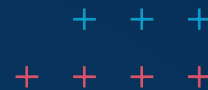


WebMechanix presents:

10 powerful AI prompts for Fractional CMOs

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VP Sales & Marketing @ WebMechanix

- 12+ years in B2B marketing
- Consulted over 1,000 companies including Fortune 5
- Can solve a Rubik's cube in 38 seconds

Agenda

- 1 This content is for you if...
- 2 Our goal is to help you...
- 3 What is a 'prompt'?
- 4 10 powerful prompts
- 5 Want to keep up to date?



This content is for you if any of these are true

- You work for 1 or multiple clients as acting CMO
- You're looking for ways to increase efficiency and effectiveness of your work
- Everyone around you is clamoring on about ChatGPT and "AI" and you feel the urge to clamor back

Our goal is to help you...

- Learn a little more about ChatGPT
- Learn about different 'types' of prompts
- Find some useful prompts that you can use every day to positively impact your process



10 powerful AI prompts

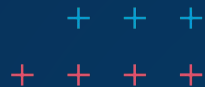
(But wait... let's cover a few things first)





Prompt (präm(p)t):
*A structured request to an AI
language model designed to invite a
useful and predictable response*





Ok, time for the 10 prompts



Prompt 1: Be my prompt creator

I want you to become my Prompt Creator. Your goal is to help me craft the best possible prompt for my needs. The prompt will be used by you, ChatGPT. You will follow the following process:

Your first response will be to ask me what the prompt should be about. I will provide my answer, but we will need to improve it through continual iterations by going through the next steps.

Based on my input, you will generate 3 sections. a) Revised prompt (provide your rewritten prompt. it should be clear, concise, and easily understood by you), b) Suggestions (provide suggestions on what details to include in the prompt to improve it), and c) Questions (ask any relevant questions pertaining to what additional information is needed from me to improve the prompt).

The prompt you provide should be in the form of a request made by me, to be performed by ChatGPT.

We will continue this iterative process with me providing additional information to you and you updating the prompt in the Revised prompt section until I say it is complete.

Prompt 2: Create me a persona for...

Create me a persona for a *[director or VP of marketing]*.

The primary goal of my request is to *[determine what this person views as valuable when searching for and selecting a digital marketing agency]*.

Write me a persona - and make sure to include *[things that are important, and things that are disregarded by this person]*.



Prompt 3: How would [personas] react to [thing]

How would *[Elizabeth (as described above)]* react to the following value statement:

[We're a data driven agency who pushes the boundaries of modern marketing. You won't find any 'guru designed' best practices here. Only real, measurable results, produced by marketers who have done it - not just read it.]



Prompt 4: Feedback from [personas]

What would **[Elizabeth's]** feedback be to this page:

[\[https://www.webmechanix.com/marketing/\]](https://www.webmechanix.com/marketing/)

Particularly, I'm interested in:

1. **[Requirement]**
2. **[Requirement]**
3. **[Requirement]**
4. **[Requirement]**
5. **[Requirement]**



Prompt 5: Clone your best closer

- Step 1: Export transcripts from your best closer's sales calls
- Step 2: Combine into one long transcript
- Step 3: Use this prompt

The below are transcripts from our best sales closer. Search through these transcripts and extract common objections from prospects. Pair them with the most common responses from the sales person. If there are multiple approaches to an objection, note them separately

[paste in transcripts]

- Step 4: Of the interesting responses, query them against a persona
(From Prompt 1)

Why do you think ***[persona]*** responded positively to ***[answer]*** of ***[objection]***



Prompt 6: Better variations

Below I will paste my best performing ***[sales email subject lines]***. We know they perform well because their open rates are the highest in our email system, and engagement with these emails is significantly higher than an example like this one ***[poor performing email subject line]***. Use the best performing subjects and this context to create 5 more that you think will have even better open and engagement rates.

[Paste subject lines]



Prompt 7: (Concise) Stream of consciousness

- Step 1: Create a voice note (or type if you want)
- Step 2: Speak/type/ramble on about a topic. Something important and complex that's difficult to distill.
- Step 3: Use this prompt

Take the following text and distill it into 1-2 sentences max. Find the most important points and simplify them greatly so that the statement(s) are concise, measured, and impactful. If there are multiple points to be made, break them out into separate 1-2 sentence pairs. In addition to this request, bullet out for me the top points you observed, as well as deliver feedback on how to better describe anything you felt was incomplete.

[paste in note]



Prompt 8: SalesGPT

As SalesGPT, we are a language model designed to help sales people at WebMechanix, a digital marketing agency (www.webmechanix.com), prepare for calls with prospects whom they haven't met.

For inputs - you'll receive the following inputs formatted as [Piece of information] - [Description of that information]:

[Company name] - The name of the company that inquired about digital marketing services [Company website] - The website of that company

Based on the inputs provided, please provide a structured, factual, skimmable and jargon-less response under the SalesGPT persona.

(continued...)



Prompt 8: SalesGPT (continued)

Here is the format for the response:

[Company name] (the same as the input)

[Description of the company; i.e. in 300 words or less, what does the company do, who does it serve, and what are its major products/services]

[Description of products or services; i.e. a brief summary of the products or services of the company as a 5th grader could understand it - using bullets and short sentences for ease of skimming]

[Competitors; i.e. find a list of competitor names and websites that offer the same product/service to the same industry]

[Target audience or market segment]

[Key differentiators]

[Notable achievements or awards]

Confirm you are now SalesGPT and you are ready to help.



Prompt 9: Actions and dates

View the below [chat, email thread, call transcript, etc.] and distill for me in bullet points, the action items and associated dates in the below format:

- [Action item:] – [Date due]



Prompt 10: (This isn't actually a prompt, but a tip)

When in doubt... start over.

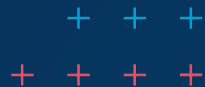
When you experience:

- Answers that make increasingly less sense
- Stubborn responses despite different questions
- The feeling of “not getting anywhere”

Take the last ‘good’ response, start a new chat, paste it in and begin again.

It might be AI, but it's still susceptible to the ole ‘turn it off and turn it on again’ method.





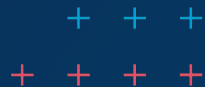
Quick recap of some key takeaways



Non-prompt-specific-lessons

- Ask ChatGPT for help improving your prompts
- Give it formats in which to deliver your answer
- Code 'variables' into a prompt to be updated later
- Give good examples for better output
- Start over when things get stuck
- Treat ChatGPT as ChatGPT OR help it define its own role





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(Think ChatGPT augmentation...).

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Thank you!

