AI MONTH 1

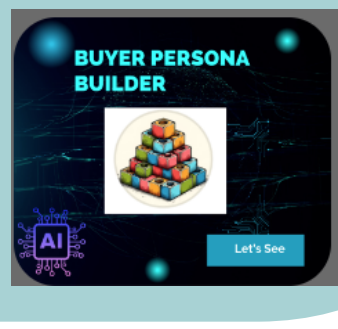
B2B LEAD GEN

1. CONFIRM TARGETS

Finds target audiences for products or services, by industry, by job title, then based on prompt, will give user the most important titles to target

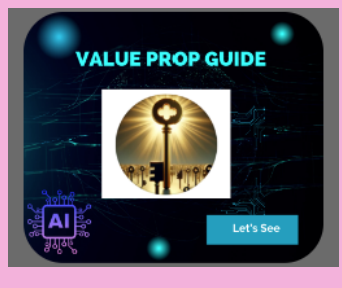
2. PERSONA BUILDER

Understand your potential buyers by persona. This GPT will build a matrix with a number of categories and insights.



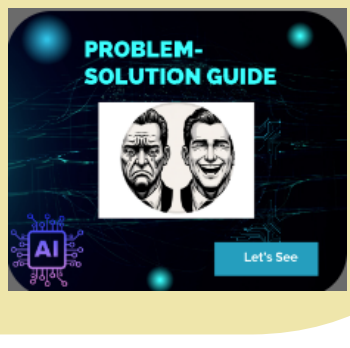
3. VALUE PROP

Crafts value propositions by researching competitors. What can make you stand out.



4. PAIN POINT

Starts with pain point charts for your targets, then solution charts based on your firms services.



5. TITLE GENERATION

Determine a number of potential lead magnet titles and themes, as a prelude to developing the white paper.

6. PAPER GHOSTER

Based on the topic chosen, we'll write an outline for approval, then start writing each page

7. LANDING PAGE

AI builds a landing page; with compelling messaging; to encourage prospects to give up their email for the magnet.

NuSpark
Media Group