🧠 PRODUCT MESSAGING ARCHITECT GPT PLAYBOOK

📎 **Access the Tool**

👉 [Product Messaging Architect GPT](#)

🎯 **What This Tool is Designed to Do**

The Product Messaging Architect GPT is trained to:

- Transform technical or detailed product information into **marketing-ready messaging**.

- Analyze a Product Mapping Tool (PMT) and turn it into **scripts, taglines, product descriptions, and ad copy**.

- Support multiple marketing formats including:

    o Inspiration Videos

    o Social Proof & Testimonials

    o Controversy Debunking

    o Objection Handling

    o Problem/Solution Framing

    o News Announcements

    o Tips & Tutorials

    o Belief Shifting Narratives

- Suggest and embed **power words** for impact.

- Help with **social media bios**, **taglines**, and **CTA copy**.

✅ **Prep Before You Start**

To get the best results:

1. **Upload your PMT** (Product Mapping Tool).

2. Share any specific **product name, customer avatar, or industry niche.**

3. Indicate the desired **output type** (e.g. product description, belief-shift script, social media post).

4. (Optional but powerful) Upload **user testimonials, FAQs,** or **competitor comparisons.**

💡 Best Use Cases

- Crafting a **product launch campaign**

- Building **scripted content for video or ads**

- Refining **value propositions**

- Creating **taglines or bios** for new brands

- Handling **product objections** in sales pages

- Creating messaging for **newsworthy product updates**

🧪 Demo: The P19 Space Modulator (Fictional)

Scenario: Marvin the Martian is marketing the new "P19 Space Modulator."

Prompt Input

"Create a Product Promotion script for the P19 Space Modulator by Marvin the Martian. Target: tech-savvy alien invaders looking for precision and elegance."

Output Example (Excerpts)

Title: "Discover the P19 Space Modulator – The Ultimate Galactic Precision Tool"

Introduction:
"Frustrated by clunky cosmic tech? Meet the P19 Space Modulator—the sleek, powerful disruptor designed for discerning interstellar operators."

Feature Highlights:

- **Precision Pulse Chamber** – Vaporize with subatomic accuracy.

- **Zero-Gravity Targeting Gyroscope** – Ensures perfect aim on any orbit.

- **Polarity Toggle System** – Flip from disintegrate to dematerialize in a blink.

Customer Quote:
"Before the P19, I kept missing Earth's core. Now? Boom. Spot on." – Zork Thundar, Alpha Centauri

Call to Action:
"Command your P19 today. Because when it's time to destroy—it's time to do it with style."

📌 **Other Tips to Maximize Use**

- **Use multiple scripts** to A/B test messaging angles (inspiration vs. objection handling).

- Pair with the **Why Mapping Tool** to ensure alignment with brand purpose.

- Use the **Power Words List** to energize your copy.

- Generate **bios and taglines** using the provided templates.