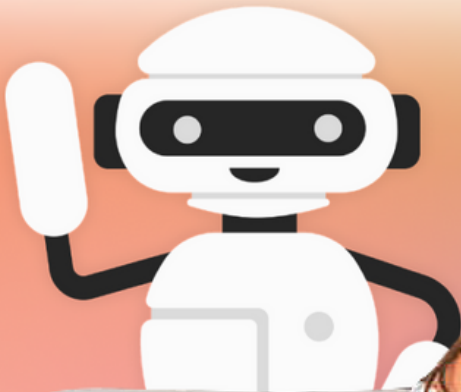


# ChatGPT

• THE •

# ULTIMATE BEGINNER'S GUIDE



**ERIN  
KING**

*Chief Digital Officer,  
Strikepoint*



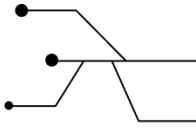


# CONTENTS



<b>INTRODUCTION</b> .....	<b>2</b>
<b>PART ONE: CHATGPT 101</b> .....	<b>4</b>
• What exactly is ChatGPT?	<b>5</b>
• What can ChatGPT do?	<b>6</b>
• How to use ChatGPT	<b>7</b>
• Tips for prompting ChatGPT	<b>9</b>
<b>PART TWO: CHATGPT FOR EXECUTIVES &amp; INDUSTRY THOUGHT LEADERS</b> .....	<b>10</b>
• Best Practices for Using ChatGPT	<b>14</b>
• Busting Myths About ChatGPT & A.I.	<b>15</b>
• Enterprise Applications	<b>17</b>
<b>PART THREE: CHATGPT FOR TEAM LEADERS &amp; SALES PROFESSIONALS</b> .....	<b>19</b>
• Utilizing A.I. for Content Creation	<b>20</b>
• Post Ideation and Planning	<b>21</b>
• Post Content Creation	<b>22</b>
• Swipe Prompts for Leaders and Sales Professionals	<b>24</b>
<b>WHAT'S NEXT?</b> .....	<b>27</b>





# INTRODUCTION

Hi friend!

Are you ready to dive into the ultimate guide to unleashing the full potential of ChatGPT and A.I.? Erin King here, and I'm so pumped to show you exactly how you can expand your competitive edge so you can work smarter and not harder in the transformative age of A.I.!

In this guide, I'm going to share with you ideas and strategies to incorporate A.I. into your everyday digital routines and show you how to strategically co-create persuasive content and messaging using ChatGPT.

But first, let's take a step back.

On a scale of 1-10, how much do you know about the A.I. landscape?

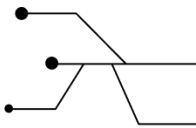
I'll never forget my "A.I. Yi Yiiiiii!!" moment. It was the first week of December 2022. Fire was crackling, cinnamon Christmas candle was burning, and Mariah Carey's Christmas album was playing (and no one was sick of it-yet). My husband, Hartman, showed me ChatGPT and from that moment forward-everything changed.

And I mean EVERYTHING!!

Throughout this guide, I'm going to share with you all the key insights my agency and I have learned experimenting extensively with A.I.-assisted sales and marketing strategies for our clients. You'll learn everything you need to feel confident, clear, and ready to evolve your skills into superpowers.

My goal is by the end of this ebook, you will know exactly where to begin to transform your business using the power of ChatGPT.





Inside this ebook, you'll better understand ChatGPT and A.I. so you can plan, ideate, enhance sales efforts, engage customers effectively, make data-driven decisions, and streamline your overall sales and marketing processes.

So whether you're a corporate executive, industry/team leader, or sales professional, you're going to want to print this out and put it right next to your computer- think of this guide as me and my team holding your hand as you navigate through this Wild West A.I. revolution.

You and I both know that staying ahead of the curve when it comes to technology and innovation is essential. If you're not using A.I., your competitors are. Every minute you aren't using this powerful tool to grow your audience, expand your digital footprint, educate potential prospects, and nurture your existing relationships- they are. So no matter how you FEEL about it (and I'm conflicted as well!) the reality is, we can only control the controllables. We cannot control A.I.'s inevitable ubiquity, but you can control how you decide to incorporate A.I. into your everyday routine so you can expand your competitive edge, position yourself even further as an industry leader, and take your business efficiency, creativity, and productivity to the next level.

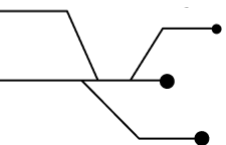
In the rest of this guide, I'll dive deeper into the specifics of how you can use artificial intelligence by sharing practical tips, strategies, and real-world examples (and swipe files!) to help you unleash the full potential of this powerful tool.

So enough chit-chat. Let's revolutionize the way you network, market, sell, and expand. The unknown can be scary, but together let's transform uncertainty into clarity, nervousness into confidence, and apprehension into EXCITEMENT.

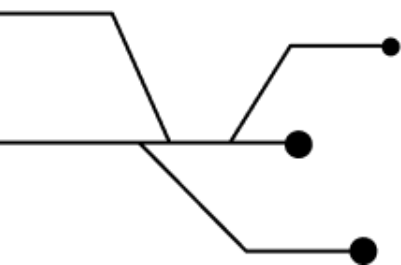
So... ready to link arms with me and get this A.I. party started? Same friend. Let's do this!!



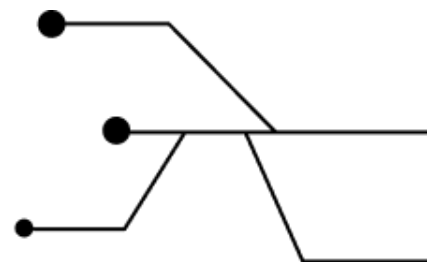
*xo Erin King*







PART ONE:  
**CHAT GPT 101**



# WHAT EXACTLY IS CHAT GPT?



Let's start with the basics. Chat GPT is an advanced language model that uses artificial intelligence to generate human-like responses to natural language input.

In simpler terms, it's like having a chatty robot friend who can talk to you and respond in a way that feels almost human. (key word here is ALMOST!!)

Chat GPT is trained on massive amounts of data, including text from the internet, books, and other human sources, so it has a vast knowledge base to draw from.

It's like having a super-smart and well-read friend who always knows the answer to your questions. Plus, it can even be used to generate creative content and analyze data. Basically, Chat GPT is a pretty incredible tool that can help you in all sorts of ways- but 1) only if you know how to use it correctly and 2) if you remember it is simply a TOOL not a replacement for you or your creativity, strategy, and expertise.

So before you can harness its power, let's dive a little deeper into what it is, how it works, and how it can benefit you and your teams.



# WHAT CAPABILITIES DOES CHATGPT HAVE?

ChatGPT is seriously mind-blowing when it comes to GSD! Here are just a few ways you can start to take advantage of its awesome capabilities:

- 1 Generate human-like responses:** First up, ChatGPT can generate human-like responses. This means you can use it to create chatbots and other applications that interact with customers in a natural and conversational way. No more boring and robotic customer service - it makes it easy to keep things real and engaging!  
  
**FUN IDEA** - Ask it to write a love letter to your spouse! Just give some details about your spouse or significant other and you will be amazed at what it will share with you...just made sure to liberally add your own language so it's genuine and heartfelt.
- 2 Generate creative content:** Prepare to unleash your creativity! ChatGPT is here to be your content-writing superhero. Need ideas or killer copy? Just input a prompt, and watch ChatGPT generate mind-blowing content. With a little bit of your magic touch, you'll revolutionize your game like never before. Think of it like the ultimate brainstorm (not copy-paste!) buddy.
- 3 Data Analysis and Insights:** Data analysis just got a whole lot cooler! With ChatGPT, crunching numbers is a breeze. It'll dive into your massive datasets, market reports, or even customer feedback to extract insights like a boss. Get ready to shape your marketing strategies, refine your sales game, and uncover hidden opportunities!
- 4 Personalized Messaging and Customer Engagement:** Say goodbye to generic messages! ChatGPT is your secret weapon for personalized customer engagement. By integrating it with chatbots or customer support systems, you'll have witty, tailored responses, product recommendations, and interactive conversations that'll leave customers thinking, "Wow, this company really gets me!"
- 5 Automate tasks:** Last but not least, you can also automate SOOOOO many repetitive tasks like scheduling, data entry, email responses, and so much more. It's like having a virtual assistant that can take care of all the boring, more lower-level thinking tasks, so you can unlock more time to focus on what you love- the higher-level thinking, more exciting ones!

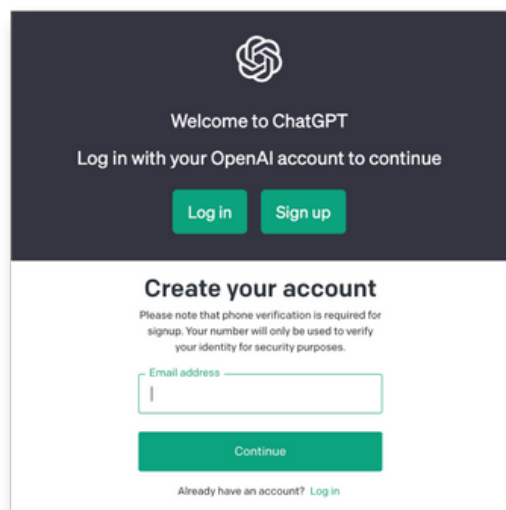


So there you have it, friends - just a few of the amazing things ChatGPT can do. Now let me show you a step-by-step guide on how to get set up and started with ChatGPT right now.

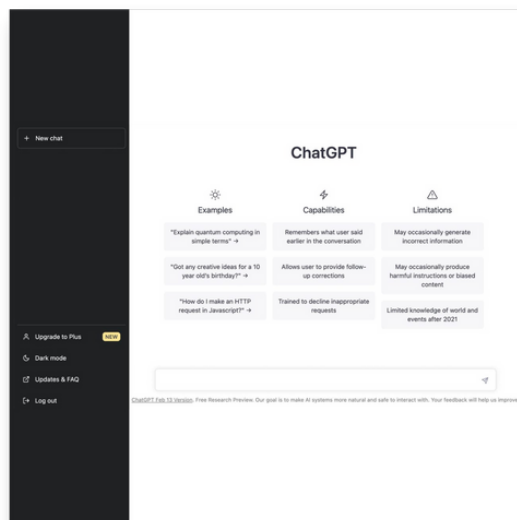
## HOW TO USE CHAT GPT

Here's a step-by-step guide on how to set up a ChatGPT account and start using prompts:

- 1 Go to the ChatGPT website: <https://chat.openai.com> and sign up for an account. It's easy and free!



- 2 Once you've created an account, log in and select "Create new chat."





**3** Choose a name for your project and select the type of prompt you want to use. A “**prompt**” is a starting point for the A.I. to generate text based on the context you provide. For example, you could ask ChatGPT to generate a story about the first time you realized the power of your favorite product/service, or you could ask it to generate product descriptions for your business.

**4** Input the prompt and any additional context you want ChatGPT to consider. This could include specific keywords, phrases, or information about your target audience.

**5** Suggest the output length you want ChatGPT to generate. This could be a few sentences or several paragraphs. You can specify how many ideas, bullets, etc.

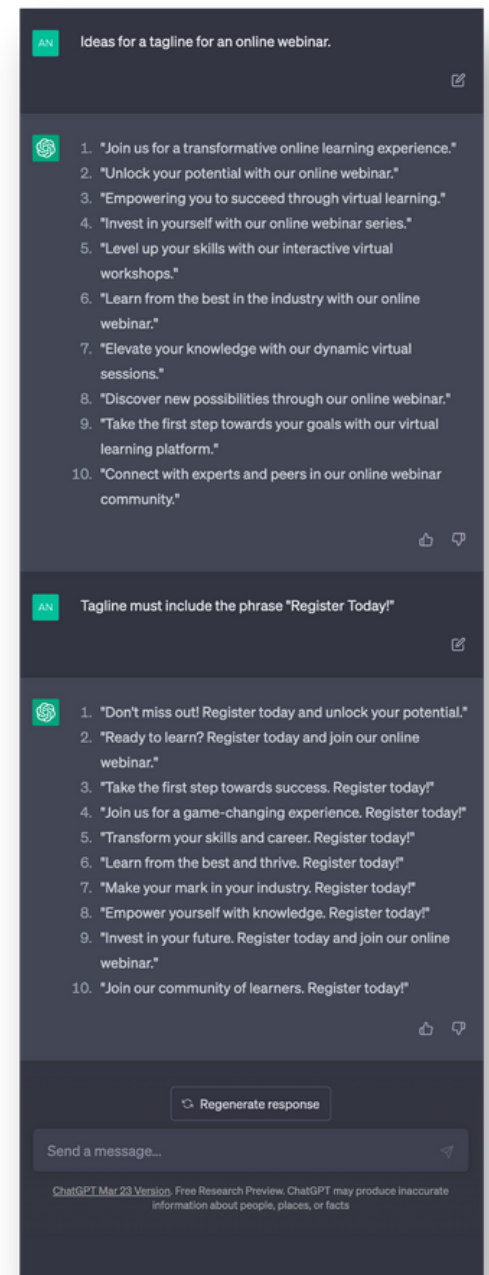
**6** Click “**Generate**” and let ChatGPT do its thing! It may take a few moments for the A.I. to generate the output, but once it's done, you'll have a new piece of text with which to start your post, email, headline, video, etc

**7** Repeat the process with precise prompt optimization commands to create exactly what you need. Engineering a high-quality output depends on THIS STEP- your inputs are EVERYTHING.

Remember to keep drilling down with specifics and creativity- experiment with a variety of prompts and inputs to guide your content and ultimately, create your very best work. With ChatGPT, the possibilities are endless- but the outputs are only as good as YOUR INPUTS, efforts, creativity, and customization.

**Pro Tip: Upgrade to GPT-4 for additional features like faster processing and an image library.**

**Pro Tip 2.0- Download the new ChatGPT mobile app for on-the-go support.**



# TIPS FOR PROMPTING CHATGPT

If you want to get the best responses out of ChatGPT, here are some tips to keep in mind:

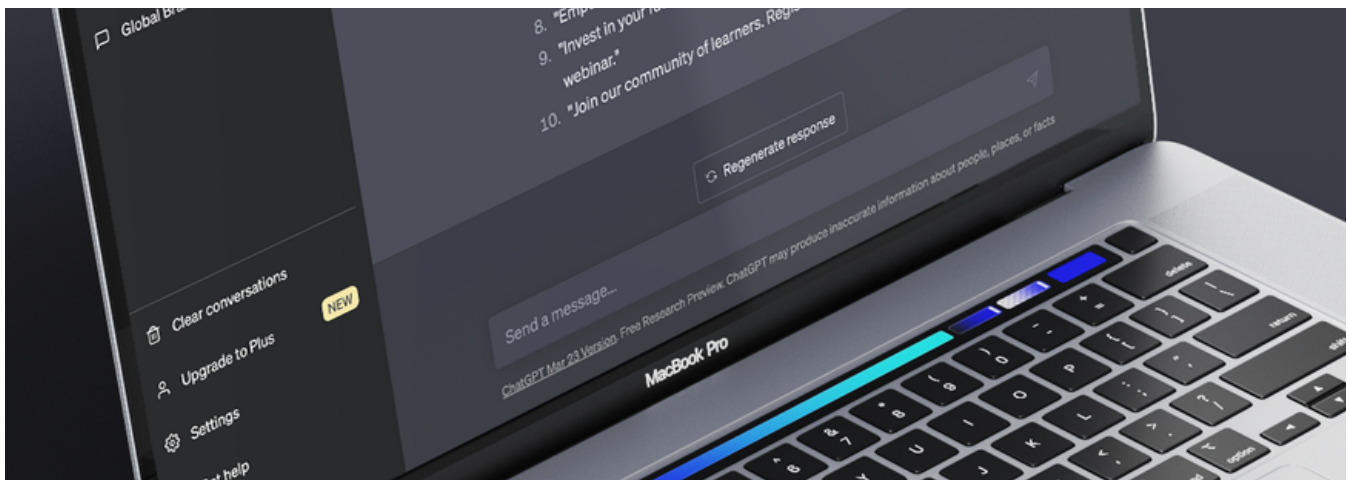
**First and foremost, be as crystal clear as a summer sky. We're talking specific as a SURGEON.** Avoid using vague or puzzling language, and provide ChatGPT with all the juicy details about your topic. The more information you give, the better ChatGPT can grasp your intent and serve you with stellar answers. There is no such thing as too detailed a prompt. (Prompts- queries you input to get your ChatGPT output.)

**Context is key, my friends!** Even though ChatGPT is pretty smart, it still needs a lot of help from you to generate the right responses. So, be sure to give it as much background info, context clues, details, audience info, references, links, and direction as possible.

**When crafting your prompts, keep it cool and casual.** ChatGPT is built to chat like a real person, so use natural language and chat with it like you're talking to your BFF. Avoid using big words or getting too technical - you don't want to confuse your new chat buddy!

**Remember to be patient!** Sometimes ChatGPT needs a little extra time to generate responses that are as perfect as a fresh batch of cookies. So give it some time to think things over and come up with the most thoughtful response possible.

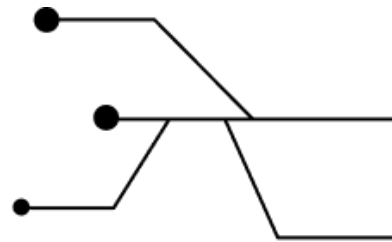
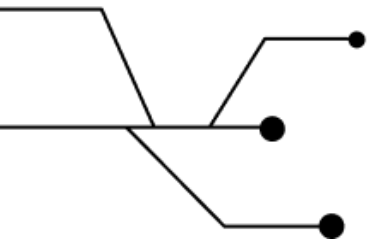
Finally, don't be afraid to mix things up and try new things! You might find that open-ended questions lead to more exciting conversations, or multiple choice options help you get more specific answers. By experimenting, staying crystal clear on your audience, and goal, and of course, having fun, you can make the most of your time chatting with ChatGPT.





PART TWO:

**CHATGPT FOR  
EXECUTIVES &  
CORPORATE  
THOUGHT LEADERS**



# CHATGPT FOR EXECUTIVES + CORPORATE THOUGHT LEADERS

## TRAINING

Get ready to embark on an extraordinary training journey powered by ChatGPT's enchanting abilities. Say farewell to dull and mundane training methods, and buckle up for a thrilling experience that will leave you captivated!

**Knowledge Sharing and Onboarding:** Say goodbye to boring onboarding processes! ChatGPT serves as your trusty knowledge base, dishing out answers to those frequently asked questions like a well-trained parrot. It'll help new team members quickly grasp company policies, processes, and best practices. Just feed ChatGPT with training materials, manuals, or FAQs, and watch the magic unfold.

**Role-Playing and Simulations:** Imagine being able to simulate real-life scenarios to facilitate training exercises. Virtual role-playing and enabling team members to practice their communication skills, sales techniques, or conflict resolution in a safe and controlled environment. With ChatGPT as your trusty ally, prepare to ignite the sparks of imagination and witness your team members unleash their full potential.

**Feedback and Performance Evaluation:** Bid adieu to the days of stale and monotonous feedback sessions. ChatGPT transforms feedback into a lively dance, providing team members with valuable insights and actionable advice. Its objective perspective ensures fair evaluations and guides individuals toward constant improvement.

**Remote Training and Support:** Distance is no longer a barrier to exceptional training. ChatGPT brings the classroom to your fingertips, offering real-time guidance, answering queries, and delivering top-notch training resources. Whether your team is spread across the globe or working remotely, ChatGPT is your ever-present companion.

Think of ChatGPT not as a replacement, but as an enhancement, and prepare to embrace the limitless possibilities of the future of training.







## Marketing

**Content Ideation and Creation:** ChatGPT can assist in generating endless ideas for marketing content. It's like having a creative genius in your corner, ready to whip up brilliant ideas faster than a barista making your morning coffee. Just throw in some prompts or topics, and ChatGPT will serve up a buffet of creative suggestions for blog posts, social media campaigns, video scripts, and more.

**Social Media Management:** Think of it as your very own social media guru, serving up post ideas, crafting catchy captions, and even dishing out witty responses to comments faster than you can say "hashtag awesome." With ChatGPT on your team, you'll save time, maintain a consistent brand voice, and keep your audience engaged and grinning from ear to ear.

**Market Research and Competitive Analysis:** ChatGPT swoops in like a marketing detective, armed with data-crunching prowess and a knack for spotting hidden opportunities. Just provide the relevant deets, and watch as ChatGPT unravels market trends, customer preferences, and competitor strategies faster than a speeding bullet. Gain valuable insights, fine-tune your marketing strategies, and leave your competitors scratching their heads in bewilderment.

**Thought Leadership and Content Curation:** Time to become the talk of the town with ChatGPT as your trusty accomplice! Picture this: you, the industry thought leader, armed with insights and opinions that make heads spin. With ChatGPT by your side, you can tap into its vast knowledge to generate eye-opening insights, share expert opinions, and sprinkle your content with a dash of genius. Not only that, ChatGPT will help you curate external content that'll make your audience go "Aha!" and position you as the go-to guru in your industry. Get ready to own the spotlight!



Let's look at some sample prompts for team leaders and sales professionals in the hospitality (for example- insert your industry below) sector to brainstorm content creation ideas.

These prompts serve as a starting point to generate thought-provoking ideas, co-create content, and curate valuable resources for your target audience.

- **Prompt: "What are the emerging trends in the hospitality industry, and how do they impact businesses?"**
- Example output: "The growing demand for personalized experiences and the rise of experiential travel have redefined the hospitality industry. In this article, we delve into the latest trends shaping guest expectations and discuss strategies for businesses to adapt and thrive in this dynamic landscape."
- **Prompt: "Share your insights on the future of hospitality sales and customer engagement."**
- Example output: "With evolving customer preferences and the advent of technology, the future of hospitality sales lies in personalized, data-driven strategies. In this piece, we explore the role of AI-powered chatbots, customer relationship management systems, and proactive guest engagement in driving sales and enhancing guest experiences."
- **Prompt: "Curate a list of must-read sales and leadership books for professionals in the hospitality industry."**
- Example output: "As sales and leadership professionals in the hospitality sector, continuous learning is essential for staying ahead. In this curated list, we recommend five impactful books that cover topics such as persuasive selling techniques, effective team management, and building customer relationships. Dive into these books to expand your knowledge and elevate your skills."
- **Prompt: "Share your thoughts on leveraging social media for hotel marketing and brand building."**
- Example output: "In today's digital age, social media has become a powerful tool for hotel marketing and brand visibility. In this thought-provoking piece, we discuss the impact of social media on guest engagement, reputation management, and storytelling. Discover strategies to harness the potential of social platforms to build a strong brand presence and attract your target audience."

These examples provide specific prompts related to content creation, sales, leadership, and marketing in the hospitality industry. They can serve as inspiration to begin to generate more engaging and valuable content more rapidly.



# BEST PRACTICES FOR USING CHATGPT

**How to know when to integrate A.I. in your business? My philosophy is simple: Delegate to double-down.** Is this a lower-level thinking moment? Delegate to A.I. Is this a higher-level thinking moment? Double down on E.I. (emotional intelligence).

## **Do's:**

- Clearly define the purpose: Give ChatGPT a crystal-clear mission like a well-crafted business plan. It's like giving it a roadmap to success—minus the traffic jams.
- Provide specific instructions: Be as specific with ChatGPT as a meticulously crafted IKEA manual. Leave no room for interpretation, unless you want an AI-designed abstract art piece.
- Verify information: Treat ChatGPT like a sneaky game show contestant—always fact-check its responses before handing over the grand prize. Don't let it pull a fast one- it is oftentimes WRONG- so don't take it as gospel.
- Review and edit: Put on your virtual editing hat and give ChatGPT's brilliance multi-round edits, deletions, customization, and creative polish.
- Monitor and Iterate: Embrace the spirit of AI evolution! Collect feedback, mix it with ChatGPT's genius, and create a dynamic duo that keeps improving and optimizing your results.

## **Don'ts:**

- Blindly trust outputs: Don't let ChatGPT's charm deceive you. It's a genius in its own right, but remember it's not infallible. Use a discerning eye and take its responses with a pinch of AI skepticism.
- Neglect human expertise: Don't let ChatGPT steal the spotlight from human brilliance. It's a fabulous sidekick, but remember to rely on your own expertise and judgment. Let ChatGPT be your trusty companion, not the decision-maker.
- Disregard ethical considerations: Avoid going over to the dark side of AI. Keep your moral compass intact and use ChatGPT responsibly. Don't let it be the accomplice to deceptive content, misinformation, or unethical shenanigans. Let the AI light shine in the realm of goodness.

With ChatGPT as your trusted companion, wield its power with purpose, combine it with your expertise, and together, conquer new frontiers of innovation and productivity. The future of more efficient time management is at your fingertips.



# BUSTING MYTHS ABOUT CHATGPT & A.I.

## "A.I. isn't for me... It's too confusing!"

Don't be intimidated by A.I. - it's not as confusing as you might think! In fact, many A.I.-powered tools, like ChatGPT, are designed to be super user-friendly and don't require any technical expertise. Anyone can use it! (But also ANYONE can use it- so prepare for an ultra-competitive marketplace- time to level up skills ASAP!)

## "A.I. is EXPENSIVE"

It USED to be expensive. But now, you don't have to be a big corporation with deep pockets to harness the power of A.I.. With ChatGPT and other affordable A.I.-powered tools available to marketers and entrepreneurs of all sizes and backgrounds, you can streamline your operations, save time and ultimately drive growth for your business. In fact, A.I. can even help you save money in the long run by automating tasks that would otherwise require a ton of time and resources. With ChatGPT, for instance, you can generate natural language responses to customer queries without needing an army of customer service reps. Plus, as A.I. technology continues to evolve, new and innovative tools are being introduced at every price point.

So don't be intimidated by the myth that A.I. is too expensive. Embrace the possibilities and explore the options that are right for you and your business. The future is bright, affordable, and packed full of possibility.







## "I don't trust it!"

Worried that A.I. will take over the world? You are not alone. Predicting tech's long-term impact on society is nearly impossible. But all we can do in this moment is **control the controllables**. A.I.-powered tools like ChatGPT are designed to work hand-in-hand with humans to co-create a better customer experience. With A.I. technology, businesses can quickly and accurately respond to customer inquiries, making interactions more personalized and efficient. A.I. isn't going anywhere- no matter how we feel about it- so all we can control is that we keep having conversations around regulation, safeguards, monitoring morality, cooperating with other countries, and listening to the warnings of A.I. experts in order to keep A.I. safe for humans.

Ensuring that you infuse your personality and that you inject YOUR expertise is key to ensuring A.I. is used to amplify radical human moments of connection. New tools are being introduced all the time, making A.I. even more powerful and effective, but to build trust with customers, it's important to be upfront about the use of A.I. in your business. Let customers know how A.I. is being used to enhance their experience and be open to feedback to continually improve your processes. If you approach A.I. with fear, it will not help you enhance your skills. So let's embrace it cautiously and strategically. Take the time to learn about the benefits of A.I. technology and start incorporating it into your business slowly. By using the right A.I.-powered plugins, you can increase efficiency, save time, and really drive incredible momentum and growth for your business. Ideally, we can use it to create more time and space for what really matters to us humans.



# POTENTIAL ENTERPRISE APPLICATIONS

USE THIS LIST AS AN A.I. AUDIT STARTING POINT

CATEGORY	TASK
<b>Administration</b>	Scheduling appointments
	Managing email correspondence
	Filing and organizing documents
	Ordering office supplies
	Payroll processing
	Invoicing and expense tracking
<b>Sales &amp; Marketing</b>	Responding to sales inquiries
	Creating and publishing social media content
	Updating website content
	Managing email marketing campaigns
	Tracking and analyzing marketing performance
	Preparing sales proposals
<b>Customer Service</b>	Responding to customer inquiries
	Resolving customer complaints
	Processing returns and refunds
	Updating customer records



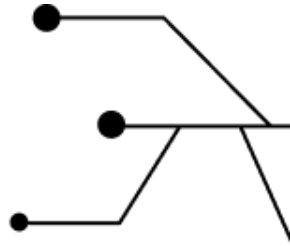
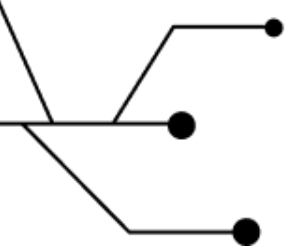
# POTENTIAL ENTERPRISE APPLICATIONS

CATEGORY	TASK
<b>Operations</b>	Inventory management
	Coordinating with suppliers
	Quality control checks
	Managing and scheduling employee shifts
<b>Finance &amp; Accounting</b>	Bookkeeping
	Preparing financial reports
	Tax planning and compliance
	Managing accounts payable and receivable
<b>Human Resources</b>	Recruitment and onboarding
	Employee performance evaluation
	Organizing training and development activities
	Managing employee benefits and policies





**PART THREE:**  
**CHATGPT FOR**  
**TEAM LEADERS**  
**& SALES**  
**PROFESSIONALS**



# CHATGPT FOR TEAM LEADERS AND SALES PROFESSIONALS

No matter where you are in your journey, I want you to know that YOU can benefit from A.I. and ChatGPT in more ways than one. Even if you're just starting out, you can use ChatGPT to help with content creation, sales support, and lead qualification.

But that's not all.

You can ask ChatGPT for ideas on how to market your product or service on social media, what types of content your ideal audience is interested in, and you can use it to identify social trends to join in on.

And that's ONLY relating to social media. My agency [Strikepoint](#) has been using ChatGPT to help produce blogs, optimize our website, create ads, and so much more.

This is a beginner's guide, so we will cover the basics of each pillar of content that ChatGPT can help you create.

---

## UTILIZING A.I. FOR CONTENT CREATION

Content Creation becomes a breeze with ChatGPT as your trusty sidekick. Say goodbye to those days of writer's block, and blank blinking cursor syndrome. Say hello to a world of endless inspiration to keep you evolving your thinking. It's like having a team of creative geniuses on demand, generating creative ideas for your social media, blog, newsletters, sales assets, proposals, presentations, and so much more. Remember, Chat GPT is your ultimate brainstorm buddy, helping you soar to new content productivity heights while keeping your human brilliance amplified.

Get ready to captivate your audience and unleash your content superpowers in ways you never thought possible- and certainly not with a free tool.





# POST IDEATION AND PLANNING

When it comes to social media post ideation, ChatGPT is your personal idea-generating sidekick, ready to help you conquer the digital realm. Just give it a nudge by sharing your (very specific!) target audience and watch as it becomes the mastermind behind customer personas even Freud would be impressed by.

Input a prompt or topic, and voila! Let Chat GPT work its magic, providing you with a plethora of ideas to choose from. It's like having a brainstorming session with a genius, minus the coffee spills and weird metaphors. Once you've got your goldmine of ideas, sit back, relax, and let Chat GPT take over your content calendar, dishing out captivating captions and copy that will leave your audience craving more. It's like having a social media marketing guru in your pocket.

For example: I asked ChatGPT: *"Create a social media content calendar for a team of sales professionals in the hospitality industry and to put it in a table."*

Date	Content Topic	Post Type	Caption
1/1/2024	Top 10 Travel Destinations	Listicle	"Escape the ordinary! Check out our handpicked list of the most breathtaking travel destinations. Adventure awaits! #TravelGoals"
1/5/2024	Insider Tips for Hotel Bookings	Tip of the Day	"Score the best deals and make your hotel stays extraordinary with our insider tips. Your wallet will thank you! #TravelSmart"
1/10/2024	Customer Spotlight: Amazing Hotel Experience	Customer Story	"Hats off to our incredible guest, Sarah, for sharing her unforgettable experience at our hotel. We're thrilled to be a part of her travel memories! #HappyGuests"
1/15/2024	Behind the Scenes: Meet Our Dedicated Staff	Behind-the-Scenes	"We're lifting the curtain to introduce you to the incredible team behind our top-notch hospitality. Get ready to meet the superstars! #HospitalityHeroes"
1/20/2024	Travel Quiz: How Well Do You Know Our Destinations?	Quiz	"Think you're a travel expert? Test your knowledge about our breathtaking destinations and discover if you're a jetsetter extraordinaire! #TravelQuiz"
1/25/2024	Hotel Highlight: The Luxury Suite Experience	Feature	"Indulge in the lap of luxury with our exquisite suite experience. From breathtaking views to unparalleled comfort, it's a stay fit for royalty! #LuxuryLiving"



# POST CONTENT CREATION

Now, obviously, you would then tweak, delete and iterate, until you have YOUR UNIQUE social calendar for the month. Then ask ChatGPT: *"Write titles for an email series based on my social media calendar."*

Email #	Email Title
1	Wanderlust Alert: Unveiling the Ultimate Travel Escapes
2	Hotel Hacks Unleashed: Insider Secrets for Savvy Jetsetters
3	Extraordinary Tales: Incredible Hotel Stories That Will Amaze You
4	Behind the Scenes: Meet Our Hospitality Heroes
5	The Travel Quiz Challenge: How Well Do You Know the World?
6	Suite Dreams Come True: Experience Luxury Like Never Before
7	Fuel Your Adventure: Inspiring Quotes for the Travel Enthusiast



Ask ChatGPT: "Write a blog series based on the social media and email topics we just created for hospitality sales professionals."

<b>Blog #</b>	<b>Blog Topic</b>	<b>Description</b>
1	The Art of Exceptional Customer Service in the Hospitality Industry	Explore the key elements and strategies that make customer service truly exceptional in the competitive landscape of the hospitality industry.
2	Unveiling Hidden Gems: Exploring Offbeat Destinations	Discover lesser-known and offbeat destinations that offer unique experiences and a chance to escape the crowds, perfect for adventurous travelers.
3	Mastering the Fine Art of Hotel Branding	Dive into the world of hotel branding and learn how successful hotels create a strong brand identity to stand out and attract their target audience.
4	Elevate Your Culinary Journey: Exploring Food Tourism	Delve into the mouthwatering world of food tourism, where culinary experiences take center stage, offering a unique way to explore a destination's culture.
5	The Rise of Sustainable Tourism: How Hotels are Going Green	Discover the growing importance of sustainable tourism and how hotels are implementing eco-friendly practices to reduce their environmental footprint.
6	Embracing Technology: Innovations Transforming the Hospitality Industry	Explore the latest technological advancements shaping the hospitality industry and how they are revolutionizing guest experiences and operations.
7	Unlocking the Secrets of Successful Hotel Management	Gain insights into effective hotel management strategies, from optimizing operations to providing excellent guest experiences and driving profitability.

Isn't this wild? Everything aligns and is cohesive. Can you imagine how much this will help you and your team with content creation? REMEMBER: the key here is to keep prompting it further and further to get the exact messaging you are looking for. You can even ask it to post in a certain tone like humorous and conversational, or to "use the voice of NAME." The creative opportunities are truly endless- but they are only a starting point to get you thinking, editing, adding, creating, and most of all, EVOLVING.



# SWIPE PROMPTS FOR TEAM LEADERS AND SALES PROFESSIONALS

Here are some starter prompt ideas for how you can use ChatGPT to create other digital content.

Take a look at the following prompts I have personally used time and time again when interacting with A.I. and ChatGPT specifically.

You can take these prompts, customize them to your specific needs, and watch the results as they pour in. You'll never run out of email subject lines, social media ideas, blog posts, and everything in between.

## Email Marketing

- Here is a sales email I have written [insert the email or describe the email]. Come up with a subject line that's [adjective] and [adjective].
- We are launching [product]. It is designed for [audience]. These are three main features/benefits [Item], [Item], [Item]. Please write a sales email inviting the reader to buy a product at [percentage]% off.
- We are launching [product]. It is designed for [audience]. These are three main features/benefits [Item 1], [Item 2], [Item 3]. Write a sales email inviting the reader to buy a product at [percentage]% off.
- "Write a weekly newsletter email for our customers that highlights new products, promotions, and events."

## Website Content

- Craft compelling product descriptions that showcase the value of [Product] to your target audience, driving engagement and conversions. Highlight its unique benefits and key features to captivate potential customers and boost sales.
- Develop customer-centric sales strategies that align with the specific needs and preferences of your target audience. Build trust, provide tailored solutions, and create lasting customer relationships for sustainable sales success.
- Leverage the power of storytelling in your sales approach. Craft compelling narratives around your products or services to engage and persuade your audience emotionally, driving higher sales conversions."



## Facebook Marketing

- What are 20 possible audiences on Facebook who could be interested in [product]?
- I am creating an ad campaign for [product/service] and need help writing copy that will grab the attention of potential customers. Can you help me come up with headlines and body copy that will persuade them to make a purchase?
- Brainstorm 20 compelling headlines for a Facebook ad promoting [product] for [audience].

## Customer Service

- Write a warm reply to a potential customer who wants to know how [product] works.
- List out 10 ways I can reply to this question about [product]: [Type question]
- “Could I offer personalized or customized experiences for customers to increase their engagement with my brand? What types of personalization would be most effective, and how could I implement them?”

## Blogging

- Write a detailed blog outline on [topic] with H2, H3, subheading, and bullet points.
- Can you write a blog post [for/against][subject] from the perspective of [ideal customer]. Before you do so, state the benefits of reading the article.
- “Can you write a blog post about the benefits of [product/service/idea] and how it can improve [specific area of life/business]?”





# NOW WHAT?

Now, you dive in and get started experimenting with the power of ChatGPT. Please keep me posted on your results, ask me your questions, and send your new ideas anytime. We have only scratched the very tip of the surface of what's possible in this ebook- so here are a few next steps for a deeper dive:

**1** For more best practices, advanced prompts, and creative ideas on how to use ChatGPT to expand your business, subscribe to my Monday Mojo newsletter [here](#).

**2** Looking for a keynote speaker to help your direct sales force level up their digital persuasion for the Age of A.I.? Let's talk sales training options!

Message [ashley@erinking.com](mailto:ashley@erinking.com) for availability and pricing.

**3** Are you an executive brand marketer looking for enterprise-level support with your overall digital strategy?

Schedule a free strategy session and learn how our team at [Strikepoint](#) can help you maximize your ROI through media buying, funnel building, ad creative, branding, and web design.

We will look at your ad creative, landing page copy, ad accounts, website, branding, etc to help identify areas of opportunity for your marketing, direct selling, or social retailing brand.

[GET YOUR FREE 360 MARKETING REVIEW NOW](#)



Cheers to your success online, offline, and all the time!

XO  
Erin  
King



# BONUS A.I. TOOLS

PS THIS IS JUST THE TIP OF THE ICEBERG-  
SUBSCRIBE TO MY WEEKLY MONDAY MOJO FOR  
BRAND NEW A.I. TOOLS EVERY WEEK!

CATEGORY	SOFTWARE
<b>Productivity</b>	<a href="#">Notion AI</a>
	<a href="#">You</a>
	<a href="#">Mem</a>
	<a href="#">Taskade</a>
	<a href="#">Craft</a>
	<a href="#">Todosit</a>
<b>Marketing</b>	<a href="#">ContentEdge</a>
	<a href="#">Hemingwayapp</a>
	<a href="#">Copy A.I.</a>
	<a href="#">Phrasee</a>
	<a href="#">Market Muse</a>
<b>Sales</b>	<a href="#">Exceed</a>
	<a href="#">Creatext</a>
	<a href="#">Twain</a>
	<a href="#">Creaitor</a>
	<a href="#">People</a>
	<a href="#">Octane</a>

