- Access across devices

SOURCES OF INFO

- News
- Social media
- Word of mouth



Product Copy

Step 3: Develop Clear Messaging Points that Compel Your Audience

- Let's define our product from our goal brainstorm...All Seasons Landscape Maintenance Services
- Primary Outcome
- Secondary Outcome
- Primary Pain
- Secondary Pain
- Primary Transformation
- Secondary Transformation
- Time Frame

We are going to review this one and you can complete it offline later

"Act like a marketing copywriter, write a 500 word product description to Introduce our [product/service] to [primary audience] who are looking to solve the problem of [primary pain]. Our product provides [primary outcome], as well as [secondary outcome]. Additionally, it addresses [secondary pain] and provides a {primary transformation}. Our product delivers results in [time frame]. Can you please describe this product in a way that highlights its value and benefits for our target audience?"

Act like a marketing copywriter, provide 500 words of product copy to introduce a new offering of Year Round All Season Maintenance Services to affluent homeowners who are looking to solve the problem of no time to maintain their own grounds. Our product provides peace of mind that your team will arrive, as well as exceptional looking grounds that showcase your prestige and style and enjoyment of your yard. Additionally, it addresses scheduling pains and burden of doing it yourself providing a luxury experience of top notch grounds with minimal effort. Our product provides the primary transformation of allowing homeowners to enjoy their time and surroundings more. Can you please describe this product in a way that highlights its value and benefits for our target audience?"

Our All-Seasons Maintenance Package is designed for high-end homeowners who want to enjoy a beautiful and well-maintained yard without the burden of doing it themselves. Our team of experts will provide year-round maintenance to ensure your grounds always look exceptional, saving you time and effort. Our service offers a luxury experience that showcases your prestige and style, providing peace of mind that your yard will always be in top condition. With our All-Seasons Maintenance Package, you'll enjoy a worry-free, hassle-free way to enjoy your yard throughout the year.

What are typical components of [product/service]?

What are frequently asked questions when considering [product/service]?

Summarize the benefits of working with our firm which include [3 Authority points]?

What are the three main benefits that our product provides for our target audience?

See Workbook for additional questions



The components of a year-round maintenance package may vary depending on the specific needs and preferences of the homeowner, but here are 10 typical components that may be included:

1. Lawn care services (mowing, trimming, and fertilization)
2. Landscape maintenance (plant and tree care, pruning, and shaping)
3. Spring and fall cleanup (leaf and debris removal, winter preparation)
4. Seasonal color installation and maintenance
5. Irrigation system maintenance and repair
6. Pest control (insect and disease management)
7. Hardscape maintenance (cleaning and repair of patios, walkways, and walls)
8. Outdoor lighting maintenance (fixture cleaning and bulb replacement)
9. Snow and ice removal during winter months
10. Regular property inspections to identify potential issues and address them promptly.

These services help to ensure that the homeowner's yard is kept in top condition throughout the year, with minimal effort required on

 Regenerate response

Here are three key outcomes that customers can expect from using your year-round maintenance product:

1. **Beautiful and Well-Maintained Grounds:** Customers can expect their yard to look beautiful and well-maintained throughout the year, with a comprehensive range of services tailored to their specific needs and preferences.
2. **Worry-Free and Hassle-Free Maintenance:** Customers can enjoy a worry-free and hassle-free experience, with a team of experts handling all aspects of yard maintenance, including regular communication and property inspections to identify and address potential issues.
3. **More Time and Freedom:** By outsourcing yard maintenance to your team, customers can free up time and energy to focus on other priorities, whether that's spending time with family and friends, pursuing hobbies and interests, or simply relaxing and enjoying their beautiful yard.

Landing Page

Step 4: A standalone page designed to provide information and compel an action including.

- A clear and compelling headline that communicates the benefit
- Bulleted lists or short paragraphs that clearly convey the key features and benefits
- A clear and compelling call to action
- Testimonials or social proof to build trust and credibility
- Images or videos that help to visually communicate the benefits and features of the product or service.

Act as an ADDY Award winning copywriter and Write 10 compelling headline for (Product Name) that (Product description)”

"Create a list of bullet points that quickly and clearly convey the key features and benefits of [product/service]"

"Write a call to action that encourages the viewer to [desired action] and emphasizes the [benefit of product/service]"

"Create a testimonial from a satisfied customer that emphasizes the [benefit of product/service]"

"Write a short paragraph that describes the unique selling points of [product/service] and how it can help [target audience]"

CHEAT CODE: “Write a high converting landing page styled after [company] that is offering [Service/Product] including headline, text bullets and a call to action”

Let's try this one Hands On...

- M "Write a high converting landing page styled after this landscaping firm for an ad that is offering PrestigePro Care including headline, text bullets and a call to action"

CHEAT CODE: “Write a high converting landing page styled after [company] that is offering [Service/Product] including headline, text bullets and a call to action”

Let's try this one Hands On...

Headline: Enjoy a Worry-Free, Hassle-Free Experience with PrestigePro Care

Text Bullets:

- Are you tired of spending your weekends doing yard work? Let PrestigePro Care handle it for you, with comprehensive year-round maintenance services tailored to your specific needs and preferences.
- Our team of experts will keep your yard looking beautiful and well-maintained, with services including lawn care, landscape maintenance, seasonal cleanup, and more. We take care of everything, so you can focus on what matters most.
- With regular communication and property inspections, you can enjoy a worry-free and hassle-free experience, with the peace of mind that your yard is always in top condition. Let us take care of the hard work, so you can enjoy a beautiful and tranquil oasis year-round.

Call to Action: Sign up for PrestigePro Care today and discover the joy of a beautiful and well-maintained yard without the stress and hassle. With our comprehensive and customized services, you can enjoy a worry-free experience that showcases your prestige and style, with minimal effort required on your part. Contact us today for a free consultation and get started.

Ad Copy

Step 5: Create Ad Copy for LinkedIn, Facebook, Instagram, Google and YouTube Ads

- One of the key factors in writing effective ad copy is highlighting the benefits of your product or service. You want to make it clear to your target audience what they will gain by making a purchase.
- Testing and refining helps you achieve better results in real time
- Let's do this one hands on too

“Act like an award winning copywriter, write a Facebook Ad that is persuasive, funny and conversational, Featuring [benefits].”

"Write another version of this ad focusing on and targeting [different benefits]."

Let's try this hands on...

Headline: Take Back Your Weekends with PrestigePro Care

Body Text:

Are you tired of spending your weekends on yard work? We feel you. That's why we created PrestigePro Care - the ultimate year-round maintenance package for savvy homeowners who want a beautiful and well-maintained yard without all the stress and hassle.

With PrestigePro Care, you'll enjoy:

- Beautiful and Well-Maintained Grounds: Say goodbye to weeds, brown spots, and overgrown bushes. Our team of experts will keep your yard looking beautiful and well-maintained, no matter the season.
- Worry-Free and Hassle-Free Maintenance: No more calling around to find a reliable landscaper or stressing about when to schedule your next yard clean-up. We take care of everything, with regular communication and property inspections to ensure your yard is always in top condition.

Sales

Step 6: Support Your Sales Team with a Series of Outbound Emails

- Email subject lines are the crucial first step to getting an email opened.
- Sales email copy should include your key benefits developed earlier
- It should include a compelling step or action you want them to take with a link to your website.
- Write an email sequence to promote the product as well. We will walk you through this to do offline later.

"Write 10 subject lines for an email that promotes a limited-time offer and emphasizes the [benefit of product/service]"

Choose a favorite subject line.

"Write a sales email that is funny, persuasive and conversational that pays off this subject line [chosen subject line]"

"Create 10 subject lines for an email that asks a question and relates to the [problem of target audience]"

"Write a 10 subjects line for an email that communicates a sense of [urgency or scarcity] and encourages [target audience] to [desired action]"

Repeat above for a series of 3 Outbound Sales Emails

Sure, here's a sales email that is conversational, funny, and persuasive, and relates to the subject line "Take Back Your Weekends with Our Limited-Time Offer on PrestigePro Care":

Subject: No More Soggy Socks: Take Back Your Weekends with PrestigePro Care

Hey there,

Are you tired of soggy socks and sweaty shirts from spending your weekends doing yard work? Us too. That's why we created PrestigePro Care - the ultimate year-round maintenance package for savvy homeowners who want a beautiful and well-maintained yard without all the stress and hassle.

And right now, we're offering a limited-time deal that you won't want to miss. With our comprehensive and customized yard maintenance services, you can reclaim your weekends and enjoy life to the fullest. Here are just a few things you'll get with PrestigePro Care:

- A beautiful and well-maintained yard, no matter the season.
- Worry-free and hassle-free maintenance, with regular communication and property inspections to ensure your yard is always in top condition.

Video Script

Step 7: Create a Video Script for an Overview Video

- Video content helps you create an emotional connection and help visually communicate
- Can write video sales letters, overview videos, testimonial videos, case studies & product demos
- Create a compelling opening
- Build on their pain points, how you solve their problems and help them achieve their goals.
- Use customer testimonials and storytelling to build trust and credibility with the viewer.
- Include a specific call to action that encourages the viewer to take a specific action, such as making a purchase or signing up for a free trial.

"Create a script that builds on the viewer's pain points and desires by highlighting how [product/service] can help them to solve their problems and achieve their goals. It should have a nice hook and talk about [main points]."

Sure, here's a sales email that is conversational, funny, and persuasive, and relates to the subject line "Take Back Your Weekends with Our Limited-Time Offer on PrestigePro Care":

Subject: No More Soggy Socks: Take Back Your Weekends with PrestigePro Care

Hey there,

Are you tired of soggy socks and sweaty shirts from spending your weekends doing yard work? Us too. That's why we created PrestigePro Care - the ultimate year-round maintenance package for savvy homeowners who want a beautiful and well-maintained yard without all the stress and hassle.

And right now, we're offering a limited-time deal that you won't want to miss. With our comprehensive and customized yard maintenance services, you can reclaim your weekends and enjoy life to the fullest. Here are just a few things you'll get with PrestigePro Care:

- A beautiful and well-maintained yard, no matter the season.
- Worry-free and hassle-free maintenance, with regular communication and property inspections to ensure your yard is always in top condition.

M

Refine this script by making it humorous and also sharing the 3 key authority points of choosing our company for our Exceptional communication practices

- Extensive team training investment
- Emphasis on professionalism, courtesy

Content

Step 8: Articles and Blogs Are a Powerful Tool to Establish Yourself as an Expert and Improve SEO.

- Use ChatGPT to research articles on a complex topic.
- Train a window on one particular aspect of your complex products.
- Get good blog title ideas and attention grabbing headlines.
- Draft good quality starter copy or use it as research to start your article.
- The best articles involve first hand interviews with thought leaders.
- Chat can create meta descriptions as well

"What is [topic]."

"What are some articles on [topic] as it relates to [topic]."

"Write 10 blog title ideas about {topic}"

Choose a title you like and ask chat to "Act like a manufacturing chemistry expert and draft a 750 word article on [topic title]."

Let's try this hands on

Avoid Plagiarism by Refine: Write this to be bold and excited and cite the references

M

Act like a manufacturing copywriter and draft a 750 word article on the The Benefits of Citric Acid Passivation for Stainless Steel Surfaces

Sure, here are 10 potential blog title ideas:

1. The Benefits of Citric Acid Passivation for Stainless Steel Surfaces
2. Citric Acid vs. Nitric Acid Passivation: Which Is Right for Your Application?
3. How to Properly Perform Citric Acid Passivation on Medical Equipment
4. The Environmental Advantages of Using Citric Acid for Passivation
5. Citric Acid Passivation: A Comprehensive Guide for Stainless Steel Manufacturers
6. Understanding the Importance of Passivation for Stainless Steel Products
7. Citric Acid Passivation: An Effective Solution for Corrosion Prevention
8. How Citric Acid Passivation Can Improve the Durability of Stainless Steel Surfaces
9. A Step-by-Step Guide to Citric Acid Passivation for Food Processing Equipment
10. Citric Acid Passivation: Addressing the Unique Challenges of Pharmaceutical Manufacturing

Stainless steel is a popular material in the manufacturing industry for a variety of reasons, such as its strength, durability, and resistance to corrosion. However, even stainless steel can be subject to corrosion over time, especially when exposed to certain environmental conditions or manufacturing processes. That's where citric acid passivation comes in - a process that offers a range of benefits for stainless steel surfaces.

What is Citric Acid Passivation?

Citric acid passivation is a process used to remove iron oxide and other surface contaminants from stainless steel surfaces. The process involves the use of citric acid to create a protective oxide layer on the surface of the stainless steel.

The citric passivation process is often used as an alternative to nitric acid passivation, which is a more traditional method for passivating stainless steel. Citric acid is considered to be a safer and more environmentally friendly alternative to nitric acid, which can be hazardous to handle and dispose of.

A Content calendar is a tool that is used to plan, organize, and schedule the release of content for a business or social media influencer. It helps to ensure that content is released consistently, and it is tailored to the needs and interests of the target audience.

"What are the needs and interests of my target audience for my Content calendar?"

More information in your workbook

Social Media

Step 9: Social Posts Help You Fish Where the Fish Are.

- Start with blog content
- Consider transcribed videos
- Request social posts from articles created

Write a social media post

"Create 5 social media posts of about 250 words for LinkedIn on this article."

"Rewrite these to be more excited about the [product]."

If time allows, let's try this hands-on.

Talk Support

Step 10: 2023 Top Tactic Involves Submitting Talks at Industry Shows, Participating in Industry Groups

- Leverage ChatGPT to get an overview of speaking opportunities
- Identify jazzy titles on talks you want to give where you are an expert.
- Ask ChatGPT to generate the summary of the talk
- Create the bullets of "What You Will Learn"
- Use XLS to track your submission due dates, media kit pricing and more

"What are regional industry trade shows in Ohio, Michigan and Indiana where our expertise on [topic] would provide an opportunity to speak?"

"Can you provide links and dates for these shows?" - 2021!

"What would be 5 exciting titles for [topic] that would interest the attendees at these shows?"

"Act like an expert marketing copywriter and draft a one paragraph summary of [Talk Title] plus 5 takeaway bullets of what you will learn."

2. The Michigan Manufacturing Technology Center (MMTC) Manufacturing Summit: This annual event is focused on manufacturing in Michigan, with a focus on innovation, efficiency, and sustainability. Citric passivation could be a valuable topic for attendees looking to improve their manufacturing processes in a way that is both safe and environmentally friendly.
3. The Indiana Manufacturers Association (IMA) Annual Meeting: This event is one of the largest manufacturing events in Indiana, bringing together industry professionals from across the state to discuss best practices and emerging trends in manufacturing. Citric passivation could be a relevant topic for attendees looking to improve the safety and efficiency of their manufacturing processes.
4. The Ohio Society for Healthcare Facilities Management (OSHF) Annual Conference: This event is focused on healthcare facility management, bringing together professionals from across Ohio who work in hospitals, clinics, and other healthcare facilities. Citric passivation could be a valuable topic for attendees looking to improve the

1. "Unlocking the Power of Citric Passivation: The Future of Corrosion Protection for Stainless Steel Products" - This title emphasizes the cutting-edge nature of citric passivation and highlights its potential to revolutionize the way we protect stainless steel surfaces from corrosion.
2. "The Green Solution: Citric Passivation and the Future of Sustainable Manufacturing" - This title plays up the environmental benefits of citric passivation, positioning it as a key part of a more sustainable approach to manufacturing.
3. "Shine On: How Citric Passivation Can Help You Achieve a Brighter, Cleaner, and More Durable Finish" - This title emphasizes the aesthetic benefits of citric passivation, highlighting its potential to enhance the appearance and durability of stainless steel surfaces.
4. "From Nitric to Citric: Why More Manufacturers Are Making the Switch to Safer and More Effective Passivation" - This title contrasts citric passivation with more hazardous methods like nitric acid, positioning it as a safer and more effective alternative.
5. "The Passivation Revolution: How Citric Acid is Changing the Manufacturing Game" - This title plays up the transformative potential of citric passivation, positioning it as a game-changing technology that is poised to disrupt the industry.

↻ Regenerate response

Brochure

Step 11: There are product brochures, company brochures and more

- Provide ChatGPT with all the information previously gathered product descriptions, company descriptions, and research on your target audience. Your differences.
- Use ChatGPT to create the structure
- Generate the content for each brochure by using the following prompt formulas:
- Review and edit for StoryBrand principles. It will provide too much copy to read. Editing is key to developing all of these pieces.

Write a brochure copy, avoid TL;DR

"Create a brochure structure and layout that effectively communicates my value proposition, products or services, and unique differentiators plus has a clear and compelling call to action."

Other prompt versions are in your workbook

Not sure what to do next?

We can help you assess these ideas and create a strategy for moving forward most effectively.



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Resources

Step 10: 2023 Top Tactic Involves Submitting Talks at Industry Shows, Participating in Industry Groups

Building a Story Brand: <https://storybrand.com/about/>

Traction: Get a Grip on Your Business, EOS/VTO:
<https://www.eosworldwide.com/vto>

- Marketing Strategy, Ideal Target Market, 3 Uniques, Our proven process, our guaranteed pledge

A Team of Experts

You get access to writing, technology and marketing experts who keep their skills top notch.

Small Firm Attention

We listen to your needs and make updates rapidly. Also, we meet with you monthly and touch base bi-weekly.

Seasoned Pros

At some firms, you get sold in by the A-team only to have a junior team deliver. We're all pros here.

Complete Management

We proactively schedule all the steps of your blueprint. Marketing is off your plate and done right.

Affordable

We keep our prices affordable with our contractor model and repeatable systems.

We Deliver What Others Promise

Above all, we are honest. We know what to do and get it done. Period.

Questions?

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