

# VC Office Hours (Make-Up Call) - Warren

## Handouts in chat:

<https://skift.com/wp-content/uploads/2016/10/Heros-Journey.jpg>

<https://share.descript.com/view/4vkYxb5X7e>

## Quick recap

Warren addressed technical issues related to water damage in Vietnam and discussed a video tutorial on building marketing agents in ChatGPT, promising to fix a recording problem within a few hours. He provided detailed feedback on various landing pages and websites, emphasizing the importance of clear call-to-actions, storytelling, and copywriting techniques to optimize conversion rates and build credibility with potential clients. Warren also recommended completing a Marketing Step-by-Step course and using AI tools like ChatGPT for strategy and content creation, while highlighting the need for specific and focused language to effectively communicate value propositions.

## Summary

### ChatGPT Marketing Tutorial Issues

Warren held an office hours session to address technical issues caused by water damage in Vietnam, during which he discussed a previously recorded video tutorial on building marketing agents in ChatGPT. He identified a problem with the video recording and promised to fix it within 2-3 hours by working with his editor. Warren then provided feedback on Martin's landing page, suggesting that the "Schedule a Discovery Call" button might be too aggressive unless potential clients have already engaged with the brand, and recommended prioritizing content above the fold.

### Website Optimization and Conversion Strategies

Warren provided feedback on website optimization and copywriting for Martina's and Jane's websites. He emphasized the importance of having a linear path with one clear call-to-action per page to optimize conversion rates, rather than multiple options that could confuse visitors. Warren suggested focusing on storytelling and self-credentializing to build credibility with potential clients. He also advised improving page load speed and using copywriting techniques to make the content more engaging and persuasive. Warren recommended that Martina and Jane complete the Marketing Step-by-Step course to learn more about marketing fundamentals.

### **Landing Page Copywriting Feedback**

Warren provided feedback on Adele's landing page, emphasizing the need for more specific and laser-focused language to effectively communicate the value proposition to potential clients. He advised Adele to focus on self-credentializing and sharing her personal journey, including her healing experiences and background in improv, to build trust with visitors. Warren also highlighted the importance of copywriting as a marketing tool and suggested using AI tools like ChatGPT, Claude, and Gemini for strategy and content creation, while emphasizing the need for detailed prompting to achieve desired results.