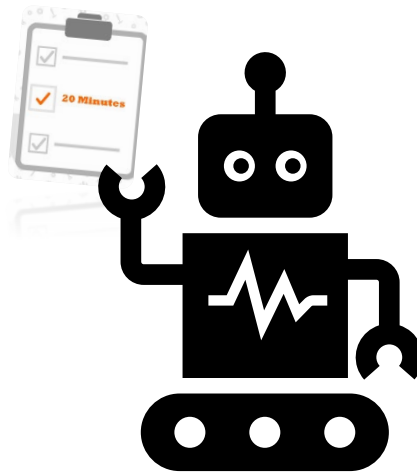




The 20 Minute Work Day

2023 AI Cheatsheet

The 20 Minute Work Day: AI Cheatsheet

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Useful Content ChatGPT Prompts

Here are some prompts to help you generate the creative video scripts for client or content specific videos needed for this program.

Boutique Clothing Store:

"Write a promotional video script highlighting the unique, hand-picked fashion pieces available at a local boutique clothing store."

Local Bookstore:

"Draft a video script promoting a local bookstore that emphasizes its cozy reading nooks, knowledgeable staff, and community events."

Organic Grocery Store:

"Craft a video script for an organic grocery store that underscores its fresh produce, sustainable sourcing practices, and commitment to local farmers."

Art Supplies Store:

"Design a promotional video script for a local art supplies store showcasing its wide range of art materials, workshops, and community collaborations."

Handmade Jewelry Store:

"Conceive a script for a promotional video that highlights the craftsmanship, unique designs, and personalization options available at a local handmade jewelry store."

Local Toy Store:

"Script a video that promotes a local toy store, emphasizing its curated selection of educational toys, nostalgic classics, and in-store play areas."

Home Decor Store:

"Pen a video script spotlighting a local home decor store, focusing on its unique furnishings, design consultation services, and seasonal decor collections."

Shoe Store:

"Craft a promotional video script for a local shoe store highlighting its quality brands, knowledgeable staff, and foot measuring services to ensure a perfect fit."

Gourmet Coffee Shop:

"Write a video script promoting a local gourmet coffee shop that emphasizes its artisanal brews, locally-sourced pastries, and cozy ambiance."

Fitness Equipment Store:

"Draft a promotional video script for a local fitness equipment store showcasing its top-of-the-line equipment, personalized setup services, and in-store workout classes."

Music Instruments Store:

"Design a script for a video promoting a local music instrument store, focusing on its range of instruments, repair services, and music lessons for all ages."

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Local Bakery:

"Pen a video script highlighting a local bakery that emphasizes its freshly baked goods, traditional recipes, and custom cake services."

Pet Store:

"Craft a script for a promotional video for a local pet store, showcasing its selection of pets, organic pet foods, and pet grooming services."

Plant Nursery:

"Write a video script for a local plant nursery that emphasizes its wide variety of plants, gardening workshops, and knowledgeable staff ready to help with plant care advice."

Crafts and DIY Store:

"Draft a promotional video script for a local crafts and DIY store that focuses on its range of crafting materials, DIY kits, and in-store crafting events."

Local Brewery:

"Compose a video script for a local brewery, highlighting its craft beer selection, brewing process, and the community events it hosts."

Yoga Studio:

"Craft a promotional video script for a local yoga studio that emphasizes its serene environment, qualified instructors, and variety of classes catering to all levels."

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Hair Salon:

"Draft a video script showcasing a local hair salon's expert stylists, latest hair trends they specialize in, and the luxurious treatment clients receive."

Car Dealership:

"Design a video script promoting a local car dealership, focusing on its wide range of vehicles, special financing deals, and exceptional after-sales service."

Local Farm:

"Pen a script for a video that highlights a local farm's organic produce, farm-to-table initiatives, and community involvement through farmer's markets."

Spa and Wellness Center:

"Write a promotional video script for a local spa and wellness center, emphasizing its rejuvenating treatments, trained therapists, and serene ambiance."

Dance Studio:

"Craft a script for a video promoting a local dance studio, showcasing the diverse dance styles taught, performance opportunities, and passionate instructors."

Bike Shop:

"Draft a promotional video script for a local bike shop highlighting its range of bicycles, repair services, and community rides or events."

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Antique Store:

"Create a video script that promotes a local antique store, focusing on its curated collection of rare items, the history behind select pieces, and appraisal services."

Tattoo Parlor:

"Design a script for a video showcasing a local tattoo parlor, emphasizing the artists' skills, the variety of styles offered, and the studio's commitment to hygiene and customer satisfaction."

Seafood Restaurant:

"Pen a video script for a local seafood restaurant that highlights its fresh catches of the day, oceanfront views, and signature dishes."

Fitness Gym:

"Write a promotional video script for a local fitness gym, focusing on its state-of-the-art equipment, personal training sessions, and group workout classes."

Bed and Breakfast:

"Craft a script promoting a local bed and breakfast, emphasizing its cozy rooms, gourmet breakfast options, and scenic views or historic significance."

Florist Shop:

"Design a video script for a local florist shop, showcasing its array of fresh flowers, custom bouquet services, and delivery options for special occasions."

Outreach Email Generation Prompts

Benefit-Driven Approach:

"Craft an email introducing our video lead generation service, emphasizing how video content can significantly boost conversion rates and engage potential customers."

Problem-Solution Approach:

"Design an email addressing common challenges businesses face with traditional lead generation, presenting our video service as a modern and effective solution."

Statistic-Driven Approach:

"Write an email based on the statistic that X% of consumers say video content influences their purchasing decisions. Highlight the potential of our video lead generation service."

Personal Touch Approach:

"Create an email that starts by mentioning a specific piece of content or campaign from the recipient's company, suggesting how our video lead generation service could elevate their results."

Follow Up Email Generation Prompts

Check-In Approach:

"Draft a follow-up email inquiring if the recipient had a chance to review our previous message about the benefits of video lead generation, understanding that they have a busy schedule."

Value Proposition Reminder:

"Pen a follow-up email that briefly reiterates the key advantages of our video lead generation service, offering a quick call or demo to showcase its potential."

Testimonial or Case Study Approach:

"Design an email presenting a success story or testimonial from a client who experienced significant results using our video lead generation service, asking if the recipient would like similar results."

Limited-Time Offer Approach:

"Compose a follow-up email highlighting a special promotion or discount for our video lead generation service, emphasizing the limited-time nature to prompt a timely response."

ChatGPT Keyword Research

Basics and Introduction:

"Explain the importance of keyword research in SEO and content marketing."

"Describe the key components of effective keyword research."

Tools and Platforms:

"List popular keyword research tools and give a brief description of each."

"How does Google's Keyword Planner work for keyword research?"

Techniques and Strategies:

"Outline the step-by-step process of conducting keyword research."

"Provide tips for identifying long-tail keywords in a specific industry (e.g., 'real estate')."

"Describe techniques for analyzing keyword competition and search volume."

Contextual Inquiry:

"Based on the rise of voice search, how should keyword research strategies adapt?"

"Explain the difference between informational, navigational, and transactional keywords."

Keyword Intent and User Perspective:

"How can I determine the intent behind a keyword?"

"Provide guidelines for aligning keywords with the user's journey in the sales funnel."

Analyzing and Refining:

"Explain how to use Google Analytics to evaluate the performance of targeted keywords."

"Offer strategies for refining keyword lists based on performance metrics."

Localized Keyword Research:

"Detail methods for conducting keyword research for local SEO."

"How can I find location-specific keywords for a city like 'New York'?"

Industry-Specific Research:

"What are potential keywords for the vegan food industry?"

"Suggest keyword themes for a digital marketing agency looking to expand its services."

Content Ideas Based on Keywords:

"Given the keyword 'sustainable fashion,' suggest content topics or titles."

"How can I generate blog post ideas using the keyword 'smart home automation'?"

Competitor Analysis:

"Describe methods for uncovering keywords for which competitors are ranking."

"Provide strategies for identifying keyword gaps in a competitive landscape."

Direct Query to Article Examples:

We can use ChatGPT to build us lists of keywords, and then write short articles or video scripts for the topics expressed in those keywords or phrases.

Step 1: Build a list of keywords

“Please build me a list of 20 popular keywords for dentists in Tallahassee Florida”

NOTE: Keyword data is very dynamic. ChatGPT can only build lists based on what it knows on its last day of programming. As of writing, ChatGPT has a dataset from late 2022.

Your best bet for up-to-date keywords is using a keyword tool from Google or another search provider.

Step 2: Have ChatGPT write an article.

“Write an article based on the keyword (specify keyword.) Use natural language and use very limited bullets (no more than three). Write for the general audience, and avoid technical terms. At the end of the video, ask the viewer to take the following action: call us at ###-###-####.”

In the example above, we ask GPT to write us an article with a call-to-action of calling a telephone number. Just specify whether you want an article or a video and adapt the call-to-action to what you need for your campaign.

YouTube Ranking Factors

Keyword Research:

Before uploading your video, research keywords related to its content.

Tools like YouTube's search suggest feature, Google's Keyword Planner, or TubeBuddy can be useful.

Optimized Title:

Your title should be compelling and include your primary keyword.

Keep it within 60 characters to ensure it doesn't get cut off in search results.

Optimized Description:

The first 2-3 sentences should include your primary keyword and a brief overview of the video.

Expand on the content of the video, and you can include secondary keywords here as well.

It's also beneficial to include links to your social profiles, website, or other related videos.

Tags:

Use a mix of broad and long-tail keywords related to your video.

Tools like TubeBuddy or vidIQ can provide tag suggestions.

Engaging Thumbnail:

Custom thumbnails can greatly increase click-through rates.

Use high-resolution images, with clear, readable fonts and relevant visuals.

High-Quality Content:

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Ensure your video provides value to the viewer.

High audience retention (the length of time a person watches your video) can boost your rankings.

Encourage Engagement:

Ask viewers to like, share, comment, and subscribe.

Respond to comments to keep the conversation going.

Closed Captions (CC) and Subtitles:

Uploading a transcript of the video can help YouTube understand the content better, thereby aiding in ranking.

Create Playlists:

Grouping relevant videos together in playlists can lead to longer viewing sessions.

Promote Your Video:

Share your video on social media, embed it on your website, or include it in newsletters.

Consider collaborating with influencers or other creators to expand reach.

Engage With Communities:

Be active in relevant online communities, such as forums or social media groups, and share your content when appropriate.

Monitor Analytics:

Use YouTube Analytics to monitor the performance of your video.

Look for viewer drop-off points, sources of traffic, and other insights to refine your strategy.

Optimize Video Watch Time:

YouTube values videos that keep users on their platform longer.

Aim for videos that are engaging and have a decent length to increase total watch time.

End Screens & Annotations:

Use these to promote your other content or to ask viewers to subscribe.

Consistency:

Regular uploads can lead to an increase in subscribers and consistent viewership.

Backlinks:

If websites link to your video, especially reputable ones, it can boost your video's authority and ranking.