How to use AI to research your ideal client Transcript

(Transcripts are generated by AI and may contain errors)

Introducing the ChatGPT Demo

Right, I'm going to do a little chat GPT demonstration. There is another chat GPD demonstration available in the course further on, but I am going do one here about the language of an ideal client.

So I will come up with something off the top of my head that I have just been talking about with my group. And it's something that I kind of wish that i'd done when we started the how people so i'm gonna i'll gonna pretend that, I am me at the time so.

Right, so bear with me. Okay. I, am thinking about i've not going to speak, because that would be really annoying. Actually, I can't sit here in silence.

Basically, you put into chat GPT what you need and you give it as much information as possible. So I'm thinking about starting a business based around coaching and helping teenage girls with the transition from primary to secondary school.

There are lots of issues at this age including bullying, including social media, dropping self-esteem and friendship issues.

Defining the Ideal Client and Website Content

I am a GP and I see teenagers struggling with these aspects all the time. I am also a mum to a teenage girl. Okay, so I've told ChatGPT, I'm not logged in.

When you log into AI, it builds a memory of what you are asking it. So I not locked in just for the case of this demonstration. I think about starting a business based around coaching and helping teenage girls with the transition from primary to secondary school.

There are lots of issues at this age, including social media, dropping self-esteem and friendship issues. I'm a GP and I see teenagers struggling with these aspects all of the time.

And I am also mum to a teenage girl. Could you help me come up with some content for my website? Let's see what it does with this. And then what I always do is say, this needs to be to, be really good.

Be really, good, please. Thank you. You're also very polite to chat GPT at all times. So let's see where we go. And it's a bit of an adventure. It's like, I use AI like talking to a friend.

So somebody who is going to help me bounce ideas. I don't get it to write stuff for me, I get to extrapolate and bounce idea. What an amazing and much needed idea, always gives you a little ego rub.

Helping teenage girls navigate the tricky transition from primary to secondary school is such an important mission. Excellent. Given your background as a GP and as mum, you're in a fantastic position to offer both professional expertise and personal understanding.

I can definitely help you brainstorm your content for the website, aiming at creating a welcome, supportive and informative space. Amazing. So, you know, it's basically like saying to your mates, I've got this idea, what do you think?

And your mate going, amazing, love it. Or actually that's absolutely rubbish, which they do. It does say. so it then gives you some ideas for your website.

We're just using this as an example, and we're going to dig into this a little bit more. Okay. it gives us some headlines supporting teenage girls through life's big transitions.

mission statements, calls to action, a brief introduction, capturing attention. So it talks about, I need to have an about you page and a services and programs page.

That's pretty fair. A home page, an About You page which is about me, services, and programmes. What am I doing? Individual coaching sessions, group workshops, family coaching.

and a dedicated program for social media and self-esteem. Each program section should contain, brilliant, okay.

Using ChatGPT for Market Research and Surveys

So like we've just discussed in our group, you can create a course in about five minutes on ChatGPT, so we have got to keep the human aspect of everything that we do.

It talks about the challenges, blogs and articles, it's giving you some ideas for blogs and testimonials. So obviously we'd need testimonial and resources.

That is a pretty solid website here. Look, it's even giving you FAQs. It said keep the tone warm and judgmental and approachable. Okay, great. What we're going to do here is I'm going into the section which was about The challenges, right.

So I'm going to look at these, the challenges. Because what we want to do is, this is great. Thank you. This is Great. I am struggling with some of the language to use in my content.

I have done, I need to do some market research because we're not avoiding market here and speak to some potential parents and teenagers about this. Please, could you help me by pulling together some of the big issues that parents again what are the things with how is that we were doing parents is it the parents or is the teenagers so some other big issue that parent have with this difficult transition time building on these themes and then I've cut and pasted the section four because those are the things that I want them to pull together.

So let's see what they say here. Deep dive into some market research. They are pulling out the key issues. If you're dealing with, for example, you are dealing menopausal women and you want to help them explore holistic ways of supporting themselves through the menopause, you could get some market research from here if you're, whatever your area.

So I'm glad you found the outline helpful. Let's do some deep dive into research, pulling out some key issues. Friendship changes, parental concerns, questions for parents.

You can do a survey if want to. If you want make it more question and answer based. And maybe if had some clients before and you were thinking of sort of changing things up a bit, maybe seeing it as a survey rather than a coaching call might be a way of doing it.

How do you feel about your friendship changes? Question for the teens, what's the hardest part about making friends, et cetera? How your service might help?

So this is, you know, parents questions, teens how your services helps. Social media, What are the parents concerns? What would be good questions? Um, how does the team feel and what, what support can you offer?

Okay. Self-esteem, navigating body image. Now this, you know, this is breaking down pretty much what we came up with as our course, but without the market research elements.

So, the detail is amazing. And like I say, it's like, having an encyclopedia or a library and a bunch of really, really engaged, intelligent, helpful human beings talking to you at the tip of your fingers.

We are crazy not to use this in helping us with our businesses. Not to write stuff for us. That's not what this is about. Okay. So there's some great stuff here.

Academic pressures. You get the drift, but the information is just incredible.

Creating Social Posts and WhatsApp Outreach

How to Use This. I am wondering whether it might be a good idea to put together a simple survey to give to some patients about this. Could you combine these aspects above to create a simply survey that will give me the most important information to enable me to really understand the problems my clients face.

the chat GPT will now come up with a survey for you. So if you don't want to do it as a coaching call, and you didn't wanna do that, you tell me what's wrong and I tell you what I think, then you could do a service, I guess.

And this is just happened off the top of my head, but I'm just showing you how easy it is to get somebody to help you with this stuff. Okay, so about your team, what are the social challenges?

This is super easy, right? And then you've got some information. So you can put this in a Google form and you collect the information in the Google Form.

I like conversations personally, but this might be another way of doing it. Final thoughts. What's the biggest challenge? Fantastic. OK, great, brilliant.

You've your survey idea. This is great. I need to find people to do this survey with me. Please could you create a series of social media posts for me to use so that I can attract clients that would be suitable using my own social media feeds okay see what it does for that so it's going to give us Okay.

It gives you an image idea. Like you don't want to just cut and paste this. Okay? It's really obvious when people have just caught and pasted. So tweak, tweak whatever you are going to use that has come out of chat GPT.

Be very careful of dashes. Um, you know, if you're somebody that uses emojis, great. But just be mindful that just cutting and pasting is not what I'm suggesting here.

Just use it as a framework. So you've got post one, post two, that's talking to the parent, and post three, Post four, it's just amazing, isn't it? So, you know, images and you can do those on Unsplash or you could use your own images, but Unssplash gives you a whole host of images that you use.

The benefits of participating for post five, post six, a reminder to complete the survey, encouraging engagement post seven, and then it gives, it's giving you some hashtags actually already here in each one and it is changing them.

So they are not all the same. So that's amazing. Okay, great. Thank you. You can always expand on these.

Blog Ideas and Key Parent Challenges

Could you now write me a short, but a shot message I can send to my friends and contacts on WhatsApp. that explains what I need, please. Let's see if it does it in a more WhatsApp-y message.

There we go. So it's similar to what we talked about just previously. I'm working on a new project to support teenage girls through the challenging transition from primary to secondary school.

to help with issues like friendships, social media, self-esteem and school stress. To make sure I'm offering the most helpful support. I like that sentence.

Now, that is genius. Like, I wish we'd done that over and over again, before we embarked on what we did. I think

this is a brilliant way, like I say, if you've already had some clients, but you're not, you know, struggling with client acquisition, and you are struggling what to write on your website.

This is brilliant of getting information from people, if you feel uncomfortable offering them a coaching call because you've already got a price on that.

This is a really good way of. Getting in front, you know, somebody replies about saying, Oh, it sounds amazing. And they do the survey. You can actually then send them voice note.

What came out for me with how is that you know, some of my more distant friends were really engaged with what I was doing and were very helpful, whereas some people closest to me were not that engaged.

So by putting this out into your WhatsApp groups, you never know who is going to be out there and who will be able to support you. I love this. Just to show you the beauty of ChatGPT, I'm also going ask it to do something else.

This is amazing. You've got a Robert's ego. Thank you so much. like to write a blog and newsletter about this. Could you help me plan one? Could, you, help, me write it?

Let's just be, could write, it please let's, just, be bold and see what it says. There we go and we've now taken and obviously it remembers everything that's already written and it's starting to come up with with ideas.

Now, if you're logged in, this memory stays with you. So it is able to remember the conversations and pull information from that too. You've got yourself the basis of a blog post here.

Again, every time I demonstrate ChatGPT, I wonder why I don't use it more. I write my own stuff and then I put it in there. but it's just brilliant. And like I say, it is brainstorming.

So blog posts there, which is fantastic. Okay. The last thing I wanted to ask is, I would like to know the top three things that parents struggle with in terms of this transition.

What do you think they are based on your research? So as a parent, now I'm reading this. Managing social media and its impact on mental health, fair. Dealing with the pressure of academic expectations, not so much for me.

Navigating friendship and social dynamics, 100%. Okay. So I hope that helps. I am always blown away. It's always evolving. Just it's better to work with it than fight against it.

So, I