How To Use ChatGPT For Marketing

To get the best results from ChatGPT and other marketing AIs, you must learn to ask better questions. Here's more than 100 great questions to get you started:

Table Of Contents

YouTube Scripts

"I need a YouTube ad script that will showcase the unique selling points of my [product/service] and persuade my [ideal customer persona] to make a purchase with a sense of urgency and exclusive offers."

"I'm looking for a YouTube ad script that will draw in my [ideal customer persona] with a relatable and authentic message, and then persuade them to take [desired action] with a strong call-to-action and compelling visuals."

"I'm looking for a YouTube ad script 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]."

"I need a YouTube ad script that will educate my [ideal customer persona] on a specific [topic] and persuade them to take [desired action] on my [website/product]."

"I'm looking for a YouTube ad script 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."

"I need a YouTube ad script that will provide valuable and relevant information to my [ideal customer persona] and persuade them to take [desired action] on my [website/product]."

"I'm looking for a YouTube ad script that will engage my [ideal customer persona] with a unique and compelling perspective on [subject] and persuade them to take [desired action] on my [website/product]."

"I need a YouTube ad script 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."

"I'm looking for a YouTube ad script that will clearly explain the features and benefits of my [product/service] to my [ideal customer persona] and persuade them to make a purchase with a sense of urgency."

"I need a YouTube ad script 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."

"I'm looking for a YouTube ad script that will showcase the value and benefits of my [product/service] to my [ideal customer persona] and persuade them to take [desired action] with a strong offer and clear call-to-action."

"I need a YouTube ad script that will overcome objections and concerns my [ideal customer persona] may have about my [product/service] and convince them to take [desired action] with a sense of urgency."

"I'm looking for a YouTube ad script 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."

"I need a YouTube ad script that will showcase the unique features and benefits of my [product/service] to my [ideal customer persona] and persuade them to make a purchase with social proof and credibility-building elements."

"I'm looking for a YouTube ad script that will introduce my [product/service] to my [ideal customer persona] and persuade them to take [desired action] with a strong call-to-action and compelling visuals."

YouTube Ad Scripts

"I need a cold DM idea 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]."

"I need a cold DM idea 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]."

"I need a cold DM idea 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]."

"I'm looking for a cold DM idea 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]."

"I need a cold DM idea 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."

"I'm looking for a cold DM idea 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."

"I need a cold DM idea 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]."

"I'm looking for a cold DM idea 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."

"I'm looking for a cold DM idea that will provide a step-by-step guide on how to use my [product/service] and persuade my [ideal customer persona] to make a purchase with clear and compelling instructions."

"I need a cold DM idea that will draw in my [ideal customer persona] with a relatable and authentic message, and then persuade them to take [desired action] with a strong call-to-action and compelling visuals."

"I'm looking for a cold DM idea that will engage my [ideal customer persona] with a unique and exclusive offer and persuade them to take [desired action] with a sense of urgency and exclusivity."

"I need a cold DM idea that will showcase the success stories of previous customers who have used my [product/service] and persuade my [ideal customer persona] to make a purchase with a personalized message."

"I'm looking for a cold DM idea that will leverage the authenticity and relatability of my [brand/company] to engage my [ideal customer persona] and persuade them to take [desired action]."

"I need a cold DM idea that will provide valuable and relevant information to my [ideal customer persona] about [subject] and persuade them to take [desired action] with a personalized message."

"I'm looking for a cold DM idea that will showcase the unique features and benefits of my [product/service] to my [ideal customer persona] in a clear and compelling way."

Facebook Ad Copy

"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."

"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."

"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]."

"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]."

"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."

"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."

"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]."

"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]."

"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."

"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."

"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]."

"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."

"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."

"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]."

"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."

Twitter Thread Ideas

"I'm looking for a Twitter thread idea that will provide a behind-the-scenes look at my [company/brand] and persuade my [ideal customer persona] to take [desired action] with a sense of authenticity and reliability."

"I need a Twitter thread idea that will provide a step-by-step guide on how to use my [product/service] and attract high-quality leads with clear and compelling instructions."

"I'm looking for a Twitter thread idea that will demonstrate how my [product/service] can solve the specific pain points and needs of my [ideal customer persona] in a relatable and engaging way."

"I need a Twitter thread idea that will showcase the unique selling points of my [product/service] and attract high-quality leads with a sense of urgency and exclusive offers."

"I'm looking for a Twitter thread idea that will compare my [product/service] to similar options on the market and persuade my [ideal customer persona] to choose us with clear and compelling evidence."

"I need a Twitter thread idea that will draw in my [ideal customer persona] with a relatable and authentic message, and then persuade them to take [desired action] with a strong call-to-action and compelling visuals."

"I'm looking for a Twitter thread idea that will establish trust and credibility with my [ideal customer persona] by showcasing the success stories of previous customers who have used my [product/service]."

"I need a Twitter thread idea that will engage my [ideal customer persona] with a unique and compelling perspective on [subject] and persuade them to take [desired action] on my [website/product]."

"I'm looking for a Twitter thread idea that will provide valuable and relevant information to my [ideal customer persona] about [subject] and attract high-quality leads with a strong call-to-action."

"I need a Twitter thread idea that will overcome objections and concerns my [ideal customer persona] may have about my [product/service] and convince them to take [desired action] with a sense of urgency."

"I'm looking for a Twitter thread idea that will showcase the value and benefits of my [product/service] to my [ideal customer persona] and persuade them to take [desired action] with a clear and compelling message."

"I need a Twitter thread idea that will showcase the unique features and benefits of my [product/service] in a fun and creative way, and attract high-quality leads with a strong offer."

"I'm looking for a Twitter thread idea that will tell a unique and relatable story about my [product/service] and how it has helped [ideal customer persona] achieve their [goal]."

"I need a Twitter thread idea that will both go viral and attract high-quality leads for my [product/service] with a strong call-to-action and compelling visuals."

"I'm looking for a Twitter thread idea that will go viral and showcase my [product/service] to my [ideal customer persona] in a creative and engaging way."

Instagram Story Ideas

"I need an Instagram story idea 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."

"I'm looking for an Instagram story idea 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]."

"I need an Instagram story idea 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."

"I need an Instagram story idea that will establish trust and credibility with my [ideal customer persona] by showcasing the expertise and professionalism of my [company/brand]."

"I'm looking for an Instagram story idea that will provide a unique and compelling offer to my [ideal customer persona] and persuade them to take [desired action] with a sense of urgency and exclusivity."

"I need an Instagram story idea that will demonstrate how my [product/service] can solve the specific pain points and needs of my [ideal customer persona] in a relatable and engaging way."

"I'm looking for an Instagram story idea that will compare my [product/service] to similar options on the market and persuade my [ideal customer persona] to choose us with clear and compelling evidence."

"I need an Instagram story idea that will leverage the social proof and credibility of previous customers to persuade my [ideal customer persona] to try my [product/service]."

"I'm looking for an Instagram story idea that will provide a step-by-step guide on how to use my [product/service] and persuade my [ideal customer persona] to make a purchase with clear and compelling instructions."

"I need an Instagram story idea that will draw in my [ideal customer persona] with a relatable and authentic message, and then persuade them to take [desired action] with a strong call-to-action and compelling visuals."

"I'm looking for an Instagram story idea that will engage my [ideal customer persona] with behind-the-scenes content and persuade them to take [desired action] with a sense of exclusivity and authenticity."

"I need an Instagram story idea that will showcase the success stories of previous customers who have used my [product/service] and persuade my [ideal customer persona] to make a purchase."

"I'm looking for an Instagram story idea that will leverage the authenticity and relatability of my [brand/company] to engage my [ideal customer persona] and persuade them to take [desired action]."

"I need an Instagram story idea that will provide valuable and relevant information to my [ideal customer persona] about [subject] and persuade them to take [desired action] with a clear and compelling message."

"I'm looking for an Instagram story idea that will showcase the unique features and benefits of my [product/service] to my [ideal customer persona] in a creative and engaging way."

Cold Emails

"I need a cold email idea that will engage my [ideal customer persona] with a unique and compelling perspective on [subject] and persuade them to take [desired action] on my [website/product]."

"I'm looking for a cold email idea that will establish trust and credibility with my [ideal customer persona] by showcasing the expertise and professionalism of my [company/brand]."

"I need a cold email idea that will provide a unique and compelling offer to my [ideal customer persona] and persuade them to take [desired action] with a sense of urgency and exclusivity."

"I'm looking for a cold email idea that will showcase the benefits and value of my [product/service] to my [ideal customer persona] and persuade them to make a purchase with a strong call-to-action."

"I need a cold email idea that will use a personalized and targeted approach to engage my [ideal customer persona] and persuade them to take [desired action] with a clear and compelling message."

"I need a cold email idea that will provide a behind-the-scenes look at my [company/brand] and persuade my [ideal customer persona] to take [desired action] with a sense of authenticity and relatability."

"I'm looking for a cold email idea that will provide a step-by-step guide on how to use my [product/service] and persuade my [ideal customer persona] to make a purchase with clear and compelling instructions."

"I need a cold email idea that will demonstrate how my [product/service] can solve the specific pain points and needs of my [ideal customer persona] in a relatable and engaging way."

"I'm looking for a cold email idea that will showcase the unique selling points of my [product/service] and persuade my [ideal customer persona] to make a purchase with a sense of urgency and exclusive offers."

"I need a cold email idea that will compare my [product/service] to similar options on the market and persuade my [ideal customer persona] to choose us with clear and compelling evidence."

"I'm looking for a cold email idea that will draw in my [ideal customer persona] with a relatable and authentic message, and then persuade them to take [desired action] with a strong call-to-action and compelling visuals."

"I need a cold email idea that will provide valuable and relevant information to my [ideal customer persona] about [subject] and persuade them to take [desired action] with a clear and compelling message."

"I'm looking for a cold email idea that will overcome objections and concerns my [ideal customer persona] may have about my [product/service] and convince them to take [desired action] with a sense of urgency."

"I need a cold email idea that will establish credibility and authority with my [ideal customer persona] by showcasing the success stories of previous customers who have used my [product/service]."

"I'm looking for a cold email idea that will attract the attention of my [ideal customer persona] and persuade them to take [desired action] with a unique and compelling subject line."

Growth Hacking Frameworks

"Write a marketing campaign outline using the 'Lean UX Cycle' framework to identify user needs for our [product/service] and rapidly prototype and test design solutions to meet those needs. Describe the steps you would take to iterate based on user feedback and include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Using the 'Job-to-be-Done' framework, please write a marketing campaign outline that identifies the specific 'job' that customers are trying to do with our [product/service] and describes how we can design products and services that help them get it done more effectively. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Write a marketing campaign outline using the 'Funnel Framework' to identify the key stages of the customer journey for our [product/service] and create a tailored marketing and sales strategy to move customers through each stage. Describe the specific tactics and channels you would use at each stage and include specific metrics you would use to measure the effectiveness of this approach."

"Using the 'Growth Scaling Framework,' please write a marketing campaign outline that identifies the key drivers of growth for our [product/service] and sets clear goals and metrics to

measure progress. Describe how you would implement a scalable growth strategy and include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Write a marketing campaign outline using the 'Marketing Hourglass' framework to identify the most valuable customer segments for our [product/service] and create a tailored marketing strategy to reach and engage them. Describe the specific tactics and channels you would use to reach and engage these customers and include specific metrics you would use to measure the effectiveness of this approach."

"Using the 'Growth Hacking Playbook' framework, please write a marketing campaign outline that outlines a systematic approach to identifying, testing, and scaling growth opportunities for our [product/service]. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Write a marketing campaign outline using the 'Growth Marketing Framework' to identify and prioritize growth opportunities for our [product/service] and set clear goals and metrics to measure progress. Describe how you would implement a data-driven, iterative marketing strategy to drive growth and include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Using the 'Customer Development Process' framework, please write a marketing campaign outline that identifies and validates customer needs for our [product/service] and describes how you would build and test prototypes to meet those needs. Outline the steps you would take to iterate based on customer feedback and include specific tactics and metrics you would use to measure success."

"Write a marketing campaign outline using the 'Growth Team Framework' to build a cross-functional team with the skills and expertise needed to drive growth for our [product/service] and describe how you would establish clear roles, responsibilities, and processes to support it. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Using the 'Growth Stack' framework, please write a marketing campaign outline that identifies and prioritizes the key tools and technologies needed to drive growth for our [product/service] and describes how you would implement them. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Write a marketing campaign outline using the 'Four Steps to the Epiphany' framework to outline the key steps involved in launching a successful startup for our [product/service], including identifying a compelling value proposition, building a minimal viable product, and driving customer acquisition. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Using the 'Innovation Matrix' framework, please write a marketing campaign outline that identifies areas of our business where incremental or disruptive innovation can drive growth and describe how you would implement these ideas. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Write a marketing campaign outline using the 'Growth Mindset Framework' to emphasize the importance of a growth mindset and describe how you would encourage our team to embrace a culture of continuous learning and experimentation. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Using the 'Growth Pyramid' framework, please write a marketing campaign outline that identifies the core elements of a successful growth strategy for our [product/service] and describes how we will build upon them to drive growth. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Write a marketing campaign outline using the 'Lean Analytics Cycle' framework to identify a specific problem or opportunity for our [product/service] and describe how you would measure and analyze data to understand it. Outline the steps you would take to iterate and experiment to find a solution and include specific tactics and metrics you would use to measure success."

"Using the 'Bullseye Framework,' please write a marketing campaign outline that involves identifying the most valuable customer segments for our [product/service] and the key channels through which to reach them. Describe the highest impact growth levers you would pull to drive growth and include specific tactics and metrics you would use to measure success."

"Write a marketing campaign outline using the 'Growth Hacking Canvas' framework to identify and prioritize growth opportunities for our [product/service] by mapping out the key elements of our product, market, and customer segments. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Using the 'Growth Flywheel' framework, please write a marketing campaign outline that describes how we can achieve growth through a continuous feedback loop involving the

acquisition of customers, retention and engagement, and using customer insights to improve our [product/service]. Include specific tactics and metrics you would use to measure the effectiveness of this approach."

"Write a marketing campaign outline using the 'AARRR (Pirate Metrics)' framework to outline the key stages of the customer journey for our [product/service] and describe how we will acquire, activate, retain, refer, and generate revenue from [ideal customer persona]. Include specific tactics and metrics you would use to measure success at each stage."

"Using the 'Lean Startup Methodology' framework, please outline a marketing campaign that involves rapid experimentation and iteration to find a scalable business model for our [product/service] that will appeal to [ideal customer persona]. Describe the steps you would take to validate your assumptions and gather feedback from customers to inform your marketing strategy."

Email Marketing

"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."

"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."

"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]."

"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."

"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."

"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."

"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."

"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."

"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]."

"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]."

"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."

"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."

"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."

"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."

"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."

Copywriting

"I'm looking for a [type of text] 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."

"I need a [type of text] 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."

"I'm looking for a [type of text] 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."

"I need a [type of text] 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."

"I'm looking for a [type of text] 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]."

"I need a [type of text] that will overcome objections and concerns my [ideal customer persona] may have about my [product/service] and convince them to take [desired action]."

"I'm looking for a [type of text] that will showcase the unique features and benefits of my [product/service] to [ideal customer persona] and persuade them to make a purchase."

"I need a [type of text] 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."

"I'm looking for a [type of text] 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."

"I need a [type of text] 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."

"I'm looking for a [type of text] 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."

"I need a [type of text] that will make my [ideal customer persona] feel [emotion] about my [product/service] and convince them to take [desired action]."

"I'm looking for a [type of text] that will convince [ideal customer persona] to sign up for my [program/subscription] by explaining the value it brings and the benefits they'll receive."

"I need a [type of text] that will persuade [ideal customer persona] to purchase my [product/service] by highlighting its unique benefits and addressing any potential objections."

"Please write a compelling [type of text] that speaks directly to my [ideal customer persona] and encourages them to take [desired action] on my [website/product]."

Content Creation Frameworks

"Using the 'Situation-Complication-Resolution' framework, please write a marketing campaign outline that presents a [situation] faced by [ideal customer persona], discusses the [complication] that arises from the situation, and presents our [product/service] as the [resolution] to the problem. End with a call to action that encourages the reader to take advantage of the solution."

"Using the 'Emotional Value Proposition' framework, please write a marketing campaign outline that speaks to the [emotional needs] of [ideal customer persona] and presents our [product/service] as the solution that will fulfill those needs. Identify the [desired emotion], create a [story] that evokes that emotion, and include [testimonials] from customers who have experienced that emotion after using our product."

"Write a marketing campaign outline using the 'Customer Journey Map' framework that visualizes the journey from [awareness] to [conversion] for [ideal customer persona] and creates

content that aligns with each stage. Identify their [pain points] and present our [product/service] as a solution to those issues, highlighting the [features] and [benefits] of our product and explaining how it can [improve their situation]."

"Using the 'Marketing Funnel' framework, please write a marketing campaign outline that targets [awareness/consideration/conversion] stage of the customer journey and aligns with the goals of each stage. Highlight the [features] of our [product/service] and explain how it can [solve a problem] or [achieve a goal] for [ideal customer persona]."

"Write a marketing campaign outline using the 'Empathy Map' framework to understand the thoughts, feelings, and needs of [ideal customer persona]. Identify their pain points and create content that speaks to those issues, addressing their [thoughts], [feelings], and [needs] with our [product/service]."

"Using the 'SCAMPER' framework, please write a marketing campaign outline that suggests creative ways to [substitute/combine/adapt/modify/put to other uses/eliminate/rearrange] our [product/service] in order to make it more appealing to [ideal customer persona]."

Using the 'Product-Market Fit' framework, please write a marketing campaign outline that demonstrates how our [product/service] is a perfect fit for the needs and pain points of [ideal customer persona]. Identify the specific problems faced by the target market, explain how our product addresses these issues, and provide evidence or testimonials to back up our claims. Emphasize the benefits of using our product and how it can improve the reader's life or business."

"Write a marketing campaign outline using the 'Storyboard' framework to outline the key elements of a [story] about our [product/service]. Include the [protagonist], [conflict], and [resolution] and use these elements to create a compelling narrative that resonates with [ideal customer persona]."

"Using the 'Myth-Busting' framework, please write a marketing campaign outline that identifies and debunks common misconceptions or myths about our [product/service]. Provide [facts] and [evidence] to support your claims."

"Write a marketing campaign outline using the 'Storytelling' framework to create a narrative around our [product/service]. Use [characters], [plot], and [setting] to engage [ideal customer persona] and build emotional connections."

"Using the 'Case Study' framework, please write a marketing campaign outline that presents a real-life example of how our [product/service] has successfully solved a [problem] or achieved a [goal] for a specific [customer]. Include details on the [challenges] faced by the customer and how our product provided a [solution]."

"Write a marketing campaign outline using the 'Question-Answer' framework to start with a [question] relevant to [ideal customer persona] and provide a thorough and informative answer. Explain the importance of the question and why it matters to the reader."

"Using the 'Compare-Contrast' framework, please write a marketing campaign outline that compares and contrasts two or more options or ideas to help [ideal customer persona] make an informed decision. Explain the pros and cons of each option and provide examples to support your points."

"Write a marketing campaign outline using the 'How-To' framework to provide step-by-step instructions on how to complete a specific [task] or achieve a particular [goal] for [ideal customer persona]. Include clear and concise steps and any necessary resources or tools."

"Using the 'Problem-Solution' framework, please write a marketing campaign outline that identifies a [problem] faced by [ideal customer persona] and offers a solution through our [product/service]. Explain how our product can solve their problem and improve their situation."

"Write a marketing campaign outline using the 'Scannable Content' framework to create content that is easy to scan and read quickly for [ideal customer persona]. Include clear headings, bullet points, and short paragraphs to make the content more accessible and effective."

"Write a [type of content] using the Rule of One framework that focuses on one main [idea], one main [message], or one main [call to action] in order to make the content more effective and memorable."

"Using the PESO Model, create a [type of content] that is [paid], [earned], [shared], or [owned] in order to reach a wider [audience] and increase [engagement]."

"Write a [type of content] using the SPIN framework that uses specific, provocative, informative, and emotional [language] to create compelling content that persuades the reader to take [action]."

"Create a [type of content] using the Inverted Pyramid framework that starts with the most important [information] and then moves on to less important [details], so that readers can quickly get the main points."

"Write a [type of content] using the Hero's Journey framework that follows the journey of a [hero] from [ordinary] to [extraordinary] through [challenges] and [obstacles], ultimately achieving their [goal]."

Psychological Frameworks

"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."

"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."

"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."

"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."

"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]."

"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."

"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]."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

"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."

Copywriting Frameworks

"Using the 'Emotional Appeal' framework, please write a marketing campaign outline that uses [emotional appeal] to persuade [ideal customer persona] to take action and purchase our [product/service]. Choose an emotion such as [fear], [happiness], or [guilt]."

"Write a marketing campaign outline using the 'Social Proof' framework to demonstrate the value and effectiveness of our [product/service] to [ideal customer persona]. Include [testimonials], [case studies], and [industry experts] as social proof."

"Using the 'Empathy' framework, please write a marketing campaign outline that identifies the [needs] and [pain points] of [ideal customer persona] and crafts copy that demonstrates understanding and empathy for their situation. Present our [product/service] as a solution to their problems."

"Write a marketing campaign outline using the 'Future Pacing' framework to help [ideal customer persona] visualize a future where they have achieved their [goals] with the help of our [product/service]. Describe the [benefits] they will receive as a result."

"Using the 'Benefits-Features-Proof' framework, please write a marketing campaign outline that outlines the [benefits] our [product/service] provides to [ideal customer persona]. Explain the [features] that make these benefits possible and provide [proof] to back up our claims about the product."

"Using the 'Unique Value Proposition' framework, please write a marketing campaign outline that identifies the unique value our [product/service] provides to [ideal customer persona] and crafts copy that clearly communicates that value."

"Write a marketing campaign outline using the 'Attention-Interest-Desire-Action' framework to grab the attention of [ideal customer persona] and persuade them to take action. Start with a bold statement to get their attention, present information that piques their [interest], state the benefits of our [product/service] to create [desire], and ask for a sign-up or purchase."

"Using the 'PASTOR' framework, write a marketing campaign outline that addresses the pain points of [ideal customer persona] and presents our [product/service] as the solution. Identify the [problem] they are facing, amplify the consequences of not solving it, tell a [story] related to the problem, include [testimonials] from happy customers, present our [offer], and request a response."

"Write a marketing campaign outline using the 'Features-Advantages-Benefits' framework that highlights the [features] of our [product/service] and explains how these [advantages] can be helpful to [ideal customer persona]. Outline the [benefits] of our product and how it can positively impact the reader."

"Using the 'Awareness-Comprehension-Conviction-Action' framework, please write a marketing campaign outline that presents [ideal customer persona] with a [situation or problem] and helps them understand it. Create the desired conviction in the reader to use our [product/service] as the solution and prompt the reader to take action."

"Write a marketing campaign outline using the 'Star-Story-Solution' framework to introduce the main character of a [story] related to our [product/service] and keep the reader hooked. End the story with an explanation of how the star wins in the end with the help of our product."

"Using the 'Picture-Promise-Prove-Push' framework, please write a marketing campaign outline that paints a picture that gets the attention and creates desire for our [product/service] in [ideal customer persona]. Describe how our product will deliver on its promises, provide testimonials to back up those promises, and give a little push to encourage the reader to take action."

"Write a marketing campaign outline using the 'Problem-Agitate-Solve' framework to identify the most painful [problem] faced by [ideal customer persona] and agitate the issue to show why it is a bad situation. Present our [product/service] as the logical solution to the problem."

"Using the 'Before-After-Bridge' framework, please write a marketing campaign outline that presents the current situation with a [problem] faced by [ideal customer persona]. Show them the world after using our [product/service] and how it has improved their situation. Then, provide a [bridge] to show them how they can get to that improved state by using our product."

"Write a marketing campaign outline using the 'Unique Selling Proposition' framework to highlight the [unique selling points] of our [product/service] to [ideal customer persona]. Craft copy that clearly communicates these points and persuades the reader to take action."

"Write a marketing campaign outline using the 'Headline' framework to identify the main benefit or value proposition of our [product/service] and craft a headline that clearly communicates that benefit to [ideal customer persona]."

"Write a marketing campaign outline using the 'Hook-Story-Offer' framework to use a hook or attention-grabber to engage [ideal customer persona], tell a story to create an emotional connection, and then present an offer or call to action."

"Using the 'CAB' formula, write a marketing campaign outline that highlights the features of our [product/service], explains the advantages of those features, and then outlines the benefits that [ideal customer persona] will receive as a result."

"Write a marketing campaign outline using the 'PAS' formula to identify the problem faced by [ideal customer persona], agitate that problem to make it more pressing, and then present our [product/service] as the solution."

"Using the 'AIDA' formula, write a marketing campaign outline to capture the attention of [ideal customer persona], create interest in our [product/service], generate desire for it, and ultimately prompt them to take action."

Cold DM

"I need a cold DM idea 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]."

"I need a cold DM idea 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]."

"I need a cold DM idea 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]."

"I'm looking for a cold DM idea 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]."

"I need a cold DM idea 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."

"I'm looking for a cold DM idea 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."

"I need a cold DM idea 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]."

"I'm looking for a cold DM idea 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."

"I'm looking for a cold DM idea that will provide a step-by-step guide on how to use my [product/service] and persuade my [ideal customer persona] to make a purchase with clear and compelling instructions."

"I need a cold DM idea that will draw in my [ideal customer persona] with a relatable and authentic message, and then persuade them to take [desired action] with a strong call-to-action and compelling visuals."

"I'm looking for a cold DM idea that will engage my [ideal customer persona] with a unique and exclusive offer and persuade them to take [desired action] with a sense of urgency and exclusivity."

"I need a cold DM idea that will showcase the success stories of previous customers who have used my [product/service] and persuade my [ideal customer persona] to make a purchase with a personalized message."

"I'm looking for a cold DM idea that will leverage the authenticity and relatability of my [brand/company] to engage my [ideal customer persona] and persuade them to take [desired action]."

"I need a cold DM idea that will provide valuable and relevant information to my [ideal customer persona] about [subject] and persuade them to take [desired action] with a personalized message."

"I'm looking for a cold DM idea that will showcase the unique features and benefits of my [product/service] to my [ideal customer persona] in a clear and compelling way."

Blog Writing

"I'm looking for a [type of blog post] that will engage my [ideal customer persona] with a unique and compelling perspective on [subject] and persuade them to take [desired action] on my [website/product]."

"I need a [type of blog post] that will provide valuable and relevant information to my [ideal customer persona] and persuade them to take [desired action] on my [website/product]."

"I'm looking for a [type of blog post] that will educate my [ideal customer persona] on a specific [topic] and persuade them to take [desired action] on my [website/product]."

"I need a [type of blog post] 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."

"I'm looking for a [type of blog post] 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."

"I need a [type of blog post] 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."

"I need a [type of blog post] 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."

"I'm looking for a [type of blog post] 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."

"I need a [type of blog post] 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."

"I'm looking for a [type of blog post] 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."

"I need a [type of blog post] that will overcome objections and concerns my [ideal customer persona] may have about my [product/service] and convince them to take [desired action]."

"I'm looking for a [type of blog post] that will showcase the unique features and benefits of my [product/service] to [ideal customer persona] and persuade them to make a purchase."

"I need a [type of blog post] 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."

"I'm looking for a [type of blog post] 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]."

"I need a [type of blog post] that will convince my [ideal customer persona] to purchase my [product/service] by highlighting its unique benefits and addressing any potential objections."

"I'm looking for a [type of blog post] that will speak directly to my [ideal customer persona] and persuade them to take [desired action] on my [website/product]."

Influencer Marketing

"I'm looking for an influencer marketing campaign outline that will target my [ideal customer persona] with [specific type of content] from [influencer type] who can provide valuable and relevant information about our [product/service] and encourage them to take [desired action]."

"I need an influencer marketing campaign outline that will use the authenticity and relatability of [influencer type] to engage my [ideal customer persona] and persuade them to take [desired action] on our [product/service]."

"I'm looking for an influencer marketing campaign outline that will leverage the social proof and credibility of [influencer type] to persuade my [ideal customer persona] to try our [product/service] and share their positive experience with their followers."

"I need an influencer marketing campaign outline that will engage my [ideal customer persona] with [specific type of content] from [influencer type] who can showcase the unique features and benefits of our [product/service] in a fun and creative way."

"I'm looking for an influencer marketing campaign outline that will use the influence and reach of [influencer type] to drive traffic and sales to our [product/service] for my [ideal customer persona]."

"I need an influencer marketing campaign outline that will leverage the authority and expertise of [influencer type] to educate my [ideal customer persona] on the benefits of our [product/service] and persuade them to make a purchase."

"I'm looking for an influencer marketing campaign outline that will target my [ideal customer persona] with [specific type of content] from [influencer type] who can share valuable and relevant information about our [product/service] and encourage them to take [desired action]."

"I need an influencer marketing campaign outline that will leverage the authenticity and relatability of [influencer type] to engage my [ideal customer persona] and persuade them to take [desired action] on our [product/service]."

"I'm looking for an influencer marketing campaign outline that will use the social proof and credibility of [influencer type] to persuade my [ideal customer persona] to try our [product/service] and share their positive experience with their followers."

"I need an influencer marketing campaign outline that will create a sense of urgency and FOMO for my [ideal customer persona] by featuring [influencer type] who can share exclusive deals and promotions for our [product/service]."

"I'm looking for an influencer marketing campaign outline that will leverage the reach and influence of [influencer type] to drive awareness and sales of our [product/service] to my [ideal customer persona]."

"I need an influencer marketing campaign outline that will engage my [ideal customer persona] with [specific type of content] from [influencer type] who can showcase the unique features and benefits of our [product/service] in a compelling and authentic way."

"I'm looking for an influencer marketing campaign outline that will leverage the authority and credibility of [influencer type] to persuade my [ideal customer persona] to try our [product/service] and share their positive experience with their followers."

"I need an influencer marketing campaign outline that will target my [ideal customer persona] with [specific type of content] from [influencer type] who can authentically share the benefits of our [product/service] and encourage them to make a purchase."

"I'm looking for an influencer marketing campaign outline that will showcase my [product/service] to my [ideal customer persona] and persuade them to take [desired action] with the help of [influencer type] who aligns with our brand values."

Check back for more lists and updates to this list at https://activerain.com/blogs/joemanausa