

Woensdag 10 mei 2023  
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Versie 1

# StoryBrand & AI

## AI will NOT take your job, but a marketer who uses AI will

AI een kans of een bedreiging?

The A.I. Dilemma - March 9, 2023

<https://www.youtube.com/watch?v=xoVJKj8lcNQ>

Donald Miller - StoryBrand

ChatGPT is without question going to disrupt a lot of things, how it's going to disrupt things remains to be seen how severely it's going to disrupt things, I think is the real area where we have some contention.

I would say it's actually not going to disrupt things as much as the extremist beliefs. There are always people out there who say the end of the world is near.

What's fascinating about human beings is they have this ability to pivot and adapt and change that stops the end of the world from happening.

If you see a car heading straight toward a cliff, they're probably going to turn the steering wheel. Yes, it looks like they're going off the cliff but if that person cares about their well being they're gonna turn the steering wheel.

We do need think tanks brainpower informing Congress on legislation that should be passed that protects our society. However, ChatGPT and artificial intelligence is not actually that smart.

Yes, it's incredibly wizardry in terms of its ability to produce answers, but the tractor didn't replace farming. The cotton gin didn't replace cotton production.

There's still going to have to be people who actually take this information and do something with it, including finding out whether or not the information is accurate because ChatGPT doesn't tell you the truth.

Human beings are not as easy to replace as the extremists believe we're incredibly complicated creatures. I'm not the least bit worried about ChatGPT we adapt and we get stronger, we get better. I think it's a tool that's going to make society much better in many, many ways. Will we be disrupted? Yes, will we be majorly disrupted and people are going to die and there's going to be a global famine. Come on people. We can turn the steering wheel.

Marcus Sheridan – They Ask You Answer

We've all seen our share of overhyped tech in the last decade.

- Virtual Reality= Overhyped
- Metaverse= Overhyped
- 3D Printing= Overhyped
- Bots(taking over the internet)= Overhyped

Sure, some of these may still end up being big-time, but for now, they've underdelivered worse than that overpriced internet course you bought for \$47.99 that one time in a moment of weakness. 🤔

(Fret not, we've all been there.)  
It's easy to do.

The question then becomes: What makes something an overhyped fad vs a truly seismic shift in the world as we know it?

Well, one of the best indicators when it comes to fads vs true mega trends is simply watching the behavior of teenagers.

I know, it sounds basic, but stay with me and you'll see the pattern.

- Teenagers embraced social media very, very early. (it blew up)
- Teenagers took to YouTube like a kid in a candy shop. (it blew up)
- Teenagers were all-in on the "creator economy" before the phrase was even invented. (it blew up)

But VR, Metaverse, 3D printing, and Bots??

Yeah, you won't find swaths of teens swimming in these technologies any time soon.

Which brings us to AI and ChatGPT.

Studies have shown that over 80% of high school and college students are already using ChatGPT.

Folks, a few months ago NO ONE KNEW WHAT THIS DANG GPT THING WAS.

Now, MILLIONS are using it.

Translation: CHATGPT AND AI ARE NOT A FAD.

Nothing has seen adoption like this in our lifetimes.

Nothing.

(OK, maybe that "It's Corn" song, but you know what I mean)

The bottom line is this:

Approach this (AI) as the most significant technological trend of your lifetime.

It will end up dwarfing the early 2000s and the advent of the internet in terms of impact. And as one that doesn't believe in being a hype machine (sorry Clubhouse, but I always knew you wouldn't make it) this is the real deal.

Could I be wrong?

Of course.

But I've learned not to bet against the teenagers.

And neither should you.

### **Michael Dia - Funnelytics**

ChatGPT is going to change the marketing industry fundamentally.

It will allow you to automate some of the most repetitive tasks as a marketer, from marketing plans, keyword research, writing simple coded scripts, content writing and copywriting, just to name a few!

Keep in mind this is still just early days, but it's the equivalent of having a highly skilled Intern that doesn't need to be trained, doesn't need to take time off and delivers work instantly!

OpenAI is an artificial intelligence research laboratory consisting of the for-profit corporation OpenAI LP and its parent company, the non-profit OpenAI Inc. It was founded in 2015 by Elon Musk, Sam Altman, and other Silicon Valley leaders to promote and develop friendly AI.

What opportunities are available for Growth right now?

Everywhere, the list is massive!

Here are prompts you can use right now to grow and automate your business:

<https://twitter.com/heykahn/status/1599749880515244034>

This is just scratching the surface... You can use it to write job descriptions, write emails, check your code or errors, and so much more. To top it off, they have already started work on GTP4, so you can expect this tech to only improve with time.

Plus, the whole process of entering the prompts above from start to finish took the author less than 5 minutes.

I have heard a lot of fear from the marketing community as they fear that this AI will replace them. [Insert The Worlds Tiniest Violine 🎻] The truth is that ChatGPT and other tools just like it are just that... a tool! Using it will only enhance your skill, save time, and make you a boatload of money!

## Hier zijn mijn suggesties voor prompts gerelateerd aan StoryBrand:

0. Categorie: Een expert worden in ChatGPT
1. De originele prompt: What are the best resources for becoming an expert in using ChatGPT for [specific industry/use case]?
2. Mijn versie: Can you recommend advanced techniques for fine-tuning ChatGPT for StoryBrand?
3. Het antwoord:

StoryBrand is a marketing framework that puts emphasis on telling a story where the customer is the hero and the company is the guide. It's a great way to create a compelling narrative that engages customers and helps them understand the value of your product or service. If you want to fine-tune ChatGPT to incorporate this kind of approach, here are some advanced techniques you can use:

1. **Transfer Learning**: Fine-tuning in general is a type of transfer learning. You start with the pre-trained GPT model and then further train it on a dataset that is more specific to your domain (StoryBrand in this case). You can create a dataset that includes examples of StoryBrand narratives, scripts, customer interactions etc. The goal is to get the model to learn the type of language, tone, and narrative structure used in StoryBrand.

2. **Prompt Engineering**: The way you structure your prompts can have a large impact on the model's responses. You can structure your prompts to better align with the StoryBrand framework. For instance, instead of asking the model to "describe a product", you can ask it to "describe a product in a way that positions the customer as the hero".

3. **Controlled Language Generation**: Techniques such as reinforcement learning from human feedback (RLHF) can be used to guide the model's output towards a certain style or tone. You'd collect comparison data where different completions of the same prompt are ranked by quality, and then fine-tune the model to predict these rankings.

4. **Multi-task Learning**: You can train the model on multiple related tasks to help it generalize better. For example, one task could be generating a StoryBrand narrative for a product, another could be responding to customer inquiries in a StoryBrand style, and another could be creating product descriptions that position the customer as the hero.

5. **Hyperparameter Optimization**: You can experiment with different training hyperparameters to see if they improve the performance of your fine-tuned model. This includes learning rate, batch size, number of training steps, etc.

6. **Dataset Curation**: The quality of your training dataset can have a large impact on the performance of the fine-tuned model. Spend time curating a high-quality dataset that accurately represents the type of language and narratives you want the model to learn.

Remember that fine-tuning a large language model like GPT can require significant computational resources and expertise in machine learning. It's not a trivial task, but with the right approach and resources, it can lead to a model that is much better suited to your specific needs.

0. Categorie: Een expert worden in ChatGPT
1. De originele prompt: What are the best resources for becoming an expert in using ChatGPT for [specific industry/use case]?

2. Mijn versie: I am interested in becoming an expert in using ChatGPT for creating StoryBrand BrandScripts. Can you provide me with resources and tips on how to effectively use the model for this purpose?
3. Het antwoord:

Absolutely, here are some resources and tips for using ChatGPT to create StoryBrand BrandScripts:

**\*\*Resources:\*\***

1. **\*\*StoryBrand Book:\*\*** "Building a StoryBrand" by Donald Miller is a crucial resource. It provides a detailed breakdown of the StoryBrand framework, which you can use to guide your interactions with ChatGPT.
2. **\*\*OpenAI's GPT Documentation:\*\*** OpenAI provides extensive documentation on how to use GPT models, including how to generate text, how to use prompts effectively, and how to fine-tune models.
3. **\*\*Machine Learning Courses:\*\*** Understanding the basics of machine learning and natural language processing can be very helpful. Courses like Andrew Ng's Machine Learning course on Coursera, or the Natural Language Processing Specialization from deeplearning.ai can provide a solid foundation.
4. **\*\*StoryBrand Guide Certification:\*\*** If you're serious about becoming an expert in StoryBrand, consider becoming a Certified StoryBrand Guide. This program will provide you with in-depth knowledge of the StoryBrand framework and its application.

**\*\*Tips:\*\***

1. **\*\*Understand the StoryBrand Framework:\*\*** The first step is to fully understand the StoryBrand framework. You need to be able to clearly articulate the seven parts of the StoryBrand BrandScript (A Character, Has a Problem, And Meets a Guide, Who Gives Them a Plan, And Calls Them to Action, That Helps Them Avoid Failure, And Ends in a Success).
2. **\*\*Prompt Engineering:\*\*** The way you ask GPT to generate text can have a big impact on the results. Be explicit in your prompts and specify the format you want the answer in. For example, you might prompt the model with: "Generate a StoryBrand BrandScript for a company that sells eco-friendly cleaning products. The script should include the following parts: A Character... Has a Problem..."
3. **\*\*Iterative Refinement:\*\*** After generating a script, you can ask the model to refine specific parts. For example, you could say, "The 'Call to Action' part of the script is too vague. Can you generate a more specific call to action?"
4. **\*\*Use Reinforcement Learning from Human Feedback (RLHF):\*\*** If you have the resources and expertise to fine-tune GPT, consider using RLHF to train the model to generate better BrandScripts. You would need to collect comparison data where different completions of the same prompt are ranked by quality, and then fine-tune the model to predict these rankings.
5. **\*\*Stay Creative:\*\*** While GPT can generate very compelling text, it's ultimately a tool that you control. Don't be afraid to tweak and adjust the output as you see fit. The best results often come from a combination of GPT's generation capabilities and your own creativity and understanding of the StoryBrand framework.

6. **Continuous Learning:** The field of AI and machine learning is constantly evolving, as is the StoryBrand framework. Stay up to date with the latest developments to ensure you're always getting the most out of ChatGPT.

Op nummer 2 ben ik vervolgens doorggegaan:

Generate a StoryBrand BrandScript for a company that sells StoryBrand-proof websites. The script should include the following parts: A Character... Has a Problem...

Absolutely, here's a StoryBrand BrandScript for a company that provides StoryBrand-proof websites:

1. **A Character:** Our customer is a dynamic business owner who understands the power of a clear, compelling narrative in promoting their brand.
2. **Has a Problem:** However, they're struggling to convey their unique brand story on their current website. It's not reflecting their vision, it's not engaging their customers effectively, and it's not driving the business results they need. The website isn't StoryBrand-proof and their business is suffering because of it.
3. **And Meets a Guide:** That's where we come in. Our team is an expert in StoryBrand principles and website design. We understand the challenges business owners face, and we know how to craft a website that tells your story in a way that resonates with your customers and drives action.
4. **Who Gives Them a Plan:** Our plan is simple. We'll work closely with you to understand your brand story, your goals, and your target audience. Then, we'll design a StoryBrand-proof website that turns your site visitors into customers. We'll ensure your message is clear, your customers understand how you can help them, and your call-to-action is irresistible.
5. **And Calls Them to Action:** Don't let your story go untold. Contact us today to schedule a consultation. Let us help you turn your website into a powerful tool that drives business growth.
6. **That Helps Them Avoid Failure:** Without a StoryBrand-proof website, you risk losing potential customers to competitors with clearer messaging, missing out on business growth opportunities, and wasting time and resources on ineffective marketing.
7. **And Ends in a Success:** With a StoryBrand-proof website, your business will have a compelling online presence that clearly communicates your value, engages your customers, and drives them to action. You'll see increased conversions, business growth, and customer loyalty. Your brand story will be heard, understood, and appreciated, positioning your business for long-term success.

Uitdagingen:

- 3 type problemen
- 2 type CTA's

Can you enhance this brandscript by creating 3 types of problems conform StoryBrand: 1) External problem 2) Internal problem and 3) Philosophical problem?

Absolutely, here's the enhanced StoryBrand BrandScript:

1. **A Character**: Our customer is a dynamic business owner who understands the power of a clear, compelling narrative in promoting their brand.

2. **Has a Problem**:

**External Problem**: Their current website is static, unengaging and fails to effectively translate their unique brand story into an online experience. It's not driving the business results they need.

**Internal Problem**: They feel frustrated and overwhelmed. They have a compelling story to share, but their website isn't conveying it effectively. It's like they're speaking, but no one is listening.

**Philosophical Problem**: They believe that good businesses with great stories deserve to be heard. It's just wrong for a poor website to stand between their powerful narrative and their potential customers.

3. **And Meets a Guide**: That's where we come in. Our team is an expert in StoryBrand principles and website design. We understand the challenges business owners face, and we know how to craft a website that tells your story in a way that resonates with your customers and drives action.

4. **Who Gives Them a Plan**: Our plan is simple. We'll work closely with you to understand your brand story, your goals, and your target audience. Then, we'll design a StoryBrand-proof website that turns your site visitors into customers. We'll ensure your message is clear, your customers understand how you can help them, and your call-to-action is irresistible.

5. **And Calls Them to Action**: Don't let your story go untold. Contact us today to schedule a consultation. Let us help you turn your website into a powerful tool that drives business growth.

6. **That Helps Them Avoid Failure**: Without a StoryBrand-proof website, you risk losing potential customers to competitors with clearer messaging, missing out on business growth opportunities, and wasting time and resources on ineffective marketing.

7. **And Ends in a Success**: With a StoryBrand-proof website, your business will have a compelling online presence that clearly communicates your value, engages your customers, and drives them to action. You'll see increased conversions, business growth, and customer loyalty. Your brand story will be heard, understood, and appreciated, positioning your business for long-term success.

Can you enhance this brandscript by creating 2 types of call to action: 1) Direct CTA 2) Transitional CTA?

Certainly, here's the StoryBrand BrandScript with the enhanced Calls to Action:

1. **A Character**: Our customer is a dynamic business owner who understands the power of a clear, compelling narrative in promoting their brand.

2. **Has a Problem**:

**External Problem**: Their current website is static, unengaging and fails to effectively translate their unique brand story into an online experience. It's not driving the business results they need.

**Internal Problem**: They feel frustrated and overwhelmed. They have a compelling story to share, but their website isn't conveying it effectively. It's like they're speaking, but no one is listening.

**\*\*Philosophical Problem\*\***: They believe that good businesses with great stories deserve to be heard. It's just wrong for a poor website to stand between their powerful narrative and their potential customers.

3. **\*\*And Meets a Guide\*\***: That's where we come in. Our team is an expert in StoryBrand principles and website design. We understand the challenges business owners face, and we know how to craft a website that tells your story in a way that resonates with your customers and drives action.

4. **\*\*Who Gives Them a Plan\*\***: Our plan is simple. We'll work closely with you to understand your brand story, your goals, and your target audience. Then, we'll design a StoryBrand-proof website that turns your site visitors into customers. We'll ensure your message is clear, your customers understand how you can help them, and your call-to-action is irresistible.

5. **\*\*And Calls Them to Action\*\***:

**\*\*Direct CTA\*\***: Don't let your story go untold. Contact us today to schedule a consultation. Let us transform your website into a powerful tool that drives business growth.

**\*\*Transitional CTA\*\***: Not ready for a full commitment yet? Sign up for our free webinar "How to Make Your Website a StoryBrand Powerhouse." You'll gain invaluable insights into how a StoryBrand-proof website can revolutionize your online presence and drive business growth.

6. **\*\*That Helps Them Avoid Failure\*\***: Without a StoryBrand-proof website, you risk losing potential customers to competitors with clearer messaging, missing out on business growth opportunities, and wasting time and resources on ineffective marketing.

7. **\*\*And Ends in a Success\*\***: With a StoryBrand-proof website, your business will have a compelling online presence that clearly communicates your value, engages your customers, and drives them to action. You'll see increased conversions, business growth, and customer loyalty. Your brand story will be heard, understood, and appreciated, positioning your business for long-term success.

**Can you create a StoryBrand BrandScript Script from this BrandScript you just created?**

Certainly, I can help you create a more script-like format for your StoryBrand BrandScript:

1. **\*\*Character\*\***: Meet our hero, a dynamic business owner. They're innovative, ambitious, and full of great ideas. They have a compelling story to tell – a story that sets their brand apart.

2. **\*\*Problem\*\***: But there's a roadblock. Their current website isn't doing their story justice. It's static, unengaging. It's not driving the results they need. They feel frustrated and overwhelmed. Their story isn't reaching the people it should, and they believe in a world where great businesses get the attention they deserve.

3. **\*\*Guide\*\***: Enter our team, your guides in this journey. We specialize in StoryBrand principles and website design. We've seen the challenges business owners face, and we know how to craft a website that tells your story in a way that resonates with customers.

4. **\*\*Plan\*\***: Here's our plan. We collaborate with you, learning about your brand story, your goals, and your target audience. Then we create a StoryBrand-proof website that transforms your visitors into customers. Your message will be clear. Your customers will understand how you can help them. And your call-to-action will be irresistible.

5. **Call to Action**:

**Direct CTA**: This is your moment. Contact us today to schedule a consultation. Let's transform your website into a powerful tool that drives growth.

**Transitional CTA**: Still pondering? Sign up for our free webinar "How to Make Your Website a StoryBrand Powerhouse." Let us show you how a StoryBrand-proof website can revolutionize your online presence.

6. **Failure**: Without action, the risks are high. You could lose potential customers to competitors with clearer messaging. Miss out on growth opportunities. Waste time and resources on ineffective marketing.

7. **Success**: But with a StoryBrand-proof website, you'll have a powerful online presence. One that communicates your value, engages your customers, and compels them to act. You'll see more conversions. Your business will grow. Your customers will stay loyal. Your brand story will be heard and appreciated, setting the stage for long-term success.

**Can you create a StoryBrand Oneliner from this brandscript using problem, solution, result?**

Absolutely, here's a StoryBrand One-Liner that summarizes the BrandScript:

"We transform static, unengaging websites that leave business owners frustrated and unheard into StoryBrand-proof online platforms that clearly communicate their unique story, engage their customers, and drive growth, resulting in increased conversions, customer loyalty, and long-term business success."

**Can you make it shorter?**

Of course, here's a more concise version:

"We turn uninspiring websites into StoryBrand-driven platforms, sparking customer engagement, boosting conversions, and fueling business growth."

**Create a storybrand lead generating pdf from this brandscript**

Creating a lead-generating PDF requires a more comprehensive effort and more details than just the BrandScript, but I can give you an outline based on the BrandScript:

**Title**: "Revolutionize Your Online Presence: Transform Your Website with StoryBrand Principles"

**Table of Contents**:

1. Introduction
2. The Problem with Most Business Websites
3. StoryBrand: The Solution to Your Website Woes
4. A Simple Plan: How We Create a StoryBrand-proof Website
5. Calls to Action: The Direct Path and the Transitional Journey
6. Avoiding Failure: The Risks of Staying Static
7. Success Stories: Businesses Transformed by StoryBrand
8. Conclusion

## 9. Next Steps: Schedule a Consultation or Join Our Free Webinar

**\*\*Content\*\***:

1. **\*\*Introduction\*\***: Briefly introduce the topic and the purpose of the PDF.
2. **\*\*The Problem with Most Business Websites\*\***: Discuss the common issues faced by businesses in terms of their websites not effectively communicating their brand story.
3. **\*\*StoryBrand: The Solution to Your Website Woes\*\***: Explain the StoryBrand principles and why they are effective in solving the problems outlined in the previous section.
4. **\*\*A Simple Plan: How We Create a StoryBrand-proof Website\*\***: Outline the process of creating a StoryBrand-proof website, emphasizing collaboration and custom solutions.
5. **\*\*Calls to Action: The Direct Path and the Transitional Journey\*\***: Discuss the importance of clear CTAs, providing examples of both direct and transitional CTAs.
6. **\*\*Avoiding Failure: The Risks of Staying Static\*\***: Highlight the potential consequences of not improving their website, reinforcing the need for action.
7. **\*\*Success Stories: Businesses Transformed by StoryBrand\*\***: Share real-life examples or hypothetical case studies of businesses that have seen improvements after implementing StoryBrand principles on their websites.
8. **\*\*Conclusion\*\***: Summarize the key points and reinforce the potential benefits of a StoryBrand-proof website.
9. **\*\*Next Steps: Schedule a Consultation or Join Our Free Webinar\*\***: End with a clear CTA, providing options for direct contact or a lower-commitment first step (the webinar).

Remember, your PDF should be visually appealing and easy to read, with clear headings, bullet points, and images or graphics where appropriate. Always focus on the value and benefits the reader will get from transforming their website with StoryBrand principles.

Categorie: Snippets to Improve ChatGPT Writing Style

De originele prompt: "Voice and style guide: Write at a [grade/degree] level. Use [clear, simple etc.] language, even when explaining complex topics. Bias toward short sentences. Avoid [jargon, acronyms etc.]"

Categorie: Snippets to Improve ChatGPT Writing Style

"Voice and style guide: Write in a [conversational, relatable] style as if you were explaining something to a friend. Use [natural language and phrasing that a real person would use in everyday conversations]."

Categorie: Snippets to Improve ChatGPT Writing Style

"Voice and style guide: Makes use of [persuasive] tone, making use of [rhetorical] questions, and [storytelling] to engage readers. Use [metaphors, analogies and other literary devices] to make points more [relatable and memorable]. Write in a way that is both informative and entertaining.]"

Categorie: Snippets to Improve ChatGPT Writing Style

"Format your response using markdown. [Use headings, subheadings, bullet points, and bold to organize the information etc.]"

Categorie: Creating Buyer Persona

"What type of lifestyle would someone have if they were in the market for [product/service]?"

Categorie: Creating Buyer Persona

"What are the common pain points that someone might have, who is looking to purchase [product/service]?"

Categorie: Creating Buyer Persona

"What are the values, interests, and hobbies of the individuals who would buy [product/service]?"

Categorie: Creating Buyer Persona

"What type of person would purchase [product/service] for their daily use?"

Categorie: Generating Email Lead Magnet Ideas

"Hey ChatGPT, can you help me generate some email lead magnet ideas for [target audience], who are primarily interested in [primary interest] and also interested in [secondary interest], related to [topic]?"

Categorie: Generating Email Lead Magnet Ideas

"I'm struggling to come up with new email lead magnet ideas that would appeal to [target audience], specifically those who are [demographic descriptor] and interested in [topic]. Could you suggest some creative ideas that align with [target audience's] [interests/hobbies/needs], and help me grow my email list, ChatGPT?"

# The Chat-GPT Cheat Sheet

## Basic Structure of a Prompt:

Acting as a [ROLE] perform [TASK] in [FORMAT]

### Act as a [ROLE]

Marketer  
Advertiser  
Mindset Coach  
Best Selling Author  
Therapist  
Website Designer  
Journalist  
Inventor  
Chief Financial Officer  
Copywriter  
Prompt Engineer  
Accountant  
Lawyer  
Analyst  
Ghostwriter  
Project Manager

### Create a [TASK]

Headline  
Article  
Essay  
Book Outline  
Email Sequence  
Social Media Post  
Product Description  
Cover Letter  
Blog Post  
SEO Keywords  
Summary  
Video Script  
Recipe  
Sales Copy  
Analysis  
Ad Copy

### show as [FORMAT]

A Table  
A list  
Summary  
HTML  
Code  
Spreadsheet  
Graphs  
CSV file  
Plain Text file  
JSON  
Rich Text  
PDF  
XML  
Markdown  
Gantt Chart  
Word Cloud

### Linked Prompting

- 1 - Provide me with the ideal outline for an effective & persuasive blog post.
- 2 - Write a list of Engaging Headlines for this Blog post based on [Topic].
- 3 - Write a list of Subheadings & Hooks for this same blog post
- 4 - Write a list of Keywords for this Blog.
- 5 - Write a list of Compelling Call-to-Actions for the blog post
- 6 - Combine the best headline with the best Subheadings, Hooks, Keywords and Call-to-Action to write a blog post for [topic]
- 7 - Re-write this Blog Post in the [Style], [Tone], [Voice] and [Personality].

Effective Use of this Powerful Tool Can Propel Your Business To The Forefront Of This Modern Business Landscape.

### Prompt Priming

- ZERO** - "Write me 5 Headlines about [Topic]"
- SINGLE** - "Write me 5 Headlines about [Topic]. Here is an example of one headline: 5 Ways to Lose Weight"
- MULTIPLE** - Write me 5 Headlines about [Topic]. Here is an example of some headlines: 5 Ways to Lose Weight, How to Lose More Fat in 4 Weeks, Say Goodbye to Stubborn Fat. Find a faster way to Lose Weight Fast"

### Prompts For Biz Owners

- Give me a list of inexpensive ideas on how to promote my business better?
- Acting as a Business Consultant, What is the best way to solve this problem of [Problem].
- Create a 30 Day Social Media Content Strategy based on [Topic 1] & [Topic 2].

By @shanefozard