

A.K.A. MARKETING WITHOUT OVERWHELM, SPENDING A MILLION DOLLARS, OR MAKING UP NEW SWEAR WORDS

LET'S SET THE AI RECORD STRAIGHT...

MYTH #1: AI IS GOING TO MAKE MY JOB GO 'POOF'



AI WON'T TAKE YOUR JOB. SOMEONE USING AI WILL.

- PROFESSOR SCOTT GALLOWAY
MARKETING GENIUS, BRAND EVANGELIST,
PODCAST HOST, CRUMUNDGEON



TRUTH: AI WILL OPEN NEW CAREER DOORS

MYTH #2: AI IS INTELLIGENT





AI IS LIKE A ROCKET SHIP: WITHOUT THE RIGHT CONTROL SYSTEMS, IT'S A BOMB.

- MARK CUBAN
BAZILLIONAIRE, SHARK TANK HOST &
OWNER OF THE DALLAS MAVERICKS

TRUTH: WITHOUT CONTEXT, IT'S JUST GOOGLING...AND GUESSING

MYTH #3: AI IS A MAGIC BULLET



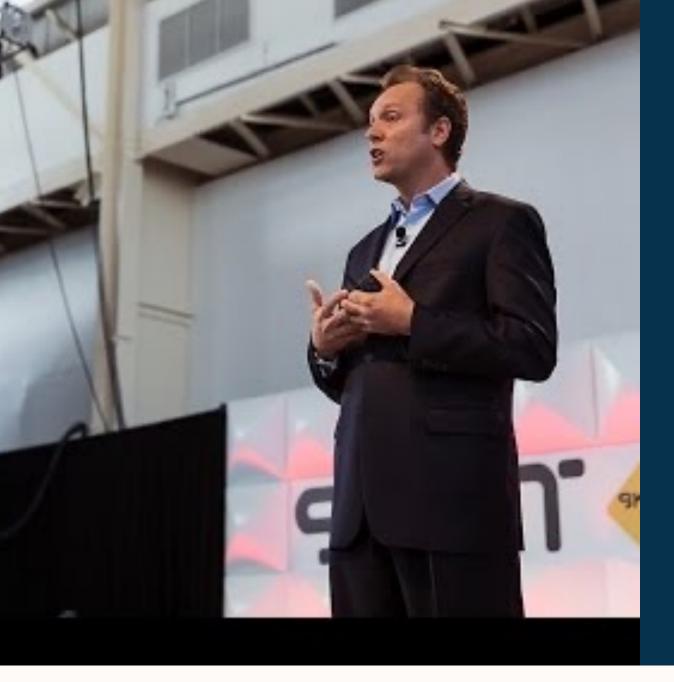
AI IS NOT A SUBSTITUTE FOR HUMAN INTELLIGENCE; IT'S A TOOL TO AMPLIFY HUMAN CREATIVITY AND INGENUITY.

- FEI FEI LI CO-DIRECTOR OF STANFORD'S HUMAN-CENTERED AI INSTITUTE ON A MISSION TO BRING HUMANITY TO AI



TRUTH: AI IS A COLLABORATION

MYTH #4: MY BUSINESS DOESN'T NEED AI





IT'S NO LONGER THE BIG BEATING THE SMALL, BUT THE FAST BEATING THE SLOW.

ERIC PEARSONCIO, INTERNATIONAL HOTEL GROUP

TRUTH: YES IT DOES





YOUR DREAM:

AI WILL NAIL MY UNIQUE BRAND VOICE...

AI WILL CRAFT CONTENT THAT BREAKS THE INTERNET...

AI WILL BE MY MARKETING GURU, WILL LEAD ME TO GLORY...

AI WILL FREE UP MY TIME & CALENDAR...

THE (TOO OFTEN) REALITY:

...I SOUND LIKE A DRAMA QUEEN

...MY HEART GETS BROKEN WITH CONTENT THAT DOES ZILCH

...MORE LIKE CONFUSED INTERN
RELYING ON GOOGLE TO SOUND SMART

...FREE UP FOR WHAT? MORE AI BABYSITTING SESSIONS?

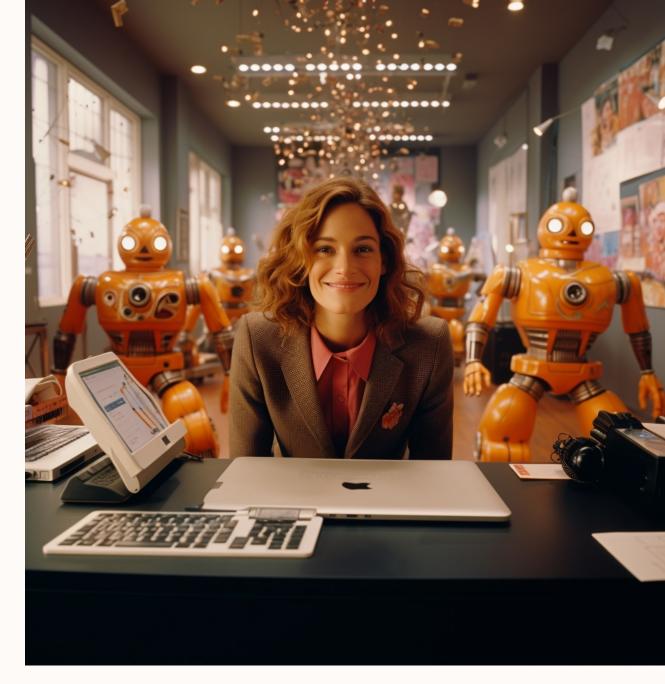
THE BRAND MOSAIC FRAMEWORK

A YEAR IN THE MAKING...AND PERFECTING

100% SUCCESS IN MOVING THE MARKETING NEEDLE

YOU'LL GET BETTER AT MARKETING &
AI WILL GET BETTER AT YOUR MARKETING

AND IF YOU STAY UNTIL THE END...





A STAY-TO-THE-END BONUS: BRANDY MOSAIC...MY CUSTOM AI THAT RUNS THE BRAND MOSAIC FRAMEWORK FOR YOU



THE BEST KIND OF F-WORD: FRAMEWORD



THE 5 GENIUS MARKETING MOVES YOU'RE NOT USING YET

#1

CREATE A 'SOURCE OF TRUTH' #2

TRAIN AI TO SOUND LIKE YOU SPEAK

THE M.O.A.C.H. (JUST WAIT)

#4

CREATE KILLER CONTENT ALL. THE. TIME.



THE WHAT...

THE HOW...

GIVE IT A ROLE...

YOU'RE THE WORLD'S BEST <u>CONTENT</u>
<u>STRATEGIST</u>...

'HIRE' IT AND SHARE YOU'RE A DEFINITIVE DESIRED OUTCOME...

...I'VE HIRED YOU TO <u>DIFFERENTIATE MY BRAND</u>
<u>FROM MY COMPETITORS</u>...

GIVE IT CONTEXT

...ABOUT YOU, YOUR BRAND, YOUR VIBE, YOUR MOST VALUABLE CUSTOMERS, YOUR OFFER...

GET TO KNOW EACH OTHER

...USE IT CONSISTENTLY SO IT CAN LEARN FROM YOU...

* TECH CHECK

GOOGLE CHROME

CHATGPT 4

EXTENSIONS:
SAVE AS PDF
PDF READER
VOICE TO TEXT MIC



FRAMEWORK #1: YOUR SOURCE OF TRUTH

* THE SOURCE OF TRUTH

YOUR GOAL:

AI HAS A DEEP UNDERSTANDING OF YOUR BRAND & BUSINESS TO CREATE ON-BRAND CONTENT THAT SOUNDS LIKE YOU & GETS NOTICED

WHAT IT DOES:

KEEPS AI FROM GOING ROGUE ON YOUR BRAND'S STRAIGHT & NARROW

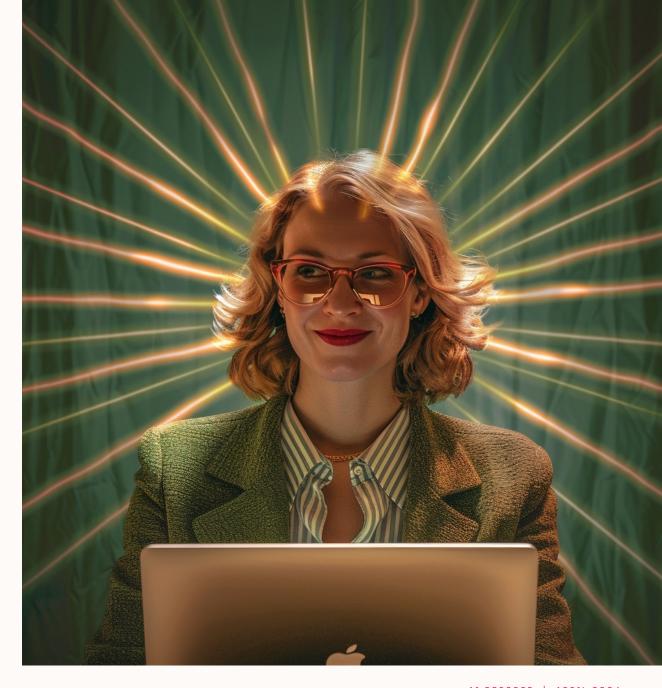
HOW IT HELPS YOUR BIZ:

BE ON-BRAND ALL THE TIME TO BECOME A THOUGHT LEADER

ATTRACT YOUR RIGHT FIT CLIENTS TO HANG OUT WITH YOUR BRAND

CREATES THE FOUNDATION TO HELP AI PUMP OUT GREAT CONTENT THAT

HITS.THE. MARK. (GOAL: 85% - 90% FIRST DRAFT.)



FRAMEWORK #1: SOURCE OF TRUTH

1

GIVE IT A ROLE: YOU'RE THE WORLD'S BEST BRANDING STRATEGIST HIRED TO UNCOVER GAPS IN THE MARKET

MY BRAND CAN FILL:

Interview me as if you're leading an in-depth onboarding session to uncover the unique value of my brand, understand my audience, and craft a brand strategy that positions my brand distinctively in the market so you get a full 360 of my business and brand.

2

REQUEST YOUR DELIVERABLES: AFTER YOUR ON-BOARDING IS COMPLETE, PROVIDE THESEW 4 DELIVERABLES:

- 1) A brand positioning statement
- 2) 3 detailed persona profiles
- 3) How best to position my offer(s)
- 4) A brand and marketing strategy designed to generate the most leads, conversions, and loyalty



PROVIDE ADDITIONAL INSTRUCTIONS:

- 1) Ask one question at a time; seek confirmation before proceeding
- 2) Be creative and thought provoking in your questions
- 3) Never use the words 'vanguard', 'meh', or 'elevate'
- 4) Your tone should be friendly, business appropriate conversational
- 5) Explain the marketing 'why' behind your questions and recommendations and how it will help my brand & business so I can get better at marketing

USE YOUR VOICE TO TEXT FEATURE!

FRAMEWORK #2: YOUR BRAND VOICE

* YOUR BRAND VOICE

YOUR GOAL:

TRAIN AI TO CHANNEL YOUR INNER VOICE BY USING YOUR VOICE, SO YOU CAN CONFIDENTLY DELEGATE THE WRITING

WHAT IT DOES:

AI ANALYZES & LEARNS NUANCES IN YOUR LANGUAGE SO IT CAN CHURN OUT CONTENT THAT SOUNDS LIKE YOU AND NOT SOME WEIRDO

HOW IT HELPS YOUR BIZ:

AI BECOMES YOUR COPY PARTNER, CAPTURING YOUR BRAND VOICE SO YOU CAN COMMAND THE ROOM ONLINE.

A UNIFORM BRAND TONE CUTS THROUGH CLUTTER LIKE BUTTER SO YOUR BRAND GETS NOTICED

BANISH BURNOUT - AI TACKLES THE TEXT, SO YOU CAN RECLAIM YOUR DOWNTIME



THE GAMECHANGER: YOU'RE GOING TO TALK TO AI...AS IN WITH YOUR VOICE



★ FRAMEWORK #2: MY BRAND VOICE

GIVE IT A ROLE:

YOU'RE THE WORLD'S BEST BRANDING STRATEGIST HIRED TO REPLICATE MY VOICE:

Interview me with deep, thought-provoking questions to get a sense of my humor, my unique brand opinion, patterns and nuances in my speech, and where I get fired up learn so you can replicate my voice.

REQUEST YOUR DELIVERABLES:

AFTER YOUR ON-BOARDING IS COMPLETE, PROVIDE THESE 4 DELIVERABLES:

- 1) Tell me about my brand voice what patterns do you notice? Do I use any catchphrases? How would you describe its personality?
- 2) What is my 'core' brand message what are the consistent themes in my perspective?
- 3) How is my brand voice different and where are there whitespace opportunities for my message?
- 4) Why will my target personas resonate with my brand voice?

PROVIDE ADDITIONAL INSTRUCTIONS:

- 1) Ask one question at a time; seek confirmation before proceeding
- 2) Be creative and thought provoking in your questions
- 3) Your tone should be friendly, business appropriate conversational
- 4) Explain the marketing 'why' behind your questions and recommendations and how it will help my brand & business so I can get better at marketing

USE YOUR VOICE TO TEXT FEATURE!

AI DECODED | APRIL 2024 © 2024 HFY! HFATHER CAMPRELL

FRAMEWORK #3:

THE M.O.A.C.H. (AKA THE MOTHER OF ALL CHATS)



YOUR GOAL:

GET AI SO CLUED INTO YOUR BRAND IT COULD GHOSTWRITE YOUR MEMOIR, AND UPLEVEL YOUR MARKETING WHILE IT'S AT IT.

WHAT IT DOES:

IT MEMORIALIZES THE INS AND OUTS OF YOUR BRAND'S SOUL IN ONE EPIC CHAT LOG SO IT CAN GO DEEP.

HOW IT HELPS YOUR BIZ:

AI DOUSES YOUR CONTENT WITH YOUR SIGNATURE SASS OR CLASS, KEEPING YOUR AUDIENCE CRUSHING HARD

ZERO IN ON YOUR AUDIENCE WITH THE PRECISION OF A MATCHMAKING SERVICE

SAY GOOD-BYE TO WTF MOMENTS...THIS AI'S GOT YOUR BACK





1

GIVE IT A ROLE: YOU'RE THE WORLD'S BEST BRANDING STRATEGIST HIRED TO HELP ME WITH ALL MY

MARKETING & CONTENT

It starts with this chat, which I call the "Mother of all Chats" (or the M.O.A.C.H.). We'll be using this single chat string for all my copy.

2

TELL AI HOW YOU'RE GOING TO WORK TOGHETHER:

The M.O.A.C.H. will use the information from the previous chats in this thread TO give you context for me, my brand voice, and my business so you can write a really great copy for me that reflects my unique attributes, voice, and opinion. As we work together, you'll refer to this "Source of Truth" for context with each request I ask of you. If I ever feel like you're derailing, I'll just say, SOURCE OF TRUTH and you will know that this means for you to refer to the chat chain before this input.

3

PROVIDE ADDITIONAL INSTRUCTIONS:

- 1) Ask one question at a time; seek confirmation before proceeding
- 2) Be creative and thought provoking in your questions
- 3) Your tone should be friendly, business appropriate conversational
- 4) Explain the marketing 'why' behind your questions and recommendations and how it will help my brand & business so I can get better at marketing

CONSISTENTLY CRAFT KILLER CONTENT

KILLER CONTENT

YOUR GOAL:

USE AI TO WRITE CONTENT THAT SOUNDS LIKE YOU AND ALSO ADVANCES YOUR BUSINESS GOALS.

WHAT IT DOES:

PROVIDES THE FRAMEWORK TO ENSURE ALL YOUR CONTENT IS MARKETING CONTENT (AND YES, THERE IS A DIFFERENCE)

HOW IT HELPS YOUR BIZ:

AI DOUSES YOUR CONTENT WITH YOUR SIGNATURE SASS OR CLASS, KEEPING YOUR AUDIENCE CRUSHING HARD

ZERO IN ON YOUR AUDIENCE WITH THE PRECISION OF A MATCHMAKING SERVICE

SAY GOOD-BYE TO WTF MOMENTS...THIS AI'S GOT YOUR BACK





FRAMEWORK #4: CONSISTENTLY CREATE KILLER CONTENT

GIVE IT A ROLE: YOU'RE THE WORLD'S BEST COPYWRITER

I've hired you to write all my content replicating my unique brand voice, reflecting my attributes, my differentiators, and the transformation I deliver. Your copy must tap into the hearts and minds of my most valuable customers to trigger the emotions that lead to purchase.

GIVE IT INSTRUCTIONS:

Anytime I ask you to collaborate on copy, ask:

- 1) What's your content request?
- 2) Do you have any ideas you want me to work with?
- 3) What is your business goal?

DEFINE THE OUTPUT:

Provide an overview of the content using the 'Source of Truth' for context and use this framework to create content in the client's brand voice:

Who this content for:

What your audience will know/feel/do after interacting with this content:

Call to action:

REFINE UNTIL FINAL:

Refine the content with AI until you're satisfied...then share the final so it has context for your final approved product.

AI DECODED | APRIL 2024 © 2024 HEY! HEATHER CAMPBELL

WHO WANTS TO GIVE THIS A TEST DRIVE WITH ME?

2024 HEY! HEATHER CAMPBELL AI DECODED | APRIL 2024

FROM HERE, THERE ARE TWO PATHS FORWARD...

2024 HEY! HEATHER CAMPBELL AI DECODED | APRIL 2024



***** GIVE IT A GO SOLO

PUT THIS FRAMEWORK TO WORK RIGHT AWAY...AND START TO SEE RESULTS RIGHT AWAY

IF YOU STAY UNTIL THE END, YOU GET FULL ACCESS TO BRANDY MOSAIC

SPEND HOURS NAVIGATING, CONFIGURING, AND TESTING

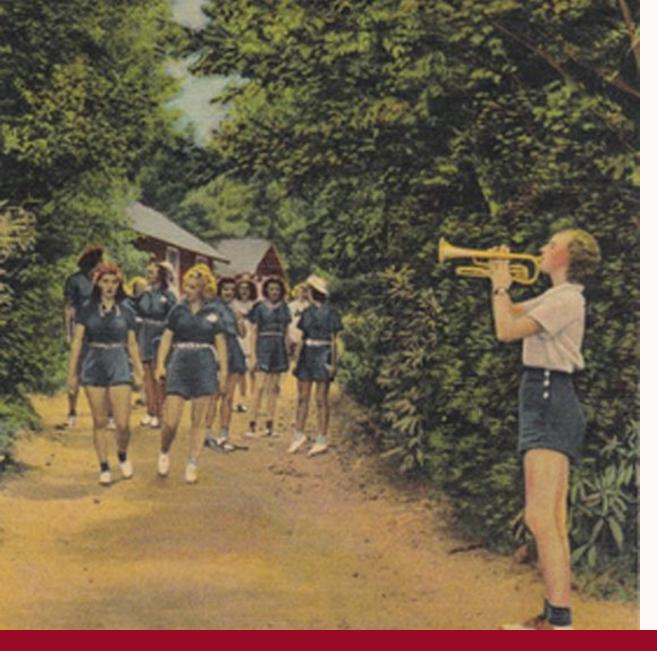
HOPE YOU'VE ASKED THE RIGHT QUESTIONS & PROVIDED THE RIGHT FRAMEWORKS

© 2024 HEY! HEATHER CAMPBELL AI DECODED | APRIL 2024

BUT IT MIGHT STILL FEEL A LITTLE LIKE THIS...

Listen to my voice!





* THAT ONE TIME...AT AI BRAND CAMP...

THREE CUSTOM GENERATIVE AI'S DESIGNED TO DO ONE JOB: CREATE AMAZING CONTENT THAT GROWS YOUR BUSINESS

COME WITH AN IDEA AND LEAVE WITH A FULL-BLOWN CONTENT STRATEGY DESIGNED TO DRIVE CASHFLOW — AND A CONTENT COPY PARTNER WHO WILL WRITE INSANE AMOUNTS OF CONTENT FOR YOU

P.S. 100% OF MARKETING IS 100% CONTENT



SIT BACK AND LUXURIATE IN THE EXPERIENCE:

SIMPLY TYPE / HELLO AND LET THE AI TAKE IT FROM THERE

YOUR OWN BOUTIQUE AGENCY:

BASED ON AGENCY BEST PRACTICES, WITH AI RUNNING IN SPECIFIC LANES OF EXPERTISE

BUILT WITH MY FRAMEWORK:

100% CHOREOGRAPHED AND TRAINED IN PROVEN BRANDING & STRATEGIES JUST LIKE YOU'RE ONE OF MY AGENCY CLIENTS

85% - 90% RELIABLE FIRST DRAFTS:

YOUR OUTPUT WILL NEED NARY A TWEAK IT'S SO ON-BRAND TO YOUR VOICE





A DONE-WITH-YOU MARKETING PARTY:

KNOW ALL MY AGENCY-INSIDER STRATEGIES

UNTAP YOUR AUTHENTIC BRAND & VOICE

ATTRACT AND ENGAGE CUSTOMERS WHO WANT TO BUY

HAVE A BEAUTIFUL BRAND YOU'RE PROUD OF

CREATE AMAZING CONTENT, CONSISTENTLY

HAVE EVERYTHING YOU NEED TO BE COMPLETELY
MARKETING - & PROMOTION - READY



WHY SHOULD YOU SAY YES TO AI BRAND CAMP?

LEARN FROM A LEGIT BRANDING & MARKETING PRO

FLUFF-FREE, TIMELESS STRATEGIES

PROVEN AGENCY STRATEGIES

THE PERFECT COURSE COMPANION (AND ONLY ONE OF ITS KIND!)

BONUS RESOURCES UP THE WAZOO



IT ALL STARTS WITH A SIMPLE / HELLO

© 2024 HEY! HEATHER CAMPBELL AI DECODED | APRIL 2024





THE RESET I DIDN'T KNOW MY CONSULTING BUSINESS NEEDED!

For the first time, I've outlined clear, achievable goals for my brand. Heather's approach, combined with innovative AI tools, made this daunting task doable and mind-opening!

TRACIE LEONARD
FOUNDER, FOCUS REALTY ADVISORS





LIKE FLIPPING A SWITCH FOR MY BUSINESS

Heather's framework and the AI tools she introduced us to transformed my jumbled ideas into clear, actionable strategies. It felt empowering to finally articulate my brand's voice with such clarity and precision. This is a game-changer for anyone ready to elevate their brand.

BARBARA MARTIN
FOUNDER, LEAD-OLOGY





ALREADY MAKING A DIFFERENCE!

I was skeptical about how AI could play a role in my marketing strategy. What I discovered was a world of possibility. Heather's ability to blend AI with human creativity opened my eyes to new ways of engaging with my audience. The personalized content strategies we developed are already making a difference!

DR. PAM FITTZ, HOLISTIC VET FOUNDER, REVITALIZING PET CARE





THIS IS AMAZING STUFF...HOLY CRAP!

Your AI is NAILING IT! I've tried before but it always went off in a different direction that wasn't what I envisioned or wanted, but these questions and prompts are really pulling out my vision for my business! THANK YOU!!!

AMELIA KRAM-MCHENRY
FOUNDER, DODONA COACHING

