

Episode 10

Chat GPT For Marketing

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Hey Hey and welcome to another episode of my weekly marketing. ChatGPT, How many times have you heard this phrase in the last few weeks? It has taken the world by storm, and for good reason. You can truly make our lives as entrepreneurs easier. But there are a few things you should know about ChatGPT before you jump into it, and I'll get into that in this episode.

0:50 Unless you've been living in a cave for the last few months, you've probably heard quite a bit about AI or artificial intelligence and chat GPT. Chat GPT is an artificial intelligence chatbot developed by a company called Open AI. It's stable version was released in May of 2023, which at the time of this recording was just a few weeks ago. Now, I know a few entrepreneur friends that have said, it's just another thing I don't have time to learn, and I get that. But like the internet itself, Chat GPT and other AI tools won't be going away anytime soon. And you might as well jump in and give it a test drive. I think you'll find it will give your business and especially your marketing, a lot more horsepower than you think it will. Although chatGPT primarily mimics human conversation. It can also do a litany of other things like, write computer programs, write letters, speeches, emails, and anything else you need written out. It can compose music and write poetry. It can translate text into another language. It can help you learn a complex subject, like I typed in "Explain what web three" is using fourth-grade language and something that caught my college professor husband's attention is that you can write student essays and papers.

2:00 By the way, teachers have software to detect when ChatGPT is used on assignments, just saying! And of course it can help with a lot of other things we write for marketing and that's what I want to focus on today. Now I say help because it is literally a robot. The thing ChatGPT will never be able to do is to connect with your customers on a personal level. It will never be able to tell a story of your experience. It'll never know of something that your customer said that moved you or what you did last weekend. It can make up a story or give you ideas, but it doesn't have feelings or emotions. And those are the elements that will help your potential customers know, like and trust you. So those are the things you want to add or include in any copywriter in text right? So it's not creative, it's not a strategist, those things will always require a human brain, at least I think so. So will chat GPT replace your copywriter? Or you if you write your own copy? NO! but it can certainly help you.

3:12 There are some other limitations of chat GPT. The other downside is that it can be slow and it can be glitchy during peak hours. And since it's used worldwide, it's hard to know when

peak hours really are. It also can't browse the internet. So you can't really use it like Siri and ask a question like what times target close today or what reporters cover us in business news, it's not a search engine. You'll also need to be aware and this is important that you need to double-check its facts. It's not a perfect tool by any means. So like I was told by my college journalism professor, always double check your facts. Also, its knowledge cut off takes place in September of 2021. So anything more recent than that will not be included in its search results. But it will let you know when it can give you an answer. So you just carry on.

4:09 So since we have the details out of the way, here's how you can get an account and start using it for your business. To start out, you can get a free account at chat.openai.com. They do have an upgraded plan for \$20 a month which is supposed to be faster. I'll put the link in my show notes in case you need it. Once you sign up for an open AI account, which includes verifying your email and phone number and accepting the terms and conditions and such then you're in. There may be a wait until you get an invitation to join. There was when I signed up. But they will email you when they're ready.

4:47 So once you're in here's what to do. You can ask it a question or ask it to generate anything you want. So I would recommend playing with it a bit and see what it can generate for you. If you ask it a question that you didn't and you didn't get the results you wanted, you will likely need to go back and ask to do it again. I heard someone say I don't know who said this, but it was sort of like working with an intern. You just need to tell them what they did right and tell them what needs to be proved and then have them tried again. Also, you need to use simple and specific prompts. For example, you can say "I need podcast reporting tips for guests who are appearing on my show about business". And I did that and they gave me six tips that were pretty good and that I probably would have not thought about at all. So I could have also said write five more or write five different tips and I would be able to do that too. Also talk to chat GPT in a conversational tone. So talk to it. Like it's a person on your computer or like you're chatting on Slack or in a text message. And remember it is different than Google. So we might go to Google and type in, let's say we're looking for Rug Devy. We might type in "Blue Outdoor Patio Rug" into the Google search bar and Google will send you to a website. On chat GPT I would phrase it as "Where can I find a blue outdoor patio rug" and chat GPT will offer a general list of stores and types of stores that you could find it. See the difference?

6:13 Sometimes chat GPT generates text or answers that sound too fake or polish. In that case you can go back and ask her to redo it based on different parameters. For example, for one of my clients, I asked her to write a subject line for an email promoting a birthing class. Its first suggestion was "Prepare for Parenthood and Enroll in our Life Changing Birthing Class Today", which I didn't really like so then I said write in a less salesy way. And then it came back with "Empower Yourself for Parenthood. Join our informative birthing class now", which I still didn't really like so then I wrote, "write it in a more casual way" and it came back with "Calling all expectant parents to discover the ultimate birthing class experience". Now I didn't use any of those, but the final version was pretty good. It was still a great idea generator for me. I think sometimes we get stuck in thinking of ideas and chat GPT can just give us a little nudge in the right direction. In my opinion, that's what it does best.

7:16 Here's some other things that you can use chat GPT to do. Like on social media, you can have it generate a month's worth of social media posts around a certain subject. You can also ask it to generate those ideas in a certain tone or for a specific audience. Headlines you can write ask you to write five attention grabbing headlines for my small business audience, whatever it is based on the following text and then insert the text that you had in the ad copy or whatever text that you're working with, you can ask it to write five subject lines for an email about blank, you can ask it to generate an outline for a blog post about blank, you can ask it to create an email about a promotion and then copy paste the promo page text in the box for chat GPT, you can also ask it to get you more information about target customer who owns small businesses and and is overwhelmed for example, and ask them specifics about it. What do they want? What are they looking for? Or what it is struggling with? You can also and this is really something I haven't done much of it you can have it review your written content. You can have a look over a blog post and edit out any passive voice that you have included. You can have a review a paragraph and have it tell you about the brand voice so you can kind of check to make sure that the text on your website is reflective of your own personal brand voice. You can have it to write text messages or SMS. You can have it create something like an alert to tell people that there's still something left in their cart. You can also use it to consolidate information. If you have a lot of texts that you're working with and you can have it chat GPT condense it down into, say 500 Words. You can do media outreach by having it write a press release. You can have it summarize, of any book by an author and tell it how long you want the summary to be so like summarize a book by this author in about 200 words. You can have it write job descriptions. And this one I thought was super interesting not to get too meta, but it can generate a list of prompts for you to ask it back. For example, I asked it to generate a list of tips and props. I could ask him about copywriting and came up with some great ones including what text was stand out from competitors, text that was the ADA formula and copywriting mistakes to avoid. It can also write a great outline or first draft of an email, a landing page or anything else you write on a consistent basis. Now there are other technologies that also use AI to generate content. I've been using a tool called brainwork, which is an AI generated tool to help you write blog posts. You can write an outline or first draft in just seconds, which I edit and make on my own and sometimes it works and sometimes I need to kind of beef it up a little bit.

10:20

So now I mentioned a lot of options in ways you can use chat GPT for your business, and I do know this has a lot to absorb on a podcast. And truly there are infinite ways to use it. All in all AI and chat GPT are not going away and they're gonna keep getting better and faster. So I feel like the time to embrace this is now because they're going to make your marketing better. And you can get more done in a day. So what's better than that? And even if you don't use it, your competitors are. So I think the time to jump on this is right now. So I'm putting together a cheat sheet for ways to use this since it's basically an ideal as though I don't want to put it on a PDF. So instead, I'm gonna put it on a Google Drive document and I'll include a link in the show notes so that you can access it now. I'll keep adding to it because I think there's some great ways to use this. As it gets better and better. We'll be able to use it in different ways. And as we come up with more ideas of things that work, I'll put those down as well. So check out the podcast show

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