

Make Your Black Friday Offer with the Inner Circle and ChatGPT

Part 1: Define and Build Your Lead Offer Marketing Plan

Prompt 1: Define Your Lead Offer and Goals

1. Goal Setting
 - a. What is your primary goal for this Black Friday lead offer? (e.g., attract new families, increase trial bookings, fill introductory classes, etc.)
2. Lead Offer Description
 - a. Describe your Black Friday offer for new leads. What will they receive? Is it a discounted class package, a free trial, an exclusive event, etc.?
3. Key Offer Details
 - a. Share any specific details of your lead offer that will help me create targeted messages (e.g., price, number of classes included, any bonuses). For example, '5-Class Holiday Sampler Pass for \$49.'

Answer the questions above and copy and paste the prompts and your responses into ChatGPT.

Prompt 2: Marketing Plan for Lead Offer

Based on my lead offer, create a complete marketing plan with email, text, and social media messages to promote it. Below are additional preferences for messaging style or tone if you have them.

Answer the question above and copy and paste the prompt and your response into ChatGPT.

Prompt 3: Lead Offer Emails

Email 1 - Announcement (Send on Black Friday):

Let's create an announcement email for Black Friday. We'll start with an eye-catching subject line, an engaging opening, and clear details about the lead offer with a sense of urgency.

Email 2 - Reminder (Send on Cyber Monday):

Next, we'll draft a reminder email to go out on Cyber Monday. This one should restate the benefits of the offer, add a little urgency, and encourage quick action.

Email 3 - Final Call (Sent 1-2 days before offer ends):

For the last email, we'll craft a 'final call' message for leads who may still be on the fence. Emphasize the deadline, any remaining availability, and a quick call-to-action to drive conversions.

Enter the prompts above as is into ChatGPT.

Prompt 4: Lead Offer Text Messages

Let's draft three concise and compelling text messages to promote your lead offer. Each should include a clear call-to-action and a short link to your sign-up page.

1. Initial Announcement Text
 - a. We'll create a first text to announce the offer in a quick, attention-grabbing way.
2. Reminder Text
 - a. For the mid-point text, we'll add a reminder that emphasizes any urgency or limited spots.
3. Last Chance Text
 - a. Finally, we'll write a 'last call' text to give a final push with a call-to-action for immediate action.

Enter the prompts above as is into ChatGPT.

Prompt 5: Lead Offer Social Media Posts

Now, let's craft social media posts to promote your lead offer across platforms. These will include a hook, highlights of the offer, and a call-to-action.

1. Launch Post (Carousel or Static):
 - a. Let's create a launch post to announce the offer, with an engaging graphic idea and caption that grabs attention and builds excitement.
2. Mid-Offer Reminder (Story or Reel):
 - a. For a mid-point reminder post, we'll create a visually engaging story or reel to keep your offer top-of-mind.
3. Last Call Post (Static or Reel):
 - a. Finally, let's draft a 'last call' post to bring urgency and encourage any remaining sign-ups. This one should feel time-sensitive!

Enter the prompts above as is into ChatGPT.

Part 2: Define and Build Your Current Customer Offer Marketing Plan

Prompt 6: Define Your Current Customer Offer and Goals

1. Goal Setting
 - a. What is your primary goal for this Black Friday offer to current students? (e.g., boost recital commitment, early summer camp registration, sell merchandise, etc.)
2. Current Customer Offer Description
 - a. Describe your Black Friday offer for current students. This might include a recital package discount, early registration for special events, exclusive merchandise offers, etc.
3. Key Offer Details
 - a. Provide any details that will help me shape effective messaging, such as discounts, add-ons, or bonuses for current families. For example: '\$25 off recital package, including photo and video package, shout-out, and T-shirt.'

Answer the questions above and copy and paste the prompts and your responses into ChatGPT.

Prompt 7: Marketing Plan for Current Customer Offer

Based on your current customer offer, I'll create a complete marketing plan with emails, texts, and social media posts to promote it. Feel free to add any specific details or tone preferences.

Answer the question above and copy and paste the prompt and your response into ChatGPT.

Prompt 8: Current Customer Offer Emails

1. Email 1 - Announcement (Send on Black Friday):
 - a. Let's draft an announcement email for current students, giving them exclusive access to the offer. We'll create a subject line and opening that makes it feel like a limited, special opportunity.
2. Email 2 - Reminder (Send on Cyber Monday):

- a. Now, we'll create a follow-up email for Cyber Monday to remind families about this offer. Highlight why this is a unique chance and add a note of urgency.
3. Email 3 - Final Call (Sent 1-2 days before offer ends):
 - a. For the final call email, we'll draft a closing message that includes a recap of the benefits, any testimonials or social proof, and a last-chance deadline reminder.

Enter the prompts above as is into ChatGPT.

Prompt 9: Current Customer Offer Text Messages

Let's write three texts to promote your current customer offer. These should be short, friendly, and create a sense of urgency.

1. Initial Announcement Text
 - a. We'll start with a text announcing the offer as an exclusive for current families.
2. Reminder Text
 - a. Then, we'll create a reminder text that encourages action before the offer ends.
3. Last Chance Text
 - a. Finally, we'll draft a last-chance text, emphasizing any FOMO and calling for immediate action.

Enter the prompts above as is into ChatGPT.

Prompt 10: Current Customer Offer Social Media Posts

Now, let's create social media posts specifically for your current customers.

1. Launch Post (Carousel or Static):
 - a. We'll start with an engaging post to introduce the offer, showing the value and why it's exclusive to current students.
2. Mid-Offer Reminder (Story or Reel):
 - a. Next, a mid-offer reminder post that keeps the offer fresh in your audience's mind with a visual focus.

3. Last Call Post (Static or Reel):
 - a. Finally, we'll create a last-chance post with a clear deadline, sparking urgency and FOMO to encourage final sign-ups.

Enter the prompts above as is into ChatGPT.