

The INTERNET
MARKETING

NEWS LETTER

Issue 145

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Watch Out: 5 Hidden Reasons Google Business Profiles Are Suspended

If you work with local businesses then you know that the suspension of a Google Business Profile can be a nightmare for your clients.

Recently we discovered 5 "unwritten" rules that can trigger the suspension of Google Business Profiles without warning. Here's what to watch out for:

1: Physical address violations - Google has strict rules for the types of addresses that are eligible for Google Business Profiles. Some of the most violated guidelines include using a P.O. Box address, a UPS Box address, or a virtual office or co-working space address. None of these addresses are allowed. The only rare exception is a co-working space address that meets specific criteria.

2: Making significant changes to a profile - Editing core information on a Google Business Profile such as the business name, address, phone number, or business categories can trigger a suspension. Google may find it suspicious if these key areas get edited.

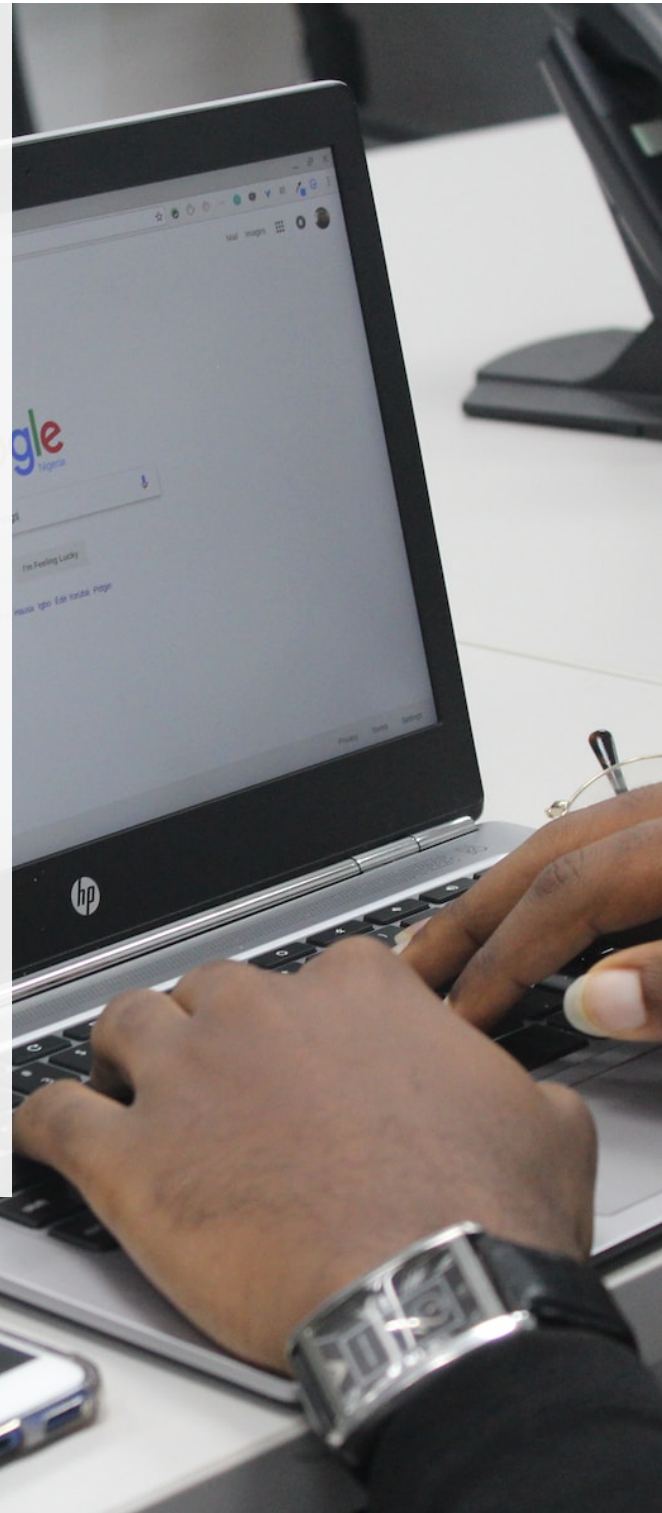
3: Stuffing the business name with keywords - Adding extra words to your company name like a city name or keywords is not a good idea. Keyword stuffing your business name may help you rank higher, but it's not worth the risk of getting your Google Business Profile suspended.

4: Two businesses sharing the same address or phone number - Google generally doesn't like it when two businesses share the same address or phone number. The rule primarily prevents home-based businesses from creating multiple Business Profiles at their home address or a single business from creating more than one business at one location/address.

5: Someone reported supposed violations to Google – A business owner doesn't have much control over this one. If someone reports violations to Google, it may be up to the business to prove themselves innocent. However, if there are no other clear violations beyond a competitor or angry customer making unsubstantiated claims, Google may ignore the reporting.

While a business may get away with violating Google's guidelines for a while, it will catch up with them eventually. Therefore, businesses need to be careful when creating their Google Business Profiles, ensuring they comply with Google's guidelines and avoiding violating any of the "unwritten" rules.

And if you work with local businesses, making sure they comply with these rules is one more benefit you can offer your customers.





RESOURCES AND NEWS

Media Pioneer BuzzFeed News to Shut Down

BuzzFeed News, a pioneering digital news site that won a Pulitzer Prize and stirred controversy by publishing the Steele dossier, said Thursday it will close after 12 years. BuzzFeed and its sister publication, HuffPost, will continue, but the news site will be wound down.

<https://www.washingtonpost.com/media/2023/04/20/buzzfeed-news-closing/>

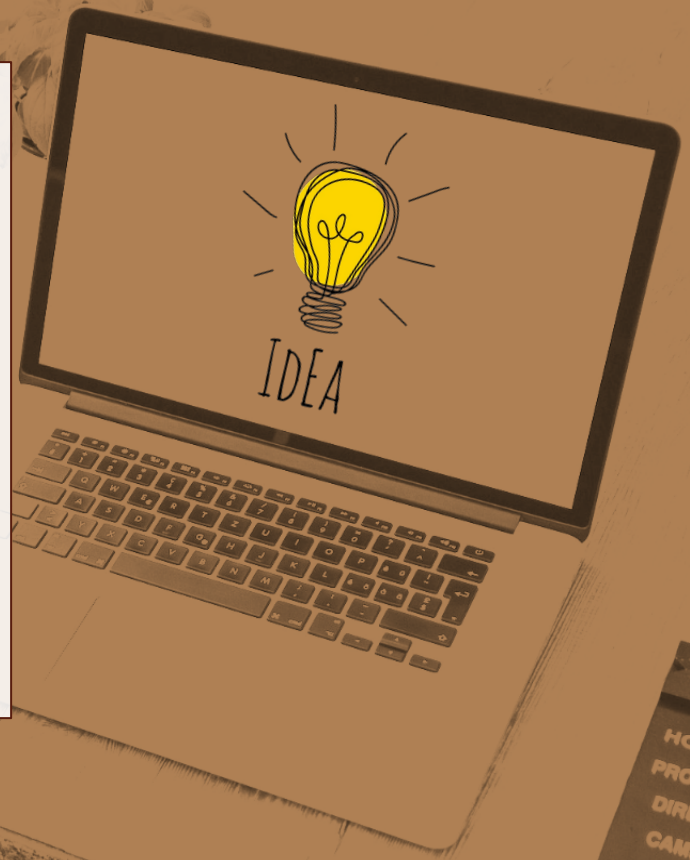
Generative AI Coming Soon To Google Ads

The AI will generate ads by remixing creative content (images, videos, text) to target specific audiences and meet campaign objectives.

Google is set to integrate generative artificial intelligence into its advertising business in the coming months, joining other major tech companies in adopting the technology.

The company plans to use AI to generate unique ads using materials provided by human marketers.

<https://searchengineland.com/google-integrates-generative-ai-into-ad-campaigns-395835>



Advertisers Slow To Return To Twitter Despite Musk's Claims

“An emailed request for comment to Twitter, which no longer has a communications team, returned an automated reply with a poop emoji.”

Ha! That might be the most hilarious line I’ve read all month.

Twitter’s ad revenue recovery appears to be slower than its owner, Elon Musk, claimed earlier this week in an interview with the BBC. With ad spend down roughly 20%, it’s clear that many advertisers are not rushing back to the platform.

Twitter’s top 50 advertisers spent a combined \$83 million over the past two months, down from \$102 million in the same period last year. Insider Intelligence has also slashed its forecast for Twitter’s global ad revenue this year by 37%, to \$2.98 billion, representing a 28% decline from its 2022 ad revenue of \$4.14 billion.

Since Musk’s takeover of the social media giant, big brands appear to be concerned their ads might land next to “wrong messages,” including hate speech.

<https://searchengineland.com/advertisers-slow-to-return-to-twitter-despite-musks-claims-395637>



Will You Author the NEW Think and Grow Rich?

"Think and Grow Rich" is a self-help book written by Napoleon Hill and published in 1937. It is one of the best-selling books of all time and has inspired millions of people to achieve success in their lives.

In my opinion it's also got one of the greatest titles in the history of book publishing.

Really, how could you possibly improve upon that title? It's just four words, and yet it makes a promise that's nearly unbeatable.

In case you've never read the book, Think and Grow Rich is a philosophy of success that emphasizes the power of the mind to achieve goals. Hill interviewed over 500 successful people - including Andrew Carnegie, Henry Ford, and Thomas Edison - to develop his ideas.

These days it sounds almost ordinary to have such a book, but back then it was considered revolutionary and even controversial.

Hill talked about the power of desire, faith, imagination, persistence, and the importance of a mastermind group.

He emphasized the importance of developing a definite purpose, a burning desire to achieve that purpose, and a plan to achieve it.

And he also stresses the importance of positive thinking, self-discipline, and persistence.

The book provides practical advice and techniques for achieving success, such as creating a written statement of your goals, visualizing your success, and surrounding yourself with positive influences.

All of this is stuff you already know, right?

You've heard it all before.

It's nothing new.

It's kind of boring, even.

When we hear something often enough, it loses some of its meaning.

But the fact is that these principles are every bit as relevant today as they were in 1937.

Now here's my challenge to you:

Get a copy of the book.

Read it. Maybe re-read it yearly if not monthly.

And then write your own book detailing how you used these exact principles to build your multi-million-dollar fortune.

Complete the book by 2028. That's five years from now.

Can you do it?

I believe you can. Follow these principles and I truly believe you (Yes, YOU) can build a fortune in five years.

Will you do it?

Now that's up to you.



Resources

Blush.design – Tell your story with customized illustrations. Choose the style of illustrations you want, customize the art and then download the PNG or SVG of your creation to use it in your presentation, web app or any project.

Whatruns.com – Discover pretty much everything that powers a website, from the apps they use, the CDN they're hosted on, how they track their visitors, Wordpress themes and plugins, fonts and a lot more.

Witeboard.com – you can draw anything you like This is an awesome site for explaining things on your next Zoom call. Look for the tools at the bottom as well as shortcuts via the “L” key or use the text tool by pressing “T”.

Carrd.co – If you want to create a website but the thought of designing and install themes overwhelms you, then you might start with Carrd. This site lets you create simple, free, fully responsive one page sites for pretty much anything. You can get three sites for free or upgrade to \$19 per year for more features.

Coverr.co - Download free stock videos that you can use in your own YouTube, Instagram and TikTok videos and anywhere else you choose.

Untools.com – This is a collection of thinking tools and frameworks to help you solve problems, make decisions and understand systems. There are tons of tools here to play with, but you might start with the Eisenhower Matrix which will help you prioritize your actions and tasks by importance and urgency.

Flourish.studio – Turn your data into beautiful and easy visualization and storytelling graphs and charts. Easy to use, you can create agency-quality data graphics and animated stories that bring your data to life.

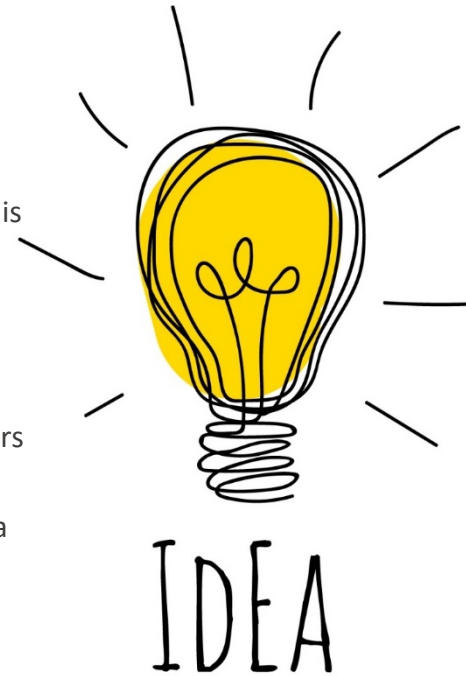
Lumen5 – Create videos quickly and easily for content marketing or any purpose you want. Just copy and paste the text that you want in your videos and click on convert to video. Or you can enter the URL for your article and Lumen5 will use that to create the video. Interestingly enough, Lumen5 uses AI to choose backgrounds for each point you make. Be sure to watch the video to make sure the backgrounds make sense. You can also add voiceovers and your own pictures.

Google's New Search Engine And Project Magi

Google is reportedly developing a new search engine that is powered by AI and is intended to provide a more personalized search experience for users. The new search engine is still in the early stages of development, but it is expected to offer users lists of preselected options and anticipate their needs.

Meanwhile, Google is also working on Project Magi, which involves adding new AI-based features to the existing Google Search. Project Magi aims to help searchers complete transactions, such as buying shoes or booking flights, while still incorporating Google search ads. Magi may be released as early as next month to a subset of users.

<https://searchengineland.com/google-planning-new-search-engine-while-working-on-new-search-features-under-project-magi-395661>



Marketers: 4 New Instagram Reels Features

The new features are intended to enhance user experience, boost creator-audience engagement, and provide valuable insights for data-driven content creation.

Instagram has just introduced 4 new features for Reels, including:

- A dedicated destination to discover inspiration through trending audio and hashtags on Instagram Reels.
- Easier Reels editing.
- Two new metrics to Reels insights: total and average watch times.
- Expanded availability of gifts on Reels to additional countries and incorporated a feature that allows creators to acknowledge fans' gifts.

<https://searchengineland.com/4-new-instagram-reels-features-395632>



From Small Steps to Giant Leaps: Little Wins Lead to Big Successes



Do you know how to absolutely, positively guarantee you will be successful or die trying?

Keep trying no matter what.

Because if you never stop trying, sooner or later you're just about guaranteed success.

"Yeah, but failures get me down. I want massive success super-fast or I'm not gonna do it."

That sentiment above is why all those make money overnight gurus do so well. They promise the moon and the stars for the cost of a nice meal at a restaurant. "Plug and play!" "Flip the switch!" "Check out my McMansion and 22 cars – this can all be yours!"

You already know to avoid those kinds of offers, right?

But there's something much bigger and insidious that's robbing people of their online success and we touched on it just a moment ago...

Giving up.

I see new online marketers racing at Mach 10 with their hair on fire.

They are either building the ultimate product to end all products, or they're posting and blogging 20 times a day.

They are unstoppable!

But inevitably, they burn themselves out and lose interest before achieving their goals.

Meanwhile, a handful of people chug along, posting to their blogs a couple of times a week for years, posting on social media a few times a day mostly on automation, finding what works and what doesn't.

They build an email list bit by bit. They find the best affiliate products to promote for their audience. They focus on just one or two social media channels. They make money with their email list, maybe with Google ads, with affiliate products and eventually with their own products, too.

If they are creating products, they choose their topics based on response to their blogposts. One of their blogposts received 200 comments and 500 shares? Maybe there's a product to made here, so they do a test to see if people buy. If they do, they create the product on the fly, with their beta buyers giving feedback on live calls. Pretty soon it's an entire course and the price goes up. Or it fails and they only lost a couple of days of work.



No big deal. They didn't burn themselves out on a failed idea; they just found something that didn't work.

I understand if you have the lottery mentality.

You're stuck somewhere in life where you don't want to be. You want out. Making a fortune on the internet seems like the way to do that.

But online marketing isn't a lottery. Those overnight successes you read about? They were years in the making.

Think about college. You didn't take Freshman English and think you were going to graduate. You had to take classes for four years or maybe even five before you got that sheepskin. You knew going in that it would take that long, so you stuck with it and eventually got it done.

Building your online business is no different. It's going to take months to get some decent money coming in and most likely years before that money really adds up to something stupendous.

Just keep at it. Keep plugging along, finding what works and what doesn't, celebrating each small win and one day you'll realize you're putting in a lot less time on your business while making a lot more money.

I can tell you from experience that's a really good day. When I was in school, I was told by my English teachers that my writing was lousy and I should look elsewhere to make my living.

I now built a very comfortable lifestyle with information marketing. I wonder what my old teachers would say if they knew what I've accomplished with time and persistence. Then again, they probably don't remember the scrawny kid in the back of the class who spent his time doodling and daydreaming about making great money and doing whatever he wanted in life without working a 9 to 5 job.

If I were to talk to that kid at the back of class, I would tell him that it's the little wins that keep you moving ahead.

It's consistency and doing the work day in and day out that creates the big wins.

It's making the right decisions – should I write that article or watch Netflix? – that leads to more wins.

If you do not give up and you keep moving forward, then you cannot fail.

One time in the U.S. I was just foolish enough to go hiking with a group of experienced hikers. We were taking a route with a 2,000 foot elevation climb. That's 2,000 feet straight up, spread out over a five mile trail of rough rock, tree roots, ice and mud.

I wasn't in great shape at the time. After just the first half mile my lungs were on fire and my legs were turning to jelly. I thought the pace set by the experienced hikers might kill me, so here's what I did:



I focused on the next little win. I'd look up the trail a few yards and see an especially big tree. "I just have to get to that tree," I told myself.

When I got to the tree, I silently cheered my success while I paused to gulp air and let my heart settle back down. Then I picked out the next goal, "I just have to get to the end of this switchback," and I did the same thing.

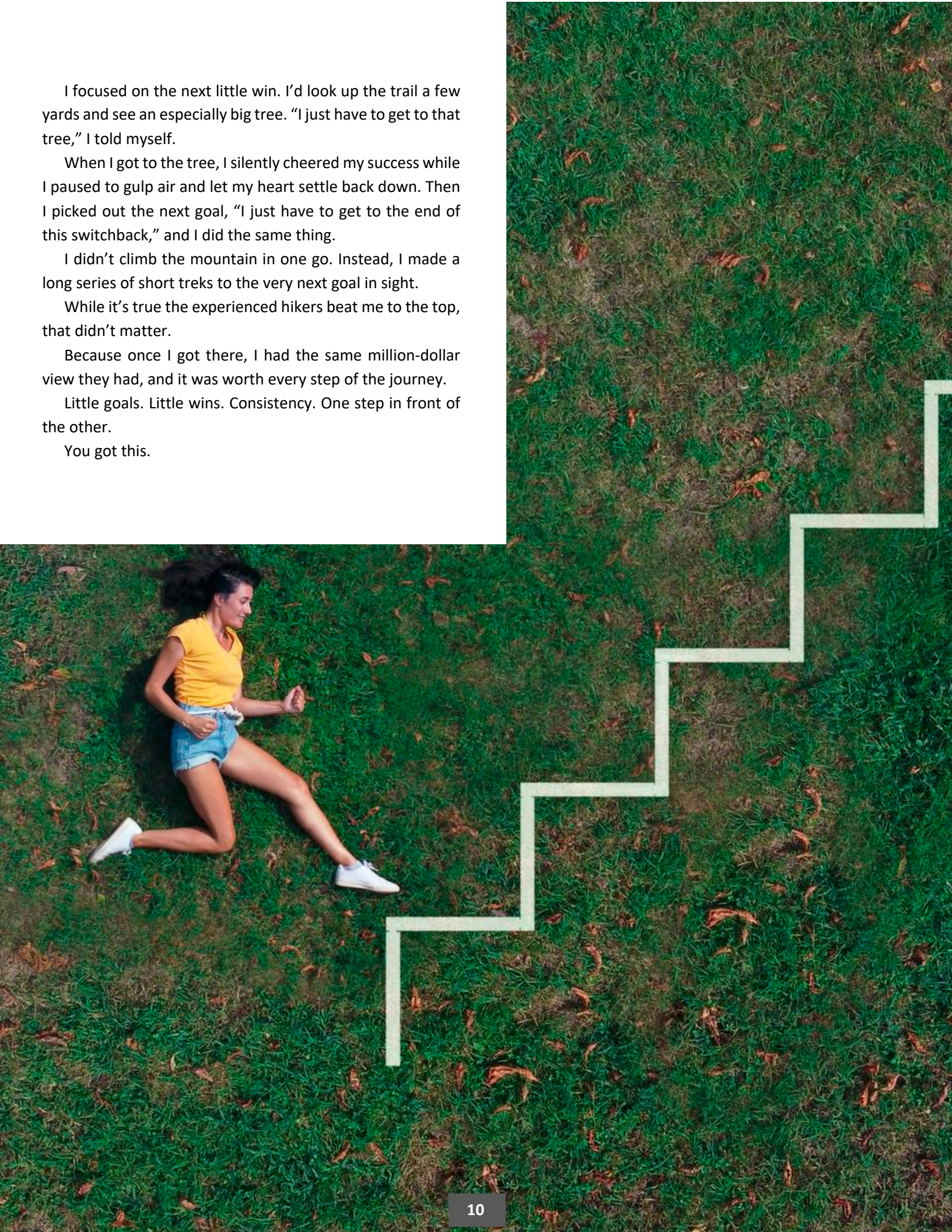
I didn't climb the mountain in one go. Instead, I made a long series of short treks to the very next goal in sight.

While it's true the experienced hikers beat me to the top, that didn't matter.

Because once I got there, I had the same million-dollar view they had, and it was worth every step of the journey.

Little goals. Little wins. Consistency. One step in front of the other.

You got this.



17 Side Hustles Potentially Worth \$5,000/mo

Not everyone wants to create information products, build email lists or act as an affiliate. Frankly, I think those folks are crazy because all three of those things can be extremely lucrative. Still, each to their own because some folks just like to go in another direction, and more power to them.

That's why I've compiled this list of proven side hustles that all have the potential to earn \$5,000 per month, or more.

There might just be a million-dollar idea in here for you. Or if you do enjoy creating information products, most of these would make an awesome how-to course, book or information product, too.

1: Niche E-commerce Store - Sell unique niche products that appeal to a specific audience. Imagine walking through a big store that sells everything – what's the one product section that really catches your attention? Maybe it's funny t-shirts, colorful socks, fishing lures or natural beauty products. Now imagine creating a niche store that sells just that single line of products.

2: Virtual Interior Design - Use 3D design software to create virtual models of rooms, and work with clients to create custom designs for their spaces. You could literally work with anyone in the world from the comfort of your own home.

3: Online Course Creation Partnerships – Maybe you don't want to create your own courses, but what if you teamed up with experts to create courses with them? They bring the topic knowledge, and you use your marketing knowledge to create fortunes for both of you.

4: Subscription Box Business - Curate and send out monthly boxes of unique and interesting products related to a specific theme to earn a steady income from subscribers. For example, dog treats, cat toys, chocolates, craft kits, baby stuff, specialty foods, wines, beers... the list is endless.

5: Online coaching or consulting - Provide personalized coaching or consulting services in a specific area of expertise, such as business, life, marketing, health or personal development. Use an online platform such as Skype or Zoom to conduct your coaching sessions.



6: Virtual event planning - Plan and manage events for clients, such as webinars, virtual conferences, and online workshops. The key here is choosing good software that does the heavy lifting for you and then targeting businesses that simply don't want the bother of organizing these events themselves. You might even create all of their marketing materials for them, too, so they can focus on other things while you handle every detail of their event.

7: Customized meal plans - Offer customized meal plans based on individual dietary requirements, preferences, and health goals. Use software to enter their needs and restrictions and let it create the meal plans for you.

8: Language tutoring - Provide one-on-one language tutoring services to students around the world. For example, you might teach English as a second language. Or you can act as a go-between, putting language tutors together with students.

9: Listening – People need someone to really listen to them and they will pay good money for this. You could start a listening service that pairs listeners with people who need to be heard.

10: Photography - Selling original and AI generated photographs to businesses and individuals for use in marketing materials, websites, and other media.

11: AI Art – Even if you're not an artist, you can use AI to create art. Sell the prints online and even license them to others for their own use or to resell.

12: Online language translation -You can offer professional translation services for businesses and individuals, and even start a service that pairs translators with clients. Or you might create a service that connects language learners with native speakers for conversation practice.

13: Content creation – You can write and produce content for blogs, social media, and other digital platforms. You can use AI to help you gather ideas and do basic research to reduce the time it takes to create your content.

14: Virtual bookkeeping – Using a program such as Quicken, you can provide bookkeeping and accounting services to small businesses and entrepreneurs.

15: Social media management - Manage social media accounts for businesses and individuals to help build their brand and online presence. Start with just one social media channel and expand from there. Or specialize by focusing on social media management for just one type of business, such as accountants or restaurants.

16: Social media influencer – When you build a large following on social media platforms such as Instagram or YouTube, you can earn significant amounts of money by partnering with brands and promoting their products. Become a master at what goes over well on your social media channel to build your audience quickly.

17: Online tutoring – If you have an in-demand and highly specialized skill, you can tutor professionals in that skill via Skype or Zoom. For example, you might be an expert at getting on TED talks. Many professionals would love to have the exposure and credibility a TED talk would give them, and they will pay you handsomely to learn how to get one.



Jen Perdew

interview



Editor:

This time we're chatting with someone who has a truly fascinating story. Jen Perdew is the president and CEO of MyNAMS, the novice to advanced marketing system. So if you've ever wanted to have your own online marketing moneymaking business, then you're going to love this conversation. Whether it's affiliate marketing or writing winning sales copy, Jen has you covered. She's got so much knowledge and I'm sure we're going to touch on that. So Jen, welcome.

Jen Perdew:

Thank you so much for having me here. I appreciate it.

Editor:

It's great to have you. Now, as always, I think we should start with a quick overview of MyNAMS and also how you got started online.

Jen Perdew:

It's a very crazy story how I got started online, actually. But quickly, on our business, we really started as a live workshop company, where we were bringing together instructors and bringing people live to events twice a year. And we did about 15 of those live events in Atlanta. And the groups and the people that were coming kept saying, "We want more than just two times a year. What can you do for us?" And so we developed a membership programme that we still have, our MyNAMS Insiders Club. And this is really where our super-serious business owners and startups tend to gravitate towards.

And so our biggest focus is really helping either small businesses who have brick and mortar, try to get them into more online channels, or for business startup and really teaching people the foundation and the fundamentals of online business. There's so many bright, shiny objects out there, and a lot of people get discouraged easily. And we really wanted to focus on the foundational stuff, which isn't sexy but we feel like it's really important. And one of my clients told me the other day that we were the last house on the block for him. But it was worth the drive.

Editor:

I love that.



Jen Perdew:

I'm like, "That's my new tagline." So that's really what we focus on. And my background, actually, was I was 20 years in logistics and operations for the outdoor rec industry: whitewater rafting, kayaking, mountain biking, hiking, things like that. And my parents were so excited after they paid for me to go to college to do that.

Editor:

Of course.

Jen Perdew:

In 2015, my dad actually knew that the company was growing and needed somebody in the back end of the business to handle the logistics and the support and training for staff. And he also knew that the company was turning into something. We weren't really sure at that point where it was going. But he also knew that he was going to want to retire someday, and he didn't want to put all this effort into something that was just going to go away. And so he brought me in with the idea of, let's see how this goes. Let's see what you think. And as I really started digging into the business more and more, we came up with a plan for me to actually buy the company when he decided he wanted to retire. And so I did that January 1st of this year.

Editor:

So this is a true family business.

Jen Perdew:

It is. And that's what's been interesting. And I think that's kind of why I'm getting a little bit more attention right now, because with internet marketing being still -- it's not in its infancy, but it's still new enough that there's been no real family or legacy style businesses that have been able to happen yet, with families. And so this truly was, we planned this out, we knew we wanted to keep it in the family. I haven't planned what happens next. I still plan on being in this business for another thirty years to support me.

But from that perspective, he and I really had some good strategies in place for systems and processes so that it would be a really super easy transition. And last year, about the last half of last year, I really started making the decisions and writing the emails, writing the content so that it would be not just this very abrupt, "Oh my gosh, she bought the business January 1st and it's completely different now."



Editor:

Yeah. It is always about that transition in situations like this, isn't it? And for anybody who's either listening or reading to this, your dad is David Perdew?

Jen Perdew:

Correct. Correct.

Editor:

Who of course is a legend in his own right in internet marketing. How was that for you, though, Jen? Obviously, big shoes to fill in many ways.

Jen Perdew:

Yeah. So it's been interesting, and I've actually been on quite a journey over the past few months. And I've been really honest with people about this, that it'll mess with your head a little. And I came into this, January 1st. The business has done fantastic. I already had a lot of plans in place for things I wanted to do. My dad had his vision for how he wanted the business to be run, and I have a different vision for that. And so I've been trying to put that in place. But at the same time, I feel like we all go through this kind of imposter syndrome. Whether you've been in the business for 20 years or not, you hit those milestones and you think, "Oh wait, wait, wait, what am I doing? What's happening? Why is this happening?"

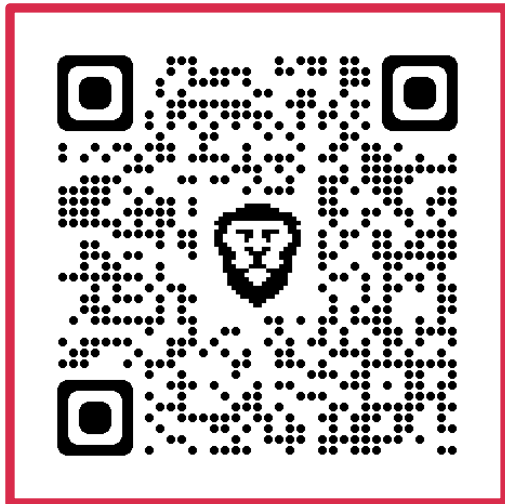
And it's been something I've been working through with my own business coach of trying to make sure that I'm not trying to fill his shoes. That's the big thing, I think, for myself mentally is not going there mindset-wise. It's really understanding that I worked hard to be able to buy the business. I bought this business, he didn't give it to me, I bought it. And he's very happy to get a check from me every month. And so really just getting confident in my abilities.

Editor:

It's great to hear that. It's great to hear that actually you're not just stepping into your father's shoes and continuing what he's done. You've got your own direction to lead and your own management style and your own, as you say, you are the owner of this business now. You're not just running it to continue it in the legacy of your father. So that's great to hear, Jen. And how has the reaction been, because you have a team, how has the reaction from the team been to that as well?

Jen Perdeu:

It's been fantastic. I should not even sit here and say that I doubt things or I question things. I think we all do that as business owners. But the reception that I've gotten from our members, from other people in the internet marketing community, my team, my family, it's been fantastic. Everything that I have challenged myself with since I bought the company is all been self-imposed...



*Scan The QR Code
To Listen To The Full
Interview Now*



Webinars are a powerful tool for sales and can be used to reach your target audience and convert them into paying customers.

But they can also be the biggest time wasters in the history of marketing if you don't follow these 9 not-so-secret 'secrets' to making sales on webinars:

1: Know your audience - Understanding your target audience's needs, preferences, and pain points helps you tailor your presentation to them. By knowing what your audience is interested in and what problems they're trying to solve, you can speak as one of them, creating a connection that makes it easy to take them by the hand and lead them into taking action.

Let's say you're using your webinar to sell a course that teaches some sort of make money online marketing. If your audience is full of skeptical non-marketing people who don't yet fully believe they can make money online, you're going to have to start by fully addressing this point. If you just assume they're experienced online marketers who are already earning online, you won't get sales because you did not overcome this objection.

2: Choose the right topic to fit your objective - Your webinar should have a clear objective and be designed to achieve that objective. Whether it's to introduce a new product, educate your audience, or generate leads, make sure your objective is clear and your presentation is structured accordingly.

Once you know your objective, choose the topic that will lead people to take the action you seek. Think of the objective as the end goal or destination and the topic as the road that will take you and your audience to that destination. For example, if you're selling a master course on driving targeted traffic through social media marketing, your webinar could be on one of the traffic driving methods. Anyone interested in one method will likely be interested in many methods, as well as ways to simplify the process.

3: Create a compelling presentation - Your presentation should be engaging, informative, and visually appealing. Use images, graphics, and videos to make your presentation more dynamic. Share stories, ask questions, and be enthusiastic throughout your presentation.

Provide immense value to your audience. This can be in the form of new knowledge, actionable tips, or industry insights. Make sure you provide content that is unique, engaging, and valuable. Your goal is to make your audience think, "If this is what they're giving us for free, the product is going to blow me away."

4: Focus on benefits, not features - Instead of just talking about the features of your product or service, focus on the benefits that it provides to your customers. Paint a before and after picture of what life is like once this problem is solved.

9 Secrets to Making Sales on Webinars



In many cases you can tell them what to do to solve their problem, but not how to do it. If they want to know the 'how' of it, or they want it done for them, then they should take action and grab your offer.

5: Provide a clear call-to-action - At the end of your webinar, provide a clear call-to-action that tells your audience what they need to do next. Make it easy for them to take action by providing links, phone numbers, or email addresses.

This call to action should be set up at the beginning of the webinar with something like this: "Today I'm going to show you step by step one of my favorite methods of driving targeted traffic on autopilot and profiting from that traffic with residual income. If you like what I teach and you see how you can profit from it in a massive way, I'm going to make an offer at the end to take the work out of it by doing it all for you (or to teach you more methods, or whatever it is that you're selling.) Is that fair?"

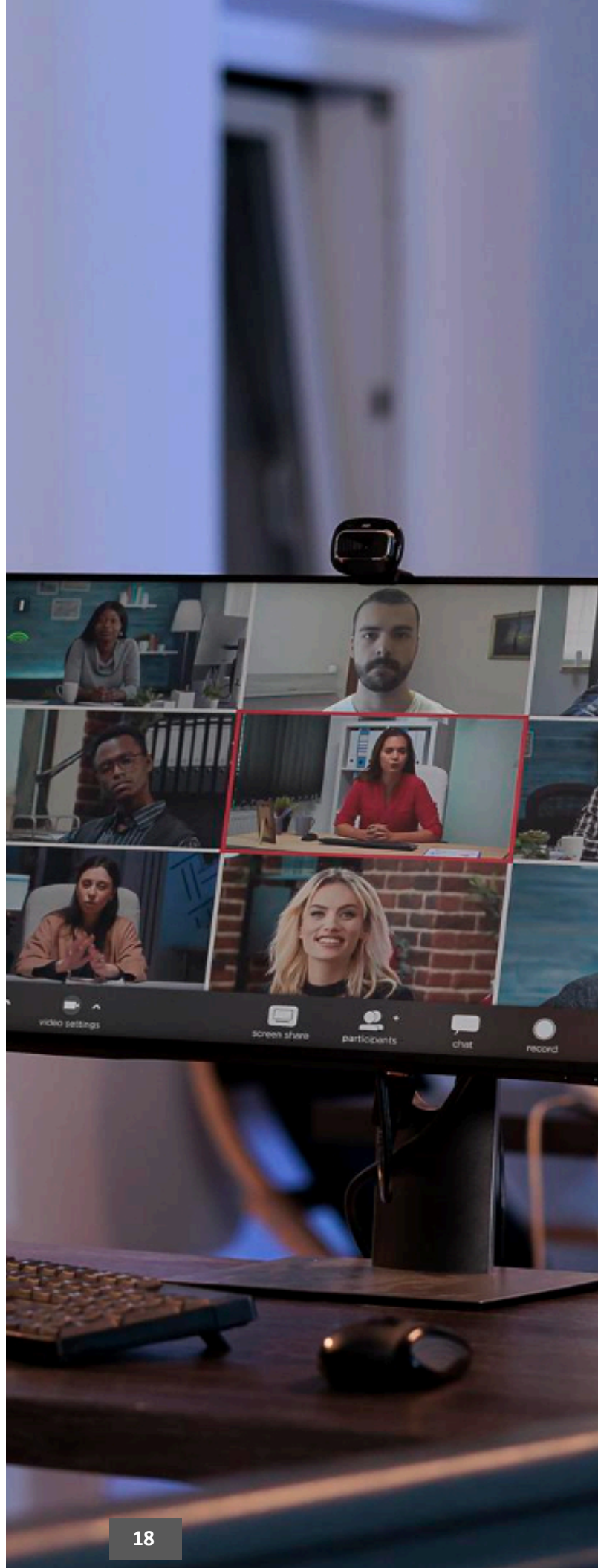
6: Use social proof - Use customer testimonials, case studies, and success stories to provide social proof of your product or service's effectiveness. Social proof is a powerful tool for increasing sales because hearing from satisfied customers or clients demonstrates the value of your product or service better than anything you can say.

It's best to use this social proof in the form of stories with specific details. Instead of, "Joan from Colorado says she loves this product," you might say, "When Joan came to us she was desperate for a solution. We worked closely with her and in just 4 weeks we turned her business around and now she's earning a comfortable \$110,00 income using the exact method we taught her." (As you know, be sure to always mention that you cannot guarantee the attendee any income results whatsoever.)

7: Use scarcity and urgency - Use scarcity and urgency tactics to encourage your audience to take action. Offer limited time discounts, bonuses, exclusive deals or other incentives to encourage people to buy.

It often helps to have a valid reason why you're making this offer for a limited time only, such as starting a live class in just a few days or limiting membership to ensure everyone gets personal one-on-one help.

You might say something like, "We only have X number of spots open and we expect those to go today. We apologize to anyone who doesn't get in, but we have to put these limits in place to ensure everyone gets the personal one-on-one attention to be successful."



8: Follow up with attendees - After the webinar, follow up with your attendees to answer any additional questions they may have and to offer additional incentives to purchase.

A good follow-up system can literally double the number of sales you make from any one webinar. Be sure there is a clearly stated deadline and then continue to follow up until that deadline is reached.

However, if you are only offering a certain number of spots and if those fill, then don't suddenly open it up to another x number of spots unless you want to lose credibility. When you build a reputation of honoring your deadlines and quantities offered, you will notice over time that customers are faster to grab your offers for fear of losing out. But if you continuously extend your deadlines and increase the number of people admitted, then customers will delay and put off purchasing. And you know that a purchase deferred is almost always a purchase not made.

9: Analyze your results - Identify what worked and what didn't. This will help you to improve future webinars and optimize your sales strategy.

It's difficult for many to do this, but I HIGHLY recommend you listen to the recording yourself. Notice what you did right and what makes you cringe and even what makes you want to crawl into a hole from embarrassment.

Have someone you respect listen to it and be ready to hear what they have to say. Learn from your mistakes and find ways to improve.

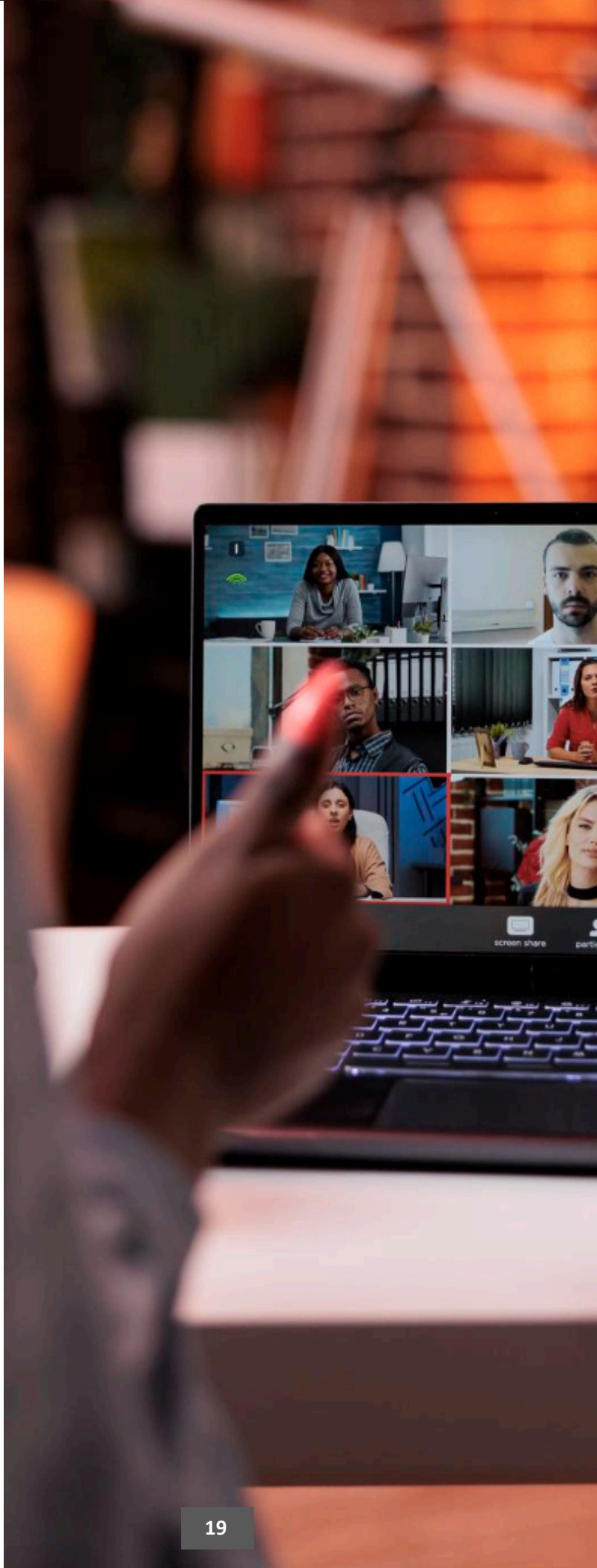
And practice. Practice your presentation before your first webinar to ensure that it is polished and professional. Consider doing a dry run with a colleague or friend to get feedback and refine your message.

Practice before each webinar until you've done 50 of them.

And even then, continue to make improvements with each subsequent webinar as you go, incorporating anything new and relevant, and losing anything that doesn't help achieve your objective.

Becoming great at doing live presentations via webinar or any other medium takes time and practice.

But it can be one of the most profitable skills you ever master.

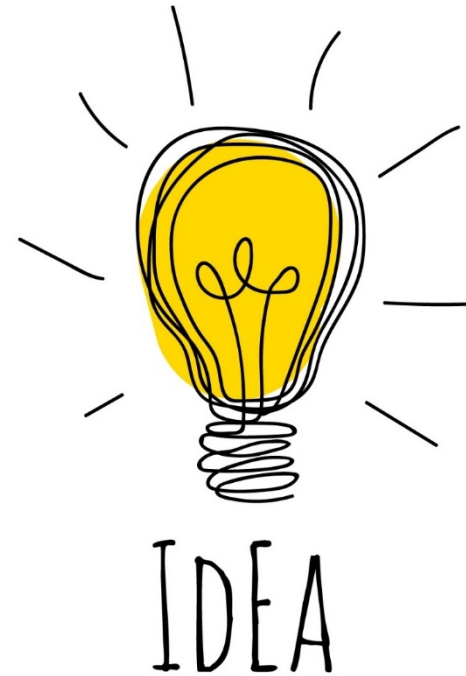


How to Boost Your YouTube Views and Retention With Playlists

Want to keep YouTube viewers engaged for longer? Wondering how to create playlists that attract and retain engaged viewers?

In this article, you'll discover how to create and optimize YouTube playlists for search and watch time.

<https://www.socialmediaexaminer.com/boosting-your-youtube-views-and-retention-with-playlists/>



Meta Verified: How to Verify Your Instagram and Facebook Accounts

Do you wish you had a blue checkmark next to your Facebook and Instagram accounts? Wondering about the benefits and drawbacks?

In this article, you'll get a step-by-step guide to signing up for Meta Verified status.

<https://www.socialmediaexaminer.com/meta-verified-how-to-verify-your-instagram-and-facebook-accounts/>



Google Updates Helpful Content Guidance, Streamlines Search Console Reports

Google updates helpful content creation guidance, emphasizing page experience, and revamps Search Console reports for improved alignment with ranking systems.

<https://www.searchenginejournal.com/google-updates-helpful-content-guidance/485012/>

The Instagram Marketing Cheat Sheet

1: Optimize your profile - Attract more followers, engage your audience and ultimately grow your brand by doing the following:

Using a high-quality, recognizable profile picture that represents your brand. It could be your company logo or your headshot.

Using a clear and descriptive username that is easy to remember and reflects your brand or business. Avoid using complicated usernames that are hard to spell or remember.

Writing a compelling bio to quickly communicate who you are and what you offer. Use keywords that your target audience might search for and include a call-to-action to encourage engagement.

Including a clickable link to your website in your bio, so visitors can easily find and explore your website.

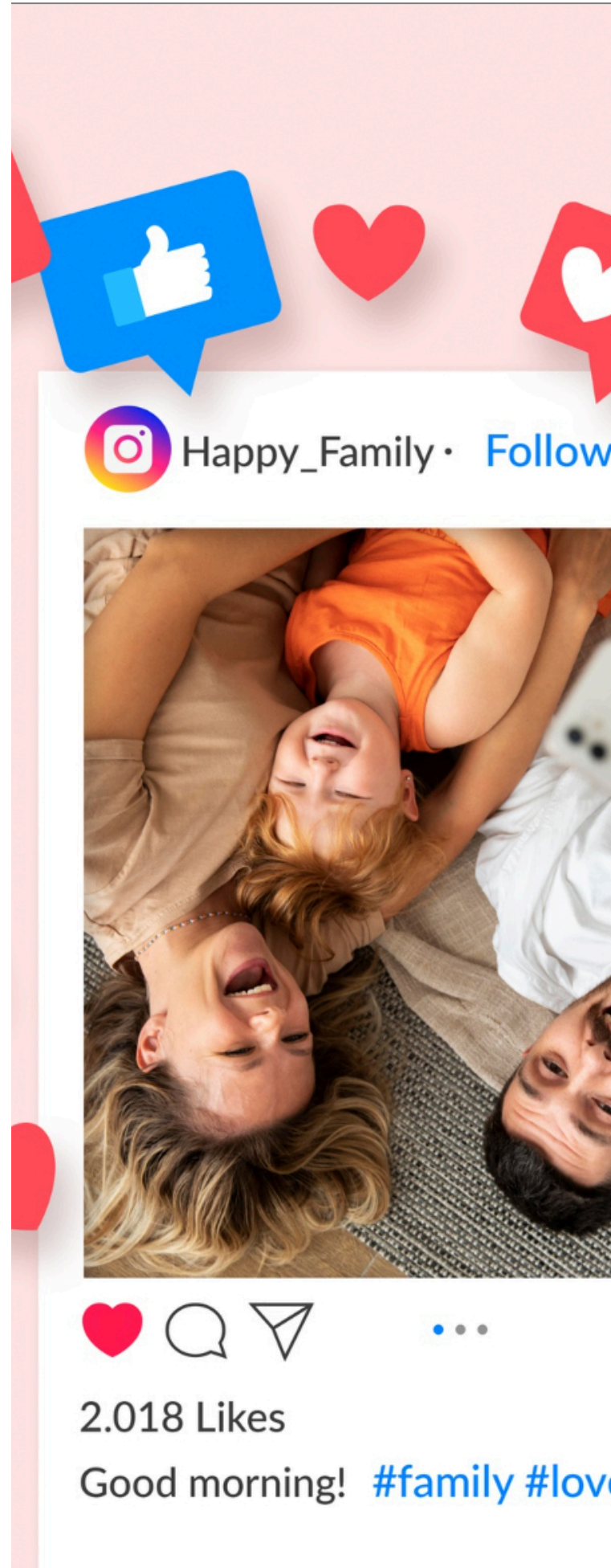
2: Use a consistent brand voice - Choose a color scheme and aesthetic that represents your brand and stick to it in all your posts. Consistently post high-quality content that is relevant to your brand and target audience. Use a mix of images, videos, and captions to tell your brand's story and engage your followers.

3: Post consistently - Aim to post at least once a day, but no more than three times a day, to keep your followers engaged.

4: Use hashtags - Use relevant hashtags to make your content discoverable by people interested in your niche or industry. Research popular hashtags in your niche and include them in your posts.

5: Use Instagram Stories - Stories are a great way to show behind-the-scenes content and give your followers a glimpse into your brand's personality. If you're new to the platform, Instagram Stories is a feature within the Instagram app that allows you to share photos and videos that disappear after 24 hours. They appear at the top of the Instagram feed and are represented by circular profile pictures.

You can share multiple photos or videos in a single story, and you can also add text, stickers, filters, music, and other creative elements to your content. Instagram Stories also include interactive features, such as polls, questions, and quizzes, which allow users to engage with their followers and encourage user participation.



You might think of Instagram Stories as a more casual and spontaneous way to share content compared to traditional Instagram posts. You can showcase your daily activities, share behind-the-scenes moments, connect with your followers on a more personal level and promote your products and services.

6: Use Instagram Reels - Reels are short-form videos that are up to 60 seconds long and can be used to showcase your brand's products and services in a fun and creative way.

These videos can be edited with various creative tools, such as music, filters, and special effects, to make them more engaging and visually appealing.

Here's a great primer on how to use Instagram Reels for marketing, along with examples:

<https://www.wordstream.com/blog/ws/2021/06/22/instagram-reels-ideas-for-businesses>

7: Collaborate with influencers - Partner with influencers who have a similar audience to yours to expand your reach.

First, look for influencers who have a following that aligns with your target market. You can use tools like Influencer.co or HypeAuditor to find influencers in your niche. You've got to choose influencers who are in contact with your target audience, and your collaboration needs to add value to the influencer's audience or this won't work.

Next, reach out to the influencers. You can DM them directly on Instagram or find their email addresses on their profile. Be sure to introduce yourself and your brand, explain why you think a collaboration would be beneficial, and offer to send them your product for review.

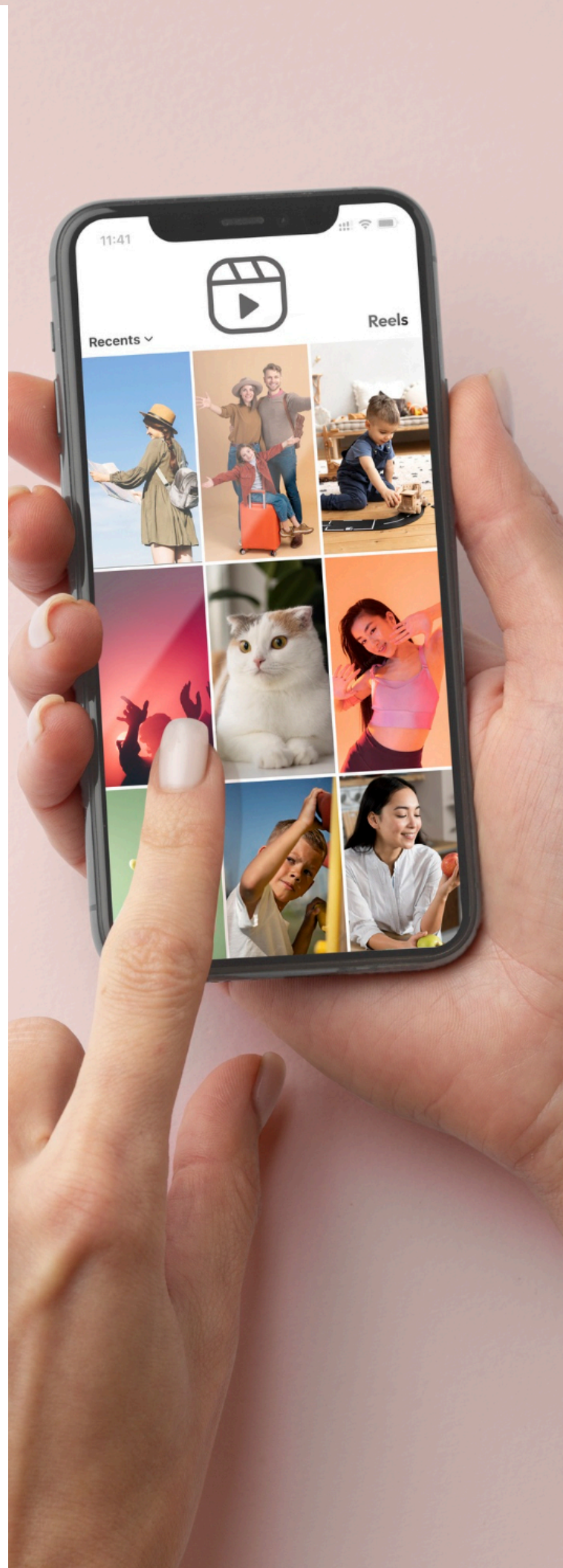
You can offer the influencer a commission on sales or a flat fee for their services. Make sure to clearly define the terms of the collaboration, including the timeline and deliverables.

You can provide the influencer with content that they can use to promote your product, such as product photos or videos. You can also provide guidance on how you want the product to be featured and any messaging you want the influencer to use.

Finally, keep track of the engagement and sales generated by the collaboration. This will help you determine the effectiveness of the partnership and make adjustments for future collaborations.

8: Run Instagram contests - Contests are a great way to engage your audience and increase your following.

There are various types of Instagram contests such as Like-to-Win, Comment-to-Win, Hashtag Contests, Tag-a-Friend, and UGC contests. Choose the one that aligns with your goals.



Select a prize that is relevant to your brand and appeals to your target audience. The prize can be your product, service, or a gift card. Do not give something generic as a prize (such as an iPhone) or you'll end up getting a huge response of people who have no interest in your products.

Use eye-catching graphics, write an engaging caption, and include all the relevant details such as rules, eligibility criteria, and the deadline.

Promote your contest on all your social media platforms and encourage your followers to participate. Use relevant hashtags and collaborate with influencers to reach a wider audience.

Keep track of all the entries, select a winner and announce it on your Instagram page. Remember to follow up with the winner to claim their prize.

9: Use Instagram Live - Host Q&A sessions, product launches, and other events to keep your audience engaged.

Before going live, plan out the topics you want to discuss and any visuals or props you might need.

Build excitement for your live session by promoting it on your Instagram profile, website, and other social media channels. Use hashtags and mention influencers or partners who might be interested in your content.

Encourage your viewers to ask questions, leave comments, and engage with your content during your live session. Respond to comments and questions in real-time to build a sense of community and connection.

After your live session, save the video and share it on other social media channels or your website. You can also edit the content into shorter clips or highlights to share on Instagram or other platforms.

Use Instagram Insights to track metrics like viewer count, engagement, and retention rate. Use this data to refine your approach for future live sessions and optimize your marketing strategy.

10: Use user-generated content - User-generated content (UGC) can be a powerful tool for Instagram marketing because it allows you to showcase your brand through the eyes of your customers.

Ask your followers to tag you in their posts by including your handle or a specific hashtag in their captions. This will help you to easily find UGC related to your brand.

Keep an eye on the posts that mention your brand and curate the ones that align with your brand's message and aesthetic. Reposting user-generated content on your brand's Instagram page can help you increase your brand's reach.



Always give credit to the original creator of the UGC by tagging them in the post and mentioning them in the caption. This will not only give credit to the creator but also encourage other users to create and share their own content.

Encourage users to create and share their own content by running UGC contests and campaigns. For example, ask your followers to create content related to a specific theme or challenge and offer a prize to the best submission.

Use UGC in your Instagram ads to increase their authenticity and make them more relatable to your target audience.

Last Thoughts - Instagram's large user base of over one billion monthly active users is ready to see your products and even buy right through Instagram's shopping features. This highly visual platform has one of the highest engagement rates of any social media platform, with users spending an average of 28 minutes per day on the app. And it's the leading platform for influencer marketing, making it an excellent place for you to promote your products.





How to Write a Great 'How-to' Article

You can make someone's day or even get a customer for life if you can offer them the assistance they need to get something done.

Think back to a time when you searched online for how to do something and you found an article that guided you step-by-step through the process in an easy to understand manner. Odds are you looked to see what else this website offered, and you may have signed up for their email list or followed them on social media.

Maybe you even purchased their product on the spot.

Writing 'how-to' content can be ridiculously profitable because of...

High Demand - There is always a demand for 'how-to' content because people are constantly seeking solutions to problems and looking for ways to improve their skills and knowledge.

Increased Authority - When you provide valuable information and share your expertise, you are establishing yourself as an authority in your field, giving you increased credibility and trust, which leads to more sales.

Engagement Building - 'How-to' content encourages your readers to follow your steps and try your suggestions, leading to increased traffic and social shares, which can boost your website's search engine rankings.

Increased Sales - When your 'how-to' content relates to products or services that you offer, you can use it to increase sales by promoting your products as solutions to the problems addressed in your content.

Evergreen Content - Unlike the latest news, 'how-to' content tends to be evergreen, meaning it remains relevant and useful over time, attracting readers and generating revenue long after it's initially published.

By investing your time and effort into creating high-quality 'how-to' content, you can create a valuable asset that continues to pay dividends over time.

Here's how to create your next 'how-to' piece of content...

...and yes, I see the irony of offering a 'how-to' on writing 'how-to' articles, but that's just another example of why this type of content works so well.

Step 1: Think of yourself as a teacher - If your content goal is to instruct or educate your audience, it is crucial to approach the creation process with a teaching mindset. This requires detailed explanations, step-by-step instructions, lots of examples, and helpful visuals such as photos or video.

It's important to not only present the "what" but also the "how" and the "why" of the topic. By putting yourself in the reader's shoes and building their understanding from A to B, to C and beyond, you can successfully teach through your content.

Step 2: Choose and refine your topic - To find the perfect how-to topic for your content, start by considering the needs and wants of your target audience. Identify problems they may have that you can help solve with how-to content. You might conduct surveys, interviews, or use social listening to learn more about their questions and interests.

You can also find potential topics through keyword research by searching for "how to" keywords or terms such as "step-by-step guide" and "tutorial." Ensure that the keyword you choose is not too competitive and has a high search volume to increase the chances of ranking for it.

And be careful that your topic isn't too broad. Ideally you're teaching one solution to one problem and no more.

Step 3: Research and plan your how-to topic for SEO and readers - To create an effective how-to guide that both resonates with readers and ranks well in search engines, it's essential to research the topic and competition first.

By studying what already ranks for the focus keyword, you can determine what works and what you can do better, bigger or differently. Consider the structure, focus, and searcher intent of existing content, and take notes on what makes it successful.

Differentiating from the competition is also crucial. Look for gaps or areas that competitors have overlooked and seek to improve upon them. Visual differentiation, such as adding photos or videos, can also help set your content apart.

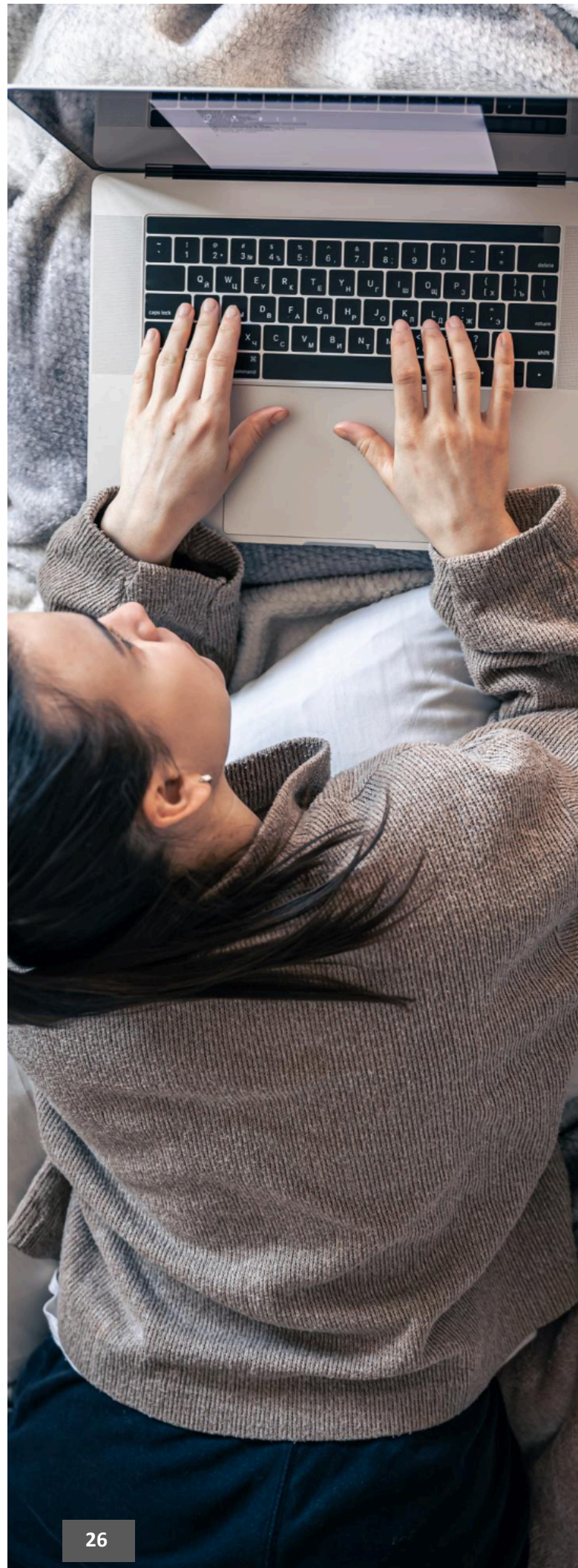
Don't look to copy others, but rather to improve upon anything already offered.

Step 4: Write with the aim of teaching effectively - When creating how-to content that resonates with your audience, it's important to keep a few things in mind.

First, you need to know your audience and their level of knowledge about the topic you're covering. This will help you bridge the gap between what they know and what they need to learn.

Additionally, it's important to put yourself in a beginner's shoes to better empathize with your readers and make your content more helpful.

Finally, avoid using technical terms or industry jargon, which can alienate readers who aren't yet familiar with those terms. Instead, aim for clarity in how you explain and describe concepts.



Step 5: Add your unique angle and expertise on the topic - The key to standing out among the millions of daily blog posts is to leverage your expertise or experience. Whether it comes from your education or your life experience, this knowledge and skill combination is fundamental to your brand and how you solve customers' problems.

Understanding and expressing this expertise in content can be a significant differentiator, and using unique stories can give extra weight to how-to content. Identify where your expertise comes from and incorporate it into your brand's content strategy.

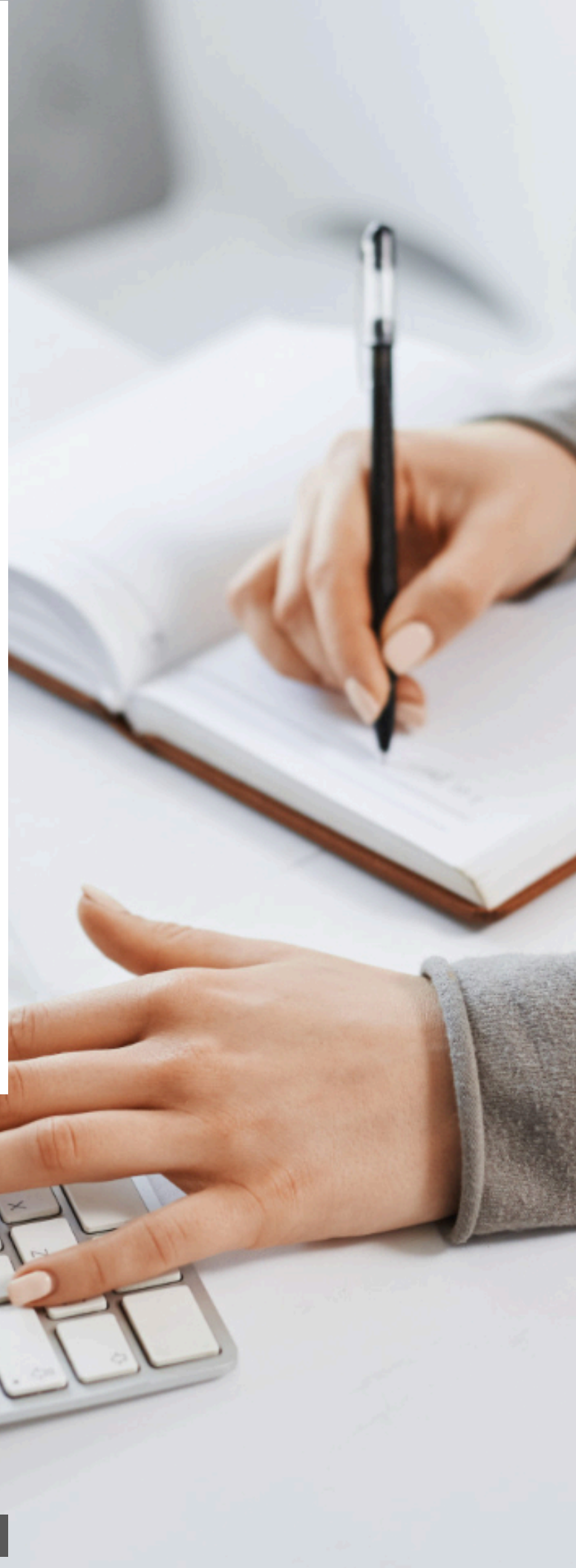
6: Explain the 'why' behind your points - It is not enough to just explain the "what" of a topic, but also the "how" and "why." Explain not just how to do something, but why it is important.


If you're teaching how to maintain an engine, then you'll show them not just how to change the oil but also why this is crucial for the engine's health and long life.

7: Include helpful visuals – Visuals make how-to content more engaging and understandable for readers. Use images, photos, and screenshots to help readers better grasp concepts and instructions. Imagine explaining how to do something through words, compared to words and pictures – as they say, a picture can be worth 1,000 words.

How-to content has the potential to provide immediate value to readers, building trust and affinity with your brand.

And it's also an excellent selling tool on multiple levels. It can demonstrate your expertise, building the credibility you need to make the sale. It can show how complicated something is, and how your product can simplify the process. And it can be used to build your audience, grow your email list as well as turned into information products.





The Color of Wealth: How a Simple Yellow Object Will Transform Your Business

The next time you want to reach for your credit card to buy that latest, greatest shiny object, take a second to ask yourself two questions:

First, “Will this help my business?”

Is this something that maybe sounds wonderful but you know you’ll probably never use it?

Or you’re trying to figure out how you might be able to use it?

In either case, it’s not for you.

If this purchase cannot be put to immediate use in your business, then bookmark the URL in case you ever need it in the future, and let it go.

99 times out of 100, you will never revisit the page.

Now then, let’s talk about the second question, the one that can transform your business.

If you’re reading the offer online, then you’ll need to copy the offer into a word program. If you’re reading it on paper, then grab your yellow highlighter.

Here’s the million-dollar question:

“What is it about this sales copy that makes me want to buy?”

What did you read that made you want to press that buy now button?

Was it the headline? The lead in? The offer? A certain benefit? The list of bullet points? The crazy guarantee? The testimonials?

Highlight each word, sentence or paragraph that you found especially persuasive.

When you’ve highlighted these sections, you’ll have that much more understanding of how to create your own offers that others cannot resist.

And you’ll also be building your own copywriting swipe file you can refer to time and time again when creating your own copy.

By studying sales copy, you’re studying the language of persuasion that convinces customers to buy a product.

You will discover how to craft compelling messages that resonate with your own target audience. You’ll gain insight into the psychology of persuasion and learn how to use language to evoke emotions and persuade people to take action, just as you wanted to hit that buy now button yourself.

And instead of spending money on products you don’t need, you’ll be using your real life or virtual highlighter to learn the art and skill of persuading people to open their wallets and hand you their credit card.

THE **BIG** SECTION



Unlocking ChatGPT's Potential for Content Creation and Marketing.

Part I

Unless you've been living under a rock, you've likely noticed that we are at a pivotal moment in the advancement of artificial intelligence.

In this two-part series, we're going to explore the capabilities and limitations of one such AI tool, ChatGPT. We'll cover the common mistakes that users make when interacting with ChatGPT, as well as some shortcuts to achieve exceptional results. Additionally, we'll discuss how you can leverage ChatGPT to enhance your online marketing efforts and drive better results.

What is ChatGPT?

ChatGPT (Chat Generative Pre-trained Transformer) is a large language model created by OpenAI, based on the GPT-3.5 architecture.

It is designed to generate human-like responses to natural language input from users, allowing for conversations that feel more like interactions with another person than with a computer program.

ChatGPT has been trained on a massive amount of data, including books, articles, and websites, and can generate responses on a wide range of topics.

In a nutshell, it's a vastly knowledgeable software program that gives responses that seem almost human-like and creates content that mimics human generated content.

If you've never used ChatGPT before, you might visit it and ask it the following questions. I'll warn you, these are silly questions and they do get silly but surprisingly good answers:

"Can February March?"

"Write biblical verse in the style of the King James bible explaining how to remove a peanut butter sandwich from a VCR."

"Tell me a story about aliens in the style of Shakespeare."

Does ChatGPT Have Limitations?

Oh yes.

Oddly enough, ChatGPT is well versed in its own shortcomings and happy to share them with us when I asked, "Hey ChatGPT, what are your limitations?"

Italicized text is from ChatGPT and my responses are in parenthesis.

As an AI language model, I am a tool designed to assist with various tasks, such as answering questions, generating text, and providing information on a wide range of topics. However, there are certain limitations to my abilities and potential risks to using me in certain contexts.

Firstly, as a machine learning model, my responses are based on patterns and data that I have been trained on, which means I may not always provide the most accurate or appropriate response to every question or situation.

(If you remember the term, "Garbage In, Garbage Out" then you'll know the ChatGPT system is only as good as the input it's using to form its answers. When ChatGPT uses misinformation found on the internet to form its reply, you're going to get misinformation back.)

Additionally, my responses may reflect biases and inaccuracies present in the data that I have been trained on.

(Sadly but not surprising, if the content with which ChatGPT is programmed contains biases, then there will likely be biases in the content it creates.)

Secondly, while I am designed to communicate in a conversational manner, I lack the emotional intelligence and empathy of a human conversational partner. This means that I may

not be able to fully understand and respond appropriately to the emotional needs or concerns of a user.

(Think of ChatGPT as a sociopath - it might be able to mimic emotion to a certain extent, but it will never understand emotion, let alone feel it.)

Finally, it is important to note that I am an AI language model and not a substitute for human expertise, especially in fields such as medicine, law, and finance, where specialized knowledge and expertise are required.

(Again, what comes out of ChatGPT is only as good as what goes into it. It's best to be as skeptical of what ChatGPT says as you are of what your nutty cousin Earl posts on Facebook. Doctors who have tested ChatGPT by inputting patients' symptoms have stated that while ChatGPT sometimes gets the diagnosis correct, there are other times that, if ChatGPT were the administering physician, the patient would have died.)

Overall, while I can be a useful tool in many contexts, it is important to be aware of my limitations and use me appropriately.

(I agree with this statement a billion gazillion percent.)

One more thing that's important to note: ChatGPT has "limited knowledge of world and events after 2021. This means if you're asking it to generate the latest news, techniques, discoveries, inventions, processes and so forth, it won't be able to do it.

Common Mistakes Using ChatGPT

Before we get to the good stuff like super cool prompts to get dynamite answers, I thought we might cover some of the more common mistakes people make when using ChatGPT.

Not providing clear instructions. ChatGPT needs specific information to give you the answers you want. If you don't provide clear instructions and specific context, it can lead to poor answers.

Let's say that you have a blog about woodworking, and you tell ChatGPT to generate an article about woodworking. This article is going to be incredibly generic and quite possibly appealing to no one.

But if you ask it to, "Generate an informative article that describes the different types of wood joinery, with a target audience of beginning woodworkers, using at least three sources to support your writing and aiming for a length of 800 words," you're much more likely to get exactly what you want.

There are times when you are brainstorming what your article is going to be about, and in those times being non-specific can help you to find new ideas. Then when you hit upon exactly what you want, be sure to tell ChatGPT all it needs to know to generate the content you're seeking.

Incorrect or unclear prompt format - Another problem you might encounter with ChatGPT is not wording your prompt in a way that ChatGPT knows what you're asking for. Using incomplete sentences, using words from another language, being unclear or including irrelevant information can all result in a poor response.

Not digging deeper - When most people use ChatGPT, they make a query and accept the first result. But you can tell ChatGPT to generate more ideas, to dig deeper into a single concept and even to simply rewrite a section or the entire article in a different style. Instead of stopping with the first result, see how you can get ChatGPT to improve upon that first, second and even third result.

Not providing details - You can give ChatGPT ideas and custom elements in your prompt. For example, when asking ChatGPT to generate an email promoting a product launch, you might give ChatGPT the launch dates, the price or discount, the biggest benefits, the product name and a testimonial or two. ChatGPT will then incorporate these elements for you in the email it writes.

Not including requirements - This might be one of the most important things you need to do to ensure you get what you want. Let's say you want to generate a recipe for pizza. If you don't tell ChatGPT that you want a vegetarian, gluten free pizza that requires less than 10 ingredients, you're going to get something else entirely.

Not providing feedback - If you provide feedback on the output each time you use ChatGPT, then the system will learn what you prefer, and you'll get better results over time. Let's say that you are generating article titles. You can tell ChatGPT for example that the titles sound like clickbait or they sound too formal. ChatGPT will then generate new titles that are more relevant to you, as well as doing this in the future, too.

Assuming it's always right - While ChatGPT is fast and often accurate, it's also possible to get answers that slightly off or even completely wrong. If you're not sure you've received the correct answers to your query, go ahead and do the research to discover whether or not the information is correct.

Crafting ChatGPT Prompts

The bottom line of getting really great at ChatGPT is learning to write excellent prompts. Remember that the output of ChatGPT is only going to be as good as your input.

While anyone can go to ChatGPT and ask it, for example, to "Write a review for XYZ Product," the results for each user are going to differ based on the prompts that the program has been given. Your prompts will determine how fast you get your result as well as how good of a result you get.

Prompts serve as a guide for the AI, indicating the desired response. When prompts are well-crafted, they can lead to insightful, accurate, and creative responses, ensuring that ChatGPT meets expectations.

Effective prompts have several benefits:

A well-structured and specific prompt ensures the AI understands your request, increasing the likelihood of receiving a relevant and helpful response as well as reducing the number of iterations required to obtain your desired result.

Skillfully crafted prompts can generate unique and creative content, leveraging ChatGPT's vast knowledge base and processing power.

And when you provide necessary context and guidelines, you can minimize the chances of the AI generating irrelevant, factually incorrect, or unhelpful responses.

Let's look at some of the best prompts tips I've used to date:

The Prompt "Act As" - you can ask ChatGPT to create content as if it is a real-life person, a fictional character or as someone who holds a particular job.

For example, let's say you want to generate a list of possible titles for a book on American Baseball. Here's the result I got:

- "The Art of Baseball: A Comprehensive Guide to America's Favorite Pastime"
- "Diamond Chronicles: A Journey Through the History and Evolution of Baseball"
- "From Sandlots to Stadiums: The Rise of Baseball as America's National Sport"
- "The Mind of a Champion: Strategies and Tactics of Successful Baseball Players"
- "Breaking Barriers: The Stories of Baseball's Greatest Trailblazers and Innovators"

Next, I asked ChatGPT to generate 5 baseball titles acting as Walter White, the fictional drug kingpin character from Breaking Bad:

- "Breaking Balls: The Chemistry of Pitching"
- "Heisenberg's Home Runs: The Physics of Hitting"
- "Meth-ods of Winning: The Strategy of Baseball"
- "Better Call Saul on the Field: Legal Strategies for Baseball Teams"
- "The Blue Sky of Baseball: Unlocking the Potential of Your Team"

See the difference? Finally, I asked ChatGPT to generate 5 baseball titles acting as a dog:

- "Bark at the Ballpark: A Canine's Guide to America's Favorite Pastime"
- "Doggy Dugout: Tales from the Barkside of Baseball"
- "Paws, Play, and Home Runs: A Retriever's Reflections on the Game"
- "The Dog Days of Baseball: How Furry Fans Keep the Sport Alive"

- "Wagging Tails and Winning Games: A Bulldog's Take on Championship Season"

You can tell ChatGPT to 'act as' just about anything. For example...

- The CEO of a big company
- A 15 year old farm boy
- A math teacher
- Brad Pitt
- A Martian
- Someone who believes the earth is flat
- The reader's mom
- Monty Python
- A python snake
- A philosopher
- A stand-up comedian
- Your worn out shoes

I put that last one into GPT like this: 'Act as worn out shoes talking about running' and the result wasn't half bad, considering how strange it is to be talked to by shoes.

Provide Context in your prompt - these are the relevant details that help ChatGPT to provide a useful and accurate response.

For example, who is the target audience for the content you are creating? What is the purpose of the content? What exactly does the content need to address, or what conclusions do you want the reader to draw? What type of content will this be? (Article, video, etc.) Is the audience in a certain location or do they have a certain problem or complication?

The more detail you can provide, the better results you will get.

For example, if your prompt is, "Generate a title for a marketing article" you might get...

"10 Proven Strategies to Boost Your Sales and Grow Your Business"

But if your prompt is, "Generate a title for a marketing article written for dentists setting up their first practice in Ohio" then you get...

"Ohio Dentists: A Step-by-Step Guide to Launching Your First Dental Practice and Attracting Patients"

As you can see the second result is much more specific and on target.

"Create a Summary" - You can copy content and paste it into ChatGPT after the words, "Create a summary:" to get a summary of your blogpost, your email or any of your other short content.

This makes it super easy to get a summary of your blogpost to post on social media, to place in an email or anywhere else.

"Create a Bullet List" - Just as above, you can copy content and paste it into ChatGPT after the words, "Create a Bullet List from this:"

This is an awesome way to see the content in bullet form and reuse that content elsewhere. For example, you can repurpose your blog post into a list of Tweets, captions on Instagram or posting on LinkedIn.

"Expand this Content" - You can take a sentence you're written and paste it into ChatGPT with this command to have the AI expand what you've written into a longer piece. You can also specify how long you want it to be, such as 200 words or 5 paragraphs.

"Analyze this Tone of Voice" - You can copy content into ChatGPT with this prompt to analyze the tone of voice being used.

You can do this with your own content or with someone else's. ChatGPT will analyze the tone of voice and write a paragraph about it.

You can then tell ChatGPT to use that same tone of voice to create new content. "Use the same tone of voice and generate 5 paragraphs about driving traffic with Instagram" and it will do it. How wild is that??

This is great for generating content that sounds like you wrote it, as well as generating content that might sound like someone you admire or want to emulate.

You can also ask for any tone of voice you like, such as a formal voice, casual voice, funny tone of voice, academic voice and so forth.

Look what happens when I ask ChatGPT to generate three email marketing titles in a formal voice:

- "Exclusive Invitation: Join Our Elite Club of Industry Leaders Today"
- "Unlock Your Full Potential: Discover Our Proven Strategies for Success"
- "Introducing Our Newest Product Line: Elevate Your Business to the Next Level"

But when I asked for a funny voice, this is what I got:

- "We're not saying we're the best, but our products will make you do a happy dance"
- "Don't be a stranger! We miss you like a kid misses cake for breakfast"
- "Get ready to LOL: Our latest product will make you feel like a unicorn on a rainbow"

A unicorn on a rainbow? Amazing.

Here is a list of 25 tones of voice you can use in your content. Feel free to combine them or use separately, depending on what you would like ChatGPT to generate for you.

- Authoritative: commanding, confident, and decisive.
- Casual: informal, friendly, and conversational.
- Comical: humorous, amusing, and lighthearted.
- Confessional: open, honest, and personal.
- Conversational: easygoing, approachable, and relatable.
- Corporate: professional, polished, and formal.
- Dramatic: intense, emotional, and impactful.
- Educational: informative, instructive, and structured.
- Empathetic: understanding, compassionate, and caring.
- Enthusiastic: energetic, passionate, and upbeat.
- Formal: reserved, polite, and professional.
- Friendly: warm, welcoming, and cheerful.
- Humorous: funny, witty, and playful.
- Inspirational: motivational, uplifting, and encouraging.
- Inquisitive: curious, probing, and investigative.
- Ironical: sarcastic, witty, and mocking.
- Matter-of-fact: straightforward, objective, and practical.
- Melancholic: sad, reflective, and mournful.
- Nostalgic: sentimental, wistful, and longing.
- Playful: fun, whimsical, and mischievous.
- Poetic: lyrical, expressive, and artistic.
- Reassuring: comforting, supportive, and calming.
- Sincere: earnest, genuine, and heartfelt.
- Suspenseful: tense, exciting, and thrilling.
- Witty: clever, quick-witted, and humorous.

Criticize Mode - You can ask ChatGPT for ideas as well as what ChatGPT doesn't like about the ideas it just provided.

For example, "Act as an advertising expert and give me 3 ideas for ads promoting Meow Meow Cat Food and then tell me what you don't like about those ideas."

Here's the result:

- *"Purrfectly Delicious": Show happy cats eating Meow Meow Cat Food and emphasize the delicious taste and high-quality ingredients.*
- *"Healthy and Happy Cats": Focus on the health benefits of Meow Meow Cat Food, such as healthy skin and coat, improved digestion, and overall well-being.*
- *"The Cat's Meow": Use humor to grab attention and showcase Meow Meow Cat Food as the top choice for cats.*

As for what I don't like about these ideas, here are some potential drawbacks:

- *The "Purrfectly Delicious" idea may not be particularly unique or attention-grabbing.*
- *The "Healthy and Happy Cats" idea may be too focused on health and not enough on the emotional connection between cats and their owners.*
- *The "The Cat's Meow" idea may rely too heavily on humor and not enough on the benefits of Meow Meow Cat Food.*

Using the criticize mode you can get instant feedback on why something might not be a good idea.

I asked ChatGPT to suggest a title for a book on how to build a plumbing business using the internet to find customers.

"Plumbing Profits Online: A Step-by-Step Guide to Building a Successful Plumbing Business with Digital Marketing".

Then I wrote, "now act as a marketing expert and tell me why you don't like this title."

As a marketing expert, I think the title "Plumbing Profits Online: A Step-by-Step Guide to Building a Successful Plumbing Business with Digital Marketing" is a good start. However, here are a few potential issues with the title that could be improved upon:

- *It's quite long: The title is somewhat long, which may make it difficult to remember or share with others.*
- *Lack of clarity: While the title mentions "digital marketing," it doesn't explicitly state that the book will be focused on using the internet to find customers. This could lead to confusion or disappointment for readers who are expecting a more general marketing guide.*
- *Uninspiring: The title doesn't have a particularly catchy or exciting hook that would make potential readers feel compelled to pick up the book.*
- *Generic: The title doesn't convey anything unique or distinctive about the book or the author's approach to building a plumbing business with online marketing.*

Some alternative title options that could address these issues include:

- *"Online Plumbing Mastery: How to Build a Thriving Business in the Digital Age"*
- *"Plumbing Success 2.0: Mastering Digital Marketing for Your Plumbing Business"*
- *"From Pipes to Pixels: The Ultimate Guide to Using the Internet to Build Your Plumbing Business"*
- *"The Digital Plumber: A Step-by-Step Guide to Finding Customers Online and Growing Your Plumbing Business"*

Overall, a great book title should be memorable, clear, inspiring, and distinctive, helping to communicate the book's unique value proposition and grab readers' attention.

Amazing, don't you think?

You could spend an hour with ChatGPT and potentially come up with the title to end all titles, the instant best seller that people cannot resist buying.

Or not. Who knows? This is all still so new and we're all learning.

Next month we'll cover more advanced techniques for content generation using ChatGPT, two of which will blow your mind.

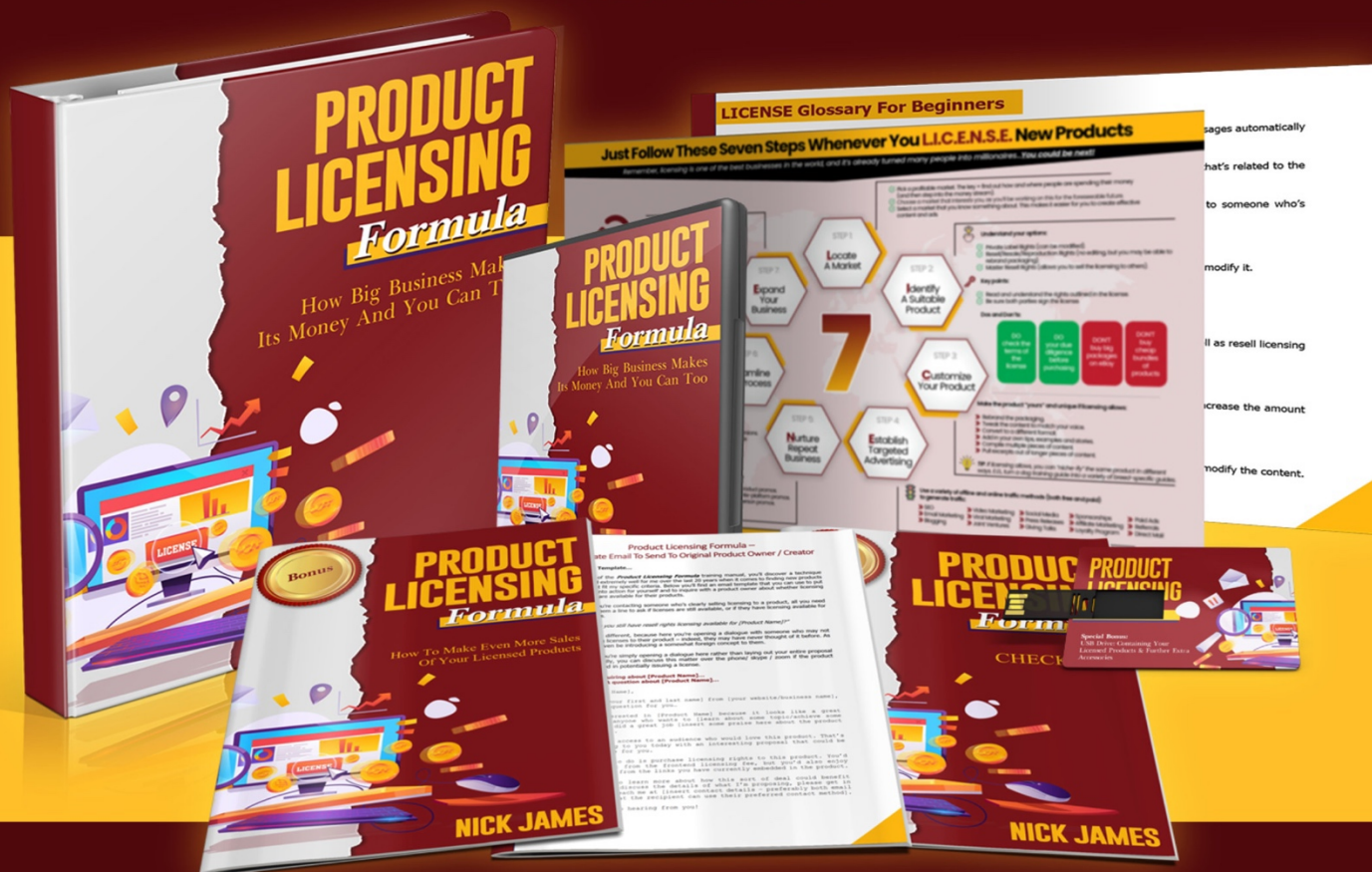
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—Nick James



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