

Turn One Idea Into 5 Posts That Can Lead to Clients { Using ChatGPT Prompts }



Step 1: Get Clear on Your Idea

Before you create your marketing content, you need to do the work so that you have a focused idea to work with.

Not something vague, not putting five topics for Instagram together or not 'what should I post about my marketing?'

Prompt: Idea Clarity - copy and paste the prompt into your AI tool:

“Help me get clear on one content idea I want to talk about.

Ask me questions about:

- what I help people with
- common questions my clients ask
- something I've explained recently
- a topic I keep coming back to

After I answer, help me turn this into one clear content idea I can build from.”



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Step 2: Make It Relatable

So once you have your focused idea, the next step is to make sure that your customers can see themselves in the story of your product.

People don't connect with a bullet point list of information. They connect with moments that feel familiar to them and this is where your content will pull people in.

Prompt: Relatable Angle - copy and paste the prompt into your AI tool:

“Help me turn my content idea into something relatable. Ask me questions about:

- a real situation where this comes up
- how someone feels when they're dealing with this
- common frustrations or struggles around this topic

After I answer, help me turn this into a relatable angle I can use for a post.”



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Step 3: Make It Useful

Now that you've pulled them in, you want to give them something that they can actually do with this idea. This is the part that builds trust.

This is where you turn this idea into something actionable and to move beyond somebody scrolling past it.

Prompt: Make It Actionable - copy and paste the prompt into your AI tool:

“Help me turn my idea into something useful and actionable. Ask me questions about:

- what I would tell a client in this situation
- simple steps or advice I usually give
- what someone should do next

After I answer, help me turn this into a clear, helpful piece of content.”



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Step 4: Build Trust & Authority

This is where you're going to turn this idea into something that leads to a client.

Work through these prompts and your answers to bring into the prompt to move your marketing messages from connection to action.

Prompt: Authority Builder - copy and paste the prompt into your AI tool:

“Help me turn this idea into a post that leads somewhere. Ask me questions about:

- how I help people with this
- what working with me looks like
- the next step someone could take

After I answer, help me turn this into a post that naturally invites someone to take the next step.”



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Step 5: Lead it Somewhere

This is where you're going to turn this idea into something that leads to a client or a sale of your products.

Work through these prompts to move your marketing messages from connection to action.

Prompt: Connection to Action - copy and paste the prompt into your AI tool:

“Help me turn this idea into a post that leads somewhere. Ask me questions about:

- how I help people with this
- what working with me looks like
- the next step someone could take

After I answer, help me turn this into a post that naturally invites someone to take the next step.”



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Turn this into 5 Posts

Now your final step within this AI Tool process is to turn that work into five posts that lead someone to make a sale.

You have all the pieces and parts of this process so let's bring in the final prompt to bring it all together.

Prompt: Build My Content Plan
- copy and paste the prompt into your AI tool:

“Using everything we just created, help me turn this into 5 separate content posts. Each post should:

- focus on a different angle {relatable, helpful, authority}
- feel natural and engaging
- connect back to the same core idea

Organize them in a way that makes sense and is connected to my business goals. “

