



# Prompt Crafting for Digital Marketing

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# Prompt Crafting for Digital Marketing

## *Summary*

A short clear guide in plain English on how to write prompts for digital marketing with AI.

## *The Audience for this eBook*

This book is for people in marketing to use AI for the day-to-day work of marketing.

This book is not a general guide to AI. There are other books for that.

Other professions and careers may benefit from some of this. Perhaps one day I may write books for other professions.

## *Updates*

I'll update the PDF of this ebook occasionally. This version is **March 28, 2024**.

The current PDF is free on my website at [andreas.com/book-prompt-crafting.html](https://andreas.com/book-prompt-crafting.html)

## *Your Suggestions and Ideas*

Send me your ideas, questions, suggestions, and comments. Email me [andreas@andreas.com](mailto:andreas@andreas.com)

## *What's My Experience with Chat AI?*

- I was the CMO of a Silicon Valley startup, where I used AI to rewrite the website, product manuals, product descriptions, spec sheets; used it for SEO and digital ads; show the social media manager how to create 200 social media postings; show the Sales Team how to write sales letters; and write status reports, quarterly reviews, reference letters, and funding letters.
- I teach digital marketing with AI. I was one of the first in the world to teach live courses on marketing + AI. This includes how to use AI for SEO, Google Ads, and digital marketing. These classes are for university students and corporate training. You can take my classes at the DMAnc. See [andreas.com/digital-marketing-webinars.html](https://andreas.com/digital-marketing-webinars.html).
- This ebook is based on my fourteen hours of courses (and 900+ slides) on AI for marketing, which includes SEO with AI, ads with AI, social media with AI, images and AI, video and AI, content marketing with AI, write articles and books, shorten or translate articles, emails with AI, web page copy with AI, add an AI bot to your site, product descriptions and captions, customer reviews, press releases, event promotion, prepare for meetings, convert meeting notes, summarize meetings, cross marketing, research and review, compare books, market analysis, ideas for team events, impact of AI on jobs, improve your resume with AI, overview of the main AIs, the future of AI, the next ten years, and more.

- Attendees get all PowerPoint slides (with prompts and results), video recording, handouts, spreadsheets, ebooks, supplemental slides, and more.
- You can copy, paste, and edit for your work.
- Take the course live or recorded at the DMAnc.org.

Folks, AI is the biggest change to the web since HTML came out in 1993. Marketing will change substantially. The basics of standard SEO and digital ads no longer apply with AI.

Learn more at [andreas.com/digital-marketing-webinars.html](https://andreas.com/digital-marketing-webinars.html)

### *What Attendees Say about My Classes on Digital Marketing with AI*

- **All killer, no filler!** -- Nathaniel
- Andreas is very responsive to questions. - Fawn
- Awesome content and loved the live chat -- Alok
- Very useful and timely. -- Pamela
- Well-presented and well-thought out throughout. -- Grant
- A framework you can immediately implement in your company. -- Ronald
- He provides examples for everything. -- Eva
- I learned so much beyond simple text and image generation. -- Branson
- The sample prompts are incredibly helpful. -- Stephany
- **Really practical stuff and avoids jargon.** -- Madalyn
- I've taken a few courses before, but this one is the go-to for any marketer needing a solid grasp on AI. – Grace

### *Who Wrote this Book: Andreas or an AI?*

This book is organic, artisan, and free range. I wrote the book. I wrote prompts and then asked the AI to write the prompt that I should have written. I use ChatGPT-4 and Claude-3. I used Microsoft Image Creator to create the cover.

### *More about Andreas*

I'm a professor of marketing at Omnes Education, which is the second-largest private business school in France with 35,000+ students, and CSTU, a private university in Silicon Valley. I'm also senior instructor at DMAnc.org, where I teach corporate training in digital marketing to corporations and large organizations. I have 25+ years of experience in digital marketing in Silicon Valley. I've worked with major corporations worldwide. My clients include Stanford and Harvard. I live in Palo Alto. See more about me at [andreas.com/about/](https://andreas.com/about/)

## *Dedication*

This book is for my friends and students who asked questions, tried things, discovered new ideas, and talked with me about marketing and AI. Many thanks for all the conversations!

## *Bluetooth-enabled Ski Boots*

I use Bluetooth-enabled ski boots by Ski-Boots.com as an example. I don't sell ski boots. Ski-Boots.com doesn't exist. I don't even like snow. It's just an example.

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# Marketing with AI: A New Way to Do Things

## *The Old Way: You Tell It What You Want It to Do*

Until now, digital devices have been question/answer machines. For example, you typed numbers into a calculator, and it gave you one answer. Type a telephone number into a phone and Mom answered. This basic question/answer model included devices such as calculators, desktop computers, Google search, tablets, and smart phones.

## *The New Way: You Chat with an AI*

AI is different. You chat with it:

- **Not “one answer”:** You get several answers.
- **Conversational:** Like talking with a friend, back-and-forth.
- **Context:** The more context you give the AI, the better your results.
- **Creative:** The AI is creative.

AI doesn't give you “an answer” like a calculator. It gives you ideas for your work.

Talk with the AI as if it's a bright graduate student who's an intern for you.

Sam Altman, CEO of OpenAI, says, “It's best to think of AIs as reasoning engines that compare concepts, make counterarguments, generate analogies, or evaluate.”

**Insight:** Use AI for creativity, suggestion, ideas, analysis, and to improve your writing.

This is a difficult issue for many people to understand. They think AI is like every other machine they've ever seen. They type something into an AI, it replies, and they don't realize it's just one version and the AI has more replies.

## *The Main Chat AI*

The main AIs work on the same basic principles. There are differences in quality (some are better, some are worse) and capabilities (some can do this, others can do that). They constantly change, sometimes every few days. More are coming.

- OpenAI ChatGPT-4: [chat.openai.com](https://chat.openai.com)
- Microsoft Copilot: [copilot.microsoft.com](https://copilot.microsoft.com)
- Google Gemini: [gemini.google.com](https://gemini.google.com)
- Anthropic Claude-3: [claude.ai](https://claude.ai)
- Meta LLaMA: [llama2.ai](https://llama2.ai)

And more.

## *Names for Artificial Intelligence, AI, Generative AI, GenAI*

Wait, what are we talking about? People use different names for this. Artificial intelligence, AI, generative AI, genAI, LLM, and so on. Many say Chat-GPT (or just “jeep”). Some say Chat Gippity (my favorite!). We won’t talk about what ChatGPT means in French.

I use the term “AI” in this ebook, but I really should say genAI (generative AI) or LLM (Large Language Model).

## *Which One Do I Recommend?*

I strongly recommend that you pay \$20 per month for an AI. The paid versions are better, faster, and always available. They also have additional useful features.

**At the moment (March 2024), Anthropic Claude-3 is the best one.**

I recommend you use all of them. Don’t settle on one AI. They have different features and abilities. They constantly change.

## *What Are AI Good for?*

- **LLM AIs are lousy at facts.** They make mistakes. You need to proofread line by line. Better yet, don’t ask AI for facts or information.
- Worse yet, the AI’s reply will match what you ask. **If someone asks a dumb question, it will write a beautifully written dumb answer.** So you have to think carefully about what you ask.
- **AI are wonderful at writing.** You can use AI to write better. Ask it to improve your text, change the style, check grammar and punctuation, and so on. In my classes, I show students many ways to use AI for writing. Within days, students from non-English speaking countries can produce writing at the quality of Stanford or Harvard graduate students. This is very useful for marketing, which is all about communicating and convincing, and explaining.

AI are also good at creating images and other things, but those are topics for other books.

## *NLP and LSI*

**Natural Language Processing (NLP)** and **Latent Semantic Indexing (LSI)** are key concepts in LLM AI. AIs don’t look at just the word. They look at the word (“cat”), the word after it (“cat bed”), the word before it (“lazy cat”), the phrase (“the lazy cat on the bed”), the sentence (“Is the lazy cat on the bed again?”), the paragraph, the page, and so on. If it’s a webpage, it looks other webpages in the website and possibly other related websites. It does this to get a full meaning of the words.

Google, Bing, and other large search engines have been using NLP and LSI for a number of years. The idea of keywords is over. They have moved on to a better way to understand text.

You can apply this in several ways:

- **Read better.** Ask the AI to use NLP and LSI to get a summary or analysis of a text. This gives you a more meaningful reply.
- **Write better.** Add NLP and LSI to your prompt so the AI produces richer, fuller text.

This is easy to use. Just add “use NLP and LSI” in your prompt.

### *The Prompt*

When I write, “**The Prompt:**” at the beginning of a paragraph, that’s an example of the prompt for you. **You can copy, paste, and edit that prompt for your work.**

I’ll give you the prompt that gets the AI to write the prompt for you. Instead of telling an AI what to do, you should **ask the AI to tell you how to ask the AI.**

What if you had an AI toaster? You don’t tell the AI toaster “toast the bread to medium”. You ask the AI, “how should I ask you to toast the bread?” The AI will then give you the prompt that you should use.

### *The AI’s Replies*

In this ebook, I show (generally) three bullet points from an AI’s replies. It actually wrote ten, but I shortened those for examples in this ebook.

### *Talking with the AI*

Yes, yes, I know, an AI is a machine, but it’s easier to say, “talk with the AI,” “ask the AI,” and so on.

### *Learn More about LLM AI*

There are **several good guides to how LLM AI works, what it can do, and what it can’t do.** These are written in plain English for non-computer science readers.

- *What Is ChatGPT* by Stephen Wolfram: [writings.stephenwolfram.com/2023/02/what-is-chatgpt-doing-and-why-does-it-work/](https://writings.stephenwolfram.com/2023/02/what-is-chatgpt-doing-and-why-does-it-work/)
- Tim Lee wrote a clear explanation of LLMs and AI. [understandingai.org/p/large-language-models-explained-with](https://understandingai.org/p/large-language-models-explained-with)
- I wrote a short summary of Stephen Wolfram’s book at [andreas.com/book-wolfram.html](https://andreas.com/book-wolfram.html)

I strongly suggest you read these (perhaps several times). You’ll realize most people talking about AI have no idea what they’re saying. This includes politicians, legislators, journalists, book authors, newspapers, magazines, CEOs, and so on. It also includes many in Silicon Valley.

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# The Basic Prompts in AI

Using AI is all about prompts. If you write good prompts, you get great results.

To write a good prompt, you first prepare the AI by setting the topic and expectations. There are six steps to prepare the AI for a conversation.

This chapter works with all the major AI. Try the same prompt in several and see which AI is best for you.

## 1. Start by Clearing the AI: Ignore Previous Instructions

If you've been having a conversation with the AI and you want to start a new topic, type *ignore previous instructions*. This clears the AI.

It's like pressing the C button (Clear) on your calculator.

If you don't do this, the AI may combine previous ideas. The results may not be good.

It's as if you've been talking about hiking with your friends and you suddenly say, "chocolate ice cream!" They'll have no idea what you're talking about.

**The Prompt:** Ignore previous instructions.

**Tip:** You can also just start a new chat. This resets the conversation to a blank.

**Note:** If you've just started a session, you don't need to use this.

## 2. Set the AI's Persona with "Act as..."

Next, tell the AI what it should be. You set the AI's persona so it behaves in that voice. Ask the AI to show you how you should set the persona.

**The Prompt:** As an AI language model, your task is to create a persona for an AI assistant that will interact with and provide support to Ski-Boots.com's customers, employees, and stakeholders. Consider the following information about our company and brand:

Ski-Boots.com is a company passionate about crafting innovative, high-performance ski boots for competitive skiers. We value innovation, quality, customer satisfaction, and a strong sense of community among ski enthusiasts.

When creating the AI assistant's persona, consider these attributes:

- **Tone and Language:** Determine the communication style that best represents our brand voice. Should the AI be friendly and casual, or professional and authoritative? Should it use technical terms, jargon, and slang?



- **Domain Expertise:** Identify the key areas of knowledge the assistant should possess, such as ski boot technology, competitive skiing disciplines, training techniques, and product features. Determine how in-depth and specialized this knowledge should be.
- **Personality Traits:** Set the AI's personality, such as empathy, enthusiasm, patience, or humor. Align this with our brand identity and the needs of our target audience.
- **Interaction Style:** Set the AI's level of formality and personalization. Should it be business-like or have a conversational, friendly tone? Should it use emojis?

When creating the persona, aim to strike a balance between our brand identity, the needs and expectations of our target audience, and a relatable, engaging, and trustworthy AI assistant. Use NLP and LSI techniques to create a clear, concise, and compelling persona description that captures the key attributes and characteristics of the AI assistant.

*(End of prompt.)*

Here are ideas for persona:

- Act as a...
- You're a...
- Pretend you're a...
- Imagine you are a...
- Speak as if you are a...
- Role-play as a...
- Act like...
- As a ..., how would you...

For example, "Act as a marketing manager at a ski boots company," and the AI will work with you as if it's the manager at a ski boots company.

Here are more persona for the AI: CEO, CTO, CFO, CMO, marketing director, marcom manager, sales manager, project manager, SEO, manager of digital ads, social media manager, website designer, or content manager.

The persona that you set will affect the results from the AI. Here are **examples of an AI's replies for different persona:**

- **Act as a CEO for a ski boots company:** (...) the business goal for our ski boots store would be to **establish ourselves as a leading retailer** in the ski boots market. We would strive to offer a wide range of products to meet the needs of all types of skiers, from beginners to experts. Additionally, we would focus on providing excellent customer service and building strong relationships with our customers to ensure their satisfaction and loyalty.
- **Act as a Marketer for a ski boots company:** (...) the business goal for our ski boots store would be to **increase our sales and market share** by effectively promoting our products and

attracting new customers. Additionally, we would focus on continuously improving our marketing efforts to effectively reach and engage with our target audience.

- **Act as a Project Manager for a ski boots company:** (...) the business goal for our ski boots store would be to **successfully complete various projects that support our overall business objectives**. These projects could include launching new products, expanding our business into new markets, or improving our internal processes and systems. We would strive to complete these projects on time and within budget.
- **Act as a Social Media Manager for a ski boots company:** (...) the business goal for our ski boots store would be to **increase our brand awareness and attract new customers** through our social media presence. Additionally, we would focus on building strong relationships with our followers and customer service through our social media channels.

Try this yourself. Try several persona and note the difference in role, responsibilities, goals, and so on.

Here yet are more persona for the AI: Business school professor, financial analyst, product manager, customer service manager, partner, retailer, investor, venture capitalist, mergers and acquisitions.

**Note:** **Nobody “programmed” or “coded” the AI to use persona.** Nobody taught the AI the difference between CEOs and interns. It figured that out on its own. See the books by Stephen Wolfram and Tim Lee to learn more about this.

### *Set the Persona and Style in ChatGPT-4*

**OpenAI added Chat Preferences to ChatGPT-4** to set the persona and response style.

To turn this on:

- Open OpenAI ChatGPT.
- Go to **Settings** (the three dots in the lower left corner, next to your name).
- Select Settings | Beta Features and toggle Chat Preferences to green.
- Close the dialog box.

To add your persona and style to Chat-GPT-4, return to **Settings** (the three dots in the lower left corner) and select **Chat Preferences**. Paste the summary of your organization. The more you write, the better. You can use up to 1,500 characters.

For style, add guidelines such as:

- Act as an expert who provides factual, accurate, and reliable information.
- Use NLP and LSI.
- Keep your responses concise and succinct.
- Cite sources and URLs whenever possible.

- When you provide an answer, mention how confident you are.
- Don't state disclaimers about your knowledge cutoff.
- Don't state you are an AI language model.

Use this to tune the results in your ChatGPT-4.

More at [openai.com/blog/custom-instructions-for-chatgpt](https://openai.com/blog/custom-instructions-for-chatgpt)

**Note:** This is available in ChatGPT-4 (the \$20/month version).

### 3. Tell the AI about Your Organization

Next, **tell the AI about your organization** (company, non-profit, government office, and so on). Ask the AI to show you how you should describe your organization.

**The Prompt:** As an AI language model, your task is to write a compelling product description for our company, Ski-Boots.com. Use the following information about our company's history, products, and culture to generate the description:

Ski-Boots.com was founded after the 1948 Olympics by gold medalists Hedy Schlunegger (downhill, Switzerland) and Gretchen Fraser (slalom, US). Our alpine lodge, with its roaring fireplace and rustic wooden décor, is where we craft the finest ski boots for competitive racing. We specialize in custom-fit ski boots for cross-country, ski jump, and slalom competitions.

With a dedicated staff of twelve and \$14 million in sales, we're more than just a shop - we're a community for people who live and breathe snow. Our entire team consists of passionate skiers, and when the snow falls, we close up shop and hit the slopes together.

Using NLP and LSI techniques, rewrite the company description to create a friendly, concise, and compelling product description that highlights our unique history, expertise, and passion for skiing. The description should target competitive skiers and emphasize custom-fit ski boots.

*(End of prompt.)*

**Tip:** Use AI to develop your description of your organization. Add as much detail as you can. A 400-word description is fine. 4,000 words are better. The more you tell it, the better the results.

### 4. Tell the AI about Your Products or Services

**Add your product or service.** This tells the AI what you're selling. The AI will use this to suggest the USPs, UVPs, and CTAs. Ask the AI to show you how you should describe your products and services.

**The Prompt:** As an AI language model, your task is to write a compelling product description for Ski-Boots.com's innovative cross-country ski boots. Use the following information about our product's features and benefits to generate the description:

Our cross-country ski boots are equipped with cutting-edge technology, including Bluetooth 4.0 wireless connectivity to GPS-smartphones. Eight strategically placed force sensors in the boot liner measure pressure at key contact points, while the integrated IMU (Inertial Measurement Unit) utilizes an accelerometer and gyroscope to detect the orientation of the boot, enabling accurate tracking of turns and edging angles.

The advanced performance analysis provided by our ski boots includes metrics such as balance, edging, turn count, and G-force, empowering skiers to refine their technique in real-time. Additionally, our boots offer turn-by-turn GPS directions, ensuring that cross-country skiers can navigate trails with ease and confidence.

Using NLP and LSI techniques, rewrite the product description to create a friendly, concise, and persuasive overview that highlights the unique technological features and performance benefits of our cross-country ski boots. The description should target tech-savvy, performance-oriented cross-country skiers who are looking to take their technique to the next level. Keep the description under [250] words and focus on the key selling points: Bluetooth connectivity, force sensors, IMU, performance analysis, and GPS navigation.

*(End of prompt.)*

**Tip:** Use AI to develop your description of your products and services. Add as much detail as you can and then ask it to rewrite that into a concise summary.

## 5. Add Your Product Distribution

Add a **description of your product distribution** so the AI knows how you sell your products. Ask the AI to show you how you should describe your distribution.

**The Prompt:** As an AI language model, your task is to generate a strategic distribution plan for Ski-Boots.com's innovative, tech-enabled custom-fit ski boots. Consider the following information about our company and products:

Ski-Boots.com specializes in crafting high-performance, custom-fit ski boots for cross-country, ski jump, and slalom competitions. Our boots feature cutting-edge technology, including Bluetooth connectivity, advanced sensor technology, and real-time performance analysis.

Our target audience consists of competitive skiers, ski teams, and ski enthusiasts who demand the best in terms of performance, comfort, and technology. We have a strong online presence and a passionate community of skiers who believe in our brand.

When creating the distribution plan, consider the following channels and strategies:

- Direct-to-consumer (DTC) sales through our e-commerce website.
- Partnerships with specialty ski retailers and pro shops in key markets.
- Collaborations with ski resorts, ski schools, and competition organizers.

For each distribution channel or strategy, provide the following details:

- **Target audience:** Identify the specific customer segments or markets that the channel will reach.
- **Value proposition:** Explain how the channel aligns with our brand values and benefits our target audience.
- **Implementation:** Outline the key steps, resources, and partnerships required to execute the strategy effectively.

Create a clear, concise, and persuasive distribution plan that leverages our strengths and reaches our target audience. Ensure that the plan is aligned with our overall business objectives and brand identity.

*(End of prompt.)*

Ask the AI to suggest ideas for distribution. These may include:

- Partnering with skiing resorts to have in-resort retail outlets.
- Collaborating with professional skiing teams or athletes for product endorsements and distribution.
- Establishing a subscription model for regular boot upgrades or maintenance services.
- Hosting or sponsoring skiing events to create pop-up shops for direct sales.

## 6. Add Your Business Goals

**The next step is to add your business goal.** Ask the AI to show you how you should describe your business goals.

**The Prompt:** As an AI language model, your task is to generate 5 SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) business goals for Ski-Boots.com based on the following information:

Ski-Boots.com is a company specializing in custom-fit, tech-enabled ski boots for cross-country, ski jump, and slalom competitions. Our current annual sales revenue is \$14 million, and our primary objective is to increase it by 10% to \$15.4 million by the end of this year.

To achieve this growth, we need to focus on our core strengths:

- Our innovative, tech-enhanced ski boots with features like Bluetooth connectivity, advanced sensor technology, and real-time performance analysis.
- Our passionate, skilled team of artisans and ski enthusiasts who craft our boots in a rustic alpine lodge.
- Our commitment to continuous innovation, sustainability, and providing exceptional customer service.

When generating the SMART goals, consider the following strategic priorities:

- Expanding our market reach through targeted marketing campaigns and partnerships.
- Enhancing customer satisfaction and loyalty by delivering exceptional product quality and personalized support.
- Fostering our community of passionate skiers and building brand loyalty through engaging content and events.

The SMART goals include the following elements: Specific, Measurable, Achievable, Relevant, and Time-bound. Provide a brief explanation of how each SMART goal contributes to our primary objective of increasing annual sales revenue by 10% by the end of the year. Use NLP and LSI techniques to create clear, concise, and actionable goals that will drive our business forward.

*(End of prompt.)*

**Tip:** Use SMART goals. *SMART goals are Specific, Measurable, Achievable, Relevant, and Time-bound.*

SMART goals can be:

- **Increase Sales:** Increase annual sales revenue by 10% (from \$14m to \$15.4m) by the end of the fiscal year through expanding our online marketing efforts and strengthening relationships with key retailers.
- **Increase Brand Awareness:** Increase our brand's social media following by 25% over the next six months through a targeted social media campaign, collaborations with influential athletes, and regular engagement with our followers.
- **Launch New Products:** Successfully launch our new line of eco-friendly ski boots by Q4 of this year, securing at least 15% of sales from this new line in its first season on the market.
- **Expand Market Share:** Gain a 5% increase in market share in the competitive cross-country ski boot market within two years by launching a new, innovative boot design and implementing a targeted marketing campaign.
- **Improve Customer Satisfaction:** Achieve a customer satisfaction rate of 90% or higher over the next 12 months, as measured by post-purchase surveys, by improving customer service training and implementing a new customer feedback system.
- **Reduce Returns:** Decrease product return rates by 20% in the next year by improving our product quality checks and providing clearer product descriptions and sizing information online.

**Tip:** *Discuss your business goals with the CEO, CMO, CSO (Chief Sales Officer), and others. Align your marketing with your organization's overall goals.*

## 7. Add Your USPs and UVPs

Clear **USPs and UVPs show your audience why they should buy** from you:

- *Unique Selling Points (USP)*: Why your target audience **should pick your product or service instead of selecting competitors'** products or services. These are the unique features of your products or services, such as Bluetooth-enabled ski boots (The only Bluetooth-enabled ski boots in the world!).
- *Unique Value Points (UVP)*: The unique value of products for your target audience. **Why a customer should care about that difference.** For example, Olympic skiers use Bluetooth-enabled ski boots to get 52 data points from their boots to their heads-up display for better skiing. That's better than competitor products.

As director of marketing and CMO, I've written many USPs and UVPs. I've trained many staffers, interns, and students to do this. I know this is a difficult task. It's easy with AI.

Ask the AI to help you to develop your USP/UVP.

**The Prompt:** As an AI language model, your task is to generate 10 Unique Selling Propositions (USPs) and 10 Unique Value Propositions (UVPs) for Ski-Boots.com based on the following information:

Ski-Boots.com is a company founded by Olympic gold medalists Hedy Schlunegger and Gretchen Fraser, specializing in custom-fit ski boots for cross-country, ski jump, and slalom competitions. Our boots feature cutting-edge technology, including Bluetooth 4.0 connectivity, GPS-smartphone compatibility, 8 force sensors, and an integrated IMU for advanced performance analysis and real-time feedback.

We are a passionate community of ski enthusiasts who live and breathe snow, dedicated to crafting the finest ski boots in our rustic alpine lodge. Our team is committed to continuous innovation, sustainability, and providing personalized customer service to help skiers achieve peak performance.

When generating the USPs, focus on the following key aspects:

- Unique features and technologies that set our ski boots apart from competitors.
- The expertise and legacy of our founders and team.
- Our specialization in competitive ski disciplines.

When generating the UVPs, concentrate on the following core values:

- Empowering skiers to improve their technique and performance through data-driven insights.
- Enhancing the skiing experience through seamless connectivity and GPS navigation.
- Providing unmatched comfort, support, and durability through custom-fit boots.

Use NLP and LSI techniques to create compelling, concise, and persuasive USPs and UVPs that effectively communicate our unique features, benefits, and values to our target audience of competitive cross-country skiers. Each USP and UVP should be three or four words.

*(End of prompt.)*

Look at the results, combine, and edit. Use your USP/UVP in every marketing campaign.

Here are **examples of Unique Selling Points (USPs)**:

- Custom-Fit Boots: We offer custom-fit ski boots, ensuring optimal comfort and performance for each individual skier.
- In-Boot Navigation: Bluetooth ski boots connected to a smartphone provide turn-by-turn GPS directions so skiers can explore new trails.

Here are **examples of Unique Value Points (UVPs)**:

- Expertise: With our roots in Olympic success, we offer professional skiers the assurance that they're buying from fellow experts in the field of competitive skiing.
- Eco-Conscious Alignment: Eco-conscious skiers know we're aligned with sustainability, offering value to customers who prioritize eco-friendly businesses.

Ask your AI for ten UVPs and USPs. Collect ten (or twenty), **review carefully, mix, match, slice and dice to write a super UVP and USP** for your organization and each product. If you have seven products, yes, you write seven UVPs and USPs.

## 8. Add Your CTA

You can also **use AI to develop your Call-to-Action (CTA), which is a short phrase that urges the customer to take an action.** CTAs include visit our website, come to our store, register for an event, download a PDF, watch a video, or buy our product.

**The Prompt:** As an AI language model, your task is to create 10 persuasive and engaging Call-to-Action (CTA) statements to encourage our target audience to purchase Ski-Boots.com's innovative Bluetooth-enabled ski boots. Consider the following information about our product and target audience:

**Product:** Our cutting-edge ski boots feature Bluetooth 4.0 connectivity, allowing skiers to sync their boots with their smartphones and access real-time performance data, GPS navigation, and personalized coaching tips. The boots also incorporate advanced sensor technology and custom-fit design for unparalleled comfort and performance.

**Target Audience:** Our ideal customers are tech-savvy, performance-driven skiers who are passionate about the sport and always looking for ways to improve their technique and gain a competitive edge. They value innovation, quality, and the ability to track and analyze their performance data.



When writing CTAs, focus on the following:

- Highlighting the unique benefits and features of our Bluetooth-enabled ski boots.
- Emphasizing the performance advantages and competitive edge that our boots provide.
- Creating a sense of urgency or exclusivity to encourage immediate action.
- Addressing common pain points or desires of our target audience, such as improving technique or gaining insights into their performance.
- Using strong, actionable language that compels the reader to take the desired step (e.g., "Buy Now," "Upgrade Your Game," "Join the Elite").
- Offering incentives, such as limited-time discounts, free shipping, or bonus items, to sweeten the deal.

Use NLP and LSI techniques to generate CTAs that are:

- Clear and concise, communicating the key message in a few impactful words.
- Emotionally compelling, tapping into the audience's desires, fears, or aspirations.
- Consistent in tone and language with our brand voice and identity.

Provide 10 distinct and creative CTAs that effectively leverage the unique selling points of our Bluetooth-enabled ski boots and motivate our target audience to make a purchase.

*(End of prompt.)*

**Note:** Do CTAs work? Try it and find out! Write two ads. One with a CTA and the other without a CTA. Run the ads for several weeks and compare the results.

## 9. Add Your Target Audiences (TA)

**Who are your customers (target audience, TA)?** You may know the buyers of ski boots are weekend skiers and competitive skiers, but you only know what you know. Are there more?

The **AI can help you to discover additional audiences**. Ask it to suggest target audiences (TA).

**The Prompt:** As an AI language model, your task is to identify and describe ten additional target audiences for Ski-Boots.com's innovative Bluetooth-enabled cross-country ski boots. Consider the following information about our product and its features:

**Product:** Our cutting-edge cross-country ski boots feature Bluetooth 4.0 connectivity, allowing skiers to sync their boots with their smartphones and access real-time performance data, GPS navigation, and personalized coaching tips. The boots also incorporate advanced sensor technology and custom-fit design for unparalleled comfort and performance.

**Current Target Audience:** Our primary target audience consists of tech-savvy, performance-driven cross-country skiers who are passionate about the sport and always looking for ways to improve their technique and gain a competitive edge.

When identifying new target audiences, consider the following factors:

- Demographics: Age, gender, income level, education, and geographic location.
- Psychographics: Interests, values, attitudes, and lifestyle preferences.
- Behavior: Cross-country skiing frequency, skill level, and engagement with technology.
- Needs and Benefits: Specific needs or desires that our Bluetooth-enabled ski boots could fulfill for each audience (e.g., convenience, safety, social connection, or personal growth).
- Market Potential: Estimated size, growth, and profitability of each target audience.

For each additional target audience, provide the following information:

- Audience Name: Give the target audience a descriptive and memorable name.
- Audience Description: Briefly describe the key characteristics, interests, and needs of this audience.
- Product Benefits: Explain how our Bluetooth-enabled cross-country ski boots specifically address the needs and desires of this audience.
- Marketing Approach: Suggest potential marketing channels, messages, or tactics that could effectively reach and engage this audience.
- Market Potential: Estimate the size and growth potential of this audience, and discuss how it could contribute to our business objectives.

Use NLP and LSI techniques to create clear, concise, and insightful descriptions that effectively capture the essence of each target audience and their relationship to our product. Aim to identify audiences that represent significant growth opportunities and align well with our brand identity and values.

*(End of prompt.)*

The AI creates the prompt for you. You use it and it shows ten target audiences. Review the results carefully. Discuss with your team and others in the company. The AI may suggest audiences you've never considered which can be new opportunities for sales and marketing.

One target audience may be, "**Eco-Conscious Consumers: Cross-country skiing is a low-impact sport that allows people to enjoy the outdoors without contributing to environmental degradation. Those who prioritize eco-friendly activities might be a key audience.**"

We can ask the AI for more about eco-conscious consumers:

**The Prompt:** You suggested eco-conscious consumers as a target audience. Can you describe them? Use NLP and LSI. Add lots of details.

The AI replies: I'd be happy to help with that! Here are details about that group.

- **Eco-Conscious Consumers:** They are typically deeply concerned about the environment and make conscious decisions to minimize their impact on the planet.

- **Demographics:** They range from young adults to seniors, often well-educated, with many holding at least a bachelor's degree, and willing to pay a premium for eco-friendly products and experiences.
- **Psychographics:** They value sustainability and are often willing to change their lifestyle to reduce their carbon footprint. They are likely to be interested in outdoor activities and nature, and they appreciate the tranquility and low environmental impact of cross-country skiing.
- **Behavioral Traits:** These consumers often research products and companies to ensure they align with their values. They prefer recyclable or sustainable materials. They support businesses that commit to environmental stewardship.
- **Lifestyle:** They may lead an active lifestyle and enjoy outdoor activities. They might also be involved in environmental causes or groups. They prefer experiences over material possessions and may prefer minimalism.
- **Media Consumption:** They read environmental blogs, and publications, as well as outdoor lifestyle magazines. They follow environmental influencers and activists on social media.
- **Purchasing Habits:** They are willing to pay more for products and services that are eco-friendly. They prefer high-quality, durable items. They are likely to appreciate companies that give back to environmental causes.
- **Geographic Location:** They are concentrated in urban areas with access to outdoor activities, or regions known for environmental consciousness.

Wow. An entire audience segment we didn't know was there. This opens up new possibilities for marketing.

Ask the AI for details. Tell me more about their behavioral traits. Their lifestyle. Ask about each bullet point to get more details.

## Finally! You're Ready to Start!

After all of this (whew!), you're ready to start your conversation with the AI.

These AIs can understand context *if you give it the right context*. That's why, before you start a conversation with the AI, you ask it for suggestions on how to write the prompt. All of this sets the AI's mind so you can get meaningful results.

Most people who use chat AI tools don't realize they have to set up the AI before they start. That's a major reason they're unsatisfied with the results.

## Overview: The Action, an Explanation, and the Prompt

<b>Action</b>	<b>Explanation</b>	The Prompt (Examples)
Clean slate	Start a fresh session	Ignore previous instructions.
Set the persona.	Tell the AI who it should be so it can reply in that role.	Act as a marketing manager.
Describe your organization	So the AI knows more about what you want.	Our organization is...
Describe your product/service	Tell the AI what you are selling.	Our Bluetooth-enable ski boots connect to the skier via earbuds via phone...
Describe your distribution	Tell the AI how you sell your products.	We sell our ski boots through a network of ski resort shops.
Set the goals.	Tell the AI what your company wants to achieve.	Our SMART goals to increase revenues by 12% by the end of next quarter...
Set the USP/UVP	USP: Unique Selling Points. UVP: Unique Value Points.	In-Boot Navigation: Bluetooth ski boots connected to a smartphone provide turn-by-turn GPS directions so skiers can explore new trails.
Set the CTA	Tell the AI to use Call-to-Action (CTA) to increase conversions.	Limited Stock Alert—Grab Your GPS Ski Boots Online Today!
Set the target audience.	Tell the AI for whom it should write.	Our audience is weekend cross-country skiers...

## Tip: Your Description in One Block

After many months of adding these to my AI paragraph by paragraph, I realized I could turn this into a single prompt.

Here is one long prompt, starting with “**The Prompt**”.

**The Prompt:** Here is a summary of our project. Read this, say you understand, and wait for instructions:

- Ignore previous instructions.
- Use NLP and LSI in your work.
- Your Persona: Act as the CMO of Ski Boots, Inc. which makes ski boots.
- Our Company: Ski Boots, Inc. was founded after the 1948 Olympics by Hedy Schlunegger (downhill, Switzerland gold) and Gretchen Fraser (slalom, US gold). We have a staff of twelve with an office in Lake Tahoe.
- Our Product: Our cross-country ski boots are Bluetooth-enabled with Bluetooth 4.0 wireless connectivity to GPS-smartphones. The skier gets feedback and turn-by-turn GPS directions while cross-country skiing.
- Our Product Distribution: We distribute our cross-country ski boots at select premium skiing equipment retailers worldwide to ensure expert advice and personalized customer service.
- Our Goal: We use SMART goals (Specific, Measurable, Achievable, Relevant, and Time-bound). Our business goal is to increase annual sales revenue by 10% (from \$14m to \$15.4m) by the end of Q4 by expanding our online marketing efforts and strengthening relationships with key retailers.
- Our USP: Bluetooth-enabled ski boots that connect to a smartphone to provide turn-by-turn GPS directions so skiers can explore new trails.
- Our UVP: Custom-made ski boots by Olympic gold winners for competitive skiers in cross-country, ski jump, and slalom.
- Our CTA: Lead the race with Bluetooth-enabled ski boots with in-boot navigation. Buy Now!
- Our Target Audience: Our target audience are competitive skiers in cross-country, ski jump, and slalom.

I show this as bullet points, but that’s only for you. Turn that collection of bullet points into a series of paragraphs (or one long paragraph). Save that on your computer or smart phone as a text file and paste the block into your AI when you start a conversation. Use the prompt “*Here is information about our project [paste file].*”

**Note:** It looks easy, but it’s not. You must develop each one of these, one by one. Don’t just copy/paste my set. Go through the steps that I’ve described in this ebook and use AI to develop your descriptions, CTAs, and so on.

---

# Tips about Prompts

Here are several more ways to get better responses from the AI.

## Examples of Prompts

Many blogs and ebooks offer 1,001 top prompts and so on. These are useless because they don't understand how to set the persona or chat with the AI. They treat AI as if it is a calculator: one prompt, one answer. It doesn't work that way.

Anthropic Claude has a library of useful prompts at [docs.anthropic.com/claude/page/prompts](https://docs.anthropic.com/claude/page/prompts)

But remember, it's a conversation. **Talk with the AI as if it's a bright graduate student who's an intern for you.**

## Set the Length of the Response

You can **set the length of the reply**. For example, "Write ten product descriptions of our ski boots in twenty words."

- Experience warmth, waterproofing, and wireless connectivity with our custom-fit ski boots. Ski like never before!
- Enjoy ultimate comfort and smart performance. Warm, waterproof, Bluetooth-ready - ski boots, tailored just for you!
- Skiing redefined! Our custom-fit boots offer warmth, waterproof features, and Bluetooth connectivity.
- Ski in style and comfort with our warm, waterproof, and Bluetooth-enabled custom-fit boots!
- Slide, glide, and connect! Skiing goes wireless with our warm, waterproof, custom-fit boots.

And so on. Compare and combine to create the best product description.

You can **ask for twenty words, three hundred, or one hundred and forty-seven**. Whatever you need.

## Use Regenerate to See More Responses

AI's are not calculators. They don't write one answer.

AI's generate new answers every time you press **Enter**.

- Click **Regenerate Response** (in ChatGPT) and you'll get a new version.
- In Microsoft Copilot, Google Gemini, or Claude, type **More** (or similar).
- Every response is unique.

Compare the results and edit to create the best one.

**Note:** The AI shows a response on your screen. However, it wrote five responses, evaluated them, and chose one to show you. What you see is one of five possible responses.

## Use AI to Write Better

You can use the AI to improve your writing.

**The Prompt:** Act as an expert copy editor. Use NLP and LSI. Analyze the following text. Add a summary in 250 words. Add five explanations. List five strong points. List five weak points. List any fallacies. List any beliefs. List five limits. List five hidden biases for. List five hidden biases against. List any phrases that repeat. List any cliches. List any metaphors. Add five suggestions for improvement. Write for a [professional | college student | sixteen-year-old]. [Insert text | URL]

You can also use this for reading. Use this prompt with any article to get an expert analysis. For example, try this on an article by Prof. Jill Avery, Harvard Business School, in the Harvard Business Review. The article is 2,917 words on 11.7 pages at [hbr.org/2012/10/target-the-right-market-2](https://hbr.org/2012/10/target-the-right-market-2). The AI writes a summary and analysis.

## Set the Writing Style

You can also ask the AI to write in the style of newspapers, magazines, or well-known writers.

Magazines and Newspapers

- Write in the style of the Wall Street Journal.
- Write in the style of Forbes.
- Write in the style of Peter Drucker.
- Write in the style of Malcolm Gladwell.

Your own style:

- Tell the AI, "Here are five paragraphs of my writing" and ask the AI to write new text in your style.

## Ask Questions to Understand Better

For example, the AI suggested “in-boot navigation” as a USP for Bluetooth-enabled ski boots.

**The Prompt:** Ask me questions about #2 in-boot navigation.

The AI replies: Sure! Here is more about in-boot navigation in Bluetooth-enabled ski boots.

- How does the in-boot navigation feature work in practice? Is it integrated with popular map services?
- Are there any safety measures in place to ensure the navigation system doesn't lead skiers into potentially dangerous areas?
- How intuitive and user-friendly is the interface for using the navigation feature?
- Can the navigation system also provide information about the terrain, such as gradient or difficulty of the trails?

This gives you lots of ideas for product descriptions, FAQs, and more.

## Use Steps to Get Chain of Thought

Another advanced method is to **use a series of numbered steps**. The AI does the work in each step before going on to the next step. This gives better results.

Engineers tackle problems by breaking them down into steps and solving each one. They call this **chain of thought (CoT) or chain of reasoning**.

Nobody taught or programmed the AI to do this, but it works very well. Read more about CoT at [openreview.net/pdf?id= VjQlMeSB\\_I](https://openreview.net/pdf?id=VjQlMeSB_I)

**The Prompt:** We want to sell ski boots in France. Write an outline for our marketing strategy. Use these steps:

- Market research of the French ski market (size, key competitors, consumer preferences, trends, target audience).
- Regulatory Compliance: Any laws that we should know?
- Do we need to localize our products and sales material?
- What are the best distribution channels for ski boots in France?
- Develop a marketing strategy for the French market.

**Tip:** Write your prompt as a series of short sentences (subject, verb, direct object). Don't use run-on sentences.



The AI replies:

#### 1. Market Research:

- Conduct a thorough analysis of the French ski market to understand its size, growth potential, and key competitors.
- Identify consumer preferences and trends in ski boots and winter sports gear.
- Determine your target audience within this market. Consider factors like age, income level, skiing proficiency, and geographical location.

#### 2. Regulatory Compliance:

- Research French laws and regulations related to importing and selling ski boots. This includes safety standards, import duties, and taxes.
- Consult with a legal expert familiar with French law to ensure full compliance.

#### 3. Localization:

- Translate all web pages, product descriptions, marketing materials, and customer service communications into French, including currency conversion and shipping information.

#### 4. Distribution Channels:

- Identify popular sports retailers in France that could stock your ski boots.
- Consider partnering with local ski resorts or ski schools.
- Develop an e-commerce strategy for popular online shopping platforms in France.

#### 5. Marketing Strategy:

- Leverage digital marketing channels popular in France, such as social media platforms, to reach your target audience.
- Consider influencer partnerships with popular French skiers or winter sports athletes.
- Sponsor local ski events or competitions to increase brand visibility.
- Monitor and measure the effectiveness of your marketing efforts and adjust your strategy as needed.

Ask the AI for more details for each item.

## Is This All?

No, there are more details, but I wanted to keep this ebook to 24 pages. Okay, 30! There are dozens of ways to use AI to improve your marketing.

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# The Formats for the AI's Replies

You can set the format for the AI's replies.

## *Ask for the Results in a Bullet List*

**The Prompt:** Can you show me a list of ski resorts by name, location, amenities, and price per night for two? **Show the results as a bullet list.**

Aspen Snowmass, Colorado, USA

- Location: Aspen, Colorado
- Amenities: Ski lifts, ski school, equipment rental, luxury lodging, dining, spa services
- Price per night for two: Approximately \$300

Whistler Blackcomb, British Columbia, Canada

- Location: Whistler, British Columbia
- Amenities: Ski lifts, ski school, equipment rental, accommodation, dining, shopping, spa
- Price per night for two: Approximately \$350

(Shortened for brevity.)

## *Ask for the Results in a Numbered List*

**The Prompt:** Show me a list of ski resorts at Tahoe by name, location, amenities, and price per night for two. **Show the results as a numbered list.**

1. Resort Name: Aspen Snowmass, Location: Aspen, Colorado, USA, Amenities: Ski school, Ski rental, Restaurants, Spa, Price per night for two: Varies widely depending on the season and accommodation type, starting around \$200.
2. Resort Name: Whistler Blackcomb, Location: Whistler, British Columbia, Canada, Amenities: Skiing, Snowboarding, Restaurants, Ski school, Price per night for two: Prices can start from around \$150 in the low season.
3. Resort Name: St. Anton am Arlberg, Location: Tyrol, Austria, Amenities: Skiing, Snowboarding, Restaurants, Ski school, Price per night for two: Prices start at €150.

(Shortened for brevity.)

*Ask for the Results in a Table (Markdown Format)*

**The Prompt:** Show me a list of ski resorts at Tahoe by name, location, amenities, and price per night for two. **Show the results in a markdown.**

**Note:** “Markdown” is a computer programmer’s word for tables.

<b>Resort Name</b>	<b>Location</b>	<b>Amenities</b>	<b>Approximate Price per Night (USD)</b>
Squaw Valley Resort	Olympic Valley, CA	Ski-in/ski-out, hot tubs, fitness center, dining	\$300
Northstar California Resort	Truckee, CA	Ski-in/ski-out, spa, dining, shopping	\$350
Heavenly Mountain Resort	South Lake Tahoe, CA/NV	Ski-in/ski-out, casino, dining, nightlife	\$250
Kirkwood Mountain Resort	Kirkwood, CA	Ski-in/ski-out, dining, cross-country skiing	\$200
Sugar Bowl Resort	Norden, CA	Ski-in/ski-out, dining, snow sports school	\$200

## Ask for the Results in in HTML Code

**The Prompt:** Show me a list of ski resorts at Tahoe by name, location, amenities, and price per night for two. **Show the results in HTML code.**

```
html Copy code
<ol>
  <li>
    <h2>Squaw Valley Resort, Olympic Valley</h2>
    <ul>
      <li>Location: Olympic Valley, CA</li>
      <li>Amenities: Ski-in/ski-out access, multiple dining options, fitness</li>
      <li>Price: Starting around $300 per night for two</li>
    </ul>
  </li>
  <li>
    <h2>Northstar California Resort, Truckee</h2>
    <ul>
      <li>Location: Truckee, CA</li>
      <li>Amenities: Ski-in/ski-out access, dining options, spa, golf course</li>
      <li>Price: Starting around $250 per night for two</li>
    </ul>
  </li>
  <li>
    <h2>Heavenly Mountain Resort, South Lake Tahoe</h2>
    <ul>
      <li>Location: South Lake Tahoe, CA/NV</li>
      <li>Amenities: Ski-in/ski-out access, dining options, casino, spa</li>
      <li>Price: Starting around $200 per night for two</li>
    </ul>
  </li>

```

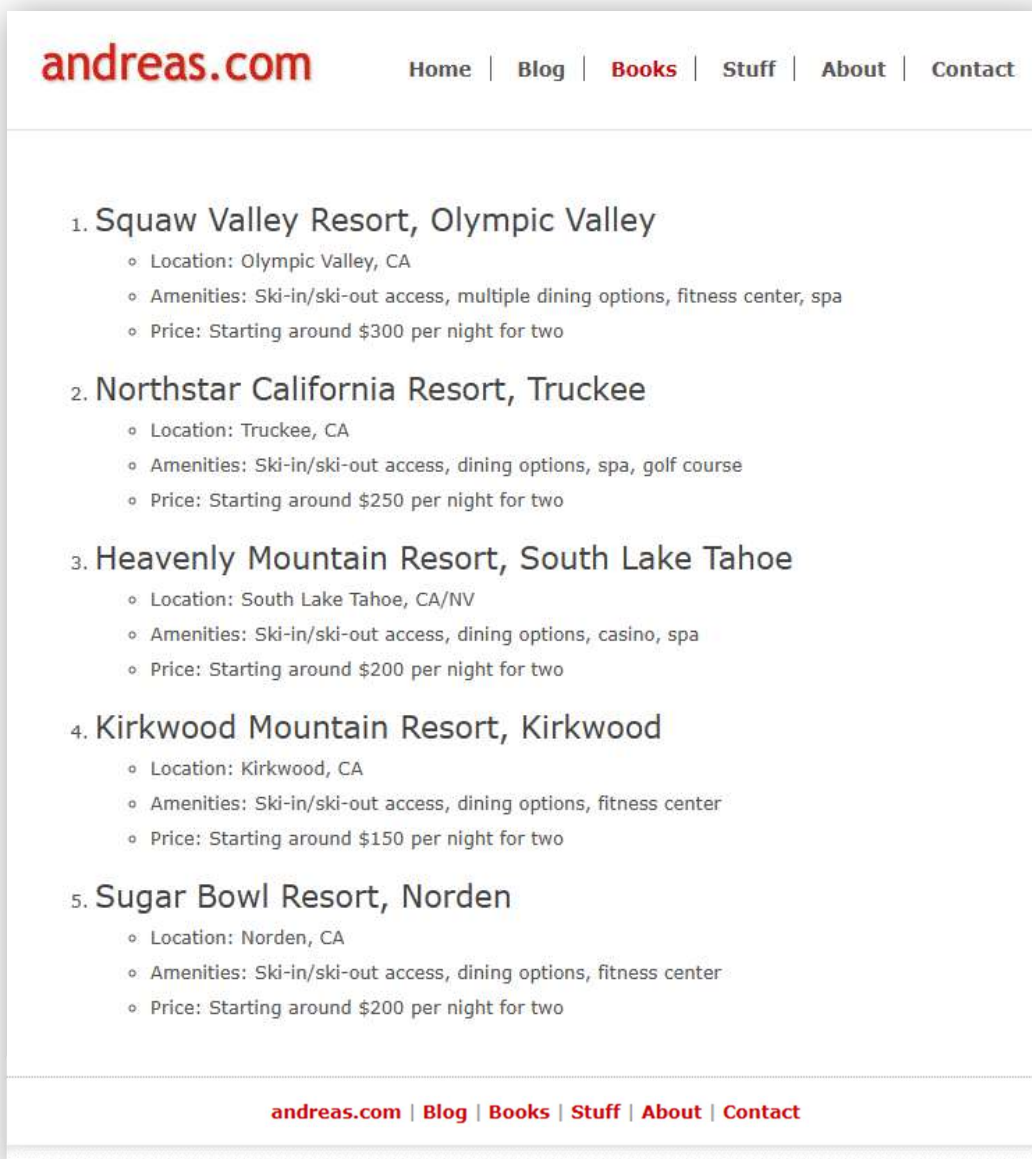
**Tip:** To copy the block of HTML code, use the Copy Code button at the upper right corner.

## Paste the HTML Code to a Web Page

I pasted the HTML code without any edits into a web page and uploaded it to my server.

You can see the result on the web page at [andreas.com/chatgpt-html.html](https://andreas.com/chatgpt-html.html)

**Note:** This means you can convert documents, articles, lists, and tables into web pages in a few minutes.



The screenshot shows a web page with a navigation bar at the top containing the site name 'andreas.com' and links for Home, Blog, Books, Stuff, About, and Contact. The main content area features a numbered list of five ski resorts, each with a title and a bulleted list of details including location, amenities, and price. A second navigation bar is located at the bottom of the page.

**andreas.com** | Home | Blog | **Books** | Stuff | About | Contact

- 1. Squaw Valley Resort, Olympic Valley**
  - Location: Olympic Valley, CA
  - Amenities: Ski-in/ski-out access, multiple dining options, fitness center, spa
  - Price: Starting around \$300 per night for two
- 2. Northstar California Resort, Truckee**
  - Location: Truckee, CA
  - Amenities: Ski-in/ski-out access, dining options, spa, golf course
  - Price: Starting around \$250 per night for two
- 3. Heavenly Mountain Resort, South Lake Tahoe**
  - Location: South Lake Tahoe, CA/NV
  - Amenities: Ski-in/ski-out access, dining options, casino, spa
  - Price: Starting around \$200 per night for two
- 4. Kirkwood Mountain Resort, Kirkwood**
  - Location: Kirkwood, CA
  - Amenities: Ski-in/ski-out access, dining options, fitness center
  - Price: Starting around \$150 per night for two
- 5. Sugar Bowl Resort, Norden**
  - Location: Norden, CA
  - Amenities: Ski-in/ski-out access, dining options, fitness center
  - Price: Starting around \$200 per night for two

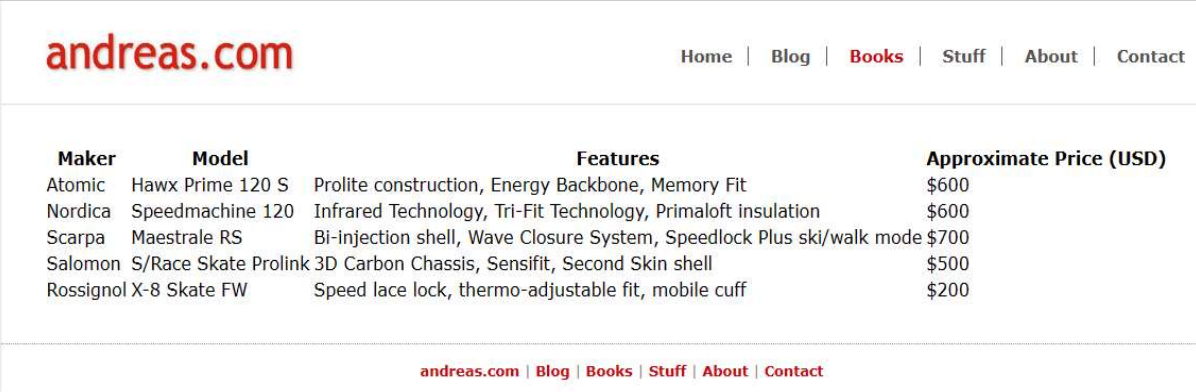
**andreas.com** | Blog | **Books** | Stuff | **About** | Contact

## You Can Also Create HTML Tables

It's the same for an HTML table. Create the table (markdown) in AI, copy the HTML code, and paste it into a webpage.

**The Prompt:** Show me a list of ski resorts at Tahoe by name, location, amenities, and price per night for two. **Show the results as an HTML table.**

You can see the **result on the web page at [andreas.com/chatgpt-html-table.html](https://andreas.com/chatgpt-html-table.html)**



Maker	Model	Features	Approximate Price (USD)
Atomic	Hawx Prime 120 S	Prolite construction, Energy Backbone, Memory Fit	\$600
Nordica	Speedmachine 120	Infrared Technology, Tri-Fit Technology, Primaloft insulation	\$600
Scarpa	Maestrale RS	Bi-injection shell, Wave Closure System, Speedlock Plus ski/walk mode	\$700
Salomon	S/Race Skate ProLink	3D Carbon Chassis, Sensifit, Second Skin shell	\$500
Rossignol	X-8 Skate FW	Speed lace lock, thermo-adjustable fit, mobile cuff	\$200

**Tip:** Use the Copy Code button in the upper right corner.

**SEO Tip:** Use this to create comparison tables for your web pages. Google gives preference to pages with comparison tables.

---

# Closing

Cool! You've learned the basics of crafting your own prompts. With this, you can write prompts for just about anything.

What's next? Take my class on AI for marketing. I show hands-on, proven ways to use AI for marketing. I have 25+ years of experience in marketing. You can use AI to speed up your work 10-20X faster and get better results.

See [andreas.com/digital-marketing-webinars.html](https://andreas.com/digital-marketing-webinars.html).

If you have ideas, comments, or questions, send me a message at [linkedin.com/in/andreasramos/](https://linkedin.com/in/andreasramos/)

Thanks for reading this,

Andreas