

# Make ChatGPT Your Marketing Assistant

## 10 Point Checklist

**Peter Swain**

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**"AI represents a systemic shift that eliminates the scarcity of valuable human capital."**

**PETER SWAIN**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Embrace AI as a transformative tool. Recognize the systemic shift brought by AI and its potential to revolutionize multiple industries, including marketing and content creation.
- Leverage AI tools like [ChatGPT](#) to assist in writing tasks, such as blog articles, ebooks, or audiobooks. AI can save time and effort, and enable me to produce content more efficiently.
- Explore AI text-to-speech tools like [ElevenLabs](#), [BHuman](#), or [Synthesia](#) to convert written content into audio format. This allows me to choose a desired voice and replicate it reliably.
- Divide my writing into manageable chunks when dealing with word limits on ChatGPT. Start with an outline and generate content chapter by chapter to ensure continuity and coherence.
- Tap into my knowledge and experience to provide context and guidance to AI tools. By feeding my writing style and content samples, I can enhance the AI-generated output.
- Understand the rapidly evolving AI landscape. Stay up-to-date with AI tools and plugins by regularly researching and exploring resources.
- Dedicate regular time to refine my prompts and optimize my interactions with AI models like ChatGPT.
- Recognize that AI-generated content can be a valuable marketing tool, even if it may not match the quality of human-authored content.
- Experiment with different AI tools and plugins to discover what works best for my specific needs.
- Visit [proudorrich.com](https://proudorrich.com) to join the priority list for Peter Swain's book, *You Can Be Proud or Rich*.