5 ChatGPT Prompts To Attract Your Perfect Customers With Your Content

There is so much to read on the internet. When your ideal customer scrolls any platform, there's a whole host of content they could consume. With all that on offer, there's only one reason they would stick with yours: they feel like it gets them. If it speaks to them on a deeper level, makes them feel like everything is going to be okay or shares information they really want to hear, every single time.

Unless you learn how to create that effect, your content will continue to go unread by the people you know it could help. Make ChatGPT your content creation partner by using these five prompts to resonate with your ideal customer. Copy, paste and edit the square brackets in ChatGPT, and keep the same chat window open so the context carries through.

Hook your perfect customer with your content (and keep them reading)

1. Reduce their fears

Your ideal customer has fears and pains. The more you know what they are, the more you can help. The more they associate you with the solution, the more they will enlist your help in their future. Your goal is to define what keeps your perfect client up at night and then use your content to remove that worry for good.

"My company provides [describe your offering] for a target audience of [describe your target audience]. Your task is to define my target customer's biggest worries. Ask me three clarifying questions about this audience, one by one, then provide a succinct list of their 5 biggest fears. Ask if those fears sound accurate, and suggest others to replace any that don't. We will iterate together until this list is final."

 After the first prompt, assign content ideas to each fear. Use this next prompt to tell ChatGPT how to do that.

"I'm creating content for [platform] to alleviate my target audience's biggest fears. For each of the five fears we just defined, suggest 2 ideas for a piece of social media content that would serve to alleviate this fear, linked to my product or to an outcome my product provides. I don't want the content to be self-promotional. Instead, it should tell a story or introduce an idea that speaks to this concern and reassures my customer that they don't need to have it."

2. Solve their problems

As well as fears, your target audience has problems. They have niggles and challenges and things they just can't seem to solve. Here's where you help. Once you define their problems, get ChatGPT's suggestions for giving actionable advice in your posts. Share step-by-step guides, top tips for success, or wisdom of how you and your current clients

solved them too. Help them breathe a sigh of relief that they can make it through, accompanied by confidence that you can assist.

"Based on what you know about my business, my target audience and their fears, define what you think are their top 3 problems. For each problem, suggest 3 how-to pieces of [platform] content I could create, that help them to solve it while subtly associating me with the solution."

3. Tell relatable stories

Stories are memorable. They're the easiest and most shareable way of telling information. A good one will be retold for decades, presenting you and your business as knowing your stuff. Figure out which elements of your work so far translate to stories. Dig into your journey to date, your transformations, and the realizations you have come to while working with clients. Use this information to share your story in a compelling way.

"Your task is to create story-based content for [platform] that relates to my target audience, using what you know about their fears and problems. Begin by asking me about my journey to date, my transformations, and the realizations I have encountered while working with clients. After 5 questions, delivered one by one, create 3 options for stories I could tell as pieces of content. For each one include a compelling opening line, suggest how the story should progress within the post, and provide a strong closing line that delivers a moral or imperative for my target customer, and puts the focus back on them."

4. Speak in their language

Humans mirror other humans. It's a survival thing. For someone to feel like you get them, they need to see themselves in you. Make this happen by mirroring their content. Emulate their choice of words and sentence structure. Include the jargon they use and the vibe they portray. Use ChatGPT to assess their content to pass the learnings onto yours. This prompt will help your writing styles align.

"Assess the following content, written by a member of my target audience, for style, tone, sentence structure and choice of words. Provide an analysis that lists the key components of their voice and name this style [assign a name to this style]. When I ask for content ideas I want them to follow these rules, which I will request by using the name of the style."
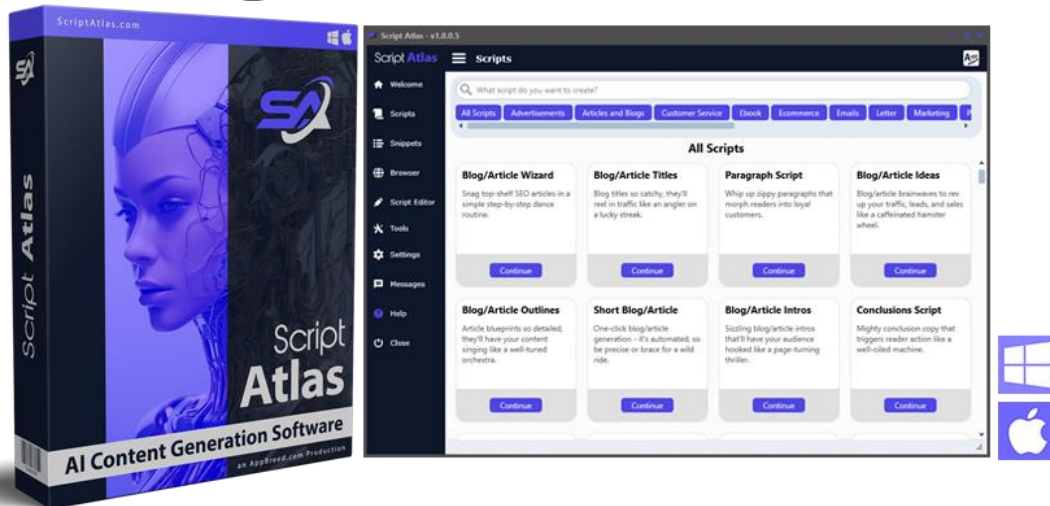
5. Answer their questions

Use your content to answer your ideal customer's questions. You probably already know what they are. You have emails in your inbox, they come up on calls, and your website FAQs page lists out a handful of answers. But there will be others. Using what ChatGPT knows about your company and audience, get it to suggest new questions and ways that you answer them within your content. Get endless ideas for what to write and make sure the posts will go down well.

"Based on what you know about my target audience, suggest 10 objections that they might have about my product and how it solves their problems. List these objections, ask me if they look accurate, and iterate until we have a final list of 10. Then, for each one, suggest how I open a social media post on [platform] where I will provide the answer to this problem in a compelling and engaging way. Give the opening line and bullet points of what the post should include."

Attract your ideal customer with all of your content: ChatGPT prompts for success

Speak in their language, resonate with their world, and watch the leads and sales come rolling in. Define your ideal customer's fears and problems to position yourself as the perfect solution, and tell relatable stories that they will want to share. Repeat their jargon in every post, and make it seem like you read their mind when you answer the questions they didn't realize they had. Resonate so deeply that they can't wait to buy. Make them feel you exist just for them.

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Thanks for reading and hope you found this information useful,

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Quotable Quotes:

"Any business that does not adapt to the new technological climate is destined to atrophy."

- Eric Schmidt, former CEO of Google

"You Won't Be Replaced by AI ... You'll be replaced by someone USING AI."

- Nick W.

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CourseMateAi – An impressive eLearning platform with AI-powered course creation, e-learning sites, eBooks, flipbooks, children's eBooks, video trainings and more

Create Studio – Amazing software for easily creating 3D animated videos, this tool is one of my personal favourites!