

LinkedIn ChatGPT Prompt

PROMPT #1:

Please read this and once you understand, reply with the word "yes".

A personal brand that grows on social media has 3 core elements I

call the GAP Framework.

The GAP Framework consists of:

1. Growth Content
2. Authority Content
3. Personal Content

When you create these 3 types of content, it bridges the GAP from a stranger to a die-hard fan.

It's broken down like this:

Growth content is when you talk about popular trends and figures. This leverages people's interest and drives traffic to your profile.

For example: If I was a fitness coach when ChatGPT was trending, I could create content on how to use ChatGPT to create a nutrition plan. Or I could break down Arnold Schwarzenegger's workout routine. Since people in your niche have an interest in the growth content you're talking about, you're going to get more interest and reach.

The A in the GAP Framework is authority content. This is content that shows your competence at what your account is centered around.

So things like:

- Content that shows people how to solve their pain points or reach their goals.
- Lessons and tips
- Case studies

When you create this type of content, you incentivize people to follow you because you're actively helping the market by giving actionable information.

The third pillar of the GAP framework is personal content.

Personal content is when you talk about the things that make you unique:

- your personal stories
- your personal worldviews
- your personal opinions on life or industry

When you create personal content, you build a deep connection with your audience. And more importantly, you build an audience of true fans who adore you.

Reply with "yes" once you read and understand this.

PROMPT #2:

Here is some information about me:

Authority:

*** List out as many bullet points on your accomplishments, social proof and results you've gotten for yourself or clients***

Personal:

*** List out as many bullet points on your personal worldviews, opinions and interesting things you've experienced***

Once you understand this, reply with "yes"

PROMPT #3:

My target audience is: ***details of target audience, gender, age, occupation
goals, pain points, typical day in the life, current situation***

Once you understand this, reply with "yes"

My goal is to create content for social media that makes my target audience
know, like and trust me. Using the GAP framework , please aske me 25 questions for each category
of the GAP framework that does this. You can use the information I gave you about me to help but feel
free to ask questions outside of that. The questions asked should set me up so I can answer them with a
soundbite that's under 60 seconds.