

100% FREE

The Ultimate Guide to Creating a ChatGPT-Inspired Content Funnel in Under 2 Hours

Learn how to attract and convert your target audience into clients with this comprehensive guide to creating a ChatGPT-inspired content funnel in under 2 hours.

ChatGPT & Kase Dean

Introduction

In this guide, we'll show you how to create a content funnel inspired by ChatGPT in under 2 hours.

This guide is perfect for bloggers, content creators, and business owners who want to increase their website traffic, generate more leads, and boost their sales.

This guide will help you create a complete content funnel that includes:

- A well-structured search engine and reader-optimised blog post
- Lead magnet landing page copy
- A compelling and relevant lead magnet
- A lead nurturing email sequence

What is a ChatGPT-Inspired Content Funnel?

A ChatGPT-inspired content funnel is a marketing strategy that utilizes the power of artificial intelligence (AI) to generate a series of content pieces that are tailored to the interests and preferences of a specific audience. ChatGPT stands for "Chat Generative Pre-trained Transformer," which is a type of language model that uses deep learning techniques to produce human-like responses to natural language input.

In a ChatGPT-inspired content funnel, the AI model is used to generate a variety of content pieces, such as blog posts, social media posts, emails, and videos, that are all centered around a particular theme or topic. The content pieces are designed to be highly engaging and informative, and they are carefully crafted to appeal to the target audience.

The content funnel typically starts with a piece of content that is designed to capture the attention of the audience, such as a blog post or social media post.

This initial piece of content is optimised to be highly shareable, so that it can reach as many people as possible.

Once the audience is engaged, the funnel takes them through a series of related content pieces that build on the initial message and provide additional value to the audience.

What is a ChatGPT-Inspired Content Funnel?

For example, a ChatGPT-inspired content funnel for a software product might start with a blog post that highlights the benefits of the software.

The blog post could then be followed by a series of social media posts that provide tips and tricks for using the software, a video tutorial that walks through the features of the software, and an email newsletter that offers exclusive discounts and promotions to subscribers.

The beauty of a ChatGPT-inspired content funnel is that it takes advantage of the power of AI to generate high-quality content that resonates with the target audience. By using an AI model to generate content, marketers can save time and resources while still producing content that is engaging, informative, and effective at driving conversions.

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Step 1: Define your target audience

Before you create any content, it's important to define your target audience.

List of ChatGPT Prompts For Defining Your Target Audience

- What are the demographics of the people who are most likely to use **[your product or service]**?
- What are the common interests, behaviours, or needs of **[your target audience]**?
- What problems or challenges does **[your target audience]** face, and how can **[your product or service]** help them overcome these challenges?
- How can I reach **[your target audience]** through marketing and advertising channels?
- What is the age range of **[your target audience]**?
- Are there any specific occupations or industries that **[your target audience]** is associated with?
- How do my competitors reach and engage with **[your target audience]**?
- Are there any particular psychographic characteristics or personality traits that **[your target audience]** exhibits?
- What are the values and beliefs that **[your target audience]** holds, and how can **[your product or service]** align with those values and beliefs?

Step 2: Research your audience's pain points and challenges

Once you've defined your target audience, it's time to research their pain points and challenges.

List of ChatGPT Prompts for Researching Your Audience's Pain Points and Challenges

- What are the most common challenges that **[your target audience]** faces on a day-to-day basis?
- What are the biggest complaints or issues that **[your target market]** has with **[your competitors' products or services]**?
- How do **[your target market]**'s pain points and challenges align with **[your product or service]**'s unique value proposition?
- What specific keywords or phrases do **[your target market]** use to describe their pain points and challenges in online forums and social media?
- How does your product or service alleviate **[your target market]**'s pain points and challenges?
- What are the most popular solutions or workarounds that **[your target market]** uses to address their pain points and challenges?
- How can I tailor **[your product or service]** to better address **[your target market]**'s pain points and challenges?

Step 3: Brainstorm content ideas based on your research

With your target audience and their pain points in mind, it's time to brainstorm content ideas. Think about how you can provide value to your audience and create content that addresses their needs and interests. Use tools like [AnswerThePublic](#) and [Quora](#) to generate content ideas.

List of ChatGPT Prompts For Brainstorming Content Ideas

- What are the most common questions or concerns that **[your target market]** has about **[your product or service]**?
- What are the top keywords or phrases that **[your target market]** uses to search for information related to **[your product or service]**?
- What are the latest trends and news in **[your industry]**, and how can I create content that addresses those topics?
- What are the pain points and challenges that **[your target market]** faces, and how can I create content that helps them overcome those challenges?
- What are the different stages of **[your target market]**'s customer journey, and how can I create content that speaks to each stage?
- How can I create content that aligns with **[your brand values]** and **[your brand voice]** while also resonating with **[your target market]**?

Step 4: Create a blog post

I wholeheartedly recommend that you get the [Blog Post Vault](#). But, read on for the ChatGPT prompts...

List of ChatGPT Prompts For Creating a Blog Post

- Give me some compelling blog post titles for a blog post about **[your chosen topic]**
- I am a **[your job title]**. Write an outline for a blog post titled **[Title of your blog post]** the outline should include an introduction, five main points, and a conclusion that offers the reader to opt-in for a lead magnet.
- Write 200 words for the introduction, the main points, and the conclusion. For each of the main points you should take a point of view, then cite a statistic to back up your point of view*, and an example to illustrate.
- What are the latest trends and news in **[your industry or niche]**, and how can I create content that addresses those topics?
- What are the pain points and challenges that **[your target market]** faces, and how can I create content that helps them overcome those challenges?
- What are the different stages of **[your target market]**'s customer journey, and how can I create content that speaks to each stage?

**Check and/or replace all incorrect statistics*

Step 5: Create an irresistible lead magnet

This lead magnet must be the natural step after reading or at least skimming your blog post. It needs to be actionable and valuable - as-in it is good enough to be a low priced product.

List of ChatGPT Prompts For Creating an Irresistible Lead Magnet

- Suggest a compelling and relevant lead magnet that I can offer a reader of my blog post titled **[your blog post title]**
- Give me the outline for a lead magnet for a blog post titled **[your blog post title]**. The target audience is **[your target audience]**. Please suggest a compelling and concise title. Also, the lead magnet should include an introduction, 5 key points, a conclusion and a relevant commercial intent CTA.*

See The Next Page For Example Out For This Prompt


- Okay now write 200 words for the introduction, the key points, and the conclusion. For each of the main points you should take a point of view and an example to illustrate that is relevant only to yoga studio owners.

****Don't overdo your list of instructions but do be detailed and comprehensive***

Example Output Following Lead Magnet Prompt

PROMPT: Give me the outline for a lead magnet for a blog post titled "**The Social Media Marketing Strategy For Yoga Studio Owners**". The target audience is "**Yoga Studio Owners**". Please suggest a compelling and concise title. Also, the lead magnet should include an introduction, 5 key points, a conclusion and a relevant commercial intent CTA.

OUTPUT:



Title: "Transform Your Yoga Studio's Social Media Presence: The Ultimate Marketing Strategy Guide"

Introduction: As a yoga studio owner, social media can be a powerful tool to help you connect with your audience and grow your business. However, creating an effective social media marketing strategy can be overwhelming. That's why we've put together this guide to help you navigate the world of social media and create a strategy that works for your yoga studio.

Key Points:

1. Understanding Your Audience: Learn how to identify your ideal customer and tailor your social media content to their interests and needs.
2. Choosing the Right Platforms: Discover which social media platforms are best suited for your yoga studio and how to optimize your presence on each one.
3. Creating Engaging Content: Explore different types of content that can help you build a strong social media presence, including photos, videos, and live streams.
4. Building Your Following: Learn strategies for growing your social media following, including hashtags, collaborations, and paid advertising.
5. Measuring Success: Discover how to track your social media metrics and use them to make data-driven decisions to improve your marketing strategy.

Conclusion: With the right social media marketing strategy, your yoga studio can attract new students and build a loyal following. By implementing the tips and techniques in this guide, you'll be on your way to social media success in no time.

CTA: Ready to take your social media marketing to the next level? Sign up for our social media marketing course for yoga studio owners and receive a 20% discount by using the code "YOGASOCIAL" at checkout.

Step 6: Create a Landing Page For Your Lead Magnet

Create a landing page that is simple, clear, and focused on your lead magnet. It should include a strong headline, a clear call to action, and (duh!) a form for visitors to enter their email address.

List of ChatGPT Prompts For Creating a Landing Page For Your Lead Magnet

- Write the sales copy for a landing page that promotes a lead magnet called **[your lead magnet title]**. Include the following:
 - A compelling headline
 - A paragraph of headline supporting text
 - A compelling subheadline
 - A paragraph of subheadline supporting text

Here is another set of prompts. You'll thank me later 🤓

- 1 - Do you know what the P.A.S.T.O.R Copywriting Framework is?
- 2 - Give me detailed landing page copy for a lead magnet called **[your lead magnet title]** that uses the P.A.S.T.O.R Copywriting Framework*

**The output you will get from this 2-step prompt will be just one way to use the P.A.S.T.O.R framework to write landing page copy for a lead magnet. The exact wording and tone may vary depending on your target audience, your brand voice, and your marketing goals.*

Step 7: Develop a FollowUp Email Sequence to Nurture Your Leads

Once someone has downloaded your lead magnet, it's time to nurture them with a followup email sequence. This sequence should start with a delivery/download confirmation email and then go onto provide more value to your audience and build trust with them.

List of ChatGPT Prompts For Developing a FollowUp Email Sequence

- Write me a [7] email sequence for people who opt-in for my lead magnet titled: [your lead magnet title]. This sequence should start with a delivery email and occasionally provide a CTA for my services.*

**Enjoy watching the AI churn out a pretty decent series of emails in minutes. 💪❤️*

FREE MARKETING & SELLING TRAINING

By following our step-by-step instructions in this guide, you'll be able to leverage the power of ChatGPT to create a highly engaging and effective content funnel that attracts, nurtures and converts your ideal customers.

However, as simple and powerful as this strategy may be, the most important thing you need to understand is that your lead qualification strategy is only a small part of an effective marketing strategy.

If you want to get crystal clear on the EXACT STEPS you should be taking right now to increase your leads and revenue...go to: kasedean.com/free-marketing-system-training and watch my free client attraction training.

