ChatGPT & AI Workshop

Let's Learn ChatGPT Together!

Today's Presenter: Mike Lannen

ETERNITY

Cross Country
Ski Areas Association

MY GOALS TODAY:

- 1. Deeper Dive into **AI & ChatGPT**
- 2. Show you **real world uses**
- 3. Have **fun**

Let's Get This Workshop Started!

04

Create a Branding Copy Document

Create a branding copy document by reviewing several pages on: greatglentrails.com and using the attached template as a base to replace.

ChatGPT 4 ⌄

You

📄 Branding Copy Doc - TEMPLATE.docx
Document

Create a branding copy document by reviewing several pages on: https://greatglentrails.com and using the attached template as a base to replace.

ChatGPT

Based on the information from the Great Glen Trails Outdoor Center website and the provided template, here's a revised branding copy document for Great Glen Trails:

Branding Copy Doc - Great Glen Trails Outdoor Center 🌲

Slogan: "Adventure in Every Season"

Brand Story

Great Glen Trails Outdoor Center, n ⌄ ed in Gorham, NH, offers a unique blend of outdoor activities for all ages throughout the year. Known for its breathtaking views

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

Let's try it! 🤖

eternitymarketing.com/chatgpt

Questions?

04

Build a Persona

I want you to be a brand analyst. Review the document and provide me with 4 personas.

ChatGPT 4 ⌄

You

📄 Great Glen Trails Branding Copy Doc 2....
Document

I want you to be a brand analyst. Review the document and provide me with 4 personas.

ChatGPT

Based on the document for Great Glen Trails Outdoor Center, here are four personas that could be developed as part of a brand analysis:

1. **The Family Adventurer**
   - **Demographics:** Families with children, ranging from young kids to teenagers.
   - **Interests:** Seeking outdoor activities that are safe and enjoyable for all family members.
   - **Needs:** Variety in activities to cater to different age groups and skill levels, safety, and educational components.

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?

Please create a very deep dive persona outline for 'The Family Adventurer'.

about local ecosystems.

- **Needs**: Environmental education, activities that promote eco-friendliness, and a connection with the natural world.
- **Likely Activities**: Guided eco-tours, educational programs, and activities that emphasize environmental appreciation.

4. **The Community Group**
   - **Demographics**: School groups, corporate teams, and community organizations.
   - **Interests**: Team-building, educational outings, and group-oriented outdoor experiences.
   - **Needs**: Activities suitable for large groups, varying skill levels, and opportunities for team bonding and learning.
   - **Likely Activities**: Group ski lessons, snowshoeing tours, and custom group programs focused on adventure and learning.

These personas align with the brand's values of adventure, safety, environmental stewardship, inclusivity, and community engagement, and cater to the diverse target audience including families, outdoor enthusiasts, school groups, and tourists.

Please create a very deep dive persona outline for 'The Family Adventurer'.

ChatGPT can make mistakes. Consider checking important information.

Let's try it! 🤖

Questions?

04

Write a Job Description

Write a job description for a Trail Groomer using the Brand Document and reviewing greatglentrails.com

ChatGPT 4 ⌄

You

📄 Great Glen Trails Branding Copy Doc 2....
Document

Write a job description for a Trail Groomer using the Brand Document and reviewing greatglentrails.com

ChatGPT

Reading documents

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

Let's try it! 🤖

04

Write a Blog

Give me 5 blog topics ideas based based off greatglentrails.com/events/ and their branding document.

ChatGPT 4 ⌄

How can I help you today?

Suggest fun activities
to do indoors with my high-energy dog

Show me a code snippet
of a website's sticky header

Write a thank-you note
to a guest speaker for my class

Compare design principles
for mobile apps and desktop software

Great Glen Trails Branding ...
Document

Give me 5 blog topics ideas based based off https://greatglentrails.com/events/ and their branding document.

ChatGPT can make mistakes. Consider checking important information.
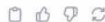
?

04
ChatGPT Prompts

Now write a fully optimized SEO blog on topic #5 "First-Timer's Guide to Outdoor Adventures at Great Glen Trails" and target the persona doc.

ChatGPT 4 ⌄

commitment to safe and environmentally conscious experiences, resonating with their brand values and appealing to environmentally aware visitors.

5. **"First-Timer's Guide to Outdoor Adventures at Great Glen Trails"**: Aimed at beginners or those new to outdoor activities, this blog can provide tips, recommendations, and guides for first-timers. It can align with their mission of providing accessible, engaging, and safe outdoor activities, catering to their diverse target audience, including those new to outdoor adventures.

These topics are designed to align with Great Glen Trails' brand vision, mission, values, and unique value proposition, while appealing to their target audience and highlighting the range of activities they offer.

📄 **Family Adventurer Person...**
Document

📄 **Great Glen Trails Branding ...**
Document

Now write a fully optimized SEO blog on topic #5 "First-Timer's Guide to Outdoor Adventures at Great Glen Trails" and target the persona doc and reference the branding doc.

ChatGPT can make mistakes. Consider checking important information.
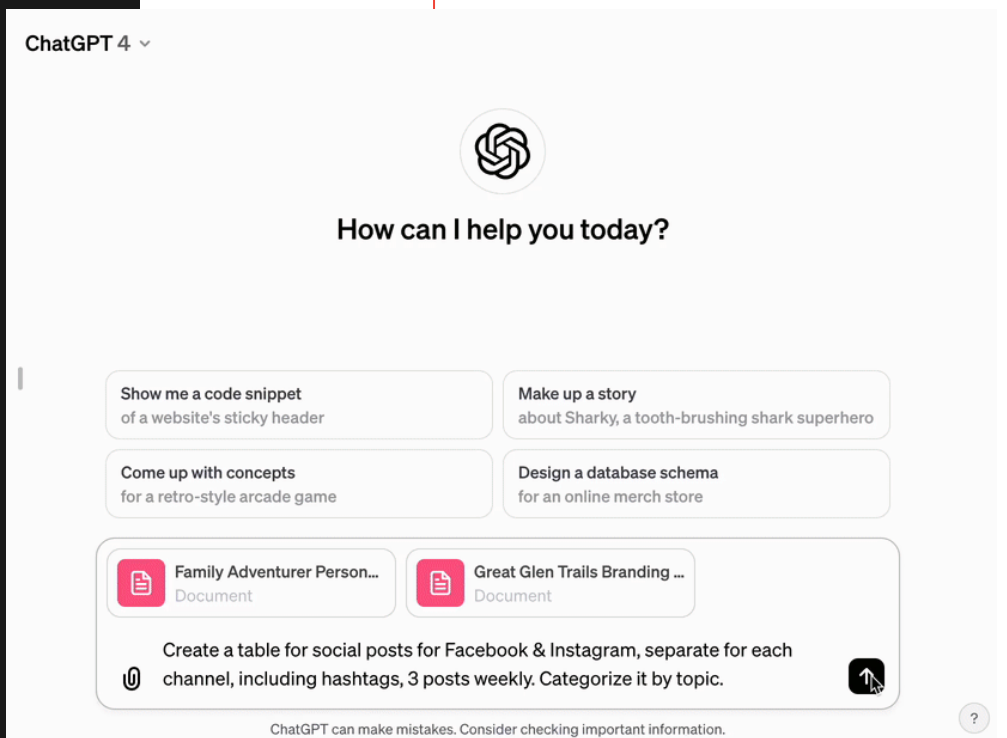
Let's try it! 🤖

04
Social Posts

Create a full set of social posts for Facebook and Instagram for a week of daily posts, with categories, hashtags.

ChatGPT 4 ˅

How can I help you today?

Show me a code snippet
of a website's sticky header

Make up a story
about Sharky, a tooth-brushing shark superhero

Come up with concepts
for a retro-style arcade game

Design a database schema
for an online merch store

Family Adventurer Person...
Document

Great Glen Trails Branding ...
Document

Create a table for social posts for Facebook & Instagram, separate for each channel, including hashtags, 3 posts weekly. Categorize it by topic.

ChatGPT can make mistakes. Consider checking important information.

Let's try it! 🤖

Questions?
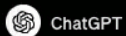
ChatGPT

JANET - Social A...

JANET - Proposa...

JANET - Search ...

JANET

DALL·E

Explore

Today

Bot doesn't have parents.

Marketing Tips: Know Audience

Use Plugins? Yes, Sassy!

SF Panoramic Sunset Photos

Atoms Joke: Trust Issues

Alligator Robbery in Barre

Virtual Roast and Jokes

Google Ads with Sass

Golf Club Ads Needed

Pizza Ad in Essex

Pizza Place Ad Creation

mike@eternitymarketing.com

JANET

Sassy, mischievous, yet helpful assistant

By Michael Lannen

| Tell me a joke. | Teach me something random. |
| Inspire me. | Random marketing advice. |

Message JANET...

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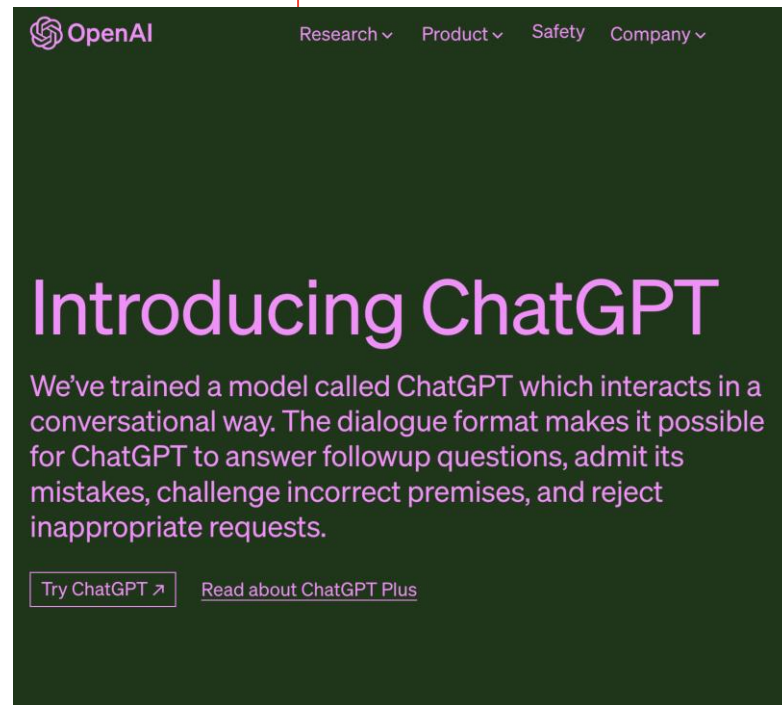
42

Let's try it! 🤖

Questions?

05

Get Started!

Action Item

CHAT.OPENAI.COM

Start chatting with ChatGPT!
Try out the prompts from today

ChatGPT &
AI Bootcamp

- ChatGPT **101** & **201**
- Craft **Compelling Prompts**
- Build a **Prompt Library**
- Train GPT on your **Brand Voice**
- Customized **1 - 6 Week Course**
- **Live Virtual Training**

TXT '**bootcamp**' to

802-865-2000

Let's Learn ChatGPT Together!

Q & A

@mikelannen

802-865-2000

MIKE@ETERNITYMARKETING.COM

Cross Country
Ski Areas Association

Want this presentation?

EMAIL ME!

mike@eternitymarketing.com

Or TXT '**skynet**' to

802-865-2000

➡ NEW: WE HAVE AN **AI BOOTCAMP**