



# Leverage AI To Build Your Online Presence

Janet E. Johnson

January 4-6, 2025

# Welcome, Distributors!



# Brief overview of this session's goals

- ✓ Understanding why AI is critical for social sales
- ✓ Mastering ChatGPT for content creation
- ✓ Setting up ads with AI from start to finish
- ✓ Designing a full content calendar effortlessly
- ✓ Learning essential AI tools to amplify your strategy

# Why use AI for your online presence

Benefits of AI for social sales:

- 1. Efficiency:** Automates repetitive tasks
- 2. Creativity:** Generates innovative ideas and content
- 3. Cost-effective:** Reduces need for large teams
- 4. Personalization:** Tailors content and ads to specific audiences
- 5. Statistics:** AI adoption rates and ROI improvements for businesses

# AI is everywhere



**80% OF  
BUSINESSES  
THAT USE A.I.  
IN THEIR  
MARKETING  
MAKE MORE  
MONEY.**



frankkern



frankkern ✨ Saw this stat in a Forbes article today. I believe it. Here's how A.I. increased revenue in our company:

1. Ads: My video ads that use an AI avatar of me are out-selling ads with the "real me".
2. Research: We use AI to find new sales angles. (A.I. helped me find the very article I'm referring to.)
3. Chatbots: A.I. Chatbots are out-performing all other traffic sources. Our early tests show that someone coming to our site after talking to an AI Chatbot is around 300% more likely to buy on the first visit.

What's cool about the chatbot thingy is people KNOW they're talking to A.I.

We just use it to answer questions about our software and offer a link to a video demo.

Nothing super fancy but good lord ...it's working really well.

If you want to see it in action just send me a DM with the word



Liked by **spencerwight** and others

20 HOURS AGO



Add a comment...

Post

# Best practices for using AI effectively

- ✓ Combine AI with human creativity for authenticity.
- ✓ Regularly refine AI outputs for your brand voice.
- ✓ Stay up to date with AI trends and tools.
- ✓ Emphasize consistency across all channels.

# Overcoming common AI challenges

- ✓ **Misconception:** AI replaces human creativity.
- ✓ **Reality:** It enhances and complements your efforts.

***AI is a TOOL:  
It requires human input to provide the desired results.***



# AI top platforms you may have heard of

- OpenAI (ChatGPT)
- Bard
- Gemini
- Meta AI
- Canva AI
- Midjourney



\*Most popular and well known is ChatGPT

**ChatGPT - SIGN UP AT**  
**[chat.openai.com](https://chat.openai.com)**

# Mastering ChatGPT for content creation

Overview of just a few of ChatGPT's capabilities:

- ✓ Writing your online content - blogs, sales pages, social media
- ✓ Acting as your CEO, virtual assistant and more
- ✓ Creating graphics and videos
- ✓ Analyzing and doing research
- ✓ Generating creative ideas for almost anything

# Mastering ChatGPT for content creation

Tips for effective prompts:

- ✓ Be specific.
- ✓ Include tone, style and context details.

# Words to tell ChatGPT NOT to use

- agile
- arguably
- assessing
- as such
- bear in mind
- breath of fresh
- breath of fresh air
- captivating
- comprehensive
- crucial
- cutting-edge
- daunting
- unleash
- unveil
- synergy
- delve
- deep dive
- dive in
- edge of my seat
- eager
- empower
- ensure
- essentially
- in essence
- last
- last of all
- look no further
- synergy
- first of all
- furthermore
- hey
- hey there
- holistic
- in conclusion
- in essence
- in summary
- interestingly
- in a nutshell
- in conclusion
- noteworthy
- moreover
- optimal
- picture this
- pioneering
- paradigm shift
- realm
- significantly
- striving
- state-of-the-art

# Example of a prompt

## Social media prompt #1:

Act as a social media manager.

Please do customer research for me.

Tell me 10 frustrations 10 desires 10 dreams and 10 fears that my audience experiences related to [feeling a business needs promotional products] - Format the 10 frustrations 10 desires 10 dreams 10 fears in a table. The X axis should be numbered 1-10 and the Y-Axis should include desire, frustration, dreams and fears.

#	Frustration	Desire	Dream	Fear
1	Lack of creativity in product design	High-quality products that stand out	Building brand loyalty with memorable items	Wasting money on ineffective products
2	Difficulty finding affordable options	Affordable but impactful options	Becoming a well-known, trusted brand	Choosing cheap items that harm the brand image
3	Vendors missing deadlines	Reliable delivery and service	Seeing customers using and loving their items	Events ruined by late deliveries
4	Unclear ROI from promo products	Measurable impact on brand awareness	Attracting new customers effortlessly	Spending with no clear results
5	Limited customization options	Fully customizable products	Designing unique products customers treasure	Generic products blending into competitors'
6	Uncertain about customer preferences	Products that resonate with their audience	Customers sharing the brand through giveaways	Producing items customers don't value
7	Overwhelmed by too many choices	Expert guidance in product selection	Simplifying decisions to focus on strategy	Decision fatigue leading to wrong choices
8	Poor-quality products tarnishing the brand	Durable, professional-grade materials	Becoming the brand customers admire and trust	Bad reviews due to poor product quality
9	Difficulty distributing the products	Seamless distribution processes	Maximizing exposure at events and trade shows	Products collecting dust due to poor planning
10	Ineffective products in achieving goals	High engagement and recall from items	Receiving repeat business through brand exposure	Competitors outperforming with better offerings

## **Social media prompt 2:**

Now give me 3 social media concepts for [frustration #1].

*Then...continue to repeat.*

*You could use this concept for an ad, video, social media post, blog post, email campaign or lead magnet.*



# Pain points with using an avatar



# Avatar prompt #1:

Solve for this: [AUDIENCE] AND [TOPIC]

[Primary Complaint]= [Secondary Goals]=

[Secondary Complaints]=

[Promises]=

[Benefits]=

[Objections]=

[Ultimate Fear]=

[False Solutions]=

[Mistaken Beliefs]=

[Expensive Alternatives]=

Solve for this: [insurance agent] AND [getting brand known]

[Primary Complaint]= [Secondary Goals]=

[Secondary Complaints]=

[Promises]=

[Benefits]=

[Objections]=

[Ultimate Fear]=

[False Solutions]=

[Mistaken Beliefs]=

[Expensive Alternatives]=

# ChatGPT output:

## [Primary complaint]

- Struggling to build visibility and differentiate from competitors in a crowded market.

## [Secondary goals]

- Increase brand recognition and establish a reputation as a trusted authority.
- Attract more high-quality leads who are genuinely interested in insurance products.
- Build a loyal customer base through consistent engagement and trust-building.

## [Secondary complaints]

- Limited success with traditional marketing methods (e.g., cold calling, direct mail).
- Low engagement on social media or online platforms.
- Difficulty translating online visibility into actual conversions.

## [Promises]

- Gain recognition as a go-to insurance expert in your local market or niche.
- Consistently attract and nurture high-quality leads.
- Build a sustainable personal brand that drives long-term success

## **[Benefits]**

- Stand out from the competition with a unique and recognizable personal brand.
- Increase lead generation through organic referrals and online presence.
- Build trust and credibility, resulting in higher conversion rates.

## **[Objections]**

- Fear of investing time and resources in branding without immediate ROI.
- Concerns about not knowing where to start with branding efforts.
- Worry about managing multiple marketing channels effectively.

## **[Ultimate fear]**

- Failing to establish a recognizable brand and losing market share to competitors.

## **[False solutions]**

- Over-relying on generic advertising without a personalized approach.
- Spending heavily on paid ads without a clear branding strategy.
- Assuming a strong brand will develop naturally without focused effort.

# CREATE AN ENTIRE FACEBOOK/INSTAGRAM AD FROM COPY TO CREATIVE

## **(Continuing from avatar) prompt #2:**

Based on the details above:

Please write 3 short ads to convert to a [buying a promotional item] with lots of personality, make the copy well-written, persuasive, emotive and with a sense of urgency. Make it so it can be clearly understood and read in 10 seconds.

# ChatGPT output:

## Ad 1: The Trust-Building Power Pack

### **Stand Out, Stay Remembered!**

Want to be THE insurance agent people trust? Our custom-branded promo items will make sure your name stays top of mind. 

 Affordable, professional, unforgettable!

 Offer ends soon—don't wait!

 **Grab yours today!**

## Ad 2: Your Brand Deserves the Spotlight

### **Build Your Brand in Style!**



What's better than a handshake? A promo item they'll actually KEEP.


✓ Eye-catching ✓ Budget-friendly ✓ Total game-changer


 Be their go-to insurance expert—act now!

 **Click here before it's too late!**

## Ad 3: Ready to Be Remembered?

 Your brand needs YOU! 

Stop blending in—start standing out with customized promotional items that leave a lasting impression.  

 Limited availability. Get noticed, get clients—TODAY!

 **Order now before it's gone!**



## **Prompt #3:**

Now, act as an amazing graphic designer and give me 5 engaging concepts for graphics to go with the ads that will stand out on Facebook or Instagram.

# ChatGPT output:

## Concept 1: "The Spotlight Effect"

### Visuals:

- A sleek image of a promotional item (e.g., pen, notebook or mug) glowing under a spotlight.
- The background is dark with bold, glowing text: *"Your Brand Deserves the Spotlight!"*

### Details:

- Use eye-catching gradients (gold, silver or neon hues).
- Include a "Before & After" vibe, showing how a plain item transforms into a branded one.

## Concept 2: "Countdown Timer Urgency"

### Visuals:

- A bold graphic of a ticking countdown clock.
- Overlay with large, animated text: *"Don't Wait—Offer Ends Soon!"*
- Show an image of a branded item with the text: *"Grab Yours Today!"*

### Details:

- Bright red and orange tones create urgency.
- Add subtle animation if using for Instagram Stories or Reels.

# Creating graphics for ads

## Prompt #4:

Find 3 graphic templates to create #1 above.

# ChatGPT output:

## 1. **Product Spotlight PowerPoint Template**

Features a podium illuminated by a spotlight, ideal for showcasing products with emphasis. The dark background contrasts with the highlighted item, drawing viewer attention effectively.

## 2. **Spotlight Effect Presentation Slides Template**

Offers multiple designs with spotlight effects to focus on specific content areas. These slides can be customized to feature your promotional items under a spotlight, enhancing their prominence.


## 3. **Spotlights PowerPoint & Google Slides Template**

Provides a variety of spotlight graphics suitable for presentations aiming to highlight key products or messages. The templates are versatile and can be adapted to different promotional needs.

These templates are designed to emphasize your promotional items, making them stand out to your audience. By placing your product under a virtual spotlight, you can effectively draw attention and convey its importance.

# Output templates

## Featured Templates




Spotlights Slides


01  
02  
03

**3-Step Spotlight Slides for PowerPoint**

The 3-Step Spotlight Slides for PowerPoint presentation of three items on display.

 Shapes


This template features three numbered steps (01, 02, 03) on a dark blue background with a wavy white line. Each step is highlighted by a spotlight effect. The text 'Spotlights Slides' is in the top left corner. Each step includes 'Edit Text' and 'This is a sample text. Insert your desired text here.' instructions.



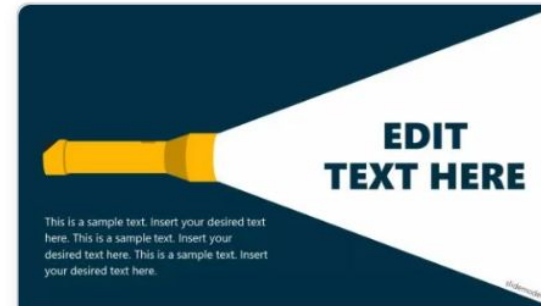
**You can edit this text.**

**Spotlight Slide PowerPoint Template**

Present the key highlights of your topic with our engaging Spotlight Slide PowerPoint Template.

 Shapes


This template has a yellow background with a black spotlight hanging from the top. The text 'You can edit this text.' is centered under the spotlight. Below it, it says 'This is a sample text. Add your text under this spotlight. Customize the spotlight slide as per your needs.'




**EDIT TEXT HERE**

**Spotlight PowerPoint Template**

The Spotlight PowerPoint Template has five slides of spotlight background designs.

 Shapes


This template features a dark blue background with a white spotlight beam from the left. The text 'EDIT TEXT HERE' is in the center of the beam. Below it, it says 'This is a sample text. Insert your desired text here. This is a sample text. Insert your desired text here. This is a sample text. Insert your desired text here.'



**SPOTLIGHT EFFECT**  
PRESENTATION SLIDES

**Spotlight Effect Presentation Slides Template for PowerPoint**

When you want to focus your attention on a specific section of the presentation.

 Template Backgrounds

This template has a dark blue background with a bright blue spotlight effect in the center. The text 'SPOTLIGHT EFFECT PRESENTATION SLIDES' is centered below the spotlight.

# Next step: Canva Dreamlab

DREAM LAB ✨


## What will you imagine today?

Create a graphic for promotional items. A sleek image of a promotional item (e.g., pen, notebook, or mug) glowing under a spotlight.

Create

Add image | Smart | 1:1

**Start inspired.  
With a few of  
these ideas.**



The image shows a screenshot of the Canva Dreamlab interface. At the top, it says 'DREAM LAB ✨'. Below that is the question 'What will you imagine today?'. A white text box contains the prompt: 'Create a graphic for promotional items. A sleek image of a promotional item (e.g., pen, notebook, or mug) glowing under a spotlight.' To the right of the text box is a purple 'Create' button with a sparkle icon. Below the text box is a control bar with three options: 'Add image' (with an image icon), 'Smart' (with a brain icon), and '1:1' (with a square icon). At the bottom, there are three square images generated by AI: a pink castle with cherry blossoms, a white swan on a pond, and a sunset landscape with mountains and a path.

# Go to Canva Dreamlab – result (within seconds)



Create a graphic for promotional items. A sleek image of a promotional item (e.g., pen, notebook, or mug) glowing under a spotlight.



# Creating videos for ads

## Prompt #5:

Now write an engaging, motivating 15-second video script that shows people sample promotional products.



# ChatGPT output:

## [Opening scene]

[Upbeat music plays. A sleek table rotates with glowing promo items under a spotlight: pens, mugs, notebooks and keychains.]

### **Voiceover:**

"Looking to leave a lasting impression? Your brand deserves the spotlight!"

## [Cut to hands using the items]

[A hand writes with a branded pen, another sips from a stylish mug with a logo, and a third flips through a notebook with vibrant branding.]

### **Voiceover:**

"From everyday essentials to premium keepsakes, our promotional products make YOUR brand unforgettable."

## [Closing scene]

[A dramatic close-up of the glowing items, with text overlay: "*Affordable. Professional. Unforgettable.*"]

### **Voiceover:**

"Act now—limited availability! Be the brand everyone remembers."

### **[Text on screen]:**

 **Order today!**

# Plug into a video tool or create yourself:

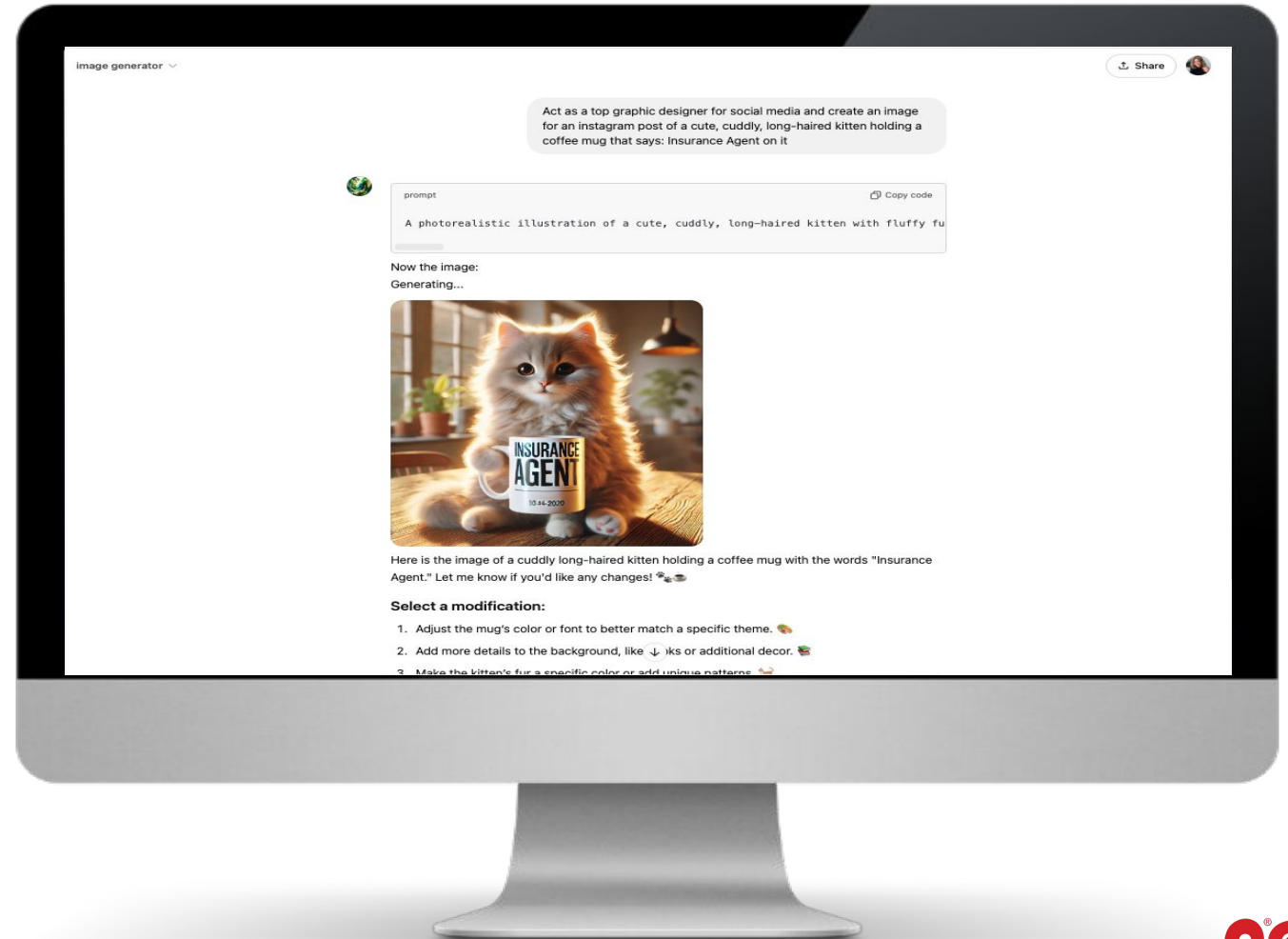
- Sora
- Canva
- InVideo
- Pictory
- Capcut

# CREATE AI IMAGES USING CHATGPT

# Under: image generator

## Prompt #1:

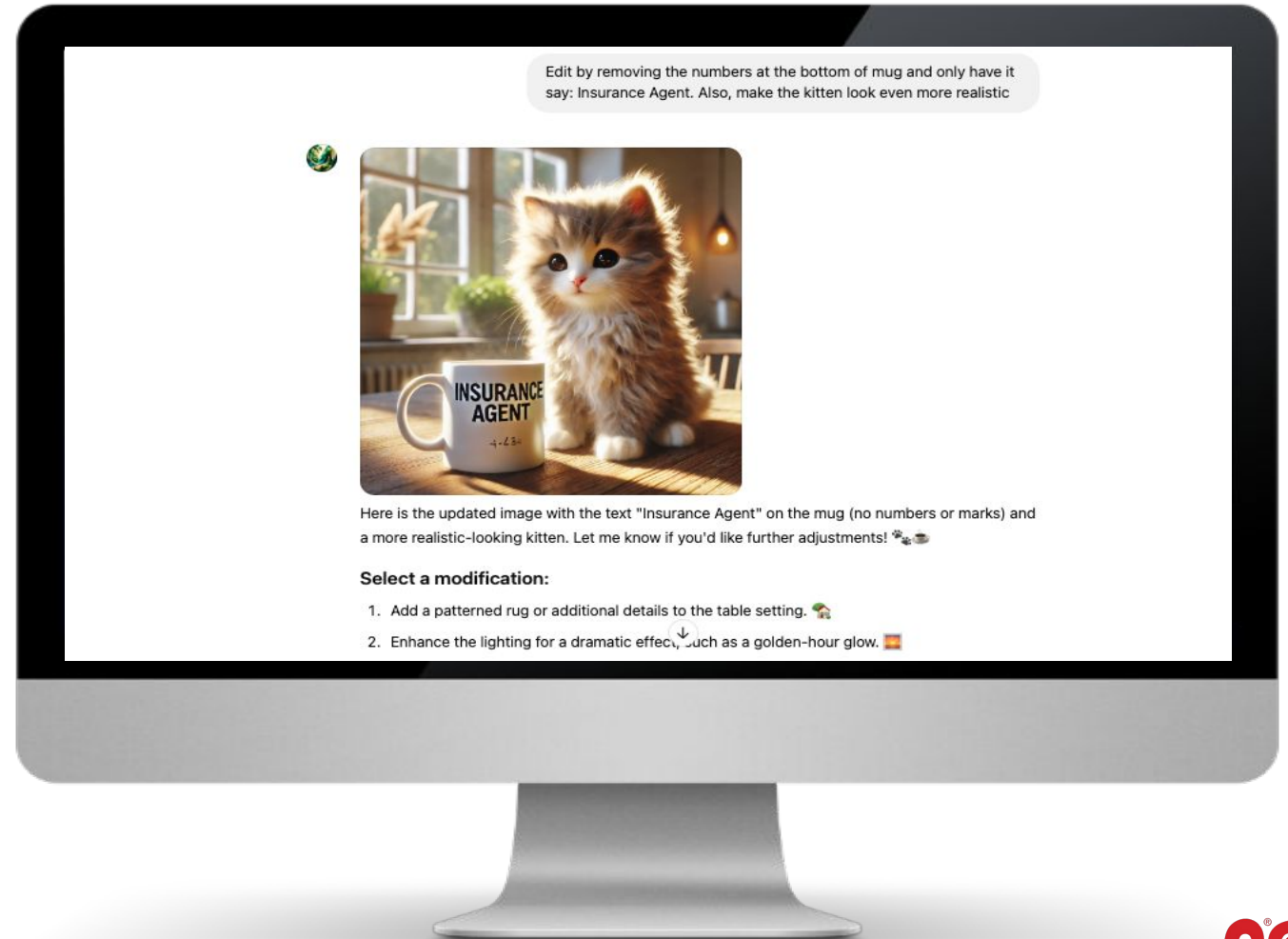
Act as a top graphic designer for social media and create an image for an instagram post of a cute, cuddly, long-haired kitten holding a coffee mug that says "Insurance Agent" on it



# Under: image generator

## Prompt #2:

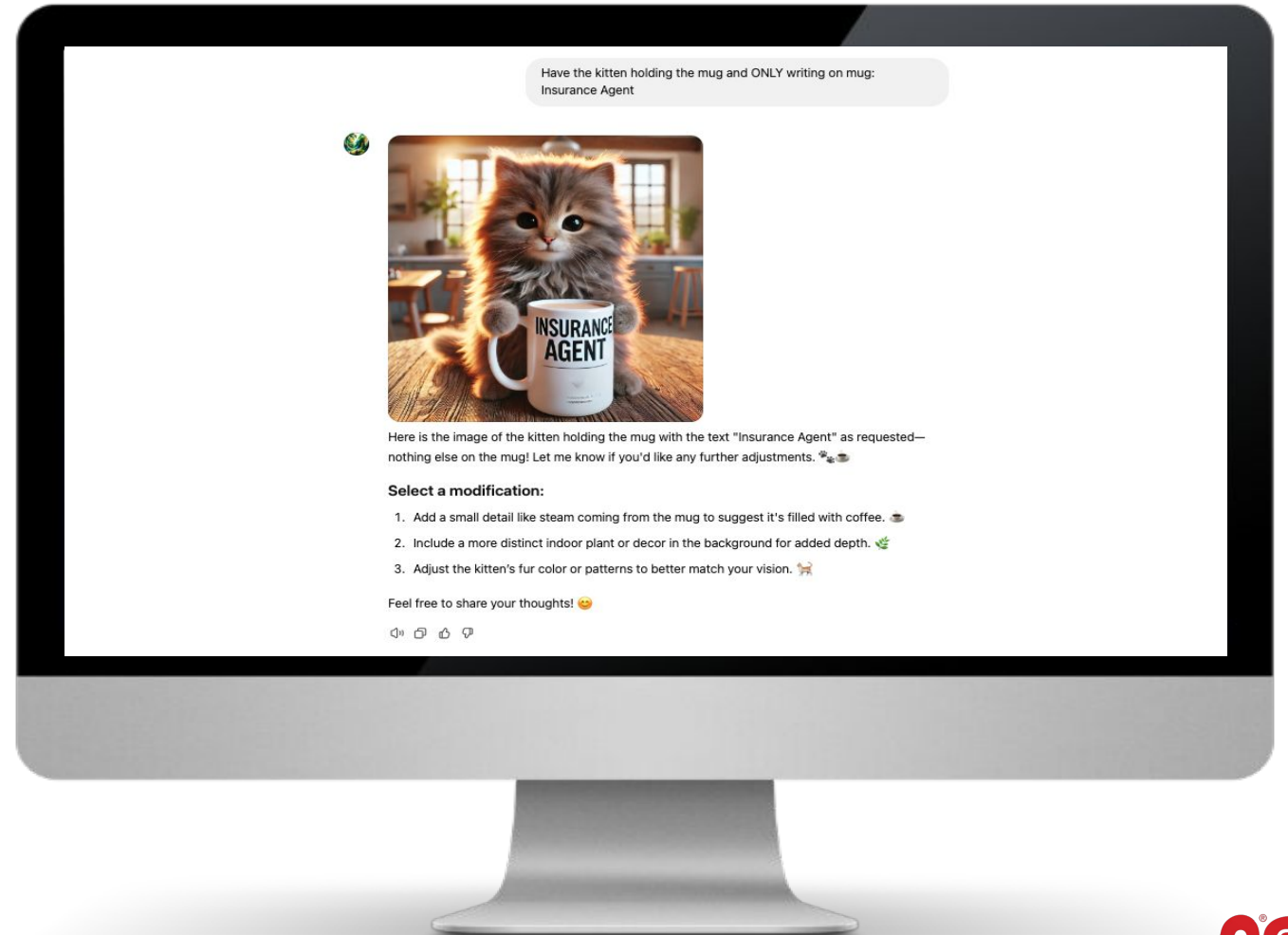
Edit by removing the numbers at the bottom of mug and only have it say "Insurance Agent." Also, make the kitten look even more realistic



# Under: image generator

## Prompt #3:

Have the kitten holding the mug and ONLY writing on mug: Insurance Agent



# Prompt hack (before any prompt)

## Give AI your best prompt...

Then ask it to analyze, optimize and make it better – tell it to ask you any questions before proceeding.

*Trust me, this is a game changer!*

# Final thoughts & recommendations

## Recap of key points:

- ✓ AI simplifies and amplifies your social sales efforts.
- ✓ Tools like ChatGPT, Canva and others can transform your strategy.
- ✓ Experiment and refine prompts for better results.

***Action step:*** Pick one AI tool and implement it this week!



# Q&A Session





**Share your feedback on  
the session with us!**



January 4-6, 2025