



The ChatGPT Creative Brief:

Prompting Technique for Customer-Centric
Ai-Generated Marketing Content



Creative Brief Inputs

Complete this prompt template and provide to ChatGPT or any AI platform to generate marketing content.

“Act as a senior marketing strategist and copywriter. Based on the following creative brief, develop

[type of content: e.g., a social media post, an email campaign, a blog outline, ad copy, etc.]

that is persuasive, on-brand, and optimized for [goal]. Be creative and clear.”

Project Objective:

What do we want to achieve? Examples: Drive sign-ups, increase awareness, generate leads, boost engagement.

Target Audience:

Who are we speaking to? Describe age, profession, pain points, mindset, etc.

Key Message or Offer:

What’s the single most important thing we want to communicate? What’s the value proposition or CTA?

Tone and Voice:

Example: Friendly and helpful, bold and edgy, professional and informative, etc.]

Product/Service Description:

What are we promoting? Include features, benefits, pricing, unique selling points.

Call to Action (CTA):

What action should the audience take next? Examples: sign up, buy now, download, schedule a call.

Platform or Format:

Where will this appear? E.g., Instagram reel, LinkedIn ad, email, blog post.

Creative Hooks, Headlines, or Concepts to Explore:

Optional — use this to guide ideas or themes.



Example Prompt Using the Template (Business Coach)

Act as a senior marketing strategist and copywriter. Based on the following creative brief, develop a promotional email that is persuasive, on-brand, and optimized for webinar sign-ups.

- **Objective:** Drive sign-ups for a free live webinar about how to grow a coaching business using systems and automation.
- **Target Audience:** Independent business and life coaches, mostly women, aged 30–55. They're great at working with clients but struggle with back-end systems, lead generation, and time management.
- **Key Message:** "You don't need to work harder—you need a better system."
- **Tone and Voice:** Supportive, empowering, and clear. Think friendly coach meets practical strategist.
- **Product Description:** A free 1-hour webinar called "Systems = Freedom" that walks coaches through a simple framework to automate lead generation, client onboarding, and recurring tasks. Hosted live with Q&A.
- **CTA:** Reserve your spot for the free live webinar now.
- **Platform:** Email marketing (to send to her list and use in automations)
- **Creative Hook:** "The secret to scaling your coaching business isn't more hours—it's smarter systems."

More Resources: [AI Marketing Edu](#)



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