



CreatorsBrand SMS Marketing Genius Playbook

Tool Link

[Click here to use the CreatorsBrand SMS Marketing Genius GPT](#)

What This Tool Is Designed to Do

The **CreatorsBrand SMS Marketing Genius** transforms your brand's voice into high-conversion, emotionally intelligent SMS campaigns that connect instantly and inspire immediate action.

In 160 characters or less, you'll move your audience from distraction to decision—with brand-authentic urgency, emotional resonance, and clarity that cuts through the noise.

This isn't "spray-and-pray" marketing. It's **strategic micro-storytelling** that honors your transformation promise, speaks directly to your ICA's current moment, and drives measurable results.

How to Prepare for This Tool

Before you start, have the following ready:

- **Your Offer or Core Message** – What are you promoting or communicating?
- **Ideal Client Avatar (ICA) Details** – Who they are, what they care about, and what motivates them right now.
- **Urgency or Timing Details** – Countdown dates, seasonal tie-ins, or scarcity elements.
- **CTA & Link** – The exact action you want them to take and where they should go.

- **Brand Voice Nuances** – Words, tone, or phrases that feel “on-brand” for you.
 - **Compliance Requirements** – Any opt-out tags, legal disclaimers, or industry-specific rules.
 - **Inspiration Material** – Past campaigns that worked, competitor examples, or phrases your audience uses.
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Best Use Cases

1. **When launching a new offer** and needing a multi-day SMS sequence to drive urgency.
 2. **When cart is closing** and you need a final countdown reminder that feels human, not pushy.
 3. **When hosting a live event or webinar** and you want to boost last-minute attendance.
 4. **When re-engaging cold leads** with a personal, relevance-driven reactivation message.
 5. **When running a seasonal sale** and you want to cut through inbox fatigue with fresh, scroll-stopping copy.
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Example Scenario (Fictional)

Meet: Monica Rivera, Leadership Coach

Monica is launching her 5-day “Vision to Victory” leadership intensive. She needs a 3-day SMS promo sequence to fill her remaining 15 spots.

Her inputs:

- Offer: “Vision to Victory” intensive – 5-day program to create and implement a leadership vision.
- ICA: Mid-career women leaders feeling stuck in their role but ready to take bold action.
- Urgency: Doors close in 3 days, spots are almost gone.

- CTA: "Reserve your seat now" with a short trackable link.
 - Brand Voice: Encouraging, action-focused, empowering.
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Example Output (Comprehensive)

Final SMS Copy (Day-by-Day)

Day 1 – Invitation:

"Your leadership vision won't wait. 5 days. 15 seats left. Are you in? Reserve now: bit.ly/V2Vdoors (stop to opt-out)"

Character Count: 144

Primary Motive: Achievement & Self-Actualization

Framework: AIDA – Attention via challenge, Desire via transformation, Action with CTA.

Timing Note: Send morning of Day 3 before cart close.

Day 2 – Urgency Reminder:

"Monica here—just 8 seats left for Vision to Victory. 5 days to clarity, confidence & results. Save your seat: bit.ly/V2Vdoors (stop to opt-out)"

Character Count: 156

Primary Motive: Growth & Scarcity

Framework: Direct, personal urgency + benefit hook.

Timing Note: 24 hours before cart close.

Day 3 – Final Call:

"Tonight's the night—doors close in hours. Don't let next month feel like last month. Say YES: bit.ly/V2Vdoors (stop to opt-out)"

Character Count: 151

Primary Motive: Avoidance of Regret + Transformation

Framework: Emotional urgency + fear of missing out.

Timing Note: 6–8 hours before deadline.

Strategic Layering Across Sequence:

- Message 1 plants the seed and stakes the offer.
 - Message 2 personalizes and escalates urgency.
 - Message 3 triggers decisive action through emotional contrast.
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Tips to Maximize the Tool

1. **Feed it real language your audience uses** – copy-paste actual DMs, reviews, or comments.
 2. **Be specific with your offer** – the clearer you are, the sharper your copy will be.
 3. **Confirm each section before moving on** – this tool builds stronger outputs when details are locked in early.
 4. **Use it as a foundation, not a final draft** – tweak for final tone, compliance, or campaign structure.
 5. **Time messages intentionally** – the right SMS at the right hour can double your click-through rates.
 6. **Pair SMS with other touchpoints** – combine with email, socials, or lives for omnichannel lift.
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