



DIGITAL PRODUCT LAUNCHPAD

CHATGPT PROMPT PACK

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PROMPTS

UNDERSTANDING TARGET
AUDIENCE AND NICHE

PRODUCT CREATION

SALES AND REVENUE
OPTIMIZATION

LEAD GENERATION

CONTENT & MARKETING
STRATEGY PROMPTS

CUSTOMER SUPPORT
AND RETENTION

Welcome!

In this guide, I will share with you the EXACT prompts I use in my business to create irresistible digital products that my audience loves. By utilizing these Chat GPT prompts, you can simplify the process of digital product creation and marketing while achieving remarkable results. These prompts are specifically designed to generate ideas, optimize landing pages, refine product descriptions, and enhance overall CONVERSIONS. By incorporating these proven prompts into your strategies, you can save time and effort, and ultimately create digital products that captivate your target audience.

By utilizing the same prompts that I rely on in my business, you can tap into the power of Chat GPT to simplify your digital product creation and marketing processes. These prompts have been tested and refined to deliver remarkable results, and now they are at your disposal to create irresistible digital products that captivate your audience.



P R O M P T S

Understanding Target Audience and Niche

PROMPT: FIGURING OUT A NICHE AND IDEAL CLIENT

I'm passionate about [your passion/interest] and have in-depth knowledge and expertise in [your area of expertise]. I want to explore potential niches and identify my ideal client based on these interests and expertise. Can you provide me with niche ideas that align with my passion and suggestions for defining my ideal client within those niches? Please consider the demographics, pain points, and specific needs of each potential ideal client to help me narrow down my options effectively.

PROMPT: DISCOVER YOUR UNIQUE VALUES AND DIFFERENTIATE YOURSELF

I'm in the process of identifying my unique values that will set me apart from others in my industry who offer similar products. I want to uncover the core principles and beliefs that drive my work and resonate with my target audience. Can you provide prompts or questions to help me explore and define my unique values? I aim to create a brand that reflects these values and positions me as a distinct and compelling choice in the market.

PROMPT: TARGET AUDIENCE / NICHE FOR A SPECIFIC DIGITAL PRODUCT

I have a product called [X product], and I'm looking to identify a specific niche that would be highly interested in it. [X product] is a [briefly describe your product, its features, and benefits]. It offers unique value to a particular audience that has specific needs or preferences. My goal is to target and serve this niche effectively. Can you help me brainstorm and explore potential niches that align well with [X product]? I'm interested in understanding their demographics, interests, pain points, and any other relevant characteristics that will help me tailor my marketing efforts and meet their specific needs.

P R O M P T S

Product Creation

PROMPT: DIGITAL PRODUCT IDEAS

I'm looking to develop digital products that effectively solve [target audience]'s problems and provide them with value. Can you help me brainstorm some innovative digital product ideas? My target audience consists of [description of target audience: demographics, interests, preferences]. They are specifically looking for products that address their pain points and help them achieve their goals in [niche or industry].

PROMPT: IDEAL CLIENT PAIN POINTS + DIGITAL GUIDE SOLUTIONS TO CREATE AND MAKE MONEY

I would like to identify the top 10 problems, struggles, and pain points that my ideal clients face, along with digital guide solutions for each problem. My ideal clients are [describe your ideal clients: demographics, interests, preferences]. Please provide me with insights, digital guide solutions, the best title for each digital product, and pricing suggestions for each solution.

PROMPT: DIGITAL GUIDE OUTLINE

I need assistance in creating an outline for my digital product guide. The guide is designed to help my ideal clients [describe your ideal clients: demographics, interests, preferences] in achieving [state the desired outcome or goal]. Please provide me with an outline that covers the essential sections and key points to include in my digital product guide.

P R O M P T S

Sales and Revenue Optimization

PROMPT: LANDING PAGE COPY OPTIMAZION

I'm creating a persuasive landing page to increase conversions and generate more sales for my [product/service]. Can you help me with a step-by-step template for each section of the landing page? My target audience is [describe your target audience: demographics, interests, preferences]. I want to grab their attention, showcase the benefits, address their concerns, and drive them to take action. Please provide me with templates for the headline, subheadings, value proposition, customer testimonials, call to action, and design elements. I'm looking for proven strategies that will boost conversions and maximize sales.

PROMPT: UPSELL AND BUMP OFFER IDEAS TO MAXIMIZE PROFITS

I'm looking to maximize revenue by creating compelling upsells and bump offers for my digital products. Can you help me brainstorm ideas that seamlessly complement my original product? My goal is to provide additional value to customers and enhance their experience. My original product is [describe your original product] and targets [describe your target audience].

PROMPT: UPSELL PAGE COPY

I'm creating an upsell page to enhance conversions and boost sales for my product. The page starts with the attention-grabbing statement "Wait! Your order is not complete." I want to leverage persuasive language to create a sense of urgency and persuade customers to add an upsell product to their order. The upsell product, [name of the upsell product], is designed to address the pain points and challenges faced by customers. It offers [describe the benefits and value] to help customers overcome their specific pain points and achieve [desired outcome]. I need assistance in crafting compelling copy that effectively communicates the benefits, resonates with the pain points, and compels customers to take immediate action. Can you help me write persuasive and engaging content for this upsell page that highlights the benefits, addresses the pain points, and motivates customers to seize this valuable opportunity?

PROMPT: THANKYOU PAGE COPY

I'm creating a thank you page for customers who have purchased my digital product, [name of the product]. This page serves as a confirmation and appreciation message to customers, providing them with a positive post-purchase experience. I want to convey gratitude, reinforce the value of the product, and provide clear instructions on accessing the product. Additionally, I would like to include any additional resources or bonuses that come with the purchase. Can you help me craft a compelling and engaging thank you page (200 words) that expresses gratitude, highlights the value of the product, and provides a seamless experience for customers to access and benefit from their purchase?

PROMPT: CALL TO ACTIONS

I'm looking for help in creating compelling call-to-action phrases for my niche and digital product. I want these phrases to encourage my audience to take specific actions related to my offering. Can you assist me by generating innovative and impactful call-to-action ideas that align with my niche, digital product, and desired action?

PROMPT: ORDER BUMP COPY

I'm in the process of creating an order bump for my product, and I want to write a persuasive copy that encourages customers to add the additional offer to their purchase. The order bump I'm offering is [describe the order bump offer and its value in relation to the main product. Please provide info on the main product as well]. It's a valuable add-on that complements the main product and enhances the overall customer experience. My goal is to maximize sales by enticing customers to take advantage of this special offer. Can you help me craft a compelling order bump copy that highlights the benefits, value, and scarcity of the offer? I'm looking for persuasive language, attention-grabbing phrases, and a clear call-to-action that convinces customers to include the order bump in their purchase.

PROMPT: ADDRESSING OBJECTIONS

I need help addressing potential objections and concerns that my ideal clients might have about my digital product. My digital product is about [specific description of your digital product]. Can you assist me in identifying common objections and crafting persuasive responses to overcome them?

PROMPT: UNIQUE SELLING POINTS FOR YOUR DIGITAL PRODUCTS

I have developed a digital product called [Your Digital Product], and I'm looking to identify its unique selling points. It is designed to help [describe the purpose or goal of your digital product] for my ideal clients who are [describe your ideal client: demographics, interests, preferences]. Can you help me brainstorm some unique selling points that will make [Your Digital Product] stand out?

PROMPT: WEBINAR OR WORKSHOP TOPICS

I want to host webinars or workshops to educate and connect with my audience in a more interactive format. Can you help me brainstorm topic ideas for my webinars or workshops? My target audience is [describe your target audience: demographics, interests, preferences]. I'm looking for ideas that offer in-depth knowledge, practical tips, and opportunities for participants to ask questions and engage with the content.

PROMPT: FUNNEL IDEAS

I have a specific product that I want to create a sales funnel for, targeting potential customers at a specific price point. The goal is to guide them through a series of steps that build interest, trust, and ultimately lead to a purchase. The product is [describe your product in detail, including its features and benefits]. The price point I have in mind is [specify the price]. Can you help me design a sales funnel that effectively engages and converts prospects at this price point? I'm looking for ideas, strategies, and recommendations for each stage of the funnel, including lead generation, lead nurturing, and the final conversion process.

PROMPT: LIST OF FREQUENTLY ASKED QUESTIONS

I'm creating a sales page for my product, [name of the product], and I want to provide helpful information to potential customers by including a list of frequently asked questions (FAQs). The FAQs will address common concerns, clarify product details, and alleviate any doubts or hesitations that potential customers may have. By addressing these questions upfront, I aim to build trust, increase transparency, and enhance the overall customer experience. Can you help me brainstorm and develop a comprehensive list of FAQs that will address the most common inquiries potential customers may have about [name of the product and describe it]? Please provide me with a set of relevant questions and concise, informative answers to include on my sales page.

P R O M P T S

Lead Generation

PROMPT: LEAD GENERATION STRATEGIES

I'm seeking the most effective lead-generation strategies to attract high-quality leads for my business. Can you help me brainstorm ideas customized for my target audience? My ideal customers are [describe your ideal customers: demographics, interests, preferences]. They are specifically looking for [mention their pain points or desires]. I want to capture their attention and convert them into loyal customers. Please provide me with innovative lead-generation strategies that resonate with my ideal audience and align with their needs.

PROMPT: CREATING VALUABLE LEAD MAGNETS

I'm looking to create the best lead magnets to attract and convert my target audience. Can you help me brainstorm compelling lead magnet ideas that provide value and entice visitors to subscribe? My target audience is [describe your target audience: demographics, interests, preferences]. I want to offer lead magnets that address their pain points, offer solutions, and establish my expertise. Please provide me with a variety of lead magnet ideas, such as ebooks, cheat sheets, templates, video tutorials, exclusive access, or any other valuable content that will encourage visitors to share their contact information.

PROMPT: FREEBIE OPT-IN LANDING PAGE

I'm in the process of creating a high-converting landing page for my freebie opt-in, and I want it to be irresistible to my target audience. The freebie I'm offering is [describe your freebie in a compelling way, highlighting its value and benefits]. It's designed to help my audience [describe the specific problem or goal your freebie addresses]. My goal is to capture as many email subscribers as possible and provide them with valuable content. Can you help me create a persuasive landing page that effectively communicates the value of my freebie and encourages visitors to take action? I'm looking for attention-grabbing headlines, compelling benefits, and a clear call-to-action. Let's craft a landing page that converts visitors into engaged subscribers!

PROMPT: EMAIL SUBJECT LINE IDEAS

I'm looking for attention-grabbing email subject line ideas to increase open rates and engagement. Can you help me brainstorm catchy and compelling subject lines? My target audience is [describe your target audience: demographics, interests, preferences]. I want to capture their attention and entice them to open and read my emails. Please provide me with creative subject line ideas that evoke curiosity, urgency, or personalization.

P R O M P T S

Content & Marketing Strategy Prompts

PROMPT: CONTENT IDEAS

I want to create compelling content that resonates with and provides value to my ideal audience. Can you help me brainstorm some content ideas? My ideal audience consists of [describe your target audience: demographics, interests, preferences]. I'm particularly interested in content topics that address their pain points, answer their questions, or fulfill their desires.

PROMPT: 30-DAY CONTENT STRATEGY

I'm seeking a 30-day content strategy plan for TikTok to grow my follower count and drive sales of my digital products. Can you help me create a detailed plan with specific content ideas and actionable steps? My target audience is [describe your target audience: demographics, interests, preferences]. I want to provide valuable content that engages my audience and encourages them to take action. Please provide me with a day-by-day breakdown of content themes, video ideas, trends to leverage, engagement strategies, and promotional tactics. Also add the hook and call to action. Include suggestions on how to optimize captions, hashtags, and video descriptions for maximum reach and visibility.

PROMPT: CONTENT IDEAS FOR PRODUCT LAUNCH CAMPAIGN

I'm planning a product launch campaign for my digital product, [Your Digital Product], and need some content ideas to promote it effectively. Can you help me come up with content for social media posts, email sequences, and promotional strategies?

PROMPT: TEXT ON SCREEN TIKTOK VIDEOS

I'm creating TikTok videos with short text on screen that grab attention, deliver a strong message, and include a compelling call to action. Can you help me brainstorm ideas? My ideal clients are [describe your target audience: demographics, interests, preferences]. I want the text on screen to address their pain points, struggles, and desires effectively. Please generate ideas that include a captivating hook, the actual text to display in the video with 4-5 steps or tips, and a persuasive call to action.

PROMPT: TIKTOK SCRIPT

I want a 500-word script for a TikTok video where I talk face to camera, targeting my ideal audience of [describe your ideal audience: demographics, interests, preferences]. The topic I want to address is [specify the topic]. The script should start with a hook that immediately grabs the attention of my ideal audience. It should then include three actionable tips that they can implement today to see results related to [topic]. Finally, the script should end with a compelling call to action, encouraging my audience to take the next steps if they need further guidance. Please create a script that is concise, engaging, and delivers valuable information.

PROMPT: TIKTOK SEO (KEYWORDS)

I need assistance in finding the best keywords to use in my TikToks to reach my target audience. My target audience consists of [describe your target audience: demographics, interests, preferences]. Please provide me with some effective keywords that will help me target and engage my ideal audience on TikTok.

PROMPT: HOOK IDEAS

I'm looking for 100 hook ideas to create engaging TikTok videos. Can you help me brainstorm attention-grabbing hooks that will captivate viewers and increase engagement? My target audience is [describe your target audience: demographics, interests, preferences]. I want to create TikTok videos that immediately grab their attention and keep them hooked. Please provide me with a wide range of hook ideas, including intriguing questions, captivating statements, surprising facts, teasers, challenges, or anything else that will pique curiosity and entice viewers to watch my TikToks.

PROMPT: STARTING TIKTOK FROM SCRATCH

If I were starting TikTok from scratch, I want 10 TikTok scripts that follow the 'before and after' bridge format, starting with 'I.' These scripts should provide valuable information, be educational, and offer actionable steps that help our viewers achieve a quick win for the day. My target audience is [describe your target audience: demographics, interests, preferences]. Please generate 10 TikTok scripts that address common challenges or goals of my audience, highlight the transformation they can achieve, and provide actionable steps or tips.

PROMPT: INSTAGRAM CAROUSEL POSTS

I need help creating a compelling carousel post script for Instagram with 8 slides. The first slide should be a hook/intro, and the last slide should include a strong call to action. Can you assist me in generating ideas? My target audience is [describe your target audience: demographics, interests, preferences].

PROMPT: LATEST MARKETING TRENDS AND STRATEGIES

I'm looking to stay updated on the latest marketing trends in the [insert industry] industry and learn how to leverage those trends to effectively reach and engage [insert target audience]. Can you provide me with insights and ideas?

PROMPT: CREATING HEADLINES

I'm working on a new blog post/content piece, and I want to create the best attention-grabbing headlines that will immediately captivate my audience and make them eager to read the entire article. The topic of my content is [topic]. Can you help me brainstorm highly compelling headlines that are irresistible?

PROMPT: STORYTELLING IDEAS

I'm looking for compelling storytelling ideas from my own experiences to engage my audience. Can you help me create captivating stories with an attention-grabbing hook and a breakdown of the narrative structure? My target audience [describe your target audience: demographics, interests, preferences]. I want to share personal stories that resonate with them, offer valuable insights, and create a meaningful connection. For Each storytelling idea, please provide me with attention-grabbing hooks that will pique their interest and a breakdown of the story structure, including the introduction, conflict or challenge, resolution, and key takeaways. Additionally, include any relevant emotions, lessons, or unique aspects of the stories.

PROMPT: VIDEO TUTORIAL TOPICS

I'm planning to create video tutorials to educate and engage my audience. Can you help me come up with topic ideas for my video tutorials? My target audience is [describe your target audience: demographics, interests, preferences]. I want to provide them with step-by-step instructions, tips, and demonstrations on subjects that align with their interests and address their pain points.

PROMPT: BRAND STORYTELLING IDEAS

I want to enhance my brand's storytelling to create a deeper connection with my audience. Can you help me brainstorm ideas for brand storytelling? My target audience is [describe your target audience: demographics, interests, preferences]. I'm looking for storytelling ideas that align with my brand values, evoke emotions, and resonate with my audience's aspirations and experiences.

P R O M P T S

Customer Support and retention

PROMPT: ANSWERING A QUESTION

You've been asked the following question: "[Insert the specific question you were asked]". Craft a concise and informative response to address this question. Provide a brief yet accurate answer, focusing on the key points that directly address the question. Aim to provide a clear and helpful response that satisfies the person's inquiry. Please write your concise response below.

PROMPT: CUSTOMER RETENTION - IDEAS FOR ADDITIONAL RESOURCES TO OFFER

Could I offer additional resources or support to help customers get the most out of my product, [name of the product and describe it]? What types of resources or support would be most valuable to my customers, and how could I make them easily accessible?

PROMPT: CUSTOMER SURVEY QUESTIONS

You want to create a customer survey to gather valuable feedback and insights from your customers. The survey will help you understand their needs, preferences, and satisfaction levels to improve your [product]. Design a customer survey that includes relevant questions to gather the desired information. Consider including questions about their overall experience, specific features or aspects of your [product], customer support, pricing, and any other areas that are important for your business. Additionally, think about open-ended questions that allow customers to provide detailed feedback and suggestions. Please provide the questions you would like to include in your customer survey.

PROMPT: 10 QUESTIONS TO ASK CUSTOMERS

You want to gather insights from customers who have purchased your [specific product] to identify potential additional products that would meet their needs. Create a list of 10 questions you can ask these customers to understand their preferences, pain points, and desires regarding other products or services they might be interested in. Consider asking about their experience with [specific product], what additional solutions or features they are seeking, and any specific benefits they would like to see in those products. Please provide the 10 questions you would like to ask your customers who have purchased [specific product].

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