



"Using AI To Grow Your Online Business Exposure"

A Talk By Steve Schwartz of PD/GO Digital Marketing to VBCBA Members on 6/22/2023

- **An overview of AI technologies.** To increase your online business exposure, AI can be used to:
 - Write text content for websites, blogs, video scripts and direction notes, email marketing, reply to emails, and even design an entire business plan -- and so much more!
 - Generate images based on text prompts
 - Generate videos based on text prompts and scripts
 - Generate spoken audio based on scripts
- **What is a prompt and how best to write it?**
 - Prompts can be general or specific. The more specific you can be, the better quality of the output. Here are examples of increasing the quality of a prompt:
 - Write an article about dentistry
 - Write a 300-word article about cosmetic dentistry
 - Write a 300-word article about the importance of maintaining good daily dental hygiene to help prevent other significant medical conditions. Write the article as if written by a family practice dentist and use relevant phrases and keywords for search engine optimization.
 - To get dramatically better results, start with the following:
 - In a minute, I am going to ask you to write some copy for my dental business. This will include blog content, Instagram posts, web page content, and sales emails. Before we begin, I want you to fully understand my business and customers. Ask me at least 20 questions about business, customers, audience, and anything else you need in order to complete this task.
 - "Pretend you are an expert," "Play the Devil's Advocate," and "Pretend you are my consultant."
 - I suggest you tweak your prompts to see what results in the best final content.
- **Creating text content with ChatGPT** (or Bing, or Google Bard, or Jasper.ai - output can be vastly different, so try a few different systems with the same prompts):
 - ChatGPT stands for "Chat Generative Pre-Trained Transformer"
 - ChatGPT is used to write text content for websites, blogs, email marketing, and video scripts. Examples of prompts include:
 - Generate 10 web page topics for a family dentist practice based in Vero Beach Florida.
 - Generate a list of 15 question-and-answer pairs to be used for your Google My Business profile, with each answer being 100 characters or less in length
 - Generate a list of 30 email topics for email marketing for an Orlando Florida-based CPA firm, then write the email copy for each topic up to 200 words each, and include a call to action message at the end of each one with a link to my online calendar scheduling tool.
 - Generate 10 social media post topics for a family dentist office based in Vero Beach Florida.
 - Create a digital funnel for a real estate agent in Vero Beach Florida (this is so cool!)
 - Find a document you like written by a third party, copy it to your computer's clipboard, then ask ChatGPT to "rewrite this: (paste in the copied content)" Then, revise it with,

