



# **The Ultimate Guide To Using ChatGPT For Webinar Success**

**THE ULTIMATE IT  
GROWTH CONFERENCE**



# The Ultimate Guide To

## Using ChatGPT For Webinar Success



Educational webinars are a great way to nurture your list and generate leads. But executing on this tactic requires a LOT of content creation. From crafting engaging titles and writing endless emails, to social media posts and PowerPoint decks – the task can feel endless and overwhelming.

But armed with this guide, you will now unlock the power of ChatGPT to help solve these challenges and create a webinar your audience wants to attend. And you'll create this webinar simply, easily, and quickly.

Use ChatGPT for every step, from ideation to execution, and prepare to be amazed at how quickly you can knock out your next webinar! Who knows? You might just decide to do a training event every month!

### Notes

1. This resource was written based on the ChatGPT model based on the GPT-3.5 architecture. Much of the information in this guide can be applied to any text-based AI model.
2. If you feel overwhelmed by the long blocks of text that ChatGPT returns to you, you may find it useful to request that the response be giving in markdown language. The best way to do this is to specify:  
*When replying, please use this format: Markdown, H1, H2, **\*\*bold\*\***, bullet points*
3. Use ChatGPT for initial drafts. The outputs will get you 80% finished and will eliminate writers block (also known as “blank page syndrome”). You should plan to edit the output by adding your personal or brand voice, expertise, and tone.

**We will create your webinar using 5 Phases:**



## **PHASE ONE: AI PREPARATION**

Before using ChatGPT or any language model tool, you must give it some context. Remember: the tool can “become” many different avatars, including historian, fiction writer, geologist, code writer, kindergarten teacher, strategist, or high-level copywriter (to name only a few). Your first job is to tell it what “identity” to assume.

Approach this task almost like you are writing a job description for a member of your team. What rules do you want this role to follow? What traits must it have? What must it always (or never) do?

The idea of instructing the AI on what persona to become is calling “Priming The AI” or simply “AI Priming”. This single concept is deep and we’ve barely scratched the surface on this concept. If you’d like to do more research on this topic, invest in some books or dig into various reddit threads.

In the suggested prompts below, you’ll see us instruct the AI (prime it) on the role it is to play in our scenario.

✓ **Prime the AI and begin your project.**

## BONUS IDEA: "COACH GPT"

You can also let ChatGPT rate your prompts before using them.



*I want you to rate every prompt I give you. Give it a rating 1 to 10. Add comments that tell me how I could have improved on it. Do this for every prompt in this conversation. If you rate the prompt 8 or higher, generate a response to the prompt. If it's lower than that, do not execute on it, but coach me on how to give me a better prompt.*



## PHASE TWO: IDEATION

Another powerful way to leverage ChatGPT is to get ideas when your creative juices aren't flowing. Remember you can use any response as a jumping off point. You can use "wrong" responses to improve your prompt. Perhaps you were unclear or overly broad in your prompt. Perhaps the bot answered in a direction you weren't expecting. Perhaps you don't like the tone of the response.

Just like with marketing, every prompt is a test. Do you like the output? How can you make it better? What don't you like about it?

Remember that when you ask for a new response, you can request various modifications, including the following:

- More technical (or less technical)
- More corporate sounding (or less corporate sounding)
- More emotional impact (or less emotional impact)
- More compelling (or less compelling)
- More informative (or less informative)
- More humorous (or less humorous)
- More creative (or less creative)
- More opinionated (or less opinionated)
- More methodical (or less methodical)

✓ **Ideate on the topic of your webinar. This includes:**

- Synopsis
- Learning lessons
- Title

One suggested prompt for creating the webinar title is this:



*Let's name the webinar. Here are the naming rules we need to follow:*

- No more than 7 words*
- It needs to be interesting; cannot be boring or too technical*
- Cannot say the word "webinar"*
- It needs to create curiosity and a need*
- Should be somewhat shocking*



One suggested prompt for creating the webinar synopsis and title in a single prompt:



*I need you to act as a creative marketing assistant to give me ideas for an upcoming webinar I need to give. I'm the salesperson for an MSP (Managed Service Provider, an IT Company) and I'd like the topic to be around cybersecurity. My audience will be small business owners who don't have an in-house IT staff and rely on companies like mine to support their servers, software, and (sometimes) cybersecurity. Cybersecurity is confusing to these companies. They've never (or rarely) spent money on it before; budgets are tight; they don't value it. Could you suggest at least 7 title/synopsis combinations that will create some level of awareness, discomfort, and will then lead to an assessment which sells our services. Do not mention the assessment.*



## PHASE THREE: MARKETING CONTENT CREATION

Most MSPs don't have a full time Marketing Director. But with ChatGPT, now you do!

Here's a great prompt for leveraging ChatGPT to create your entire marketing strategy, content, and more!



*I need you to act as a highly skilled copywriter and marketing strategist. I'm the owner of a MSP (Managed Service Provider - IT company) and I'm going to do a webinar for a group of small business owners. You're going to create a marketing plan for a webinar that will lead to one-on-one consultations.*



*Working backward:  
The consultation will sell our service  
The webinar sells the consultation  
The marketing plan sells the webinar*



*Please outline a marketing plan that includes:*

- 12 emails leading up to the webinar (goal: get people to register AND attend)*
- Opt In page*
- Social Media posts (FB organic and LinkedIn organic)*

*A few follow up emails for people who*

- Did attend; didn't book consult*
- Didn't attend*
- Did book consult; didn't show up*
- Registered, attended, booked, and showed up, but didn't buy*

*Also, please include any pieces I forgot to ask for.*



✓ **Create each component in the marketing plan. Remember to iterate, improve, and pivot. Your goal is 80% done. You can always manually edit the text later. Remember to include:**

- Landing page content
- Registration emails (remember to ask for subject lines that are compelling!)
- Attendance emails
- Organic posts to encourage attendance (at least 3 for Facebook and 3 for LinkedIn)
- Objections (and how to handle them)
- Ad copy and suggested creative (for Facebook and LinkedIn)



## PHASE FOUR: DAY OF EVENT CONTENT CREATION

✓ **Use prompts to write all of the content that you'll use the day of the event.**

**This can include:**

- Offer name, sizzle selling, and value bullets
- Sales page content for the offer
- PowerPoint outline
- Suggested visuals for PowerPoint slide deck











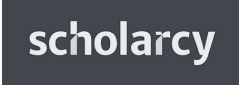







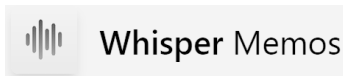


## PHASE 5: POST EVENT CONTENT CREATION

✓ **Use prompts to wrap up all items related to this marketing campaign.**

**This can include:**

- Post event emails
- Compelling headline and description for YouTube
- Post event social media posts
- Post event article for newsletter

# AI TOOLS CHEAT SHEET

<b>Videos</b>	  
<b>Images</b>	  
<b>Text</b>	  
<b>Research</b>	  
<b>Design</b>	  
<b>Presentations</b>	  
<b>Audio</b>	  
<b>Productivity</b>	