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CHATGPT CHEAT SHEET
TONE, ROLE, INCLUDE, EXCLUDE

CHOOSE A TONE	CHOOSE A ROLE
PROFESSIONAL	Expert Copywriter
INFORMATIVE	Marketing Consultant
EDUCATIONAL	Advertising Executive
BENEFIT-FOCUSED	Digital Marketer
SOLUTION-ORIENTED	C-Suite Executive
STORYTELLER	Marketing Manager/Director
EMOTIONAL	INCLUSIONS
PERSUASIVE	START PROMPT WITH “INCLUDE”
COMMANDING	Stats with references
CASUAL	Industry trends with references
CONVERSATIONAL	Industry examples or case studies
AUTHORITATIVE	Consumer examples or analogies
EXCITING	INCLUDE Personal Phrases
PROVOCATIVE	In my Experience,
NARRATIVE	Based on my Observations
DESCRIPTIVE	Other; Think About It
EXPOSITORY	EXCLUSIONS
WITTY	START PROMPT WITH “EXCLUDE..”
OPTIMISTIC	Delve, Realm, and Landscape
PASSIONATE	Metaphors
OPINIONATED	Creative Intros to sections
FACTUAL	Other

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CHATGPT SUBMISSION FOR B2B MARKETING

CATEGORY	PROMPT
ROLE	
TONE	
COMPANY NAME	
COMPANY URL	
YOUR INDUSTRY	
YOUR PRODUCT	
YOUR TARGET JOB TITLE OR FUNCTION	
YOUR TARGET INDUSTRY OR CATEGORY	
TARGET SIZE (SMB, ENTERPRISE)	
YOUR TARGET PAIN POINTS & BUSINESS CHALLENGES	
KEY BENEFITS OF YOUR SOLUTION	
WHAT'S YOUR OFFER (to include in email or web copy)	

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CHATGPT SUBMISSION FOR B2B MARKETING: EMAIL TACTICS

CATEGORY	PROMPT
ROLE	
TONE	
COMPANY NAME	
COMPANY URL	
YOUR INDUSTRY	
YOUR PRODUCT	
YOUR TARGET JOB TITLE OR FUNCTION	
YOUR TARGET INDUSTRY OR CATEGORY	
YOUR TARGET PAIN POINTS & BUSINESS CHALLENGES	
KEY BENEFITS OF YOUR SOLUTION	
WHAT'S YOUR OFFER (to include in email or web copy)	
EMAIL TYPE (from cheat sheet)	
EMAIL STYLE: EMOTION OR LOGIC	
EMAIL AUDIENCE	
SPECIFIC MESSAGE FOCUS FOR EMAIL BASED ON GOAL.	

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CHATGPT SUBMISSION FOR B2B MARKETING: LEAD MAGNET

CATEGORY	PROMPT
ROLE	
TONE	
COMPANY NAME	
COMPANY URL	
YOUR INDUSTRY	
YOUR PRODUCT	
YOUR TARGET JOB TITLE OR FUNCTION	
YOUR TARGET INDUSTRY OR CATEGORY	
YOUR TARGET PAIN POINTS & BUSINESS CHALLENGES	
KEY BENEFITS OF YOUR SOLUTION	
WHAT'S THE TOPIC	
FORMAT: MOSTLY PARAGRAPH, OR MIX PARAGRAPHS AND BULLETS	
EXPECT MOSTLY CONTENT, OR WILL THERE BE MULTIPLE IMAGES?	
SHALL THERE BE AN OFFER ON THE LAST PAGE WITH A LINK	
ANY OTHER URLS ON YOUR SITE TO REFERENCE	

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CHATGPT EMAIL “LEAD CAPTURE” TYPE AND GOAL CHEAT SHEET

EMAILTYPE	GOAL	CONTENT IDEA
Welcome and Onboarding	Make a great first impression; set the stage for what leads can expect.	Personalized thank you message, introduction to your brand, and an overview of the value they'll receive from your communications.
Guide Follow-Up	Deepen understanding and engagement with the downloaded content.	Key takeaways from the guide, additional resources on topics covered, and actionable tips to apply insights.
Industry Insights	Position your brand as a thought leader; keep leads informed about the latest trends and research.	Analysis of current industry trends, implications of recent research, and foresight on future developments.
Problem Identification	Highlight common challenges your leads might be facing and how they impact their business.	Case studies of common problems, quizzes to help them identify their pain points, and statistics that underscore the urgency of these issues.
Solution Exploration	Present your product/service as a solution; demonstrate its effectiveness.	How-to guides on solving specific problems with your solution, video demos, and customer success stories.
Educational Workshops	Offer deeper learning opportunities to engage and inform your leads.	Invitations to webinars or live Q&A sessions with experts, online courses, and interactive workshops related to your industry.
Interactive Content	Increase engagement by making content consumption more interactive.	Quizzes, assessments, interactive infographics, and calculators that relate to the guide topic or pain points.
Personal Consultation Offers	Move leads closer to a sales conversation by offering personalized assistance.	Invitations for a one-on-one consultation, free assessments, or demos tailored to their specific needs or challenges.
Exclusive Offers	Create urgency and incentivize action with special offers.	Limited-time discounts, exclusive access to premium content, or special packages designed for guide downloaders.
Thought Leadership	Establish your company as a leading voice in the industry, building trust and credibility with your audience.	Share blog posts and articles by your thought leaders offering unique perspectives on industry challenges, innovations, and trends. Highlight how your company's vision aligns with future industry directions.
Problem-Solution Offer	Sharpen the focus on how your emails articulate the problem your leads face, present your solution, and make an enticing offer	Clarifying the Problem. Present the Solution: Offer a detailed explanation of how your product or service uniquely addresses this problem. Present a compelling offer

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CHATGPT EMAIL FUNNEL TYPE AND GOAL CHEAT SHEET: SAAS MODEL

EMAIL TYPE	GOAL	EXAMPLE
OPT-IN OR AFTER DOWNLOAD		
Welcome & Resource Access	Confirm download & provide access	Thank you, link/attachment to resource, outline future emails
Educational Content	Deliver value & establish authority	Share related blog posts, case studies, or reports
Product Relevance	Connect lead magnet to SaaS	Explain how SaaS addresses challenges, highlight relevant features
Success Stories & Testimonials	Build trust & credibility	Showcase customer success stories relevant to lead
Interactive Demo/Free Trial Offer	Encourage hands-on experience	Offer free trial/demo, emphasize ease & value
FAQs & Overcoming Objections	Address questions & concerns	Answer FAQs, address common objections about SaaS
Features & Updates	Highlight SaaS evolution	Update on new features, improvements, relevant to lead's interests
Exclusive Offer	Convert leads with compelling offer	Time-limited discount, bonus content, or exclusive support
Consultation/Personalized Assessment	Provide personalized value & engagement	Offer free consultation to discuss specific needs & solutions
Last Chance/Urgency	Create urgency for action	Remind of expiring offer, emphasize benefits missed if delayed

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CHATGPT COLD EMAIL TYPE AND GOAL CHEAT SHEET

EMAILTYPE	GOAL	CONTENT IDEA
Introduction & Value Proposition	Introduce your company & unique value	Briefly describe your company, focusing on industry-specific solutions. Include a statistic or success story to grab attention.
Industry Insights	Establish credibility with valuable information	Share a recent study, trend, or innovation related to your industry, subtly linking it to your lead magnet/webinar's value. Position yourself as a knowledgeable resource.
Problem Identification	Address common pain points or challenges	Describe a common industry challenge and its negative consequences. Tease a solution, suggesting your lead magnet/webinar provides insights or tools to overcome it.
Deep-Dive Problem Exploration	Provide in-depth look at a specific problem	Choose a crucial issue & dissect it thoroughly. Discuss immediate issues, detailed nuances, and long-term implications if unaddressed. Hint that your lead magnet/webinar offers solutions.
Solution Teaser	Offer a glimpse into your solutions	Highlight a specific benefit or knowledge attendees can gain from your lead magnet/webinar. Use bullet points for clarity and emphasis.
Social Proof	Build trust and credibility with testimonials/case studies	Share a brief case study or testimonial from a satisfied customer or industry expert who benefited from your resources.
Exclusive Offer	Make the reader feel special with exclusive access	Offer early access to your lead magnet or an exclusive bonus for webinar registrants, framing it as a limited-time offer to create urgency.
Solution Preview Email	Provide a glimpse into the solutions your lead magnet or webinar provides.	Without giving everything away, highlight a specific benefit or piece of knowledge attendees can gain from your lead magnet or webinar. Use bullet points for clarity and emphasis.
Clear Call-to-Action	Drive action with a compelling call to action	Craft a concise email with a direct call-to-action, encouraging readers to download the lead magnet or register for the webinar. Highlight the immediate value or what they stand to lose by not taking action.

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CHATGPT EMAIL FUNNEL TYPE AND GOAL CHEAT SHEET: TECH AND SOFTWARE

EMAIL TYPE	GOAL	EXAMPLE
OPT-IN OR AFTER DOWNLOAD		
Welcome & Access Confirmation	Thank for download & express gratitude	Thank you, reiterate access, overview of future emails
Additional Resources	Supplement lead magnet with value	Offer related blog articles, white papers, case studies
Product/Service Alignment	Connect offerings to lead magnet topic	Explain how solutions address challenges, highlight features/use cases
Customer Success Story	Showcase solution's effectiveness	Share testimonials, emphasize results and satisfaction
Demo/Free Trial Invitation	Encourage hands-on experience	Offer free demo/trial, highlight ease of starting, available support
Feature Highlight	Spotlight key features or updates	Detail top features, explain how they solve problems or enhance user experience
Overcoming Common Objections	Address typical hesitations or concerns	Tackle common objections regarding cost, implementation, compatibility, offer clear reassurances
Special Offer	Incentivize conversion from lead to customer	Present limited-time discount, additional features, or exclusive content
Expert Consultation Offer	Provide personalized guidance	Propose free consultation to discuss specific needs, challenges, and tailored solutions
Final Call to Action	Prompt decisive action	Make final appeal to utilize special offer, highlight benefits and urgency

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CHATGPT SUBMISSION FOR AFTER LEAD CAPTURE: EMAIL NURTURE PLAN

ORDER	EMAIL TYPE	CONTENT THEME (OPTION)
1		
2		
3		
4		
5		
6		
7		
8		
BOTTOM FUNNEL OFFER		

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CHATGPT SUBMISSION FOR COLD EMAIL FUNNEL

ORDER	EMAIL TYPE	CONTENT THEME (OPTION)
1		
2		
3		
4		
5		
6		
7		
8		
MID- FUNNEL OFFER		

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CHATGPT EMAIL TYPE AND GOAL CHEAT SHEET

TYPE	TARGET	GOAL
OPT-IN		
Welcome Email	New Subscriber	Introduce brand' build rapport
Education	Leads in Funnel	Industry insights, case studies, resources, trends
Promotion	Leads in Funnel	Discounts, Deals, Offer emphasis
Transactional	Existing Customers	Cross-sell, Upsell
Thought Leadership	Leads in Funnel	Share Blogs, Provide POV messaging
Re-engagement	Older Leads	Win-back offers, Value Prop reminders
Trigger	Lead who visited website	Remind on value prop. More aggressive offer
Product/Service Update	Existing Customers	New features, improvements, products
Events	Leads in Funnel	Promote events/webinars/podcasts
Proof	Leads in Funnel	Showcase your case studies and testinonials
COLD		
Direct Pitch	Immediate Need	Problem/Solution-strong call-to-action
Problem-Agitate-Solve	Potential Customers	ID pain points with solution. Educate
Value Prop	Potential Customers	Articulate uniqueness, compare with alternatves
Content Share	Potential Customers	Share blog or articles with your thought leadership
Lead Magnet	Potential Customers	Promote eBook, white paper, webinar
Proof	Potential Customers	Showcase your case studies and testinonials
Intro to Solution	Visitor ID tool to find Emails of leads	Problem/Solution-strong call-to-action
Trigger	Cold Lead who visited website	Remind on value prop and solutions. More aggressive offer

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CHATGPT SUBMISSION FOR CONTENT BLOG, ARTICLE, PAGE

CATEGORY	PROMPT
TOPIC OF ARTICLE OR PAGE	
ITEMS TO EMPHASIZE; OR THEMES TO FOCUS ON	
KEYWORDS (SEO)	
FORMAT: Mosty Paragraph- few bullets, or 50/50 pargraphs/bullets	
INCLUSIONS	
PERSONAL PHRASES TO INCLUDE	
EXCLUSIONS	
STYLE; PROSE AND COMMENTARY, OR STEP-BY-STEP GUIDE OR ACTION STEP STYLE?	
INCLUDE AN IMAGE WE WILL MAKE? IF YES, PROMPT YES, WITH 1080 x 1080, or 1920 x 1080	
PROVIDE SEO PAGE TITLE? YES OR NO	
PROVIDE SEO META DESCRIPTION? YES OR NO	
PROVIDE URL FOR YOUR ARTICLE, STARTING WITH YOUR HOME PAGE URL? YES OR NO	