



Leverage AI To Build Your Online Presence

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Brief Overview of This Session's Goals

- Understanding why AI is critical for social sales
- Mastering ChatGPT and other AI platforms for content creation
- Designing a full content calendar effortlessly
- Setting up ads with AI from start to finish
- Learning essential AI tools to amplify your strategy
- Discovering AI video tools to create videos with speed

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 iust send me a DM with the word



Liked by **spencerwright** 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.***

Top AI Platforms

- OpenAI (ChatGPT)
- Bard
- Claude
- Grok3
- Copilot
- Gemini
- Meta AI
- Canva AI
- Midjourney



*The most popular and well known is ChatGPT

ChatGPT: Sign up at
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: Prompting

Tips for effective prompting:

- Be clear and specific about what you want.
- Add context for tone, style, audience and format.
- The more detail you give, the better the response.
- Ask follow-up questions to refine the output.
- Don't settle – iterate if the first response isn't right.
- Use examples to guide the response, when possible.

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!

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

Start With Pain Points When 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
- Create 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 1:

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!**

ChatGPT Output 2 (after requesting to not use so many emojis):

Ad 1: The Trust-Building Power Pack

Want to be *the* insurance agent clients trust? Our custom-branded promo items keep your name top of mind.

- ✓ Affordable
- ✓ Professional
- ✓ Unforgettable

Offer ends soon – don't wait.

Grab yours today.

Ad 2: Your Brand Deserves the Spotlight

What's better than a handshake? A promo item they'll actually keep. 🎯 Eye-catching

💰 Budget-friendly

🚀 A real game-changer

Be their go-to insurance expert—act now.

Click here before it's too late.

Ad 3: Ready to Be Remembered?

Stop blending in – stand out with customized promotional items that leave a lasting impression.

- 🧠 Memorable branding
- 📊 Stronger client retention
- 📈 Business growth

Limited availability. Get noticed. Get clients.

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 concept #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

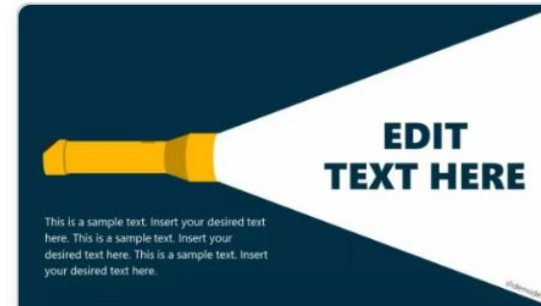


You can edit this text.

Spotlight Slide PowerPoint Template

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


 Shapes




EDIT TEXT HERE

Spotlight PowerPoint Template

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


 Shapes



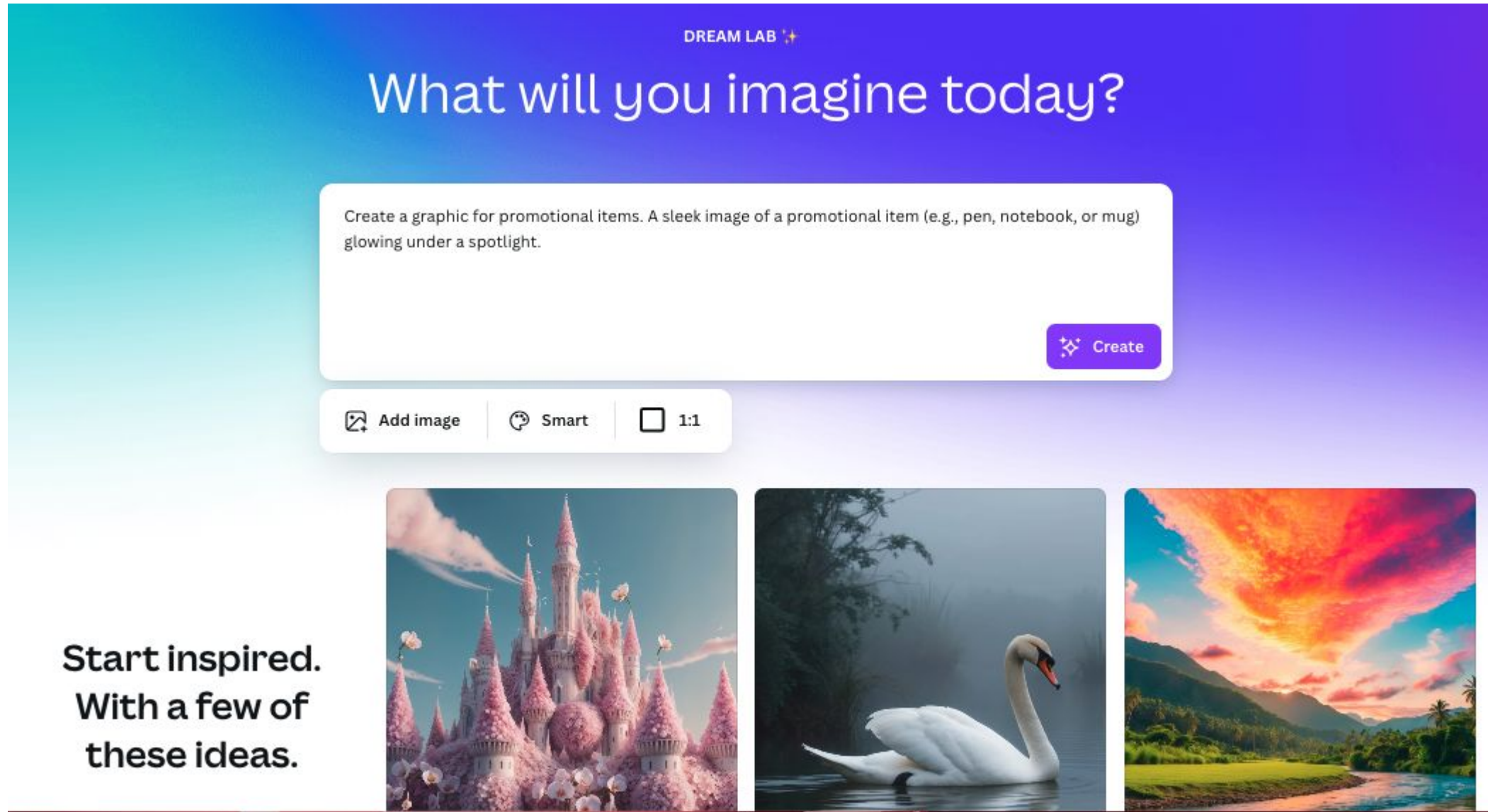
SPOTLIGHT EFFECT
PRESENTATION SLIDES

Spotlight Effect Presentation Slides Template for PowerPoint

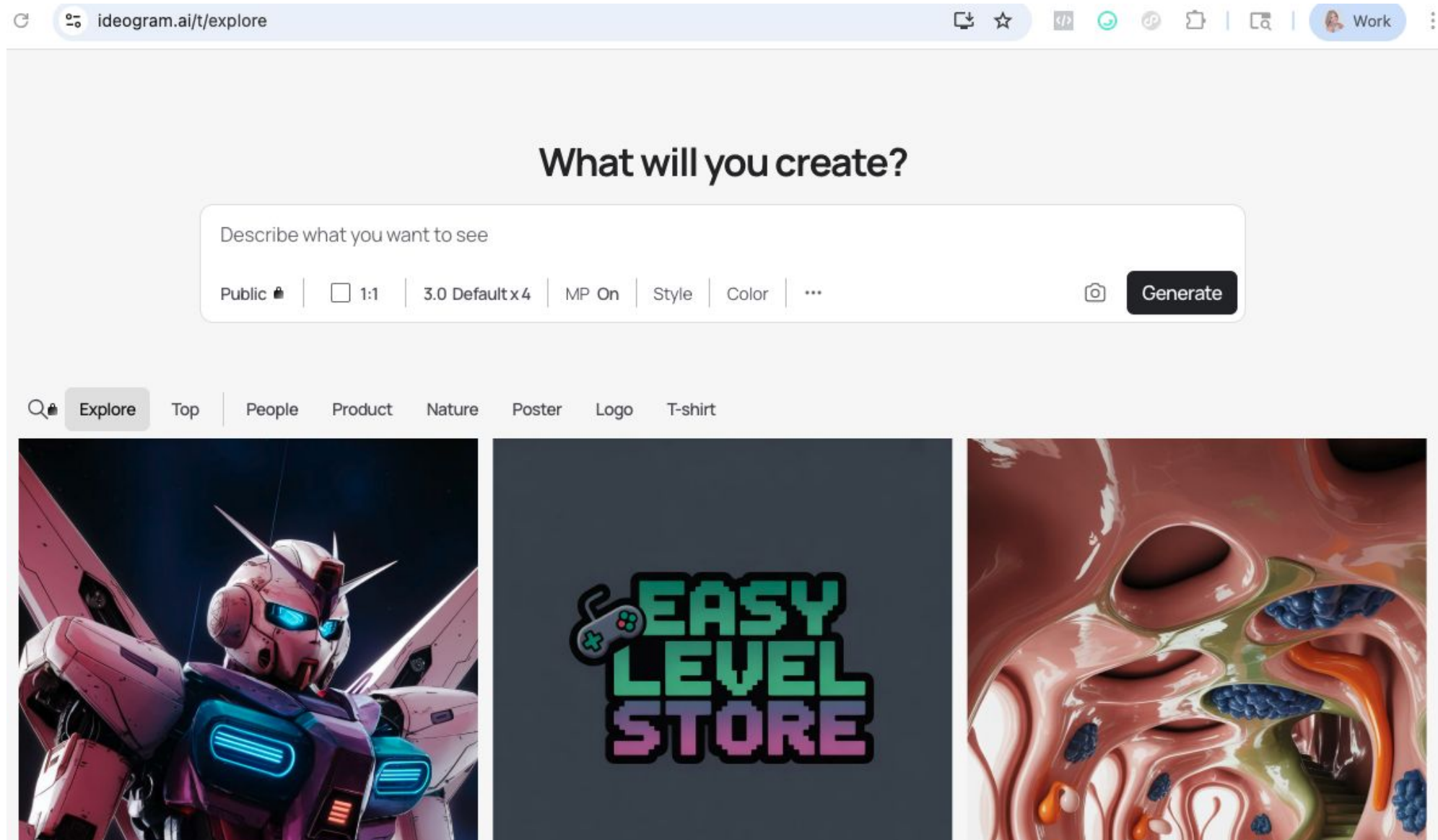
When you want to focus your attention on a specific section of the presentation.

 Template Backgrounds

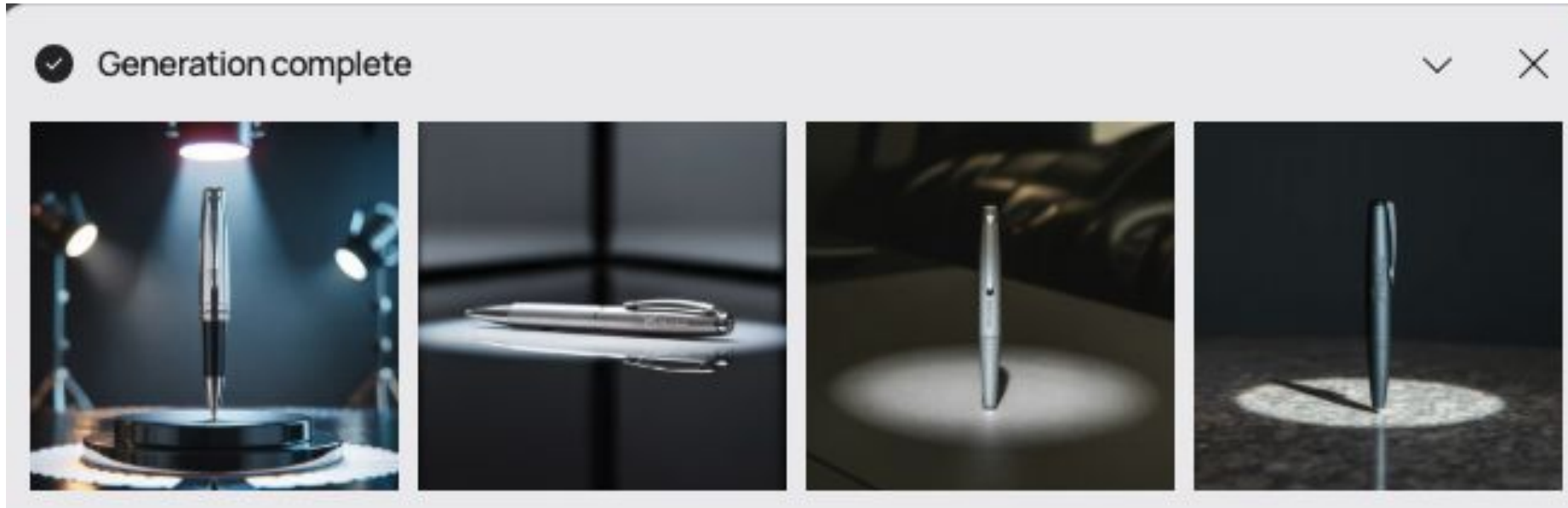
Next Step: Canva Dreamlab



Another Option: Ideogram



Go to Ideogram & Use the Exact Same Prompt



Creating Videos for Ads

Prompt #5:

Now write an engaging, motivating 15-second video script that shows people some 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 the ChatGPT Output Into a Video Tool or Create It Yourself

Popular AI video tools:

- Sora
- Canva
- InVideo
- Pictory
- Capcut

**We'll dig into AI video editing further in a few slides.*

CREATE A SOCIAL MEDIA CALENDAR

Social Media Prompt #1:

Act as a top world-renowned 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 of a business owner who 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.

#	<u>Frustration</u>	<u>Desire</u>	<u>Dream</u>	<u>Fear</u>
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 turn this into a 30-day content calendar for Facebook and Instagram. We want 4 posts per week consisting of 2 short videos and 2 graphics. Send this in a xls file.

ChatGPT Output:

▼ | fx

A	B	C	D	E
Date	Day	Content Type	Platform	Theme
2025-07-01	Tuesday	Short Video	Facebook & Instagram	Avoid Wasting Money on Bad Promo Items
2025-07-03	Thursday	Short Video	Facebook & Instagram	Promo Items People Actually Keep
2025-07-05	Saturday	Graphic	Facebook & Instagram	Dream: Your Brand Everywhere
2025-07-07	Monday	Graphic	Facebook & Instagram	Fear: Cheap Products, Bad Look
2025-07-08	Tuesday	Short Video	Facebook & Instagram	Too Many Choices? Here's Help
2025-07-10	Thursday	Short Video	Facebook & Instagram	Quality Promo = Quality Brand
2025-07-12	Saturday	Graphic	Facebook & Instagram	Going Viral with Your Swag
2025-07-14	Monday	Graphic	Facebook & Instagram	Fear: No ROI? Fix It
2025-07-15	Tuesday	Short Video	Facebook & Instagram	Get Inspired: Creative Merch Ideas
2025-07-17	Thursday	Short Video	Facebook & Instagram	Fast Turnaround, No Stress
2025-07-19	Saturday	Graphic	Facebook & Instagram	Customer Story: Loved Our Products
2025-07-21	Monday	Graphic	Facebook & Instagram	Fear: Late Delivery
2025-07-22	Tuesday	Short Video	Facebook & Instagram	Graphic: Top 5 Promo Items This Month
2025-07-24	Thursday	Short Video	Facebook & Instagram	Branding Tip: Make it Stick
2025-07-26	Saturday	Graphic	Facebook & Instagram	Dream Merch, Real Impact
2025-07-28	Monday	Graphic	Facebook & Instagram	What Makes a Product Memorable?
2025-07-29	Tuesday	Short Video	Facebook & Instagram	Stop Settling for Generic Swag
2025-07-31	Thursday	Short Video	Facebook & Instagram	Behind the Scenes: Product Design
2025-08-02	Saturday	Graphic	Facebook & Instagram	Client Unboxing Experience
2025-08-04	Monday	Graphic	Facebook & Instagram	How to Choose the Right Product

Social Media Prompt #3:

From the 7-1 post about how to Avoid Wasting Money on Bad Promo Items - create a 15 second script I can read on camera for a video.

ChatGPT Output:

[SCRIPT START]

(Camera on you, upbeat tone)

"Stop wasting money on promo items that end up in the trash! 👎 If it's not useful, high-quality, or on-brand – you're throwing cash away. Want products your customers actually love and use? Let's do it right. 💡"

(Point to CTA or logo)

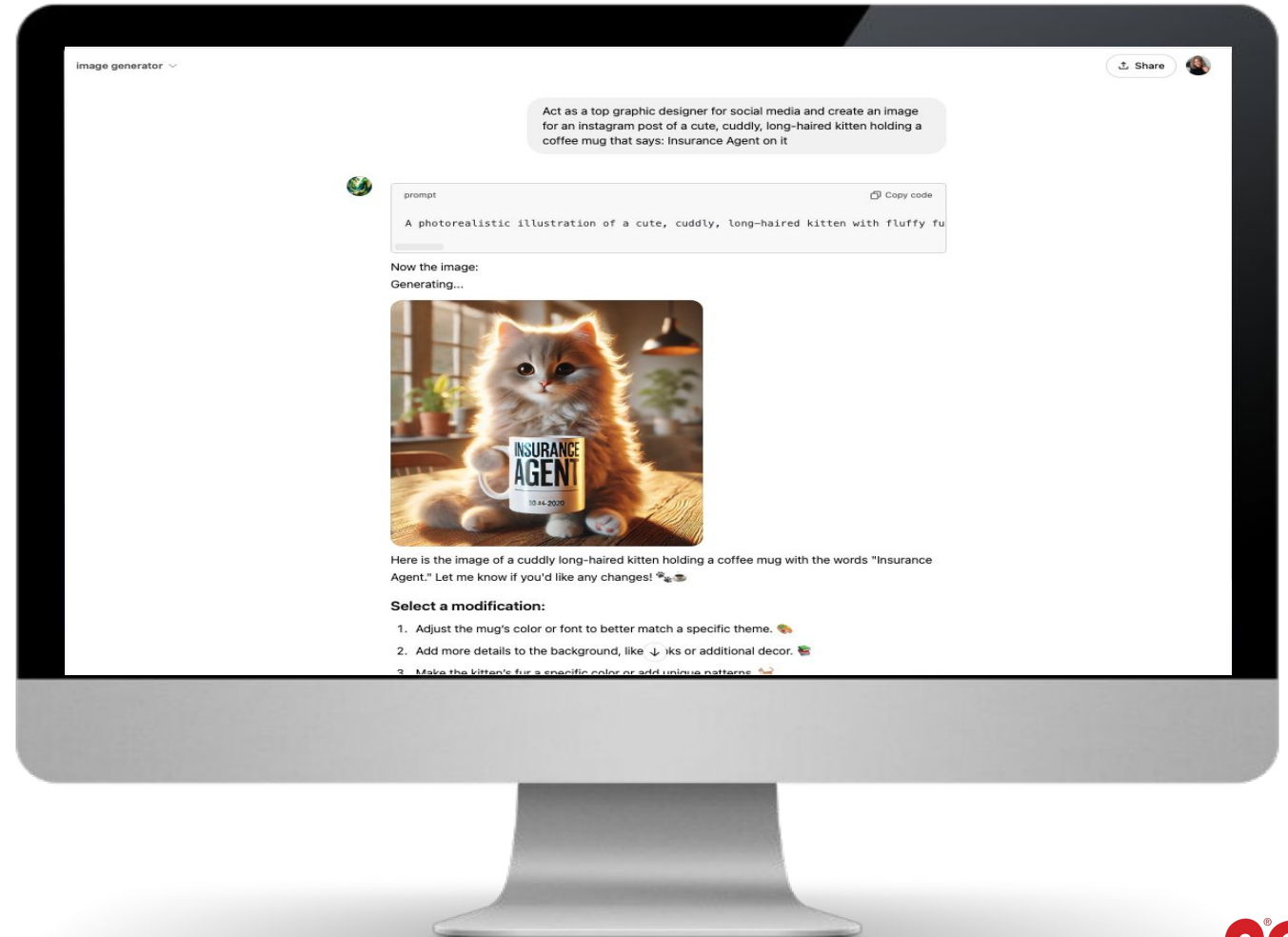
"DM me 'PROMO' and I'll send you our best ideas!"

CREATE AI IMAGES USING CHATGPT

Using the Image Generator

Prompt #1:

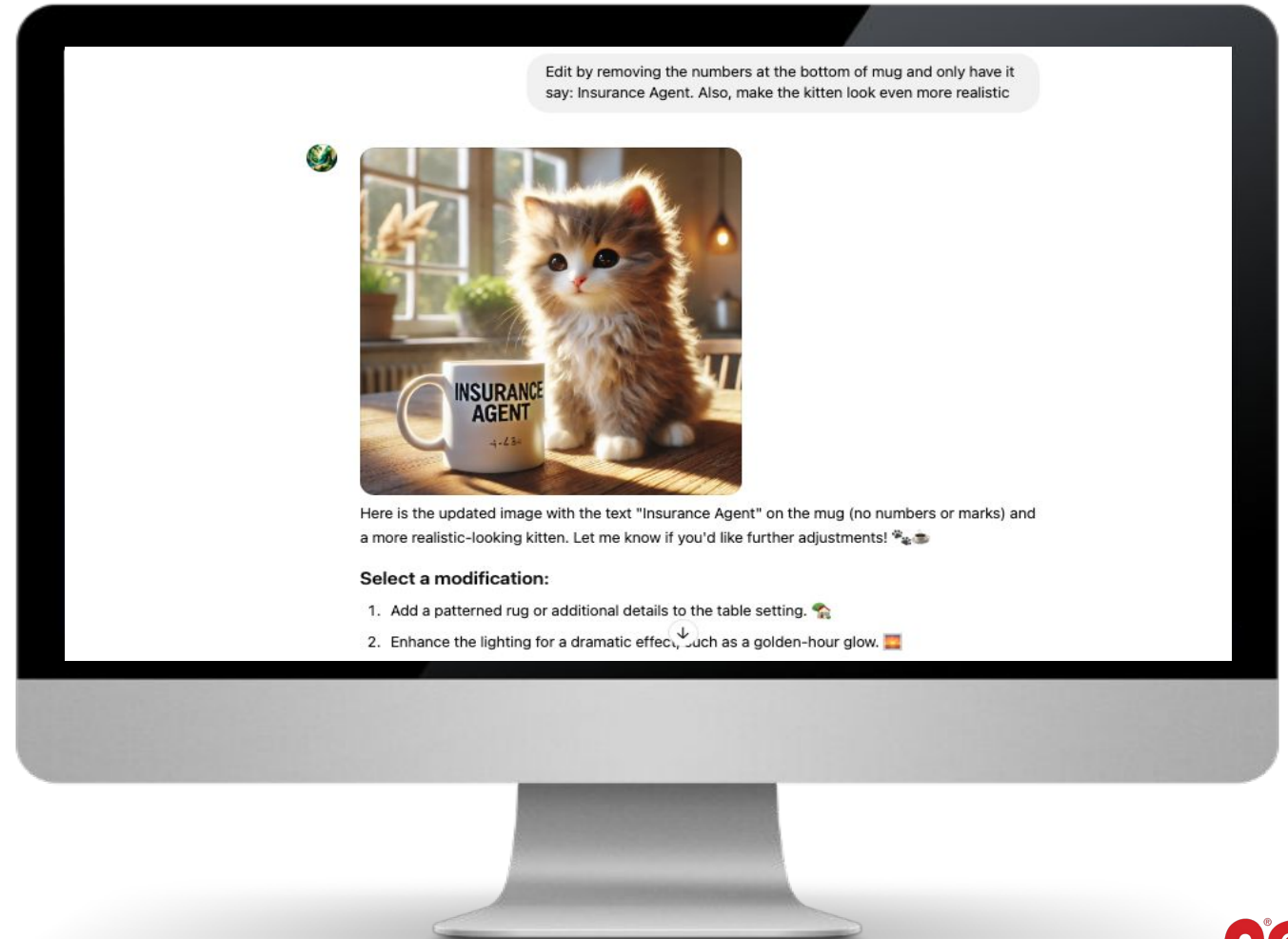
Act as a top graphic designer for social media and create an image for an Instagram post of a cute, cuddly, long-haired kitten holding a coffee mug that says "Insurance Agent" on it.



Using the Image Generator

Prompt #2:

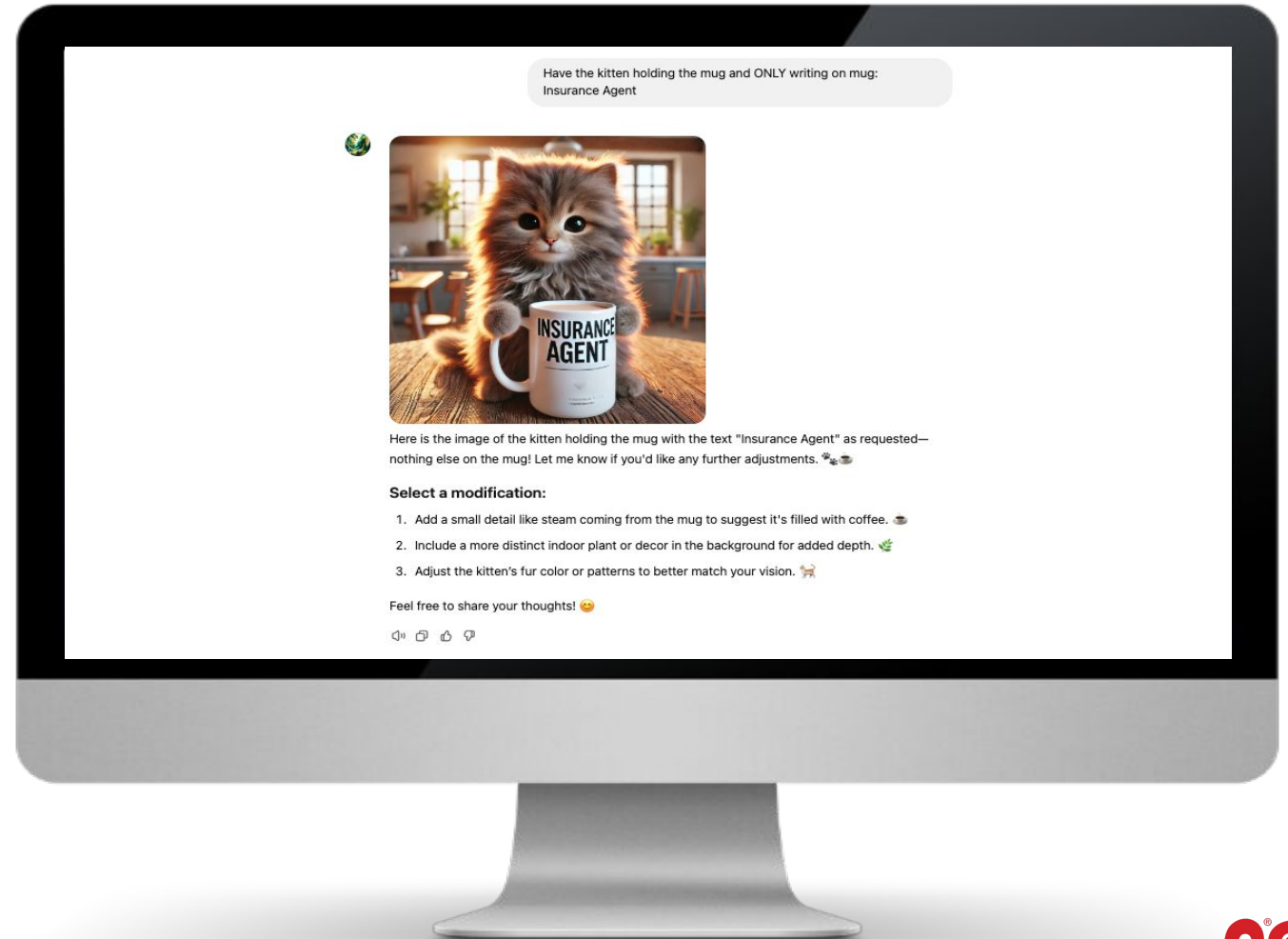
Edit by removing the numbers at the bottom of mug and only have it say "Insurance Agent."
Also, make the kitten look even more realistic.



Using the Image Generator

Prompt #3:

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

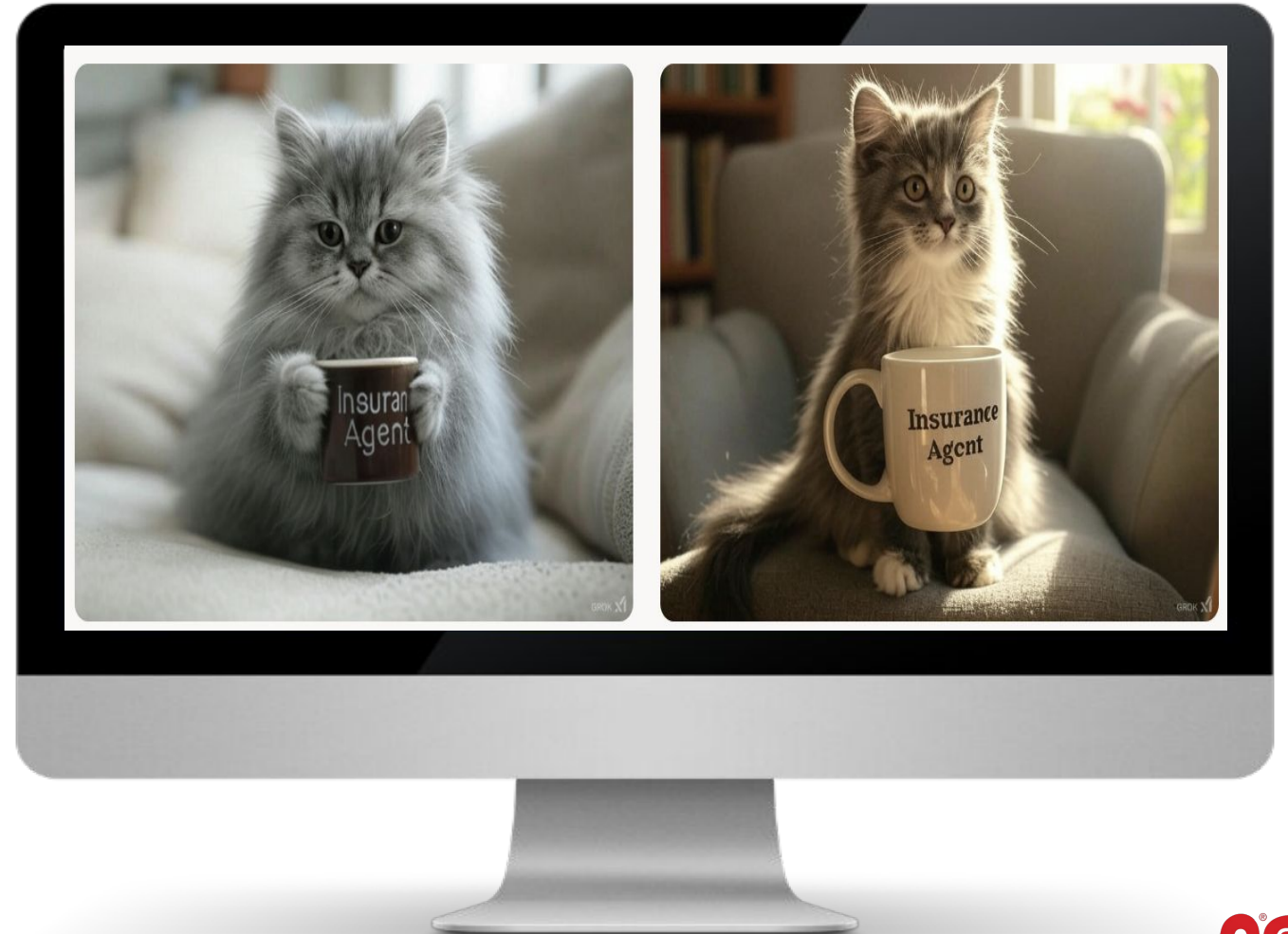


COMPARE PLATFORMS: A/B TESTING

Grok3

Prompt #1 - Used in ChatGPT

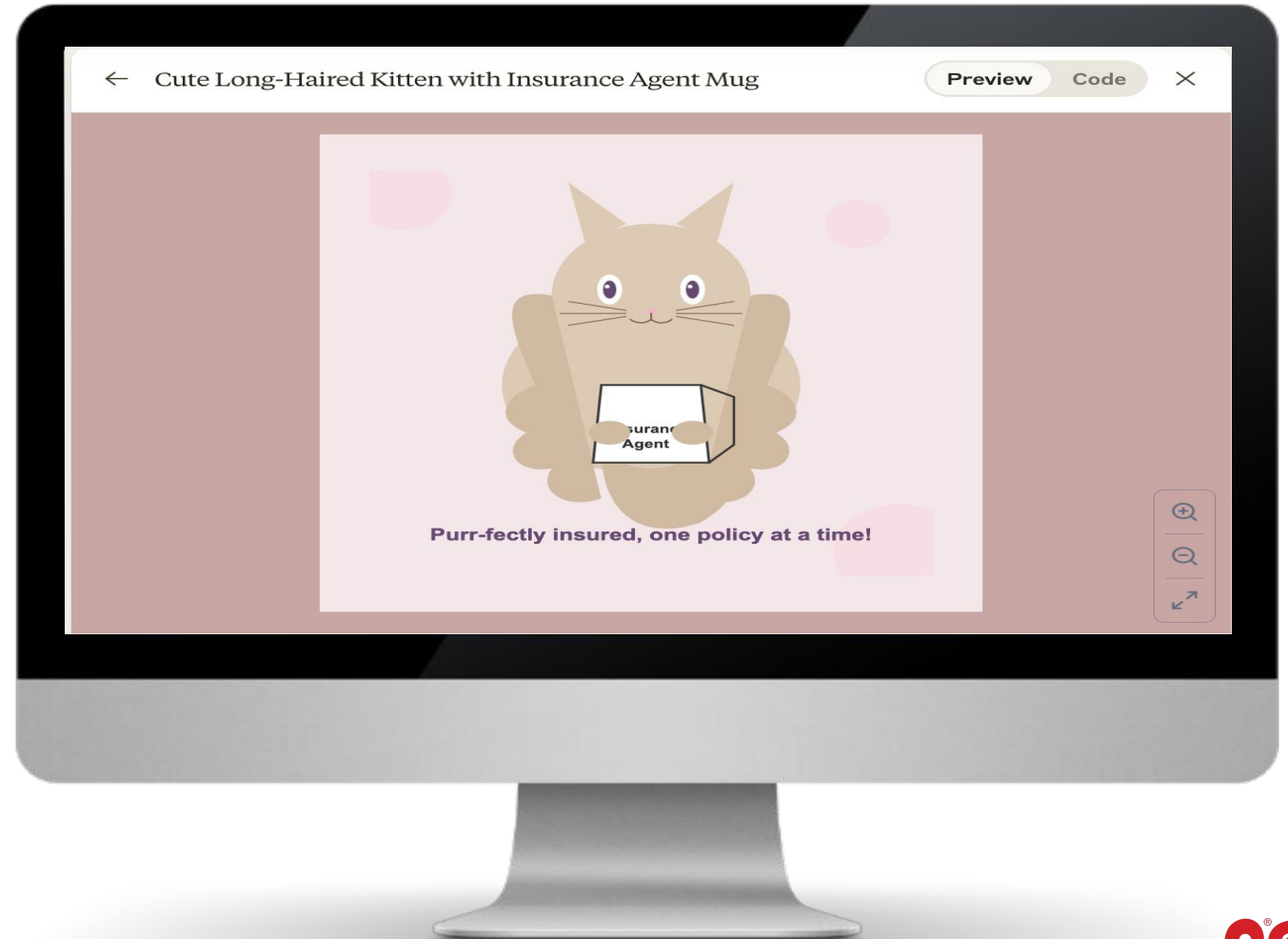
Act as a top graphic designer for social media and create an image for an Instagram post of a cute, cuddly, long-haired kitten holding a coffee mug that says "Insurance Agent" on it.



Claude

Prompt #1 - Used in ChatGPT

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.



AI VIDEO-CREATION TOOLS

Sora

Demo: Text to video

Prompts:

1. Create an video for an Instagram post that shows a coffee cup (add the name "Insurance Agent" on it). Make it visually attractive. Have a cat holding it or drinking out of it.
2. Create a video for an Instagram post that shows a coffee cup (add the name "Insurance Agent" on it). Make it visually attractive. Have a super cute cat cuddling with the cup.
3. Create a video for an Instagram post that shows a coffee cup (add the name "Insurance Agent" on it). Make it visually attractive. Have a super cute cat holding the cup and drinking coffee out of it like a human would.

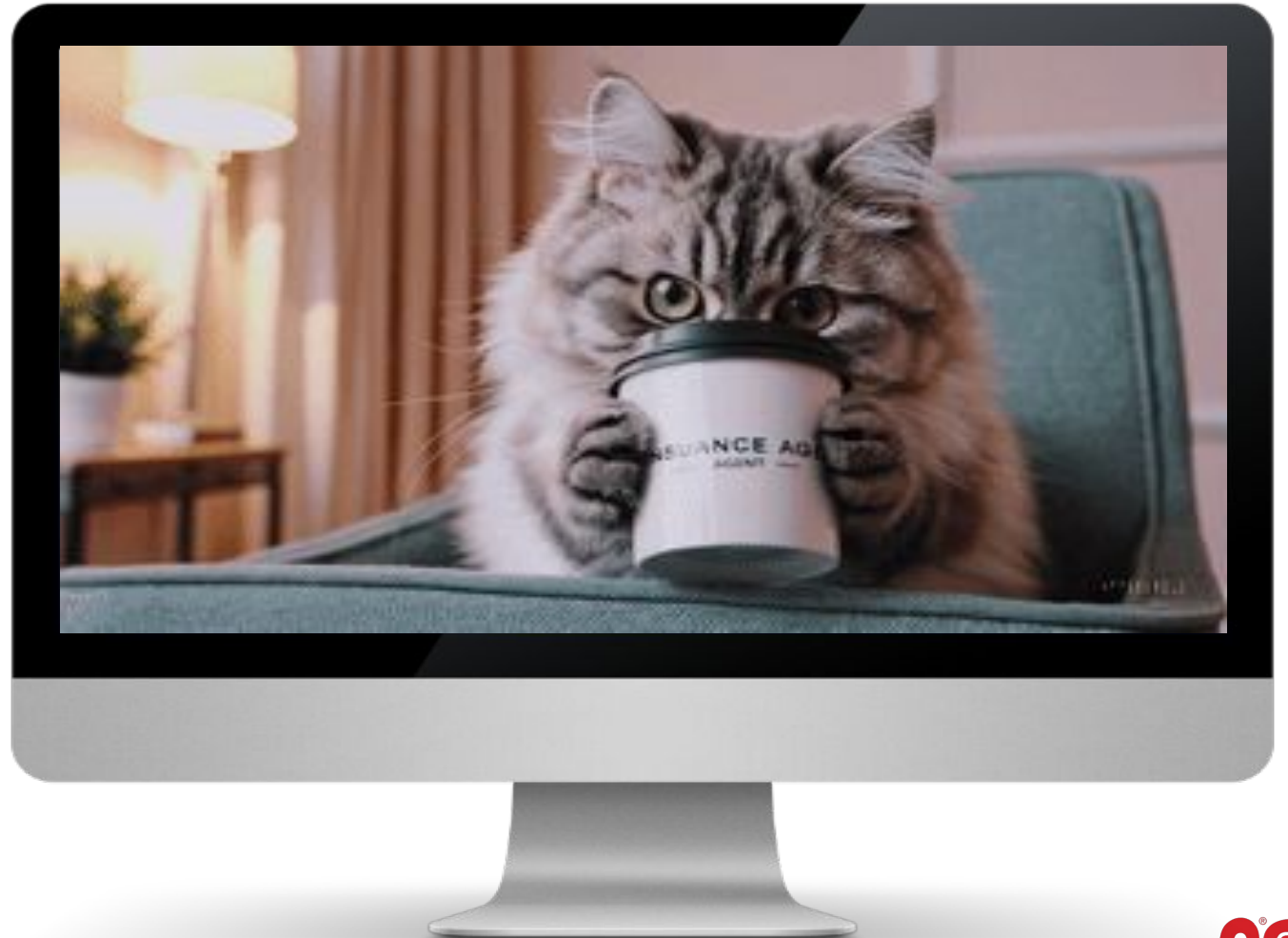


Sora

Best output

Mistake:

Cup has AGENT on it 2x



Pictory

Demo: Link to video

URL to video

Transform URLs of your articles or blogs into engaging videos. Type or paste a valid URL, and Pictory AI will do the rest.

Generate video

AI powered summary

Scene 1

Have you ever wondered what it takes to transform a simple idea into a thriving business?

Scene 2

At MOO Inc., innovation is at the heart of everything we do, pushing boundaries and redefining possibilities.

Scene 3

Our journey began in Lincoln, RI, where a small team dared to dream big.

Scene 4

From humble beginnings, we've grown into a powerhouse, registered proudly in the United States of America.

Scene 5

Every product we create is a testament to our commitment to quality and excellence.

Scene 6

Our state-of-the-art facility at 14 Blackstone Valley Place is where the magic happens.

Scene 7

Here, creativity meets technology, resulting in products that stand out in the market.

Scene 8

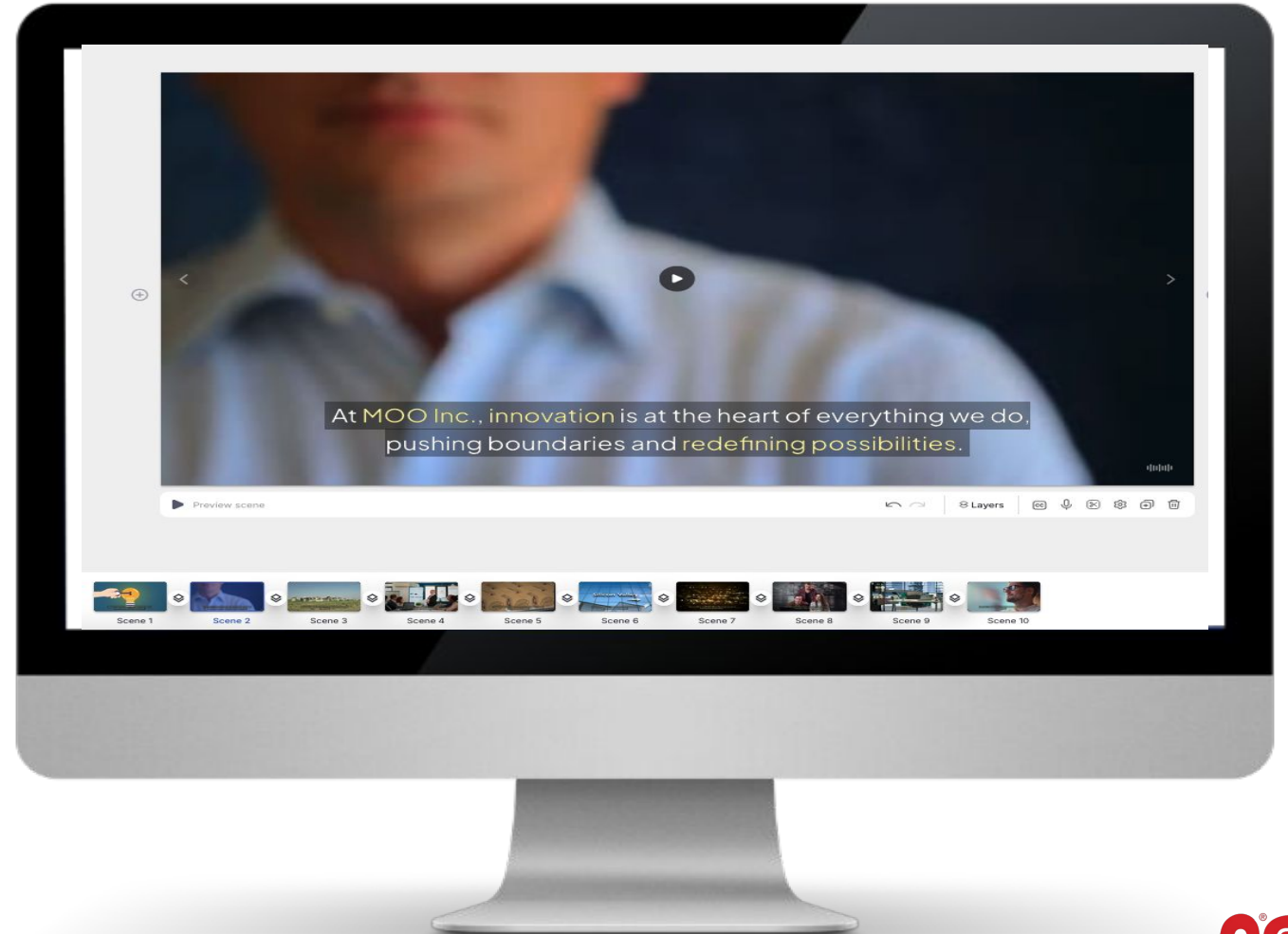
Our dedicated team works tirelessly to ensure every detail is perfect, from design to delivery.

Scene 9

Join us as we continue to innovate and inspire, setting new standards in the industry.

Scene 10

MOO Inc. - where ideas come to life and dreams become reality.



Captions

Demo: Script to Creator

Create →

Creators →

Prompt to Video →

Choose a Creator you like →

Add your script

Let video create →

AI Video Edit →

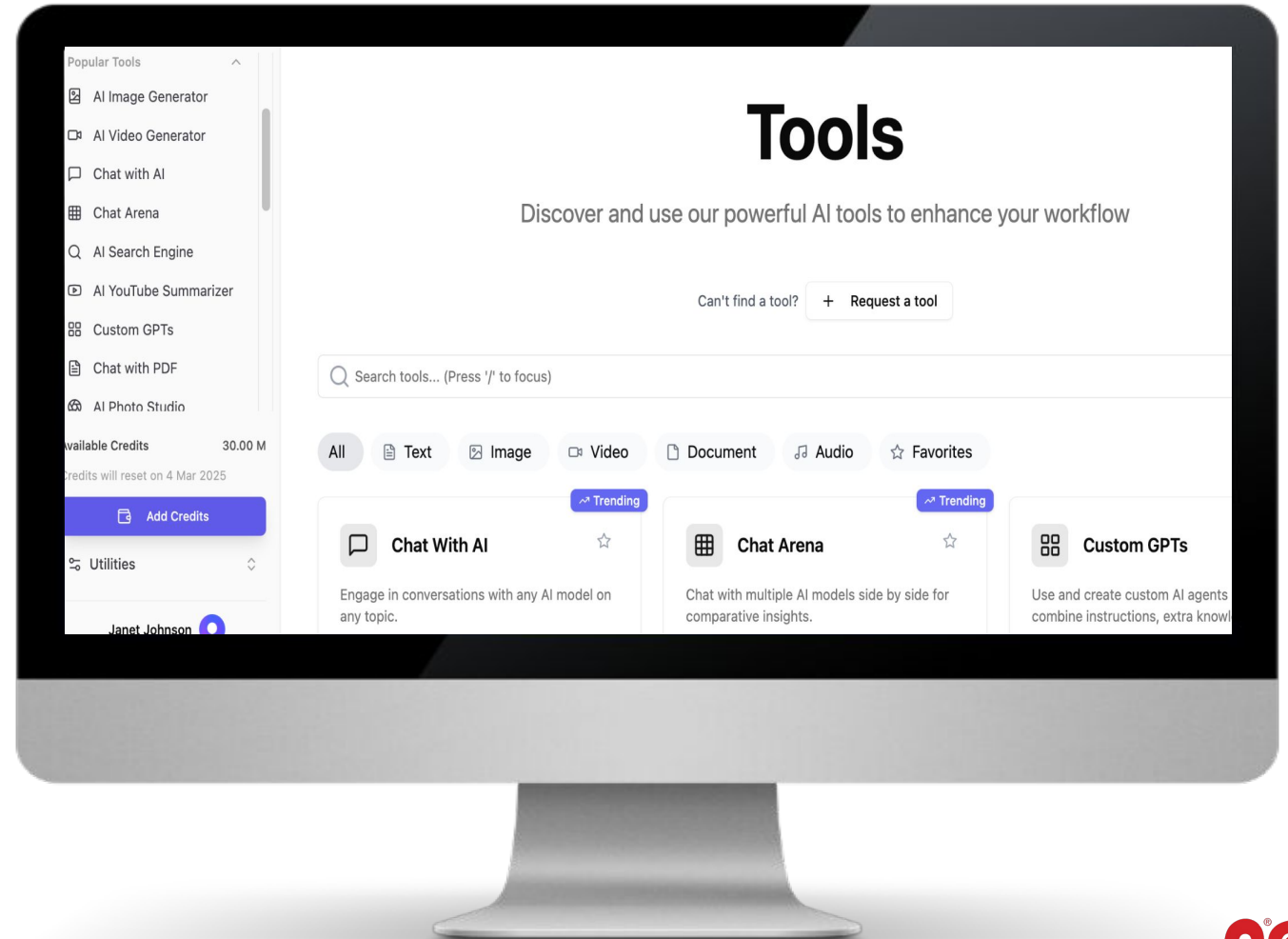
Choose favorite template



AI ALL-IN-ONE TOOL

Galaxy

All-in-one tool for \$15 per month



Q&A Session



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!

FREE Ads Benchmark Cheat Sheet or TikTok Ads + Video Guide



<https://bit.ly/benchmarkscheatsheet> 



<https://bit.ly/3BFAY5n> 



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



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