LEVEL UP CREATOR SCHOOL

HOW TO USE AI TO WRITE ON-BRAND CONTENT THAT SOUNDS LIKE YOU

welevelupcreators.com

INTRODUCTION

AI has revolutionized the way we approach copywriting and creating content. It can be an extremely valuable tool, no doubt. However, the problem of generic and impersonal content is real. While AI can potentially help you save valuable time, you need to make sure your prompts have the necessary details to make your outputs more useful and less "robotic". Ultimately, you want AI to help you create content that truly reflects your unique voice and brand.

We've built this guide to help you do just that.

In Part 1, we'll guide you on the 36 key data points that you need to include in your AI prompts. This is the "secret sauce" to making your AI output actually useful and on-brand.

In Part 2, we take a look at some use-cases and examples of prompt structures you can use with your AI tools. We'll present you with prompt suggestions for creating compelling emails, captivating landing pages, and maximizing and repurposing transcripts, all with the help of AI.

As a bonus, we've included a Swipe File with 15 prompt structures you can tweak and apply as you need. PLUS, we're including a free Google spreadsheet template with 12 done-for-you prompts. Just add your CBD and the prompts are ready to use!
See instructions on page 25

Note: While AI can be a powerful tool, it's important to remember that it should enhance your creativity rather than replace it. The human touch and personalization are still key to building strong connections with your audience.

Gathering Your Source Data

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This is the baseline for building better content with AI.

The more clear and detailed your inputs, the better outputs the bot can create for you. Whether you are editing transcripts, creating ebooks, or doing market research with AI tools, your source data gives you the best shot at producing relevant, on-brand content.

We call this your Creator Brand Data (CBD).

We've identified **36 CBD Points - key data points** that will provide a strong foundation for your AI content creation. Collecting and optimizing this information *first*, is the most strategic way to use generative AI tools. Using basic prompts without enough relevant context will result in mediocre outputs that will end up costing you more time and effort.

Below are the guidelines for each of the data points you'll need. Take note of the *hints* provided and see some examples from our resident @ceo_creator, Amanda Northcutt. Keep this list with you for reference as you build out your Creator Brand Data.

Creator Brand Name

Use the name you most want to be known by. For most creators, this is their full name. If you have another moniker or social handle that you go by, you can use that also.

Example: Amanda Northcutt | @ceo_creator

Website Link

The domain for your main owned website. Not your social media page links.

Long Description

This is about 100 words that describes what you do and who your audience is. You can share details like:

- Your main mission or message
- Follower count
- Location
- Major brand affiliations
- Personal data (marital status, kids, pets, hobbies, etc.)

Short Description

This is a 1 or 2 sentence description of your creators business.

Hint: Ask AI to write a summary of the long description. You can edit and refine it to around 35 words.

Your Why Statement

One sentence about **why** you do what you do for the people in your audience.

Hint: I share about {your content} **because...**

Example: I share business and mindset resources for creators because they deserve greater rewards for their work.

Your Purpose or Mission

State the main purpose you have for your creator business. What mission are you working to accomplish?

Example: To teach 5 million women how to effectively run their creator business.

Example: My mission is to help creators build generational wealth.

Core Values

List up to 5 values that are central to your beliefs and to how you work

Examples:

- Teach everything you know
- Excellence & integrity
- Continuous improvement
- Growth Mindset
- Take action

Target Audience

Write the **key characteristics** of the audience your content attracts. Think about the people already following you. Note 3 to 5 main factors.

Examples:

- Creator educators
- Business & growth focused
- Limited business know-how

Audience Segment 1

This is a key audience demographic. For example, if your content is focused on a specific gender, age group, or location, state the most important segmenting criteria here.

Example: Female creator educators, age 30 – 55+

Audience Segment 2

This is another key audience demographic. As above, state the most important segmenting criteria here.

Example: Content creators and influencers, age 25 – 35

Industry Niche

State the general topic area or industry your content is focused on.

Example: Entrepreneurship

Business Objective

List up to 3 main objectives for your creator business. What are you aiming for your business to accomplish?

- To help 1,000 creators make $50,000+ per month
- To help empower creators to build the lives and businesses of their dreams
- To create a Private Equity Fund to support creators from historically marginalized groups

Seed Keywords

Note keywords that are relevant to your business as well as keywords, terms, or phrases that you are known for.

Hint: *what are your most relevant hashtags*

Examples:

- Digital Creator
- Content Creator
- Influencer

Tone of Voice

State up to 3 keywords that describe the tone of voice you most often use in your content.

Examples:

- Professional
- Empowering
- Trustworthy

Examples:

- Funny
- Irreverent
- Sarcastic

Competitor 1

Think of a creator peer in your niche with similar content and a similar audience to yours.

Competitor 2

Think of a well-known brand or company in your niche with similar content and a similar audience to yours.

Competitor 3

Think of a well-known brand or company in your niche with similar content and a similar audience to yours.

Value Proposition

Write 3 to 5 statements about the value of your content offering to your audience. This is why they would choose to follow and buy from you over others.

For example, you can choose to highlight credibility, experience, relatability, niche content, or community.

Unique Selling Proposition

Note the top most differentiating factors that make your content attractive and compelling. You can write a brief paragraph (2 or 3 sentences). Then list each point in a separate field below.

Examples:

We offer modern business strategy education and coaching for creator businesses. Our content is digestible and easy to apply. Digestible and easy-to-apply content Our membership community is one-of-a-kind providing female-focused advice from a recurring revenue expert with 20 years of experience.

Unique Selling Proposition 1

Example: Accessible business strategy advice

Unique Selling Proposition 2

Example: Specifically tailored to creator businesses

Unique Selling Proposition 3

Example: Digestible and easy-to-apply content

Unique Selling Proposition 4

Example: Female-focused advice from an expert with 20 years experience

USP Recap – Key Info

Summarize your USPs in a sentence or two. Focus on the strongest differentiators.

Example: We're here to help eliminate the confusion, frustration, and overwhelm of setting up and running your creator business. Members can access an always-growing, on-demand library of courses, tutorials, and live, expert-led working sessions where we'll guide you through technical setups and more.

Audience Problem / Pain Points

State up to three main challenges that your audience is dealing with and looking to solve by following you. Note how those challenges make them feel.

Examples:

- Burnt out and overwhelmed
- Unclear on what to do next and underconfident
- Limited business strategy knowledge. They want to grow but don't know how to put the pieces together

Audience Transformation

What is your audience able to achieve or learn after consuming your content? Note how they feel when they find a solution.

Examples:

- A strategy for stable, sustainable business growth
- Clear and confident
- Relief from knowing they have a plan and a way to execute it

Benefits

List the main benefits of your content for your audience.

Examples:

- Insights on business strategy specifically for creators
- Unstuffy, digestible easy-to-follow business coaching
- Systematic strategies, that lead to stable, recurring revenue

Main Offer

State the flagship product or service you offer. If you have a variety of offerings, state the most popular.

Example: LevelUp Creator School - For creators ready to scale successfully

Optional Offer List

List the range of products or services in addition to your main offer.

Examples: Consulting, Coaching, Custom packages

Bonus Points / Extras

State any extras that are not already mentioned like refund policies or free shipping if you offer that.

Guarantees

State any guarantees that you offer for any of your products or services.

Example: 30-day money back guarantee

Objections

List the main objections you hear regarding your content or making purchases of your products or services. Consider what you get asked about most often and what concerns people express.

Examples:

• Price (too expensive, need payment options)
• Quality or Value (will it solve their problem?)
• Credibility (what qualifies you to sell?)

Responses to Objections

State your responses to the objections.

Examples:

• Promo offers and a money-back guarantee

• Tailored content specifically for creator businesses
• We are a team of qualified business experts led by a 20 year veteran in the recurring revenue space

FAQ / Frequently Asked Questions

List the most popular questions that you get asked by people in your audience.

Trigger Events

List the main calendar events that are related to your offerings. If you do a "Black Friday" offer or a "New Year" promotion, note those events and dates here.

Testimonials

Add 3 to 5 examples of your best testimonials or feedback. Those including details of specific transformations, names and titles are ideal. Keep this field refreshed with new testimonials.

Example: "This course was everything I needed. It was well-paced with the exact details I needed to get my new e-book launched. In the first week alone, I sold 15x more copies than my first launch, when I had no idea what I was doing. Thank you!" Ally K - nutrition coach

Where to find your data

Gathering the information for your Creator Brand Data points above is a worthwhile activity. Even if you've never documented this information anywhere specifically, there are a few easy ways to find the answers you need.

- **social media comments**
  note what questions people are asking you. What problems do they note and what sentiments do they express when you engage with them. This is a great place to find FAQs, audience problems and keywords.

- **email messages**
  scan any emails from your audience to note the comments and feedback they share. This can help you find FAQs, benefits and common objections.

- **business plan**
  if you ever created any type of business planning document, take a look at that to find the details on your vision, mission, competitors, unique selling points, value proposition and any other relevant details.

PART 2

Creating Your On-Brand AI Prompts

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Structuring Your AI Prompts

Now that you've got your Creator Brand Data (CBD) solidly in place, you can get started with building helpful AI prompts - that actually sound like you.

Structuring your prompts effectively is the key to maximizing AI tools. If you only use simple, generic prompts, without relevant context, you'll end up losing time and wasting your efforts. You don't have time to waste so that's why we created this resource.

As you're likely already aware, there are countless ways you can use AI to support your content creation. Here, we'll take a look at three use-cases that many creators struggle with. Writing landing page copy, writing email sequences and repurposing transcripts.

WRITING LANDING PAGE COPY

Let's say you're ready to launch a new product. Maybe it's a course or an ebook you've just written. A landing page allows you to maximize visibility and optimize details like accepting payments.

Effective, high-converting landing pages require specific info, presented in a specific order. You can write an AI prompt to generate landing page copy that includes the right CBD info from your dataset.

Landing Page Structure

Below is a typical landing page format that includes the information your audience will need to move from consideration to sale. Copy and paste this format into your AI tool.

1. Unique Selling Proposition

• H1 title that states the MAIN value you are offering

2. Sub-Header

• H2 sentence that gives more details and uses your keywords where possible

3. Pain Points / Main problem for your audience

• Can be a question, bullets or a few short sentences. What do they want/need to solve?

4. Offer Highlights

• State the offer as a solution to the problems identified (short sentences or bullets)

5. Key Product Benefits & Details

• Describe the main benefits, key info like event dates & who this is for

6. Social Proof 1

• Testimonials, quotes, social comments, screenshots

7. Call-To-Action (CTA)

• Button or form for customer to take action (ex: buy now, sign up, get on the waitlist, download)

8. Offer Details

• What to expect, what's included

9. Social Proof 2

- Testimonials, quotes, social comments, screenshots

10. Pricing

- Pricing details, payment methods, buy button, discount info

11. CTA

- Repeat as above

12. FAQ

- Popular Questions, Most Asked, Q's about the product (content) and the process

13. Product Guarantee

- If offered, include this at the bottom of the page

Use the following prompt structure to create landing page copy for your new product or service:

I want you to act like an experienced marketing professional. Write the copy for a landing page based on the headings provided below.

→ [*insert landing page section headings*]

copy and paste this text

Your CBD Points

| Product / Service | Audience Problem / Pain Point | USP 1 | USP 2 | USP 3 |

| Benefits | Value Proposition | Testimonials | Main Offer | FAQ | FAQ responses |

WRITING COPY FOR EMAIL NURTURE SEQUENCES

When you're launching a new product or service, you will likely have a free lead magnet that offers a valuable solution or a unique method you've created. As folks join your email list, you have an ideal opportunity to promote your new product with a simple email nurture sequence.

Use the following prompt structure to create landing page copy for your new product or service:

I want you to act like an experienced Email Marketing professional. Based on the information below, provide:

- A confirmation email when someone has opted-in to my email list. Include a link to download the free lead magnet.
- A follow-up email to check on progress with using the free download. Offer an extra insight or tip for transforming a pain point.
- A final email to introduce the new course. Mention the additional value and support that helps them improve their knowledge and go beyond the content of the lead magnet. Include a link to the landing page.
- Write the subject lines (max 70 characters), the preview copy (maximum 50 characters) and a summary of the central theme that will be included for each email.
- Organize the data above into a table

copy and paste this text

Your CBD Points

Value Proposition   Industry Niche   Long Description   Main Offer   USP

MAXIMIZING PODCAST OR VIDEO TRANSCRIPTS

If you host a podcast or create videos, you'll likely have a goldmine of content in the form of transcripts. The content in your transcripts is an incredibly valuable resource for AI. When combined with your CBD, you'll be on track to get well-optimized results from your prompts.

Use the following prompt structure to write a blog post based on your transcription:

I want you to act like a Content Marketer. Consider the transcript below to write a 2500 word article on the topic [ARTICLE TITLE]. Include the best keywords in the article and optimize the headlines, subheading, alt tags, title, meta description and body of the article from an SEO perspective to position yourself on page 1 on Google. SEO Optimize the article for the keyword [KEYWORD].

copy and paste this text

Include the table of contents at the beginning of the article. Use [TONE OF VOICE] language. Elaborate the concepts in simple sentences, but without being too schematic.

Consider the following related keywords to define the content and structure of the article: [INSERT RELATED QUESTIONS & SEARCHES]. Also indicate Title Tag and Meta description.

→ [*Paste your transcript here*]

Your CBD Points

Long description   Industry Niche   Tone of voice   Value proposition
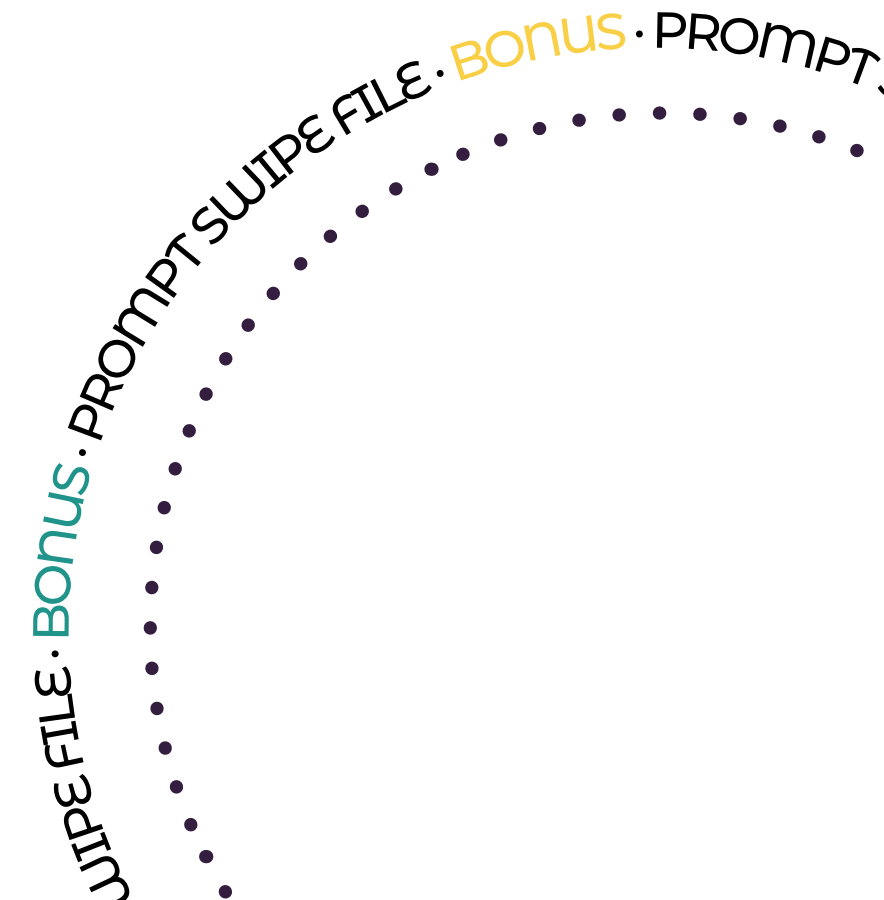
USP   Audience Problem / Pain Points   Seed Keywords

Bonus

Prompt
Swipe File

15 helpful prompt structures you can copy and use with your CBD

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1. Promotional Email Copy

Write a compelling PAS-based marketing email to promote the product/service below.

Start by identifying the Problem, describing the reader's pain points and the effect of the pain point on their life or business.

Next, introduce the Agitation by digging deeper into the consequences and emotional distress the reader feels about the problem, emphasizing the urgency of finding a solution.

Then, present the Solution by showing the product/service as an answer to their needs. Introduce the Solution by starting with: "Don't worry. We have the solution for you. Our product will help you get the benefits below that make it special

Share a testimonial from a satisfied customer who saw improvements in the specific result below after using the product. You can use the quote below as a testimonial. Do not edit or add words to the testimonial – leave it as it is.

It motivates the reader to take the desired action and emphasizes the offer to create a sense of urgency. Also include a CTA button here that highlights the value.

Make sure the output is a ready-to-use marketing email that can be sent to subscribers.

Remember, this email must be persuasive and convincing and must push the reader to take action.

Please make sure this email has fewer than the word count below and is written at a fifth-grade reading level. Do not include emojis.

Product/Service   Audience Problem/Pain Point

USP 1   USP 2   USP 3

Main Offer   Benefits   Testimonials

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2. Competitor Research

I want you to act like a market researcher. Write a list of your top 3 competitors in the category named below. and enter the URL of their website, Instagram, Facebook, TikTok, Pinterest, LinkedIn.

Industry Niche Target Audience

Audience Segment

3. Target Market Research

I want you to act like a market researcher. Define the following aspects of the brand's potential target market segments and group the information in a table.
For each segment, create an Audience Persona and group the information in a dedicated table.

• Demographic characteristics
• Occupation, hobbies and interests
• Offline and online meeting places
• Media, blogs and most popular channels

Long Description Industry Niche

Target Audience

4. Brainstorm Campaign Ideas

I want you to act like a Creative Strategist. Based on the characteristics indicated below with respect to the brand, product category and reference market, propose 10 ideas for a creative marketing campaign to launch to my main target audience.

Industry Niche Long Description

Target Audience

5. Brainstorm Engagement Activities

I want you to act like a Creative Strategist. Based on the characteristics indicated below, propose 10 ideas for a contest (game of skill) or giveaway to be launched to my main target audience. The objective is to acquire qualified contacts who are potentially interested in my [product].

Industry Niche Long Description

Target Audience

6. Video Ad Script

Script a 30-second TikTok video below. Use the hook "Why I stopped doing this and I did this instead". Divide the script into Intro, body, conclusion paragraphs. Write the text script.

Industry Niche   Short description

Target audience

7. Develop YouTube Video Ideas

I want you to act like a YouTuber. Help me define a list of YouTube videos to create for the brand. Content must be able to help users by providing useful information to solve their problems. Provide:

• A list of 20 ideas for YouTube videos
• List the reasons why content can work well on Youtube
• Organize the above data into a table

Value Proposition   Industry Niche

Long Description   Main Product/Offering

USP

8. Abandoned Cart Email Sequence

I want you to act like an experienced Email Marketing professional. Based on the information below:

• Create an email marketing strategy for the Abandoned Sequence for my [product]
• Lists the number of emails that will be sent
• Lists the topics that will be covered in each email
• Write the subject line (max 70 characters), the preview copy (maximum 50 characters), the body copy and the CTA for each email
• Organize the data above into a table

Value Proposition   Industry Niche

Long Description   Main Offer

USP 1   USP 2

9. Editorial Content Plan

As an experienced Email Marketing professional, use the information provided below to craft a comprehensive quarterly editorial plan for [Creator brand] weekly newsletters. Your tasks include:

- Defining key themes and email categories, organizing the editorial calendar accordingly.
- Suggesting a consistent sending schedule.
- Recommending specific send dates within the April - June timeframe. Write the subject line (max 70 characters), the preview copy (maximum 50 characters), the body copy and the CTA for each theme.
- Structuring this information in a clear, easy-to-reference table format.

Additionally, consider seasonal events, and promotional periods when planning the calendar to ensure relevance and engagement. Provide tips for segmenting the audience based on their interests or behaviors to tailor content more effectively.

> Creator Brand Name   Audience Problems/Pain Points
>
> USP   Audience Transformation

10. Post Purchase Sequence

Formulate an email marketing strategy for a Post Purchase Email Sequence for [creator brand], aiming to enhance customer retention and encourage repeat purchases. This strategy should include:

- The number of emails in the post-purchase sequence, designed to confirm the order, solicit feedback, and ross-sell or upsell related products.
- Themes that will be covered in each email to support the customer journey post-purchase, such as order confirmation, product care tips, and loyalty program introduction.
- Develop concise subject lines (max 70 characters), appealing preview text (max 50 characters), comprehensive body copy, and direct CTAs for each email.
- Arrange the details in a table to present a coherent view of the sequence, timing, and objectives for each email.

Advise on personalizing emails based on purchase history and customer behavior to increase relevance and engagement. Suggest incorporating a feedback mechanism to gather insights on customer satisfaction and areas for improvement, strengthening the relationship and fostering brand loyalty.

> Audience Problems/Pain Points   Value Proposition
>
> Main Offer   Benefits

11. Email Optimization

As an expert in Email Marketing, analyze an email based on the information provided. Your analysis should include:

- A detailed review of the email's content, highlighting strengths and areas for improvement.
- Suggestions for enhancing the email's effectiveness in engagement and conversion.
- Organizing your findings and recommendations into structured table for clear comparison.

In your analysis, consider factors such as the email's design, call-to-action (CTA) clarity, personalization level, and alignment with the brand's voice. Offer insights on optimizing the email layout for different devices and improving open rates through A/B testing of subject lines.
[INSERT EMAIL HERE]

Industry Niche Target Audience

Tone of Voice

12. Launch email

Create a persuasive marketing email using the PAS (Problem-Agitation-Solution) framework, tailored to the product/service details provided. Your email should:

- Clearly identify the customer's problem, emphasizing its impact.
- Intensify the issue through agitation, making the need for a solution urgent.
- Present your product/service as the ideal solution, highlighting its unique benefits.
- Include a real customer testimonial to validate the solution's effectiveness.
- Drive action by emphasizing a time-sensitive offer, using a clear and compelling CTA.

Ensure the email is concise, written at a fifth-grade reading level to ensure accessibility, and free from emojis. Think about how to make the email visually appealing and easy to read, considering formatting and bullet points for key benefits.

Audience Problems/Pain Points

Unique Selling Proposition Testimonial

13. Email Flow Plan

Develop a strategic email marketing plan focusing on essential sequences for business growth, covering Acquisition, Nurturing & Retention, and Lapsed & Goodbye stages. Your strategy should:

- Outline each sequence's goal and the type of emails included.
- Suggest content themes and messaging strategies for different stages of the customer journey.
- Provide a structured overview in table format, detailing the sequence, objectives, key messages, and suggested timing.

Consider how to integrate customer feedback and engagement metrics to refine the strategy over time. Offer guidance on using automation and personalization to enhance the relevance and effectiveness of each sequence.

Industry Niche   Business Objective

Main Offer

14. Welcome Sequence

Develop an email marketing strategy for the Welcome Sequence of this brand. Your strategy should encompass:

- The number of emails to be included in the sequence.
- The specific themes to be addressed in each email, ensuring a warm introduction to the brand and gradual engagement.
- Craft engaging subject lines (max 70 characters), compelling preview text (max 50 characters), detailed body copy, and clear calls to action (CTAs) for each email.
- Organize these elements into a table, providing a clear overview of the sequence's structure and content flow.

In addition, provide guidelines on how to personalize the welcome emails based on different entry points or customer segments, such as subscribers from a signup form versus a purchase. Highlight the importance of setting the right tone that matches the brand's voice and values from the very first interaction.

Industry Niche   Target Audience

Tone of Voice   Core Values

15. Tone of Voice Training

I want you to act as a ghostwriter. Analyze the following 4 social posts that I wrote, and describe:

- The characteristics of my copywriting style
- The tone of voice used
- The scheme of values that emerge from the contents
- The most used words

Confirm whether you understand the style, or whether you need additional information to impersonate this tone of voice if I asked you to write content.

→ [*Add samples of 4 social media posts you've written. If you post on multiple platforms you can focus either on the one you use most or, you can pull samples from each of the platforms you post on*]

Bonus · Bonus · Bonus · Bonus · Bonus · Bonus · Bonus · Bonus · Bonus · Bonus

FREE TEMPLATE

How To Use This Template:

1. Go to this link to open the spreadsheet

2. Go to File > Make a Copy

3. Rename your copy and input your CBD on the Tab 1. There are instructions and examples to guide you.

4. Click Tab 2, to access the prompts. You can add other prompts here if you like.

5. To use the prompt, add your relevant CBD points and copy/paste into your AI tool of choice.

Tip: Depending on your needs, you can choose to add all 36 of your CBD points into your AI tool when composing your prompts. AI tools work best with relevant context and details. This will give you the best shot at AI output that sounds more like you!