

# ChatGPT for Marketing — Workbook

This workbook turns the course into deliverables you actually use: a brand voice spec, an audience persona, ad copy banks, a month-long content calendar, and email sequences. Work through one section per module, filling the worksheets and running the prompts in ChatGPT as you go. By the end you will have a reusable prompt library and a campaign you can launch.

## Prompting ChatGPT for Marketing Work

Build the brand voice spec and CRAFT prompt habit that every later exercise depends on.

### Exercise: Write Your CRAFT Prompt

Pick one real marketing task you need done this week. Draft a single prompt that fills all five CRAFT parts. Run it in ChatGPT, then refine twice in the same chat instead of starting over. Save the working version to your prompt library.

- Write your Context: who you are, the product, the goal, and the channel in 2 to 3 sentences.

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- Write the Role, Action (with a quantity), Format, and Tone for the task.

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- After the first output, write one refinement instruction that improves the two weakest results.

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### Worksheet: Brand Voice Spec

Complete every field. If you have existing copy you like, paste three samples into ChatGPT first and ask it to draft these fields, then edit. Keep this on one page and paste it at the top of future prompts or load it into ChatGPT Custom Instructions.

Three voice adjectives

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Target reading level

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We say (5 to 10 words or phrases)

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We do not say (5 to 10 banned words)

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Punctuation and formatting rules

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Emoji policy

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Three sample sentences that already sound like us

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## Checklist: ChatGPT Setup Checklist

- [ ] Confirm which model you are on (GPT-4o for serious work) and whether you need ChatGPT Plus
- [ ] Paste your brand voice spec into Settings then Custom Instructions
- [ ] Create a Project for your current campaign and attach the voice spec
- [ ] Save 3 starter prompts (ad, caption, email) into a notes file or the Project
- [ ] Decide whether to build a Custom GPT so teammates get on-brand output

## Writing Ad Copy That Converts

Produce paste-ready ad copy for Meta and Google using AIDA and PAS, sized to real limits.

### Exercise: AIDA vs PAS Head-to-Head

Choose one product and one cold audience. Generate one ad with AIDA and one with PAS using the same offer. Compare which feels stronger for that audience and note why. Keep the winner for testing.

- Generate 3 Meta primary-text variations using AIDA, headline under 27 characters, body under 125 characters.

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- Generate 3 Meta primary-text variations using PAS for the same offer and limits.

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- Ask ChatGPT to rate all 6 on clarity and click-appeal and rewrite the two weakest.

### Worksheet: Ad Offer and Constraints Brief

Fill this once per campaign and paste it into every ad prompt so ChatGPT respects your limits and angles.

Reuse across Meta and Google by swapping the channel and limits.

Product and price

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Single offer or hook

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Primary audience (one line)

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Channel and exact character limits

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Three angles to test (e.g. price, time saved, social proof)

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Banned words (policy and brand)

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Primary CTA

### Exercise: Build a Google RSA Asset Set

Generate a full Responsive Search Ad asset set with character counts shown, then paste it into Google Ads Editor. Confirm every headline is 30 characters or fewer and every description is 90 or fewer.

- Write 15 RSA headlines (30 characters max) varying across at least 4 angles, with counts shown.

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- Write 4 RSA descriptions (90 characters max) with counts shown.

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- Flag any line that risks Google policy review and rewrite it.

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## Checklist: Pre-Launch Ad QA

- Every headline and description is within the platform character limit
- Each variation uses a genuinely different angle, not a reworded duplicate
- No unverified stat, fake quote, or prohibited superlative
- One clear offer and one CTA per ad
- Test plan names a single variable to test first

## Social Captions and Content Calendars

Define content pillars, generate a backlog, and schedule a full month across platforms.

### Worksheet: Content Pillars

Define 3 to 5 recurring themes for your feed and a one-line description of each. Use ChatGPT to propose them, then edit to fit your brand. These drive all idea generation.

Pillar 1 name and description

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Pillar 2 name and description

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Pillar 3 name and description

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Pillar 4 name and description (optional)

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Target mix (e.g. 70 percent value, 20 percent community, 10 percent promo)

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### Exercise: One Message, Four Platforms

Take one real announcement and have ChatGPT write a caption for Instagram, LinkedIn, X, and TikTok following each platform's norms. Then run the edit pass to strip AI tells and add one specific detail per caption.

- Rewrite this announcement as captions for Instagram (8 hashtags), LinkedIn (end with a question, link in first comment), X (under 280 characters), and TikTok (with a 5-word on-screen hook).
- Remove generic AI phrasing and add one concrete brand-specific detail to each caption.
- Give me 5 stronger first lines for the Instagram caption that earn the second line.

### Exercise: Generate a 30-Idea Backlog

Using your pillars, generate a backlog of post ideas mapped to formats and balanced to your target mix. Mark the 10 most likely to earn saves and shares for priority production.

- For each pillar, give 8 post ideas as one-line hooks, mixing educational, entertaining, and promotional.
- Map each idea to the best format: Reel, carousel, single image, or text post.
- Label the mix and confirm it matches my target ratio, then star the top 10.

### Checklist: Calendar Ready-to-Schedule Check

- Calendar is a table with Date, Channel, Pillar, Format, Hook, Caption, Hashtags, CTA
- No pillar repeats two days in a row and promo posts are spaced out
- Two weekly slots left open for reactive or trending content
- Posting times matched to audience active hours from analytics
- Exported to Google Sheets and queued in a scheduler (Buffer, Later, or Metricool)

# Email Campaigns, Personas, and Quality Control

Draft email sequences, build a persona and brief, and run the fact-check and edit pass.

## Worksheet: Audience Persona

Build a one-paragraph profile of your ideal customer. Seed it with real review quotes or survey answers where possible, then have ChatGPT organize and pressure-test it. Paste it alongside your voice spec in every prompt.

Name and role

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Daily context

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Top 3 goals

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Top 3 frustrations

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Top objections to buying

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5 phrases they actually use

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Primary buying trigger

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## Exercise: Draft a Welcome and Cart Sequence

Generate a 5-email welcome series and a 3-email cart-abandonment series with subject lines, preview text, body, and one CTA each. Add personalization placeholders so you can map them to merge tags in Klaviyo or Mailchimp.

- Write a 5-email welcome series following the arc: incentive, brand story, objection plus reviews, best-seller, time-bound offer.
- Write a 3-email cart series timed at 1 hour, 24 hours, and 48 hours, escalating from reminder to small discount.
- Write 15 subject lines under 45 characters mixing curiosity, urgency, benefit, and a question.

## Exercise: Run the Fact-Check and Edit Pass

Take any AI-drafted asset and run the full quality pass. Flag and verify every claim, strip AI tells, and confirm compliance before marking it ready to publish.

- Highlight every number, statistic, superlative, and testimonial in this draft so I can verify or cut each one.
- Rewrite to remove generic AI phrasing, vary sentence length, and add one concrete detail.
- Flag any claim that could violate advertising rules or platform policy and suggest compliant wording.

## Checklist: Publish-Ready Quality Gate

- Every fact verified against a source you control; no invented stats or quotes
- Product details, prices, and shipping terms match reality
- Matches the voice spec with no banned words and the right reading level
- One message and one CTA; jargon the persona would not use is removed

[ ] Required disclosures present (unsubscribe, address) and no prohibited claims

## Your Action Plan

1. Confirm your ChatGPT model and plan, then paste your brand voice spec into Custom Instructions
2. Complete the Brand Voice Spec and Audience Persona worksheets and save both to a campaign Project
3. Write a one-page campaign brief that bundles objective, persona, key message, offer, and metrics
4. Generate and QA an ad copy bank for Meta and Google with character counts shown
5. Define 3 to 5 content pillars and generate a 30-idea backlog mapped to formats
6. Assemble a 30-day content calendar as a table and queue it in a scheduler
7. Draft the 5-email welcome series and 3-email cart series with tested subject lines
8. Run the fact-check and edit pass on every asset before it ships
9. Set up one A/B test (one variable) and document the hypothesis
10. Review results weekly, refresh tired creative, and add winners to your swipe file









