

How to Multiply Your Marketing Output with AI Tools

Cheat Sheet

Basic tools

Copy.ai for converting, extending, transcribing words into new words for other social media channels

Adobe Express (beta) currently free and an easy way to test image generation without setting up Discords

Descript for transcribing videos, pushing to other channels

Craft.do for note taking and using an assistant, **Notion** (+ others) will do the same thing

+ **ChatGPT** for general figuring things out

Note: Find more with **Ben's Bites** and **There's an AI for That** but it can be overwhelming.

copy.ai

Adobe Express BETA



Recipe

1. Gathering inspiration

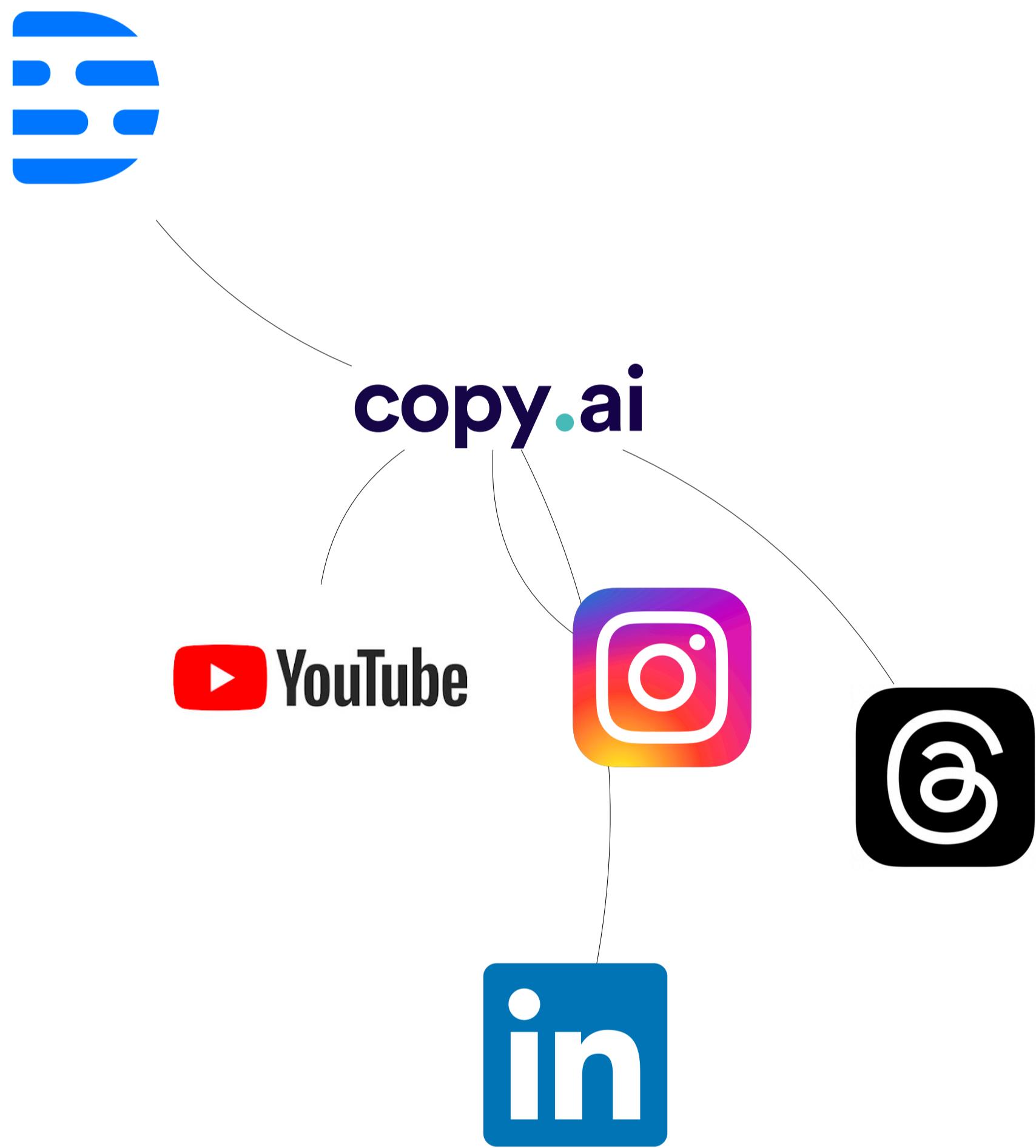
Collect themes, articles, examples with note taking tools.

2. Creating hero pieces

Webinars, livestreams, and presentations work well.

3. Multiplying with tools

Turn them into blog posts, social posts, transcripts, and more.



Storytelling mechanics

- **AIDA - Attention, Interest, Desire, Action:** Classic and highly effective for marketing.
- **Challenge, Action, Result:** Perfect for showcasing solutions and success.
- **How-to / Tutorial:** Great for providing value to tech/marketing professionals.
- **Star, Chain, Hook:** Engages through facts, builds interest, and encourages interaction.
- **Before, During, After:** Good for demonstrating change and results.
- **PAS - Pain, Agitation, Solution:** Effective for problem-solving scenarios.
- **Hook, Line, and Sinker:** Attention-grabbing, insightful, and ends with a strong point.
- **SCQA - Situation, Complication, Question, Answer:** Organised and clear for explaining solutions.
- **Tease, Expand, Call to Action:** Engaging and leads to a clear action.
- **Testimonial:** Good for building trust and social proof.
- **Comparison:** Helpful for contrasting products, services, or ideas.
- **Listicle:** Easy to skim, good for informative posts.
- **Success, Failure, Lesson:** Engaging and offers learning insights.

Note: There are heaps more out there - find what works for you and your organisation and test.