

Creating Marketing Bullets & Titles for Your Signature System

This handout will guide you step by step through how to create clear, compelling marketing bullets and titles for each step of your Signature System.

By the end of this exercise, you will have:

- Benefit-driven language you can confidently use to market your offer
- Clear outcomes for each step of your system
- Strong, scannable step titles that communicate value at a glance

You will first learn *how* to write strong marketing bullets yourself.

Then, you'll learn *how to use ChatGPT as a thinking partner* to generate and refine them effectively.

Part 1: Creating Strong Marketing Bullets (The Skill)

Why Marketing Bullets Matter

Marketing bullets are short, outcome-focused statements that:

- Clearly communicate the value of each step of your Signature System
- Highlight the transformation your clients experience
- Make your offer feel tangible, specific, and worth investing in

Example

Instead of: Assess your financial reports.

Try: Discover the 3 hidden leaks in your financial reporting that are costing you thousands.

The difference?

- One describes a task
- The other communicates *value*

Step 1: Brainstorm Outcomes (Before You Write Any Copy)

Strong marketing bullets start with clear outcomes.

For **each step** of your Signature System, answer the following:

- What changes for your client after this step?
- What specific problem gets solved?
- What can they do now that they couldn't do before?
- What frustration or confusion is reduced or removed?
- What positive result or new capability do they gain?

Example 1 – Financial Consultant:

Signature System Step 1: Reviewing Financial Statements

Outcomes

- *Negative relief:* No more confusion around cash flow
- *Positive gain:* Confidence in making data-driven financial decisions

Example 2 – Nutrition Coach:

Signature System Step 1: Complete a food diary for a week

Outcomes:

- Find out what foods are sabotaging their sleep and producing hot flushes.
- Discover the foods that promote increased energy and weight loss.
- Clear-out your fridge and pantry so that there are no hormone-sabotaging foods in your home.

Step 2: Turn Outcomes into Marketing Bullets

Now convert your outcomes into marketing bullets.

Use this simple structure:

- **Start with a verb** (active, client-focused language)
- **Add a number or specific detail** where possible
- **Focus on the benefit** – why this matters to your client

Marketing bullets should describe the *result*, not the process.

Example 1 – Financial Consultant:

Signature System Step 1: Reviewing Financial Statements

Marketing Bullets

- Discover the 3 biggest cash-flow mistakes holding your business back
- Learn how to forecast revenue with confidence – even in a volatile market
- Uncover the one reporting tweak that could save you thousands each year
- Hear the surprising reason your profit margins are shrinking – and how to fix it

Example 2 – Nutrition Coach:

Signature System Step 1: Complete a food diary for a week

Marketing Bullets

- Discover a link between what you eat and getting in full night's sleep
- What's one food that will help you eliminate annoying hot flushes
- Learn 3 simple foods to eat daily that will restore your energy
- Discover 5 essential keys to losing weight without counting calories.

Pro Tips for Writing Better Bullets

- Start with action words such as: *Discover, Learn, Master, Identify, Understand*
- Keep it to one clear sentence
- Speak to outcomes, not methodology
- Include both:
 - **Negative relief** (what's no longer a problem)
 - **Positive gain** (what's now possible)

If it sounds like a task, rewrite it.

Step 3: Create Step Titles (Roll-Up the Value)

Now summarise each step by creating a short, benefit-led title.

Guidelines:

- 2–5 words

- Easy to scan
- Outcome-focused (not procedural)

Examples 1 – Financial Consultant:

- Instead of *Reviewing Financial Reports*
 - *Cash Flow Clarity*
 - *Profitability Control*

Examples 2 – Nutrition Coach:

- Track Your Eating Habits
 - *Hormone Health Breakthrough*

Exercise: Build Your System Messaging

Complete this exercise for each step of your Signature System.

Write 2-4 Outcomes. Turn them into 2-4 marketing bullets. Roll them up into a title.

Worked Example – Leadership Consultant

Step	Outcomes	Marketing Bullets	Step Title
Clarify Your Leadership Style	Increased confidence; Improved team communication	• Learn the No.1 leadership style that makes you instantly more influential. • Master giving feedback without conflict. • Discover the key to building trust in your team.	Lead with Confidence
Build Executive Presence	Stronger reputation; Higher visibility	• Hear how to command the room without saying a word. • Discover 3 ways to elevate your professional image. • Master the mindset that positions you for promotion.	Stand Out & Get Noticed

Final Guidance for Part 1

- Focus on what becomes possible
- Keep it benefit-led
- Draft first, refine later

Once you've done this manually, you're ready to use AI to accelerate and sharpen your thinking.

Part 2: Using ChatGPT to Generate & Refine Your Bullets (The Tool)

ChatGPT works best when you use it as a *thinking partner*, not a shortcut.

The quality of what you get out depends on the clarity of what you put in.

Before You Start

Prepare the following before prompting ChatGPT:

- **Ideal client language**, written exactly as they would say it:
 - "My ideal client comes to me saying..."
 - "They're frustrated because..."
 - "They want... but keep getting stuck because..."
- 5–10 real phrases clients have used (from calls, emails, DMs)
- Your Signature System steps written plainly (no marketing)
- Where this copy will be used (sales page, LinkedIn, website, etc.)

This prevents generic output and keeps the language grounded.

How to Run This

- Work **one step at a time**
- Do not upload your full system in one go
- Start with Step 1 → review → refine inputs → move to Step 2

This helps you see how clarity improves output.

COPY / PASTE PROMPT FOR CHATGPT

Important: Run this **one step at a time**. Start with Step 1 only. Refine your inputs, then repeat for each subsequent step.

You are a senior brand strategist and conversion copywriter specialising in premium service-based offers.

Your role is to translate expert frameworks into clear, emotionally compelling, benefit-driven marketing language that helps ideal clients instantly understand why this system works for them.

My ideal client is:

[insert ICP details: role, stage, core struggle, emotional drivers]

They come to me saying:

[insert real client language / pain points in their own words]

This content will be used primarily for:

[e.g. sales page, website, LinkedIn, proposal]

Write in a grounded, confident, direct tone. Avoid hype, jargon, or 'woo' language.

If any step is unclear, generic, or hard to market, tell me what information is missing rather than making assumptions.

Here is ****Step 1**** of my Signature System:

[Paste Your Step 1 here or upload Step 1 only]

Do the following:

1. Identify the real, client-facing results of this step by answering:

- What tangibly changes for the client as a result of this step?
- What specific problem or frustration is reduced or removed?
- What can the client now do, decide, or feel confident about that they couldn't before?
- What confusion, overwhelm, or inefficiency is no longer present?

Write these as short, clear outcome statements (not marketing copy yet).

2. Turn each outcome into 3–5 compelling marketing bullets that:

- Use benefit-led, emotionally resonant language
- Reflect the client's inner dialogue (how they think or describe the problem)

- Show both positive gain and negative relief
- Are concrete, frictionless, and non-technical
- Avoid vague phrases like “transform”, “next level”, or “step into”
- Start with a verb, a number, or a “How to / Discover / Finally...” construction
- Sound like something a real client would say “yes” to, not coaching jargon

3. Create one short, clear, benefit-led title for this step that:

- Signals why this step matters (not just what it is)
- Is easy to scan on a sales page
- Sounds valuable, not procedural

When complete, wait for me to upload the next step before continuing.

Evaluate the Output

Use these questions to review each bullet:

1. Would my ideal client recognise themselves immediately?
2. Does this describe a real change — or just sound nice?
3. Could I confidently say this out loud on a sales call?

If the answer is **no**, improve your *inputs*, not the wording.

Common Pitfalls (and What to Do Instead)

- If the output sounds vague → your step needs more clarity
- If the bullets feel generic → add more real client language
- If it feels too salesy → clarify tone, not content
- If it doesn't feel premium → sharpen outcomes, not adjectives

ChatGPT is a mirror for clarity – not a shortcut.