

Digital Impact Accelerator: Unleashing AI for your business or nonprofit.

Learn how to create awesome content
using AI tool ChatGPT and Canva.

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How to use this workbook

Learn what a lead magnet is and why it's important, then create your lead magnet and an upsell for generating new leads(donors). Before creating a lead magnet you must know your audience and have a clear statement of what you can help them with.

What is a lead magnet?

Simply put, A lead magnet is a valuable piece of content or an offer that businesses provide to their target audience in exchange for their contact information, usually their email addresses.

Why is it important?

Lead magnets help you with

- list building
- Engagement
- Lead Nurturing
- Conversion

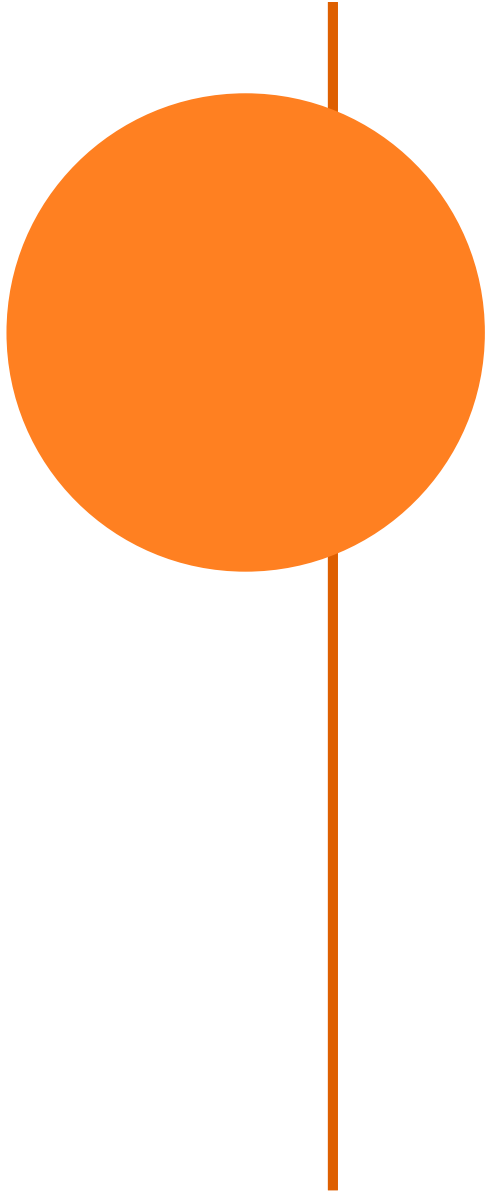
When you're intentional about your lead magnet, it attracts the right audience and opportunities, and people know what they can expect from you.

Where to begin

- 1 Create your niche **authority statement** to share establish credibility
- 2 Create a **lead magnet** for your organization or business

Before you get started

Crafting and conveying your unique authority statement is a continuous process, so grant yourself the time required for self-reflection and strategic thinking. Your authority statement is a reflection of your expertise, and there are no strict rules in this journey of creating lead magnets and upsell items. The key is to remain true to your niche, as authenticity is your greatest asset.



The N A S

Niche
Authority
Statement



Create your niche authority statement

Part 1: About you

1 What areas are you an authority right now?

Before crafting your niche authority statement, it's vital to understand your current market position. Seek feedback from trusted individuals by asking, 'What expertise do you believe I am known for?' and gather descriptors that align with your expertise. Consider deploying an anonymous survey to capture candid insights.

Write the words that describe your business or organization.

2 What special qualities do you want people to think of when they think of your business or organization?

When you see what words people use about your organization or business, think about if you want to change them. What good things do you want people to say? You can choose lots of words, but even two or three to start with is okay.

Write the top 3 words that reflect your business or organization.



Create your niche authority statement

Part 2: Your audience

1 Who is your audience?

The folks you want to help or bring to your business are your audience. Everything you say in your statement is for them. Remember, not everyone will like your message, and that's okay. Choose a group of people you really want to help. Knowing who they are makes it easier to see if they like what you're saying

2 What does your audience need?

Now, ask what your audience's core need is. This can be on a physical level, but also consider their emotional needs. For example, *my audience needs to feel safe, my audience needs a quick solution for healthy eating*. The impact your statement has on people should be intentional and purposeful. Take time to assess how your niche authority can impact your intended audience.



Create your niche authority statement

Part 3: Your business or organizations goals.

● What is your business or organizations mission ?

Now that you've chosen the special qualities you want for your business or organization and know who you want to help, and know what their needs are, it's time to make a statement about what you're the best at.

Write your niche authority statement

My name is _____ I specialize in _____ because my audience needs _____ in order to _____ .

Examples

- I craft unique jewelry that brings a touch of magic to everyday life. Each piece is a conversation starter, handmade with love, to help you express your unique style and story.
- We're on a mission to cultivate community green spaces where every person and plant can thrive. Together, we're growing a greener tomorrow, one neighborhood at a time.
- I guide people through life's crossroads with clarity and confidence. Let's unlock your potential and navigate your path to a fulfilling career that aligns with your true calling..

A note about your niche authority statement

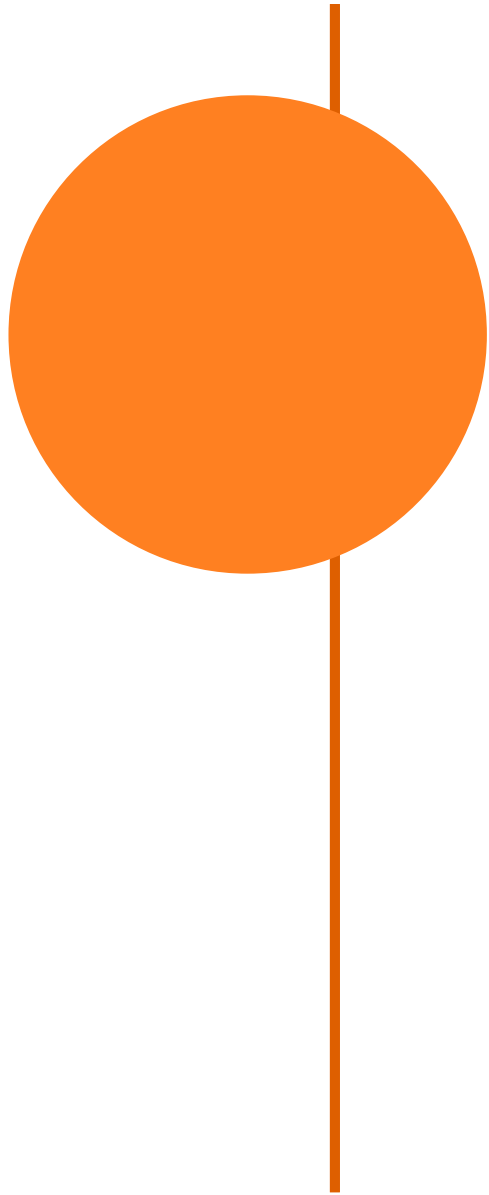
A niche authority statement is like a promise about what you know best and how you use that to help others. It tells people how you're special and different from everyone else.

Think about what makes you or your business unique and how you can use that to make a difference for the people you want to reach. This is what your niche authority statement is all about.

Just like when you meet someone new, you ask yourself two things: Can I believe what this person says? Do I want to learn more about them?

Being real and true to what you believe is super important. It makes people trust you. Your niche authority statement helps people see that you're for real and makes them interested in learning more about what you do.

So, when you're making your niche authority statement, ask yourself: "Does this really show who I am and what I care about?" If something doesn't feel right, it's okay to change it. Make sure it fits you perfectly, so you can share it with everyone the same way all the time.



The Lead Magnet

What valuable piece of content or offer can you provide to your target audience in exchange for their contact information?



Create your lead magnet with ChatGPT

Part 1: Prompting ChatGPT

Prompting ChatGPT" refers to the action of providing a specific instruction or question to the AI model, in order to receive a desired response. It involves formulating a clear and concise request to guide the AI's output in a way that aligns with your information or task requirements. When you prompt ChatGPT, you are essentially giving it a direction or context for the conversation. Effective prompting helps ensure that the AI understands your needs and can provide you with accurate and helpful information or assistance.

1 Lead Magnet Formula and Prompt

The formula for a lead magnet is hook, content and CTA.

Prompt:

Hey chat act as an authority on [insert area of expertise]with over 10 years experience, use this Niche Authority statement["insert NAS from previous section in quotes"] to create 5 unique lead magnets that align with my business: make sure it has a hook, content and CTA.

This is one example of a clear prompt, as you get more familiar with chat your prompts will change its responses will be better.

2 Lead magnet ideas

Pick one of the 5 lead magnet ideas that you like the best.



Create your lead magnet with ChatGPT

Part 2: Create a lead magnet example

Follow the example below to prompt ChatGPT to create content for your chosen lead magnet.

1 Example:

NAS: My name is Jane, I craft unique jewelry that brings a touch of magic to everyday life. Each piece is a conversation starter, handmade with love, to help you express your unique style and story.

Lead Magnet:

Magical Jewelry Style Guide": Create a beautifully designed PDF guide that offers styling tips and suggestions on how to incorporate your unique jewelry into different everyday looks, helping customers express their individual style.

2 Content Prompting:

This is good. Now please create an outline for the lead magnet idea number [enter number]

Read the outline provided by chat and make any needed adjustments before continuing.

Making adjustment may be as easy as re asking the question or asking for clarity on a section or even asking it to rewrite or swap out a topic for one that fits your style, business or organization.



Create your lead magnet with ChatGPT

Part 3: Ask Chat to expand on each section until the lead magnet is completed

The next set of prompts will be the same and are used to help chat expand on your ideal lead magnet until you reach a finished product with a call to action for your audience.

1 ChatGPT Prompt for each section

Thanks chat this is great, now please expand on each section starting with **[section 1]** please write one paragraph on the introduction as the actual guide that I would use in this lead magnet use this niche authority statement "I craft unique jewelry that brings a touch of magic to everyday life. Each piece is a conversation starter, handmade with love, to help you express your unique style and story" for context, tone and direction, then stop. Ask me to review it and then ask me to let you know when I am ready for the next section.

Note: For your own lead magnet look at how chat has labeled the content and use those labels (ie. Section 1, lesson1 etc.)

2 Continue with the next section and so on until your lead magnet is complete.

Prompt:

Thanks chat this is great, now please continue.



Create your lead magnet with ChatGPT

Part 3: Take your final lead magnet to editing software

3 Proofread and correct content

It is important to proofread any and all content created by chatgpt. Remember this is a tool to help you write content not take place of your own human skills of proofreading for context. You can also use tools like Grammarly to proofread the content for grammatical errors or to help you create more "human" content. Below are a few editing tools that you can use.

Grammarly.com

Grammarly is your digital writing coach, catching typos, correcting grammar, and polishing your sentences for clarity and impact.

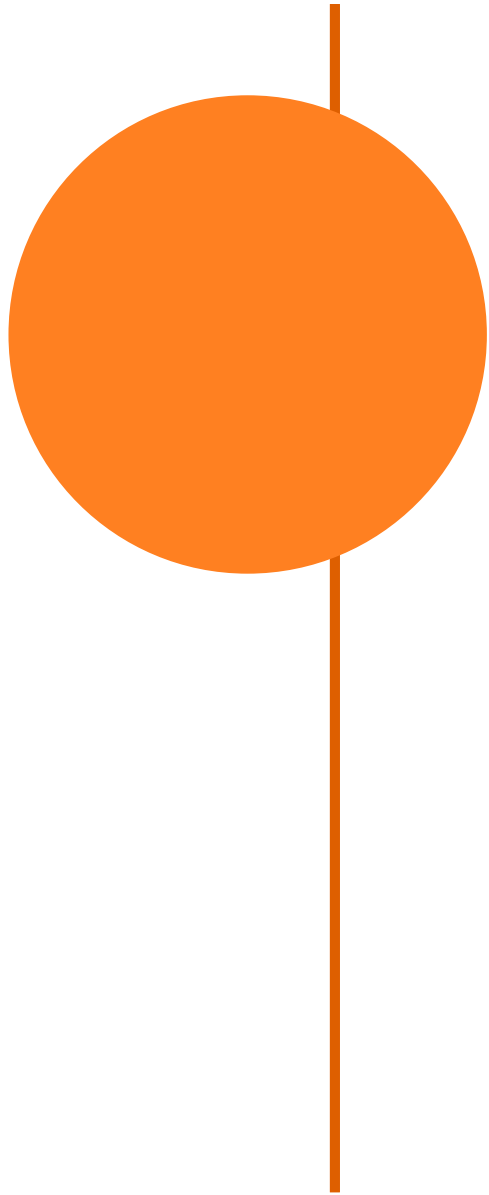
Prowritingaid.com

Pro Writing Aid: offers features like grammar and spelling checks, style suggestions, and plagiarism detection.

Gingergrammar.com

Ginger Grammar: This tool offers grammar and spelling checks, as well as a text-to-speech reader and a dictionary.

4 Continue to update content until you are satisfied.



Create with Canva

Canva is a free graphic design tool that can help you make professional looking lead magnets.



Create Eye Catching Graphics with Canva

Use Canva to create the eye-catching graphics to compliment your lead magnet

1 Scroll through and select one of many premade design templates

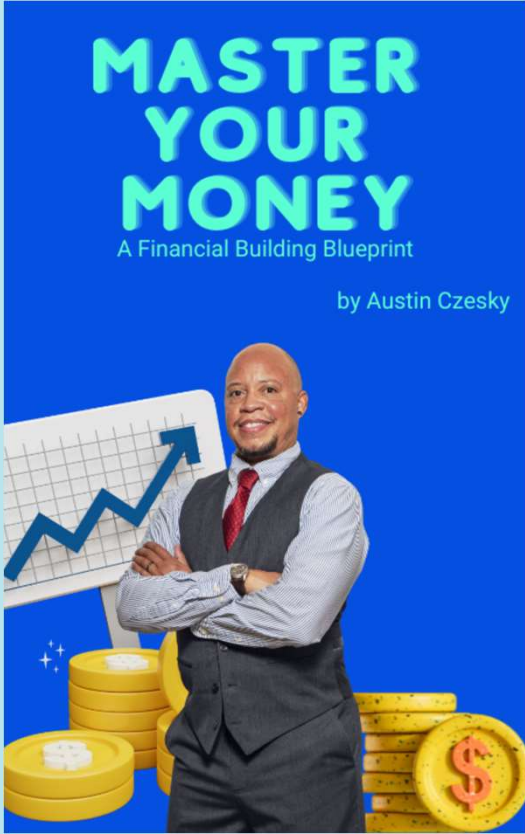
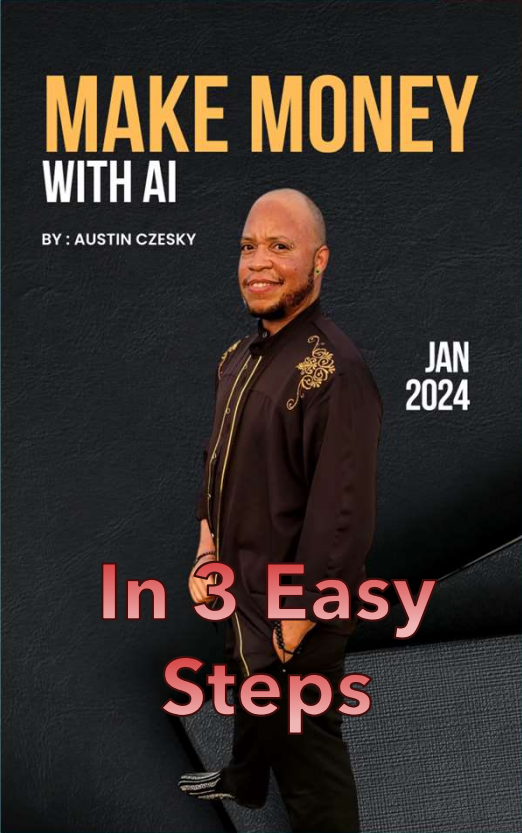
Using the search feature on Canva you can search for the following templates,

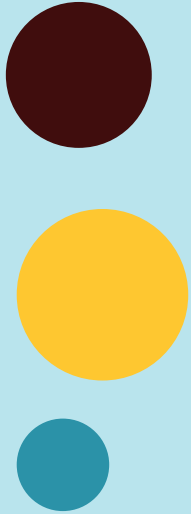
Ebook
Style Guide
Checklists
and many more...

2 Create a unique graphic from scratch

Using the blank canvas option create any design that you want using a variety of stock photos, uploaded photos, colors images, fonts and more!

EBOOK COVER SAMPLES





Thank You!

From Austin

A heartfelt thank you for joining the AI Masterclass and for securing your copy of the accompanying workbook. Your dedication to advancing your skills in the digital marketing sphere is not only commendable but a step towards transformative growth for your business or organization. I trust the lessons contained within will become a cornerstone of your strategy, helping you harness the power of AI to craft messages and designs that resonate and convert.

Your progress is the true measure of success for this endeavor, and I'm thrilled to be a part of it. Should you ever find yourself in need of further guidance, or wish to share your victories, know that the door is always open.

Onward to your success,
Austin Czesky

Ready to transform your online impact?
Take the next step in your digital marketing journey redeem your free personalized consultation.
Click below to schedule!



<https://letsmeet.io/austinczesky1/30-minute-coaching-call>

