

BUSINESS

TIPS

A.I

FREE GUIDE TO GROW YOUR
BUSINESS
WITH A.I TOOLS

@WEMAKECONTENT_AU

SAVE TIME WITH CHAT GPT

ChatGPT is an advanced AI language model developed by OpenAI. It uses deep learning techniques to generate human-like text, making it an invaluable tool for creating content, automating customer support, and much more.



How Can ChatGPT Benefit Your Small Business?

- **Content Creation:** Generate blog posts, social media captions, email newsletters, and more in minutes. No more staring at a blank page!
- **Customer Support:** Automate responses to frequently asked questions, providing instant and accurate information to your customers.
- **Idea Generation:** Struggling to come up with new ideas? ChatGPT can help brainstorm content topics, marketing strategies, and more.

GETTING STARTED

1. Sign Up: Visit the OpenAI website and sign up for access to ChatGPT.

2. Experiment: Start by entering prompts related to your business and see how ChatGPT responds. The more specific your prompts, the better the output.

3. Integrate: Consider integrating ChatGPT into your existing workflows, such as using it to draft emails or create social media posts.

Pro Tip: Use ChatGPT to create a content calendar for the month, helping you stay organized and consistent.

PROMPTS

1. Blog Post Creation: “Write a 1,000-word blog post on [topic] that is SEO-friendly and includes [keywords].”

2. Email Newsletter: “Create a newsletter for my [business type] that promotes our new product and includes a customer testimonial.”

3. Social Media Captions: “Write 5 engaging Instagram captions for a [industry] brand promoting [product/service].”

4. Product Descriptions: “Generate a compelling product description for [product] highlighting its key features and benefits.”

5. FAQ Responses: “Write clear and concise answers for the following customer FAQs: [list of questions].”

6. Content Idea Generation: “What are 10 blog post ideas for a small business in the [industry]?”

7. Personalised Customer Support: “Draft a friendly and helpful response to a customer inquiry about [specific issue].”

8. Data Interpretation: “Explain the significance of this data [insert data] in a way that is easy for non-experts to understand.”

9. Video Script Outline: “Create a script outline for a 2-minute explainer video about [topic].”

10. Advanced Prompt: “Simulate a conversation with a potential client who is interested in [product/service] and persuade them to make a purchase.”

LUMEN5: TRANSFORM YOUR CONTENT INTO VIDEOS



Lumen5 is a video creation platform designed to help businesses transform their content into engaging videos. It's perfect for small businesses that need to create video content quickly and easily, without the need for advanced video editing skills.

How Can Lumen5 Benefit Your Small Business?

- **Content Repurposing:** Turn your existing blog posts, articles, and other content into engaging videos that can be shared on social media.
- **Ease of Use:** With Lumen5's drag-and-drop interface, you can create professional-looking videos in minutes, even if you have no prior video editing experience.
- **Brand Consistency:** Customize your videos with your brand's colors, fonts, and logos to maintain a consistent look across all platforms.

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1. Sign Up: Create a free account on www.lumen5.com.
2. Choose a Template: Select from a variety of templates that fit the style and tone of your brand.
3. Import Content: Easily import your existing content (such as a blog post) into Lumen5, which will automatically generate a video script and storyboard.
4. Customise and Share: Add your brand elements, tweak the video as needed, and then export it for sharing on social media or your website.

Pro Tip: Use Lumen5 to create quick, engaging videos for Instagram Stories, Facebook Ads, or YouTube Shorts to capture your audience's attention.

JASPER AI: YOUR WRITING ASSISTANT

Jasper AI is an advanced AI writing assistant that helps you craft high-quality content quickly. It's especially useful for small businesses that need to produce persuasive copy, engaging articles, and creative content without hiring a full-time writer.

How Can Jasper AI Benefit Your Small Business?

- **Content Generation:** Create blog posts, product descriptions, ad copy, and more with just a few clicks.
- **SEO Optimization:** Jasper AI can help you write SEO-friendly content that ranks higher on search engines.
- **Creativity Boost:** Use Jasper AI to overcome writer's block and generate fresh ideas for your marketing campaigns.

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1. Sign Up: Visit www.jasper.ai and sign up for an account.
2. Choose a Template: Jasper offers various templates for different types of content. Select the one that best suits your needs.
3. Input Your Details: Provide Jasper with a brief description or keywords, and let it generate the content for you.

Pro Tip: Use Jasper's "Content Improver" template to refine existing content and make it more engaging.

CANVA: DESIGN MADE SIMPLE

Canva is a user-friendly graphic design platform that allows you to create stunning visuals without needing any design experience. It's perfect for small businesses that need to produce professional-looking content on a budget.



How Can Canva Benefit Your Small Business?

- Professional Graphics: Create everything from social media posts to marketing materials with ease using Canva's drag-and-drop interface.
- Brand Consistency: Use Canva's brand kit feature to maintain consistent colors, fonts, and logos across all your content.
- Templates Galore: Access thousands of templates for every need—social media, presentations, flyers, and more. Just pick a template, customize it, and you're done!

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1. Create an Account: Sign up for a free Canva account at www.canva.com.
2. Explore Templates: Browse through Canva's extensive library of templates and start customising them to fit your brand.
3. Design and Share: Once you've created your design, download it or share it directly to your social media platforms from Canva.

Pro Tip: Upgrade to Canva Pro for additional features like resizing designs for different platforms and access to a broader range of templates.

THANK YOU FOR DOWNLOADING THIS GUIDE!

HAPPY CREATING!!

Need More Help?

If you have any questions or need further assistance, don't hesitate to reach out. We're here to help you succeed!

Need content or social media management but don't have the time? Let us create for you from just \$149 a month and your first month is FREE!

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