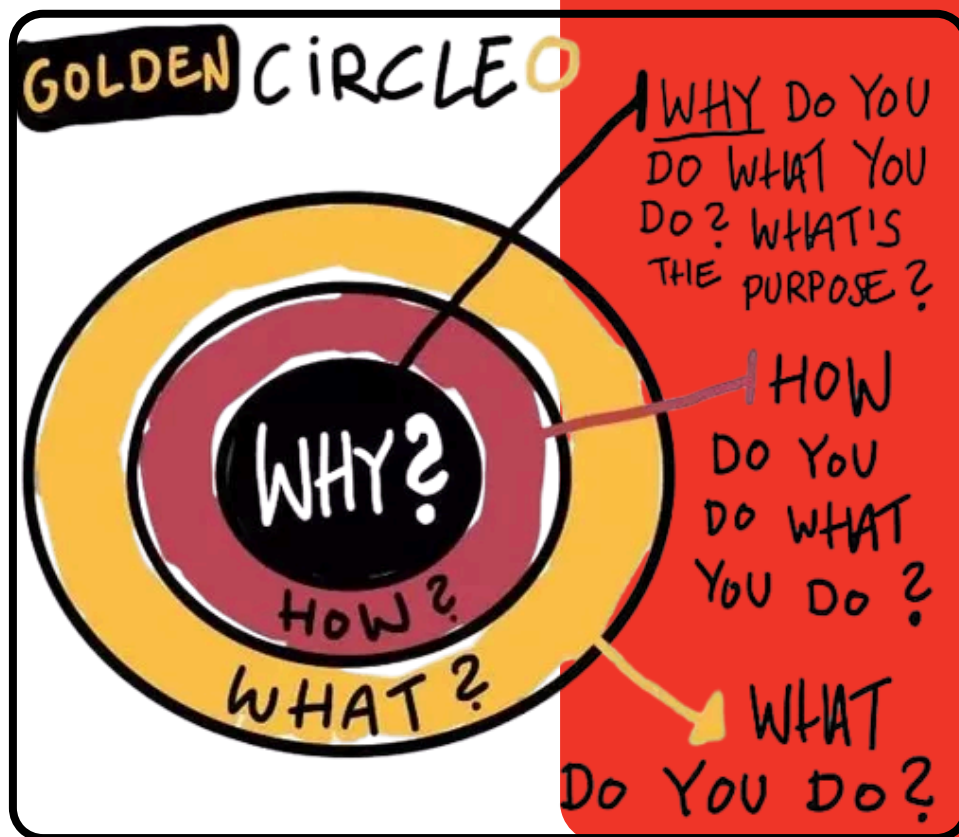


The Launch Lab:

Golden Circle Content Creation ChatGPT Prompt Guide



Welcome to The Launch Lab!

This resource hub is designed to help entrepreneurs and business owners unlock the power of AI-driven content creation.

Below, you'll find ChatGPT prompts tailored for various business needs, including branding, content creation, social media engagement, and more.

Simply fill in the blanks and use them to generate powerful, engaging content for your business

Golden Circle Content Creation Prompt

I own a [TYPE OF BUSINESS] called [BUSINESS NAME]. We believe that [WHY YOUR BUSINESS EXISTS - CORE BELIEF/MISSION], and that's why we [HOW YOU EXECUTE YOUR MISSION - UNIQUE PROCESS OR APPROACH] (**WHY**). Our [PRODUCTS/SERVICES] are crafted using [SPECIAL INGREDIENTS/TOOLS/TECHNIQUES] to [BENEFIT OR TRANSFORMATION FOR THE CUSTOMER] (**HOW**). Using this brand identity, create **8 engaging social media posts** that:

1. Showcase our brand's mission & values (**WHY**)
2. Highlight the unique qualities of our products/services (**HOW**)
3. Feature product promotions & lifestyle content (**WHAT**)

Each post should include:

- A compelling caption that encourages engagement
- Relevant hashtags
- A creative idea for the visual (photo, video, carousel, etc.)

Service-Based Business Prompt

I provide **[SERVICE]** through **[BUSINESS NAME]**. We believe that **[CORE BELIEF]**, and that's why we **[IMPACT IT HAS ON CUSTOMERS]** (**WHY**). Our approach involves **[UNIQUE METHOD OR STRATEGY]**, using **[TOOLS, EXPERIENCE, OR SPECIALIZED TECHNIQUES]** to ensure **[MAIN BENEFIT]** (**HOW**). Our **[SERVICE OFFERINGS]** include **[KEY FEATURES]** to **[END RESULT FOR CLIENTS]** (**WHAT**)

Event Promotion Prompt

Join us for ****[EVENT NAME]****, where we believe that ****[WHY THIS EVENT MATTERS]****. We're bringing together ****[TYPE OF PEOPLE OR COMMUNITY]**** to ****[GOAL OF THE EVENT]**** (****WHY****). Our event will feature ****[MAIN ATTRACTIONS OR EXPERIENCES]****, designed with ****[SPECIAL ELEMENTS OR UNIQUE TOUCHES]**** to ****[MAKE IT MORE VALUABLE OR MEMORABLE]**** (****HOW****). Expect ****[HIGHLIGHTED ACTIVITIES, SPEAKERS, OR OFFERS]**** to ****[WHAT ATTENDEES WILL GAIN]**** (****WHAT****)

Product Launch Prompt

Introducing **[PRODUCT NAME]** by **[BRAND NAME]**! We believe that **[WHY THIS PRODUCT MATTERS]**, and that's why we **designed it to [HOW IT SOLVES A PROBLEM OR ENHANCES LIFE]** (**WHY**). Crafted with **[SPECIAL MATERIALS OR INNOVATIVE DESIGN]**, it features **[UNIQUE SELLING POINTS]** to ensure **[THE BIGGEST BENEFIT]** (**HOW**). This **[PRODUCT TYPE]** is available in **[COLORS, VARIANTS, OR SIZES]** and is perfect for **[TARGET AUDIENCE OR SPECIFIC USE]** (**WHAT**)

Social Media Giveaway Prompt

GIVEAWAY ALERT! We believe that **
[WHY YOUR BRAND LOVES GIVING BACK
OR ENGAGING WITH CUSTOMERS]**, and
that's why we're giving away **[WHAT
YOU'RE GIVING AWAY]** to **[WHO CAN
ENTER]** (**WHY**). To enter, simply **
[STEPS TO ENTER]**, and you'll be in the
running to **[BIGGEST BENEFIT OR
PRIZE]** (**HOW**). Winner will be
announced **[DATE]**, so don't miss your
chance to grab **[WHAT MAKES THIS
PRIZE SPECIAL]** (**WHAT**)!

Email Outreach Prompt

Subject: ****[CATCHY SUBJECT LINE]**** Hi ****[FIRST NAME]****, I noticed that ****[SOMETHING RELEVANT ABOUT THEIR BUSINESS]****, and I wanted to reach out because I believe ****[YOUR BUSINESS]**** can help you ****[VALUE YOU PROVIDE]**** (****WHY****). Our approach involves ****[HOW YOUR PRODUCT OR SERVICE WORKS]****, ensuring ****[RESULT OR TRANSFORMATION]**** (****HOW****). Would you be open to a quick chat to see how we can work together? Looking forward to your thoughts! (****WHAT****)

Content Strategy Prompt

I run ****[BUSINESS NAME]****, and I want to create a ****[TYPE OF CONTENT]**** strategy that helps me reach ****[TARGET AUDIENCE]****. My goal is to ****[GOAL: INCREASE SALES, DRIVE ENGAGEMENT, BUILD A COMMUNITY]**** (****WHY****). I want my content to be ****[TONE: EDUCATIONAL, ENTERTAINING, INSPIRATIONAL]**** and focus on ****[MAIN TOPICS]****. Help me develop a ****[CONTENT FORMAT: BLOGS, SOCIAL MEDIA POSTS, EMAILS]**** plan that includes ****[NUMBER]**** of pieces per ****[TIME PERIOD]****, with specific ideas for each post. (****HOW****).

SEO Blog Prompt

Write an SEO-optimized blog post for ****[BUSINESS NAME]**** about ****[TOPIC]****. The blog should be ****[LENGTH]**** words long, include relevant keywords like ****[KEYWORDS]****, and provide value to ****[TARGET AUDIENCE]****. The goal is to ****[INCREASE TRAFFIC, GENERATE LEADS, BUILD AUTHORITY]**** (****WHY****). The blog should include ****[STRUCTURE: INTRO, MAIN POINTS, CONCLUSION, CALL TO ACTION]**** and be written in an ****[TONE: FRIENDLY, PROFESSIONAL, WITTY]**** style (****HOW****)

Instagram Reels Prompt

Create an engaging Instagram Reel idea for ****[BUSINESS NAME]**** that targets ****[IDEAL CUSTOMER]****. The goal of this Reel is to ****[INFORM, ENTERTAIN, PROMOTE]**** and encourage ****[ENGAGEMENT ACTION: COMMENT, SHARE, SAVE]**** (****WHY****). The Reel should include ****[TRENDING AUDIO, TEXT OVERLAYS, CTA]**** and be ****[LENGTH]**** seconds long (****HOW****). Suggested caption: ****[CAPTION WITH HOOK + CTA]**** (****WHAT****)