



ChatGPT Live Workshop *Prompts*



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Customize ChatGPT

What do you do?

I am a pediatric sleep consultant specializing in gentle sleep training methods for babies aged 4-24 months. My approach is attachment-based and caters to parents who value emotional well-being while improving their child's sleep habits.

What traits should ChatGPT have?

Please respond in a warm, supportive, and professional tone, ensuring that advice aligns with evidence-based sleep science.

1. Precision and Clarity: Use clear, unambiguous language. Avoid unnecessary jargon.
2. Advanced Formatting: Utilize headings, subheadings, bullet points, numbered lists, tables, and code blocks.
3. Context Awareness: Maintain and use context across interactions. Ensure coherence in responses.
4. Proactive Clarification: Ask clarifying questions upfront to understand the task or problem.
5. Tailored Instructions: Customize responses based on the user's project needs and preferences.

Consider past interactions and goals.

6. Critical Analysis: Offer analysis and recommendations for improving prompts. Highlight potential pitfalls and optimization techniques.
7. Interactive Dialogue: Encourage dialogue with the user. Ask for input and preferences to tailor responses.
8. Avoid Repetition: Avoid repeating agreed-upon information unless requested. Summarize previous points succinctly if needed.
9. I want you to rate every prompt I give you. Give a range between 1 to 10. Add comments on what you think I could have improved about it. Do this for every prompt. If your rating of the prompt is an 8 or higher, execute the prompt. If it's lower than an 8, don't execute it, but generate me a better prompt. Do you understand?

Anything else ChatGPT should know about you?

I have a background in early childhood development and understand the emotional and cognitive milestones that impact sleep. I believe that sleep training should never mean ignoring a baby's needs but rather guiding parents to create a sleep environment that fosters security, trust, and consistency. I specialize in working with highly sensitive babies and parents who may feel anxious about sleep training, offering personalized support that aligns with their parenting values.

Competitor Research

I want to conduct a comprehensive competitor and industry analysis to better position my pediatric sleep consulting business. My goal is to understand how competitors are marketing their services, identify gaps in the market, and refine my messaging to stand out.

Key Objectives:

1. **Competitor Research:** Identify top pediatric sleep consultants and analyze their messaging, positioning, services, and pricing.
2. **Review & Testimonial Analysis:** Extract key insights from competitor client reviews and testimonials to understand what parents love, what they struggle with, and what's missing in existing offers.
3. **Differentiation Strategy:** Identify opportunities to position my business uniquely based on competitor weaknesses and unmet client needs.

What I Need:

1. List of top competitors in pediatric sleep consulting (preferably in New York, but also national leaders)
2. Breakdown of their messaging, branding, and positioning (What do they emphasize? How do they present their expertise?)
3. Service and pricing structures—What do they offer, and at what price points?
4. Key insights from client reviews & testimonials:
 - Common praise (What do clients love?)
 - Common complaints (What are the gaps and frustrations?)
 - Frequently mentioned words or phrases (to understand their emotional triggers)
5. Opportunities for differentiation: Based on the findings, how can I position myself differently and more effectively? What messaging would make my approach stand out?

Please provide a structured, actionable response that helps me refine my positioning, messaging, and offers based on real competitor insights.

Market Research

I am a pediatric sleep consultant looking to create highly relevant topics and offers that attract and convert my ideal clients. I want to use ChatGPT to analyze trends, identify common pain points, and generate accurate client avatars based on real data.

Key Objectives:

1. **Trend Analysis:** Use ChatGPT to identify the latest trends in pediatric sleep consulting, including emerging concerns, shifting parenting preferences, and popular solutions.
2. **Pain Point Identification:** Analyze common questions, struggles, and objections parents have regarding sleep training for babies aged 4-24 months.
3. **Client Avatar Creation:** Develop detailed client avatars using real behavioral and demographic insights—focusing on their biggest fears, desires, objections, and decision-making factors.

What I Need:

1. A list of current industry trends in pediatric sleep consulting (what's gaining traction in 2024)
2. The most common questions and struggles parents have regarding toddler sleep (from online discussions, forums, social media, etc.)
3. A breakdown of at least 3 client avatars with specific details, including:
 - Age, background, lifestyle
 - Their biggest sleep-related struggles
 - Emotional and logical objections to hiring a consultant
 - Their ultimate dream outcome (what they really want)
4. Topic & offer suggestions based on the findings—what content, workshops, or services would resonate most with these parents?

Please provide a detailed, structured response with actionable insights.

Market Research & Content Creation

My ideal client is a 35-year-old working mom in New York who highly values her career and her child's independence. She is seeking toddler sleep support because she wants her child to sleep through the night without compromising their emotional well-being.

I want to understand her biggest fears, doubts, and hesitations about hiring a sleep consultant. What are her deepest concerns about sleep training? What keeps her up at night? What objections might she have before investing in my services?

Additionally, I want to know what she secretly desires—the things she may not say out loud but truly craves when it comes to her child's sleep and her own well-being. What would an ideal transformation look like for her?

Please format the response with:

1. Her biggest fears and worries (logical and emotional)
2. Her hidden desires (what she truly wants)
3. Her main objections to hiring a sleep consultant
4. The key messaging and positioning that would help her feel confident in investing in my services

Follow up Prompt:

Based on these insights about my ideal client, please generate engaging hooks for my content that will immediately grab her attention and make her feel understood.

Make sure that the hooks are:

1. Short, scroll-stopping, and emotionally compelling (for Instagram, Reels, and TikTok captions)
2. Curiosity-driven (to make her want to read/watch more)
3. Objection-busting (to directly address and remove her hesitations)
4. Transformation-focused (to paint a picture of life after solving her child's sleep issues)

Please provide at least 10 variations for each category (scroll-stopping, curiosity-driven, objection-busting, and transformation-focused).

Content Creation

I am a pediatric sleep consultant specializing in gentle, attachment-based sleep training for babies aged 4-24 months. My ideal client is a 35-year-old working mom in New York who highly values her career and her child's independence. She struggles with toddler sleep but wants an approach that respects her child's emotional well-being.

I want to establish clear content pillars that will:

- Position me as an expert in pediatric sleep consulting
- Attract my ideal client by speaking directly to her fears, struggles, and desires
- Educate, inspire, and convert my audience into paying clients
- Make my content strategy simple and repeatable

Give 3-5 suggestions please.

Follow up Prompt:

Now, for each of my six content pillars, provide five engaging content suggestions per category in the following styles:

1. How-To (Educational, step-by-step guides)
2. Tool (Sharing useful resources, frameworks, or techniques)
3. Story (Personal experiences, relatable client stories, emotional narratives)
4. Q&A (Common questions, myths, and misconceptions addressed)
5. Case Study (Real-life transformations, before-and-after success stories)
6. Mistakes (Common errors parents make and how to avoid them)
7. Rant (Strong opinions, busting myths, calling out misconceptions in a passionate tone)
8. Challenges (Interactive content, mindset shifts, or small tasks to engage my audience)

Instructions:

- Ensure each suggestion has a catchy, scroll-stopping hook that grabs attention immediately.
- Avoid generic topics—make them specific, compelling, and relatable to my ideal client (a career-driven, emotionally conscious mom in New York struggling with toddler sleep).
- Format the response clearly, categorizing each pillar with the relevant content ideas under each style.

Pricing & Packaging

I am a pediatric sleep consultant looking to position my services competitively in the New York market. I need a detailed analysis of toddler sleep support package pricing across different service levels (basic, mid-range, and premium).

Please include:

1. **Price Ranges:** What are the typical price ranges for toddler sleep consulting in New York, from entry-level to high-end services?
2. **Service Breakdown:** What do these packages typically include (e.g., virtual vs. in-home support, custom sleep plans, follow-ups)?
3. **Competitor Comparison:** A table of at least 5 sleep consultants in New York, including their pricing, package details, and level of support.
4. **Regional Insights:** Are there differences in pricing and demand between areas like Manhattan, Brooklyn, and other boroughs?
5. **Customer Behavior:** What are parents in New York looking for when hiring a sleep consultant? Do they prioritize affordability, reputation, or extended support?
6. **Market Trends:** Any emerging trends in the sleep consulting industry, such as package preferences, new service offerings, or pricing shifts?
7. **Pricing Strategies:** What strategies are effective for pricing toddler sleep support packages competitively while maintaining high value?

Please format the response with a mix of price ranges, competitor data, and actionable insights. If available, include references to industry benchmarks or recent trends.
Thank you!

SEO Optimization

Find High-Performing Keywords (Faster & Smarter)

Act as an SEO specialist with 10+ years of experience in content marketing. I am a pediatric sleep consultant targeting parents of babies aged 4-24 months. Generate a list of 15 high-ranking, low-competition keywords related to baby sleep training.

Follow-Up Prompts:

- "Which of these keywords have the lowest competition but high search volume?"
 - "Suggest 5 long-tail keywords parents are searching for."
 - "Find common Google questions related to [specific keyword]."
-

Optimize Blog Posts for Google Rankings

Act as an SEO expert and blog strategist. I have written a blog post about 'How to Help a Baby Sleep Through the Night.' Optimize it for SEO by adding better subheadings, improving readability, and naturally integrating keywords.

Follow-Up Prompts:

- "Write a Google-friendly meta description for this blog post."
 - "Suggest 5 FAQs to add for SEO optimization."
 - "Rewrite the introduction to be more engaging and keyword-rich."
-

Generate SEO-Friendly Blog Titles & Meta Descriptions

Act as an SEO copywriting expert. I am writing a blog post on 'Nap Training vs. Sleep Training: What's the Difference?' Suggest 5 high-ranking SEO blog titles and meta descriptions that increase click-through rates.

Follow-Up Prompts:

- "Which of these titles is best for social media engagement?"
 - "Make the meta description more engaging while keeping it under 160 characters."
 - "Optimize this title with a power word to increase clicks."
-

Repurpose High-Ranking Content for SEO Boost

Act as an SEO content strategist. I have a blog post about '4-Month Sleep Regression' that is ranking well but needs an update. Suggest ways to repurpose or expand this content to increase rankings and engagement.

Follow-Up Prompts:

- "Create an Instagram caption based on this blog."
- "What questions are parents asking about this topic that I can add to the post?"
- "Write a short email to my audience promoting this updated blog post."

Client Communication

Act as a customer service expert handling sensitive refund requests. A client wants a refund because they didn't see results after following my sleep advice. Write a polite and professional email that acknowledges their concern, explains my refund policy, and offers alternative solutions.

Follow-up prompts:

- How can I turn this situation into a positive client experience?
 - Reframe this email to encourage the client to try another approach before requesting a refund.
 - Can you make this email more empathetic while still holding firm on my policy?
-

Act as a customer service expert specifically working with parents. I need to write a professional yet warm and confident email to a parent who inquired about my services but mentioned that other sleep consultants charge less. I want to explain why my pricing is higher in a way that reinforces the value, expertise, and premium support they will receive without sounding defensive.

The email should:

- Acknowledge their concern in a respectful and understanding way
- Highlight my unique approach, experience, and proven results
- Emphasize what they get from my services that cheaper alternatives don't offer (e.g., personalized plans, ongoing support, higher success rates)
- End with a clear call to action that encourages them to invest in the best solution for their child's sleep

Make sure the tone is warm, confident, and reassuring while positioning me as the best choice.

Act as a customer service expert specifically working with women with PTSD. A mom just messaged me saying: 'What should I do if my toddler keeps pooping in the corner right before bed?' I need to respond in a helpful, empathetic, and professional way while giving her clear, practical advice on handling this situation.

The response should:

- Acknowledge her frustration and assure her that this is a common issue
- Offer practical strategies to adjust the bedtime routine and prevent this from becoming a habit
- Provide gentle behavioral strategies (without shaming the child)
- Include any relevant sleep-related insights on toddler potty training and nighttime digestion
- End with an invitation for her to reach out for more support if needed

The tone should be warm, understanding, and solution-oriented.

I have already requested a testimonial from a client twice, but I haven't received a response. I want to send a polite but effective follow-up that reminds them without being pushy.

The message should:

- Acknowledge that I know they're busy
- Make it super easy for them to respond (perhaps offering a simple template or asking just one specific question)
- Highlight how much it would mean to me (without guilt-tripping)
- Mention that their story could inspire other parents struggling with sleep
- Offer an alternative, like a voice note or quick response if writing is too much

Please craft a warm, appreciative, and non-intrusive message that maximizes the chances of getting a response."

Workshop Outline Creation

I am designing a workshop for [specific audience] on [topic]. The goal of this workshop is to [main objective, e.g., educate, inspire, provide actionable steps, solve a problem, etc.].

I need a structured, engaging, and results-driven workshop outline that will:

- Capture attention from the start and keep participants engaged
- Provide clear, actionable takeaways they can implement immediately
- Use storytelling, interaction, and practical exercises to reinforce learning
- Be time-efficient (adjustable for [workshop length: 30 min, 60 min, 90 min, etc.])

Workshop Details:

- Topic: [Describe what the workshop is about]
- Target Audience: [Who is this for? What are their pain points and goals?]
- Desired Outcome: [What should participants walk away with?]
- Format: [Live on Zoom, in-person, pre-recorded, interactive Q&A, etc.]
- Duration: [How long will the workshop be?]

What I Need:

1. A structured outline broken down into key sections (e.g., introduction, main content, activities, Q&A, closing)
2. A strong opening hook that grabs attention immediately
3. Engagement strategies (interactive exercises, storytelling, role-play, case studies, Q&A, etc.)
4. Practical, actionable takeaways to help participants get real results
5. A compelling close that reinforces key lessons and includes a clear call to action (next steps, offer, challenge, etc.)

Please provide the workshop outline in a clear, structured format, ensuring it's engaging, easy to follow, and packed with value.

Business Strategy & Growth

Find Trending Topics in Pediatric Sleep Consulting

Act as a digital marketing strategist with expertise in the parenting and wellness niche. You have 7+ years of experience analyzing search trends, conducting audience research, and crafting high-performing content strategies for sleep consultants and other parent-focused businesses.

I want to create engaging and high-value content for parents struggling with baby sleep to position myself as an authority in this space. My audience consists of sleep-deprived parents who often Google solutions late at night, feeling frustrated and overwhelmed.

List 10 trending sleep-related topics that parents are actively searching for, backed by data-driven insights. Include a mix of short-form content (social media posts), long-form content (blog topics), and interactive content (quizzes, guides). If possible, highlight search volume or engagement trends.

Follow-up prompts:

- Which of these topics have the highest engagement on social media, and why?
 - Can you create a step-by-step content plan around one of these topics?
 - What are 3 common sleep myths parents believe, and how can I debunk them in an engaging way?
-

Identify Your Ideal Client

Act as a pediatric sleep consultant with 10+ years of experience specializing in infant and toddler sleep. You have worked with over 500 families, conducted in-depth research on sleep patterns, and understand the psychological and physiological factors that impact a baby's ability to sleep through the night.

I specialize in helping parents with babies aged [X] months who struggle with [main sleep challenge, e.g., frequent night wakings, early morning risings, short naps]. My current goal is to refine my ideal client profile to ensure my marketing efforts attract the right audience.

Provide a highly detailed client avatar that includes demographics (age, location, income level, family structure), psychographics (fears, desires, values), pain points (what keeps them up at night?), objections (why they might not invest in sleep support), and the specific language they use when describing their sleep struggles.

Follow-up prompts:

- Based on this client profile, what are 5 content ideas that would resonate with them?
 - What are 3 different messaging angles I can use to attract this audience?
 - Can you rewrite this description to be more emotionally compelling?
-

Generate a Lead Magnet Idea

Act as a lead generation expert for pediatric sleep consultants.

I want to create a free lead magnet that helps parents with baby sleep and encourages them to join my email list. Suggest 5 high-converting lead magnet ideas, including titles and short descriptions.

Follow-up prompts:

- Which of these ideas would be the easiest to create while still being valuable?
- Create a step-by-step outline for one of these lead magnets.
- Suggest a strong call-to-action for promoting this lead magnet.

Business Strategy & Growth

Outline a Blog Post

Act as a professional blog writer with 12 years of experience in the parenting and sleep industry. You have written high-ranking articles for well-known parenting sites and understand how to structure content for both engagement and SEO.

I'm writing a blog post titled "[Your Blog Title]" aimed at new parents struggling with sleep. The goal of this post is to provide them with actionable strategies while also building trust in my expertise.

Create a structured outline with:

- A compelling introduction that resonates with their pain points
- 3-5 key subheadings with specific strategies or insights
- A conclusion that offers encouragement and a call to action

Follow-up prompts:

- Expand each section with key points and supporting details.
 - Suggest a strong introduction that immediately grabs attention.
 - What are 3 SEO-friendly variations of this title?
-

Write an Attention-Grabbing Instagram Caption

Act as a social media copywriter with a strong background in behavioral psychology and content marketing. You have helped multiple parenting brands increase engagement and visibility through emotionally compelling captions. I'm writing an Instagram post about [topic] to educate and engage parents. My goal is to make it stand out in a busy feed and encourage parents to interact with it.

Write a highly engaging caption that includes:

1. An attention-grabbing first line that makes parents stop scrolling
2. A relatable or emotional storytelling element
3. A valuable insight or tip
4. A call to action encouraging parents to comment, save, or share

Follow-up prompts:

- Can you rewrite this caption to feel more conversational?
 - Make it shorter and more direct while keeping it impactful.
 - Adapt this caption into a Reel script for Instagram.
-

Generate Instagram Post Ideas

Act as a content strategist who has worked with parenting brands for over 8 years, specializing in engagement-driven social media marketing. You are an expert in crafting posts that educate, inspire, and convert followers into clients.

My audience consists of exhausted parents looking for practical sleep solutions for their babies. I want to create Instagram posts that balance education with relatability and that also encourage engagement (likes, shares, saves, and comments).

Generate 10 Instagram post ideas that are highly engaging. Each post should include:

1. A compelling hook that grabs attention in the first sentence
2. A clear and valuable insight related to baby sleep
3. A call to action that invites conversation or interaction

Follow-up prompts:

- Can you refine these ideas to focus more on storytelling?
- Suggest an Instagram carousel idea based on one of these posts.
- Create a 30-day Instagram content plan, ensuring a mix of education, engagement, and promotion.

Business Strategy & Growth

Identify New Revenue Streams

Act as a business strategist with 15+ years of experience helping service-based entrepreneurs diversify their income. You specialize in finding scalable and passive income opportunities within existing businesses. I run a pediatric sleep consulting business and currently offer [list of services: 1:1 coaching, group programs, etc.]. I want to explore additional revenue streams that allow me to earn more without trading extra hours for money.

Suggest at least 5 revenue streams that align with my expertise and audience. Include both active (live coaching, consulting) and passive (courses, digital products, memberships) options.

Follow-up prompts:

- Which of these options would be the easiest to implement first?
 - Outline a 90-day action plan for launching a passive income product.
 - How can I test demand for a new offer before creating it?
-

Write a Response to a Common Client Inquiry

Act as a customer support expert who has handled thousands of inquiries for sleep consultants. You understand how to balance professionalism with warmth and ensure that potential clients feel valued. A parent has emailed me asking about my sleep coaching services and pricing. They are unsure if sleep training is right for them and are hesitant about the investment.

Write a professional and friendly response that:

1. Acknowledges their concern and validates their hesitation
2. Briefly explains the benefits of my sleep coaching approach
3. Shares pricing in a way that highlights the value of the service
4. Ends with an inviting call to action

Follow-up prompts:

- Make this email feel even more personal and reassuring.
 - Add a section that addresses common objections.
 - Turn this response into an automated email template for inquiries.
-

Plan an Online Course Outline

Act as a curriculum designer with expertise in online education and a background in early childhood development. You have designed over 50 courses for parenting and wellness professionals, ensuring they are engaging and results-driven.

I'm creating an online course for parents struggling with baby sleep. The course should be structured in a way that is easy to follow and keeps parents motivated to implement the strategies.

Create a course outline that includes:

- 5-6 modules with clear learning objectives
- A logical flow from beginner concepts to advanced techniques
- Suggestions for interactive elements (quizzes, worksheets, trackers)

Follow-up prompts:

- What's a compelling name for this course that will attract parents?
- Can you suggest engaging activities or interactive elements for each module?
- Write a short, persuasive course description that highlights the benefits.

Business Scaling

Write a Sleep Tip Email Series

Act as an email marketing specialist who has helped wellness businesses improve open rates and engagement. You specialize in crafting short, actionable, and valuable email sequences that build trust. I want to create a 5-day email series called "5 Days to Better Baby Sleep." Each email should include a quick tip, an engaging story, and a simple action step parents can take that day. Write the full outline for the series, including:

- Catchy subject lines for each email
- A one-paragraph introduction
- The main sleep tip for each day
- A CTA (e.g., reply, book a call, check out my services)

Follow-up prompts:

- Can you rewrite these subject lines to increase curiosity and open rates?
 - Add a bonus email that softly promotes my paid service at the end of the series.
 - Create a lead magnet that complements this email series.
-

Create a Repeatable Weekly Content Plan

Act as a content strategist with 8+ years of experience helping wellness and parenting businesses build consistent, high-converting content schedules. You specialize in creating sustainable content strategies that don't lead to burnout. I struggle to stay consistent with content creation. I need a simple but effective weekly content plan that allows me to show up regularly on [platforms: Instagram, blog, email, etc.] without feeling overwhelmed. Suggest a repeatable content structure that:

- Aligns with my expertise in pediatric sleep consulting
- Saves time by repurposing content across platforms
- Balances value-driven content, engagement posts, and promotional content

Follow-up prompts:

- Can you suggest a batch content workflow so I can create everything in one day?
 - Write a month's worth of email subject lines based on this plan.
 - How can I get my audience to engage more with my posts?
-

Improve Consultation Call Conversions

Act as a sales expert who has helped sleep consultants and coaches increase their conversion rates by optimizing their discovery calls. You understand buyer psychology and the most effective ways to handle objections. I offer free consultation calls to potential clients, but my conversion rate is low. Parents often say they need to "think about it" or "talk to their partner." I want to improve my ability to confidently guide them toward a decision. Analyze where I might be losing clients and suggest a step-by-step consultation call framework that:

- Builds rapport quickly
- Clearly communicates the value of my service
- Handles objections effectively
- Ends with a confident, non-pushy close

Follow-up prompts:

- Write a script for how I should handle the "I need to talk to my partner" objection.
- How can I follow up with potential clients without feeling salesy?
- Create an email template to send after a discovery call to reinforce the value of my offer.

Business Scaling

Create a Sleep Membership or Community

Act as a membership site strategist with 10+ years of experience helping coaches and consultants build engaged communities that generate recurring revenue.

I want to create a monthly membership where parents can get ongoing sleep support, Q&As, and access to exclusive content. However, I'm unsure how to structure it for maximum engagement and retention.

Outline a membership model that includes:

- The main benefits parents will receive each month
- A pricing strategy that makes it feel like a no-brainer
- A system for delivering content and keeping engagement high

Follow-up prompts:

- What are the best tools for hosting and managing a membership?
 - Suggest a launch strategy for my membership program.
 - How can I prevent cancellations and increase long-term retention?
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Get More Podcast or Media Features

Act as a PR strategist who has helped parenting experts land podcast interviews, media features, and guest expert opportunities. You know how to pitch effectively to editors and podcast hosts.

I want to get featured on podcasts, blogs, and media outlets as a sleep expert to build my credibility and attract new clients.

Write a compelling email pitch I can send to podcast hosts or journalists that:

- Clearly explains why I'm a great guest/expert
- Highlights my unique approach to sleep consulting
- Suggests engaging topics I can speak about

Follow-up prompts:

- What are the best ways to find podcasts looking for guest experts?
 - Create a follow-up email if I don't get a response.
 - How can I turn a podcast interview into multiple content pieces for my brand?
-

Improve My Email Open & Click-Through Rates

Act as an email copywriting expert with a deep understanding of email marketing psychology. You have helped sleep consultants achieve open rates above 40% and increase click-through rates.

My email open rates are currently around [X]%, and my click-through rates are [Y]%. I want to improve both by making my emails more engaging and compelling.

Analyze where I might be losing my audience and suggest 5 proven strategies for improving email open rates and 5 for improving click-through rates.

Follow-up prompts:

- Write 3 subject line variations for an email about sleep regression.
- How can I make my emails feel more personal and conversational?
- What are 3 common mistakes sleep consultants make with email marketing?