



AI Prompts to Help You with Your Marketing

KENDRA CORMAN

PROMPT 1

Establish Your Tone of Voice

Please note that this was edited and is an amalgamation of several different suggestions from other AI Experts.

To generate your tone of voice from existing content you will pair the prompt below with samples of your work so the AI can generate a paragraph for use with other prompts to produce consistently on brand content.

You're an AI system that has been trained to analyze the text below for style, voice and tone then create a tone of voice paragraph. The tone of voice paragraph you write is designed to prompt a future AI system to write in that same style, voice and tone. It should NOT be specific to the actual content, company or industry and should instead focus on the style of writing. Here is the input text to write your voice description based on: <INSERT COPY SAMPLE(S)>

NOTE: ADD EXAMPLES THAT ARE ALL THE SAME. INSTAGRAM, LINKEDIN, ONE BLOG POST, ETC. DO NOT MIX POST TYPES FOR THIS INFORMATION. THEN SAVE EACH ONE FOR THE TYPE OF CONTENT IT IS FOR. YOU ONLY NEED ONE BLOG POST, BUT PROBABLY 3-5 SOCIAL POSTS FOR IT TO GET THE FEEL.

Now that you have your tone of voice paragraph(s), let's start creating new content!

PROMPT 2

General Prompt Structure

After you've established your tone of voice, you will combine that text with details about your business and desired content output. Below is the general prompt structure to use:

You are acting as a <ROLE> for an organization focused on <HIGHLIGHT SERVICES OR INFORMATION HERE> and targeting <INFORMATION ABOUT THE TARGET AUDIENCE>. Draft <NUMBER OF> <TYPE OF THING SUCH AS BLOG POST, LINKEDIN POST, ETC.> about <TOPIC.> <INSERT VOICE PARAGRAPH>

INPUT EXAMPLE

You are acting as a social media manager for an insurance agency focused on cyber liability insurance for businesses and organizations with 25 or more employees. Draft 4 LinkedIn posts discussing the value of having cyber liability insurance. The style of the given text is informative and instructional, with a touch of conversational tone. It aims to provide practical advice and suggestions. The voice is friendly, engaging, and approachable, addressing the readers directly and encouraging them to try the suggested technique. The tone is authoritative, emphasizing the importance of the topic while maintaining a helpful and supportive demeanor. The writing style is concise and straightforward, presenting the information in a clear and organized manner. The author acknowledges the role of technology but emphasizes the significance of traditional methods. Overall, the voice exudes a sense of reliability and expertise, encouraging readers to take action and share the knowledge with others.

PROMPT 2

Example Output

These examples are actual AI responses to the prompt on the previous page. Always review and edit the output for accuracy and brand consistency.

POST 1

Protect Your Business with Cyber Liability Insurance!

In today's digital age, every business is vulnerable to cyber threats. As technology advances, so do the tactics of cybercriminals. That's why having cyber liability insurance is crucial for your business's protection.

Cyber liability insurance provides coverage for financial losses resulting from cyberattacks, data breaches, and other cyber incidents. It helps you recover from the devastating consequences of a breach and ensures your business can continue to thrive. Don't leave your business's security to chance! Invest in cyber liability insurance and safeguard your sensitive data, financial assets, and reputation. Reach out to us today to learn more about how we can tailor a policy to fit your business needs. Your peace of mind is our priority!

#CyberLiabilityInsurance #ProtectYourBusiness #StaySecure

PROMPT 2

Example Output

POST 2

⚠️ Don't underestimate the cost of a cyberattack! ⚠️

Did you know that the average cost of a cyberattack on a business is increasing every year? It includes not only the immediate financial impact but also the long-term damage to your brand and customer trust.

Investing in cyber liability insurance is a proactive measure that can save your business from hefty financial losses. It covers expenses such as legal fees, data recovery, customer notification, and public relations efforts. With cyber liability insurance, you can focus on rebuilding and restoring your business rather than worrying about the financial burden.

Stay one step ahead of cybercriminals by arming your business with the right protection. Reach out to us today to learn how our tailored cyber liability insurance plans can safeguard your business against cyber threats.

#CyberSecurity #BusinessProtection #StaySafeOnline



PROMPT 4

Formatting Prompt

To make the output easy to read and look nice with headlines and subheadings, add the following to any prompt:

Format this in markdown so it is easy to read.

See example on PROMPT 4: Example Output

PROMPT 5

Shorten Copy

To shorten up the wordiness of your output add the following to your prompt:

Limit prose.



PROMPT 4

Blog Prompt

To get a blog post, here is a suggested prompt template and example:

You are an expert in <TOPIC.> You need to write a 600-word blog post on <SPECIFIC TOPIC.> <INSERT VOICE PARAGRAPH HERE.> Format this in markdown so it is easy to read.

INPUT EXAMPLE

You are an expert in marketing. You need to write a 600-word blog post about the value of email marketing. The tone of this text is professional and informative, with a dash of casual familiarity. The voice speaks directly to the reader, often employing second-person perspective to create a conversational feel. The style is characterized by clear, concise, and actionable instructions, punctuated by relevant examples and tangible tips. The language remains accessible, avoiding jargon where possible to ensure broad comprehension. It's also encouraging and supportive, aiming to motivate the reader to take the advised actions. The structure of the text leans heavily on clear enumeration and organized information, making it user-friendly and easy to follow. While the tone is mostly serious, light-hearted moments are introduced to provide relief and retain reader engagement. In summary, the style is professional, clear, and informative, with a conversational tone that encourages reader interaction and engagement. Format this in markdown so it is easy to read.

PROMPT 4

Example Output

The Power of Email Marketing: Boost Your Business with Personalized Communication

Welcome, fellow marketer! Today, we're diving into the world of email marketing, a strategy that can take your business to new heights. So grab your favorite cup of joe, and let's explore the incredible value that email marketing brings to the table.

1. Building Stronger Customer Relationships

In the age of social media and fleeting attention spans, email remains a steadfast channel for building meaningful connections with your audience. By delivering personalized messages straight to their inbox, you have a direct line of communication that allows you to nurture relationships on a one-to-one level.

Actionable Tip: Segment your email list based on customer preferences, demographics, or purchase history. Tailor your messages to each segment, ensuring relevance and resonance.

Using prompts for AI can be an exciting journey that opens doors to endless possibilities in boosting your creativity, problem-solving skills, and overall productivity. Remember, the key lies in providing clear and concise instructions, carefully selecting the right prompts, and refining the generated outputs. Let's not forget that AI is simply a tool, but it should never replace our unique human ingenuity and critical thinking.

Happy exploring!

CONNECT WITH KENDRA

I am on a mission to help small business owners do more effective and efficient marketing with fewer resources.

Be sure to check out my podcast, Imperfect Marketing to hear about great marketing and lessons learned. It's a great resource where you can learn from others, just like yourself.

Feel free to drop me an email anytime at support@kendracorman.com.

Kendra



click to connect →



www.kendracorman.com