

# STEP ONE

# FIND YOUR BRAND VOICE

CHOOSE THREE WORDS THAT BEST DESCRIBES  
YOUR BUSINESS

Professional	Friendly	Formal	Conversational
Authoritative	Informative	Playful	Engaging
Confident	Approachable	Empathetic	Energetic
Authentic	Innovative	Inspirational	Trustworthy
Direct	Lighthearted	Sophisticated	Educational
Dynamic	Personal	Humorous	Reliable
Welcoming	Creative	Bold	Warm
Professional yet friendly	Credible	Caring	Imaginative
Vibrant	Casual	Transparent	Modern
Thoughtful	Unique	Quirky	Enthusiastic
Respectful	Progressive	Interactive	Youthful
Elegant	Trendy	Memorable	Simple
Sophisticated	Accessible	Informal	Expert
Inspiring	Fun	Trustworthy	Informative
Reliable	Empowering	Dynamic	Genuine
Authentic	Charismatic	Polished	Collaborative
Bold	Welcoming	Knowledgeable	Impactful
Stylish	Exciting	Reliable	Evocative
Professional yet approachable	Innovative	Captivating	Persuasive
Honest	Memorable	Progressive	Versatile
Unique	Bold	Genuine	Nurturing
Upbeat	Relatable	Pioneering	Inviting
Memorable	Bold	Interactive	Eloquent
Personable	Visionary	Creative	Distinctive
Memorable	Collaborative	Engaging	Warm-hearted
Empathetic	Stimulating	Impactful	Experiential
Sophisticated	Trustworthy	High-quality	Visionary
Imaginative	Resourceful	Authentic	Customer-centric
Informative	Modern	Bold	Inspirational
Relatable	Friendly	Accessible	Informative
Dynamic	Charismatic	Welcoming	Progressive
Credible	Energetic	Polished	Memorable
Professional yet friendly	Trustworthy	Expert	Engaging
Innovative	Authentic	Creative	Unique
Impactful	Friendly	Knowledgeable	Bold
Memorable	Reliable	Inspiring	Informative
Engaging	Authentic	Personal	Professional

# STEP TWO

# FILL IN YOUR PROFILE

## BUSINESS PROFILE TEMPLATE FOR CONTENT CREATION WITH CHATGPT

### *Business Basics:*

- **Business Name:**
- **Industry/Niche:**
- **Website:**

### *Background & Vision:*

- **Brief History:** (When was the business established, any significant milestones?)
- **Mission Statement:** (What is your primary aim?)
- **Value Proposition/USP:** (What sets you apart?)

### *Brand Identity:*

- **Tone and Style:** (E.g., Formal, casual, humorous, etc.)
- **Visual Identity:** (Any specific colours, logos, or themes?)

### *Product & Service Details:*

- **Core Offerings:** (List the primary products/services.)
- **Upcoming Launches/Events:** (Any new product/service you're about to introduce?)

### *Target Audience:*

- **Primary Demographics:** (Age, location, interests, etc.)
- **Customer Pain Points:** (What problems does your product/service address?)

### *Brand Personality:*

- **Any Interesting Tidbits:** (Fun facts about the business or owner, awards, etc.)
- **Favorites:** (E.g., A favourite cocktail, in your case. This helps in personalised storytelling.)

### *Competitive Landscape:*

- **Main Competitors:** (A brief mention for market positioning.)

### *Engagement Metrics:*

- **Keywords and Hashtags:** (Popular keywords or hashtags relevant to your business.)
- **Previous Content:** (Links to a few past social media posts or blogs for reference.)

# STEP THREE

## DECIDE HOW ChatGPT SHOULD RESPOND TO YOU

In your ChatGPT profile under 'custom instructions' there is a space to answer this question if you want a consistent approach, leave blank if this will change.

1. **Concise and Direct:** "I want ChatGPT to provide short and to-the-point answers."
  - Example: User: "What is the capital of France?" Response: "Paris."
2. **Detailed and Informative:** "I want thorough explanations and background information."
  - Example: User: "What is the capital of France?" Response: "The capital of France is Paris, a historic city known for its art, architecture, and cultural significance. Paris, sometimes referred to as 'The City of Light', has been a center of finance, commerce, science, and the arts for centuries."
3. **Casual and Conversational:** "I like a casual tone and friendly chat."
  - Example: User: "What is the capital of France?" Response: "It's Paris! Such a beautiful city, have you been?"
4. **Technical and Academic:** "I want ChatGPT to respond in a formal, academic manner."
  - Example: User: "What is the capital of France?" Response: "The designated capital city of the French Republic is Paris."
5. **Humorous:** "I enjoy a touch of humor in the answers."
  - Example: User: "What is the capital of France?" Response: "It's Paris, but don't tell the croissants I told you!"
6. **With Citations:** "Whenever possible, provide sources for information."
  - Example: User: "What is the capital of France?" Response: "The capital of France is Paris, as established by the French government [source: French Embassy website]."
7. **Opinion Avoidance:** "Please refrain from giving subjective opinions."
  - Example: User: "Do you think chocolate ice cream is the best?" Response: "Chocolate ice cream is a popular flavor among many people."
8. **Artistic and Creative:** "Feel free to be creative in your answers."
  - Example: User: "What is the capital of France?" Response: "In the heart of Europe's tapestry, amidst a sea of tales and history, stands Paris, the luminous beacon of France."

# STEP THREE cont.

## WHAT TO DO IF YOU RUN DIFFERENT BUSINESSES

**Create multiple profile documents and copy and paste your current 'profile' in every new query.**

If you run multiple businesses and each requires a different style of response from ChatGPT, there are a few approaches you can take:

**Specify the Context First:** Each time you begin a conversation or a query, specify the context of which business you're referring to. For instance:

- "For my tech startup, explain cloud computing in simple terms."
- "For my artisan bakery, give me a poetic description of sourdough bread."

**Profile Rotation:** If the platform allows, you could create multiple profiles, each tailored for a specific business. Before interacting with ChatGPT, choose the profile that matches the business you're working on at the moment.

**Combined Styles:** If it's not too cumbersome, you can combine the desired styles in your profile and then specify which one you want when you ask:

- "Concisely, explain the benefits of e-commerce."
- "In a detailed and technical manner, describe the fermentation process in baking."

**Use Keywords:** Incorporate specific keywords or tags at the beginning of your queries to signal to ChatGPT the style you're looking for:

- "[Tech] What's the latest in quantum computing?"
- "[Bakery] Suggest some popular bread flavour combinations."

**Request a Follow-Up in a Different Style:** After receiving a response in one style, you can always request the information to be reformatted in another style:

- User: "Explain the ROI of digital marketing."
- ChatGPT: "[Provides detailed response]"
- User: "Can you summarise that in a concise manner for my retail business meeting?"

# STEP FOUR

## USE A PROMPT

**OR CREATE YOUR OWN - Remember that prompts are just questions.**

### **Small Business Owners:**

- 1. How can I optimise my website for SEO?**
- 2. Can you recommend marketing strategies for a new online shop?**
- 3. Please explain the significance of branding for my start-up.**
- 4. What are best practices for retaining customers in e-commerce?**
- 5. How might I establish an effective email marketing campaign?**
- 6. In what ways can I promote my photography business on Instagram?**
- 7. What common pitfalls should new entrepreneurs be wary of?**
- 8. How should I price my products competitively without compromising on profit?**
- 9. Suggest ways to network effectively within my industry.**
- 10. How can a copywriter improve their writing for online adverts?**
- 11. What should I include in a business plan for a new venture?**
- 12. Can you provide tips on handling customer complaints in my online store?**
- 13. How can I use social media analytics to boost my brand's online presence?**
- 14. What are the latest trends in e-commerce website design?**
- 15. How can I maximise engagement on my business's Facebook page?**

### **Photographers:**

- 1. What are some innovative photography techniques I can try?**
- 2. How can I create a compelling online portfolio?**
- 3. Can you provide tips on taking portrait photos in natural light?**
- 4. What's the best way to approach event photography pricing?**
- 5. How might I market my photography workshops to a wider audience?**

### **E-commerce:**

- 1. How can I ensure secure payments on my online shop?**
- 2. Recommend some user-friendly e-commerce platforms for a beginner.**
- 3. How do I deal with international shipping and customs?**
- 4. What should I consider when choosing suppliers for my e-commerce business?**
- 5. Can you help with a catchy slogan for my online fashion store?**

### **Copywriters:**

- 1. What are effective techniques to write persuasive product descriptions?**
- 2. How can I improve my copy for email campaigns?**
- 3. Suggest ways to avoid clichés in advertising copy.**
- 4. What should I include in a proposal to potential clients?**
- 5. How can I stay updated with the latest copywriting trends and dialects?**

### **Lifestyle:**

- 1. Can you suggest daily habits to improve well-being?**
- 2. Recommend a list of motivational books for personal growth.**
- 3. How can I organise my daily routine more effectively?**
- 4. Suggest ways to cultivate mindfulness in daily life.**
- 5. What are some nutritious breakfast ideas for a busy morning?**

### **Travel:**

- 1. What are must-visit destinations in the UK?**
- 2. How can I plan an eco-friendly holiday?**
- 3. Can you provide tips on backpacking across Europe on a budget?**
- 4. Recommend some hidden gems in London for a day trip.**
- 5. What should I pack for a winter holiday in Scotland?**

### **Cooking:**

- 1. How do I make a traditional English trifle?**
- 2. Can you suggest vegetarian alternatives for a Sunday roast?**
- 3. What are some classic British desserts to try?**
- 4. How do I properly brew a pot of English tea?**
- 5. Recommend some flavourful herb and spice combinations for roasting vegetables.**

### **General Interest:**

- 1. Explain the history of the English language.**
- 2. How can I improve my creative writing skills?**
- 3. Can you help with trivia questions for a UK-themed quiz night?**
- 4. Recommend some classic British literature for a reading list.**
- 5. What are the key differences between UK English and US English?**
- 6. Suggest tips for maintaining a garden in temperate climates.**
- 7. How do I grow my own herbs at home?**
- 8. Can you explain the rules of cricket in simple terms?**
- 9. What are the cultural significance and origins of the English pub?**
- 10. How can I learn to understand different British accents and dialects?**

# STEP FIVE

## HOW I ACTUALLY USE IT

It'll be no surprise to you that ChatGPT created the above prompts, here's what I actually use it for...

- Please map out a years worth of blog content. Starting from January 2024, I would like ideas for a 'Cocktail of the month' complete with recipe in ml and oz and all recipes should feature a salt or sugar rim from my product range.
- Perfect, now please write a blogpost for each of these recipes, in UK English.
- **CHOOSES 1 BLOGPOST** - Please extract 20 different Instagram posts for me to post over the chosen month. Use relevant hashtags and UK English.
- Now please extract 20 tweets from this blogpost. Keep to 140 character minimum and use relevant and popular hashtags.
- Please give me a list of UK and USA holidays that would be good to market for.
- My best friend lives in New York and I live in England. Please suggest 20 mid-point places where we could meet.
- Please suggest a three day itinery for our trip to Porto. Include cocktails and great restaurants. We like to be by the water.
- Business planning
- Research your competitors
- Ask what my competitors strengths and weaknesses are.
- What kind of marketing strategies do my competitors use and how does it compare to mine.
- Proofreading my book.
- Ghost writing my book!
- Helping me with my Italian.
- Helping me prepare courses.
- Product descriptions for The Salty Rim Co.
- Writing my website.
- CV Writing
- I could go on but I'm going to leave Ryan Reynolds out of this one.

Thank you for watching! Please feel free to message me on Instagram with any questions you may have. [@vixfizz72](#) & [@thesaltyrimco](#)