



ChatGPT

for internet marketers

Includes 50 prompts for building your online business.

Dan Flower

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AI: Hype or Reality?

In the internet marketing world, you've probably noticed one thing lately...

Everyone, and I mean everyone, is constantly talking about AI.

Some say it's overrated.

Others say it's the biggest shift since the invention of the internet.

But whatever you think of it, there's no denying that it is already having a HUGE impact on the world...

And for us in the online marketing space, it's a tool that helps us create faster than ever before.

Think of it as a skilled assistant that can help you with:

- Generating ideas
- Writing content and copy
- Outlining digital products
- Researching niches

- Rewriting things in new styles
- Explaining complicated topics
- Coming up with hooks and angles
- Improving existing ideas
- Creating funnels
- Planning launches

And much more.

It's not magic, though.

It's just a TOOL, albeit a very clever, versatile and useful one. 😊

Once you understand how to use it properly, it can save you hours of work, spark new ideas, and help you grow far faster than trying to do it all alone...

Which is what this report is all about.

There's a lot of hype and misinformation around AI, so I wanted to explain in simple English exactly what ChatGPT is, and why it's become such an essential tool when it comes to building an online business.

By the way, ChatGPT is of course just ONE AI tool – but it's probably the most popular one out there right now (and the one I tend to use the most myself), hence why I've focused on it here.

But much of this info applies to whatever AI tool you are using.

Let's get started.

What is ChatGPT?

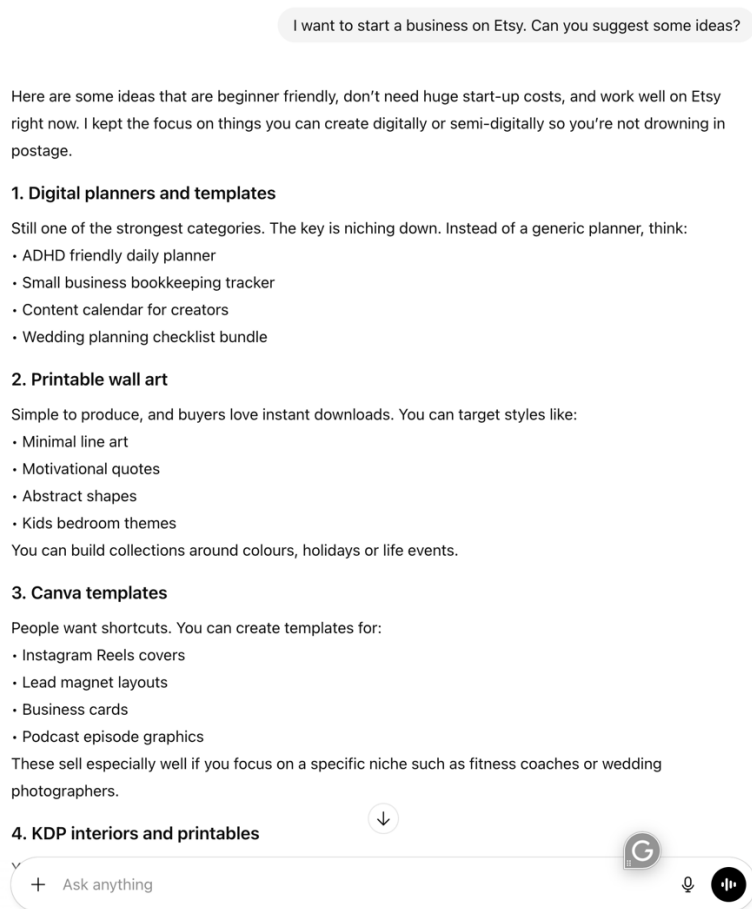
You probably know this, but it's worth covering off anyway...

In a nutshell, ChatGPT is an AI chatbot.

You type in instructions or questions (known as **prompts**) and it replies instantly with useful answers, ideas and content.

For example, if type in 'I want to start a business on Etsy. Can you give me some ideas?'

It then comes back with the following:



You can ask it more or less anything, and there's no complicated setup.

Once you've created your free account, you simply type into the box and ChatGPT responds.

I currently have a Plus account (\$20 a month), which gives me priority access and fewer limits on messages and uploads. I probably could manage with the free account however.

From the outset, the most important thing to understand is that the output you get is directly linked to your input.

In other words, if you put garbage in, you're going to get garbage out. 😊

And that's why your prompts matter so much.

Later in this report, you'll find 50 detailed prompts you can use to get high-quality results even if you're a complete beginner.

But for now, just remember that ChatGPT isn't magic.

It won't build your business for you.

But it will give you ideas, speed up your progress, and help you take consistent action with far less overwhelm.

Why ChatGPT Is So Valuable for Online Business

Building an online business requires you to wear a lot of hats. You need to create content, write emails, research ideas, decide what to sell, and communicate your value clearly to your audience.

Most people get stuck because the workload feels heavy. Or they don't know where to start. Or they feel unsure about what to create next.

ChatGPT solves all of this by giving you:

1. Clarity

Instead of sitting in front of a blank screen wondering what to write, you can ask ChatGPT to outline ideas, map out tasks, or break something complicated into clear steps.

2. Speed

You can generate outlines, emails, product ideas and research summaries in minutes. This means you make progress even on days where time is tight.

3. Consistency

When you know you can create content quickly, you're far more likely to stick to your marketing routines. ChatGPT helps you show up regularly.

4. Creativity

Sometimes you don't need more information. You need fresh angles, hooks, and ideas. ChatGPT is brilliant for this.

5. Confidence

The clearer your ideas become, the easier it is to move forward. This is why so many online marketers use ChatGPT every day, even if they know how to write well.

The Different Ways ChatGPT Can Help You Build an Online Business

In this section, let's take a look at the core areas where ChatGPT makes the biggest impact.

1. Content Creation

Whether you're writing blog posts, YouTube scripts, lead magnets or social content, ChatGPT can help you:

- Generate angles
- Create outlines
- Rewrite content you already have
- Improve clarity

- Expand short ideas into publish-ready content

It removes the fear of the blank page completely.

2. Product Creation

Digital product creators can use ChatGPT to:

- Validate product ideas
- Expand seed concepts into full outlines
- Write introductions, summaries and supporting materials
- Create checklists, templates and worksheets
- Build micro trainings in clear step-by-step formats

Even if you've never created a product before, ChatGPT can guide you through every stage.

3. Research and Validation

Instead of spending hours going down internet rabbit holes, you can ask ChatGPT to:

- Explain a topic at beginner level
- Summarise industry trends
- Outline common problems and desires within a niche
- Compare your idea to existing products
- Identify gaps in the market

It won't replace real market experience, but it will speed up your understanding dramatically.

4. Email Marketing and List Building

Email is still one of the most profitable skills you can learn. ChatGPT can help you:

- Write emails faster
- Improve subject lines
- Plan launch sequences
- Create follow-up series
- Come up with lead magnet ideas
- Build simple funnels

It's especially helpful for beginners who struggle to find the right words.

5. Funnels and Copywriting

Good copy drives sales. With the right prompts, ChatGPT can help you:

- Generate headline ideas
- Build hooks for videos or sales pages
- Rewrite dry copy into something more engaging
- Highlight emotional benefits
- Craft persuasive stories

- Create simple funnel outlines

It's like having a copywriting assistant whenever you need one. 😊

6. Social Media Content

You can use ChatGPT to:

- Create short-form posts
- Break long content into bite-sized snippets
- Suggest visuals
- Rewrite posts in different tones
- Come up with content calendars
- Turn articles into punchy updates

This saves hours of time and makes showing up consistently much easier.

7. Productivity and Planning

Finally, ChatGPT is brilliant for everyday tasks like:

- Breaking big goals into small steps
- Planning weekly routines
- Creating checklists
- Turning vague ideas into clear projects
- Prioritising tasks

- Keeping you focused when you feel stuck

It's a bit like having a coach, project planner and brainstorming partner all in one place.

Of course, everyone uses it in a different way. You'll find what works best for you as you go.

Writing prompts

As I mentioned before, the quality of your prompts is critical to the output you get from any AI tool.

Enter vague, one-line questions and you're probably going to be VERY disappointed by the results.

Getting high quality output from ChatGPT really comes down to clarity, structure and intent.

The clearer you are, the better the model performs.

And shortly, I'll be giving you 50 internet marketing prompts you can run with right away.

What makes a good prompt?

A strong prompt explains what you want, why you want it and how you want it delivered.

Start by framing the context.

Tell ChatGPT who the output is for, what the goal is and what problem you're trying to solve. This prevents generic answers and pushes the model into producing content that fits your audience and purpose.

Give specific instructions about tone, style and structure.

If you want a friendly tone, say so. If you want a numbered list, outline the sections you expect. Treat it like briefing a contractor. The more guidance you provide, the closer the result will be to what you imagined.

Clear instructions such as “write 300 words, include three examples and avoid repeating phrases” will tighten the output straight away.

Examples are powerful.

Show a snippet of what you like and explain why. You can also tell ChatGPT what to avoid. If you dislike certain phrases, structures or clichés, mention them. Negative guidance is just as helpful as positive direction and saves time on rewrites.

Break complex requests into steps.

Instead of asking for a full training course in one go, ask for the outline first. Once approved, move to individual modules. This improves coherence and gives you more control. For larger projects, ask ChatGPT to summarise its own plan before it begins. This keeps everything aligned and stops the model drifting.

Feed it information.

If you want content tailored to your business, give background details, your audience, your values and the outcome you want. The model can only work with what it sees. The richer your input, the richer your output.

Use constraints to sharpen results.

Set word counts, formatting rules or target skill levels. Instructions like “explain this to a beginner” or “write for experienced marketers” change the depth and pace of the writing.

Review the first draft and request improvements.

ChatGPT works best as an iterative partner. Ask for refinements, stronger examples or tighter language. You can also tell it to continue in the same style for longer pieces.

Finally, save your best prompts.

Reuse and adapt them. Over time, you’ll build a set of reliable instructions that consistently produce excellent work. This creates faster workflows and more predictable results.

50 Beginner-Friendly, Detailed ChatGPT Prompts for Internet Marketers

CONTENT CREATION PROMPTS

1.

I'm creating content for beginners in the internet-marketing niche. Please outline a clear, structured 7-part blog post on the topic "[YOUR TOPIC]". Use short section headings, followed by a simple explanation of what each part should cover. Write with a friendly, encouraging tone, and assume the reader has no prior knowledge. Make sure each section includes: (1) what the reader will learn, (2) why it matters, and (3) one practical action step. Keep the outline clean and avoid repeating phrases.

2.

Rewrite the following blog post so it's easier for beginners to understand. Use a warm, conversational tone and break long sentences into shorter ones. Keep the message the same, but improve clarity and flow. Remove clichés and avoid long blocks of text. Add mini examples where helpful. Keep paragraphs under four lines. Here is the content: [PASTE CONTENT].

3.

Turn this short idea into a full 1,000-word blog post for beginners. Before writing, summarise the structure you intend to follow so I can approve it. Once approved, write the article using simple explanations, friendly

language and practical examples. Include three mini case studies of common beginner situations. Avoid repeating phrases. Here is the idea: “[YOUR IDEA]”.

4.

Create a beginner-friendly guide that breaks down the key concepts of “[YOUR TOPIC]”. Use a step-by-step structure with no more than 150 words per section. Assume the reader is brand new and might feel overwhelmed. Use reassuring language, define jargon in plain English and avoid hype. End with a simple checklist summarising the main points.

5.

Turn the main lessons from this blog post into 15 short social-media updates. Each update should be 1–3 sentences, beginner-friendly and written in a friendly tone. Avoid hashtags. Make each post stand alone and include a tiny practical tip or example. Here is the blog post: [PASTE CONTENT].

6.

Convert this YouTube transcript into an 8-step beginner tutorial. Start by summarising the core message in 3–5 sentences. Then create the steps using short, clear instructions. Assume the reader has no prior knowledge and may feel intimidated, so keep it simple, friendly and practical. Here is the transcript: [PASTE TRANSCRIPT].

7.

Give me 10 content angles for blog posts, videos or social content on the topic “[YOUR TOPIC]”. Make each angle beginner-friendly and base

it on common problems, fears or misunderstandings beginners have. Present each angle with: (1) the hook, (2) who it's for, and (3) the core takeaway.

8.

Turn the main points of this article into a 5-slide Instagram carousel outline. For each slide include: (1) heading text, (2) one simple explanatory sentence, and (3) one actionable tip. Keep the tone friendly and avoid jargon. Here is the article: [PASTE ARTICLE].

9.

Expand the following bullet list into a helpful beginner guide. Write in short sections with subheadings. Use friendly, clear language and avoid hype. Include examples where helpful and end with a short action checklist. Here are the bullets: [PASTE].

10.

Give me 20 content ideas for the niche "[YOUR NICHE]" that beginners will find useful. Group them into categories, explain why each idea matters and include an optional simple example for each one.

PRODUCT CREATION PROMPTS

11.

Create a full digital-product outline for beginners on the topic "[YOUR PRODUCT IDEA]". Start by summarising who the product is for and what transformation they will achieve. Then create modules, lessons and

learning outcomes. Include suggested worksheets, checklists or templates. Use simple language and avoid repeating phrases.

12.

Give me 10 variations of the product idea “[YOUR PRODUCT IDEA]”, each with a different angle, audience or outcome. For each variation, explain (1) who it’s ideal for, (2) the main benefit, and (3) why beginners would want it.

13.

Break the topic “[YOUR TOPIC]” into a beginner-friendly mini course. Include a course title, 5–7 lessons, one paragraph explaining each lesson, and one action step per lesson. Use a reassuring tone and assume the reader has no prior experience.

14.

Turn this idea into a structured 7-module course. First summarise the proposed module list for approval. After approval, expand all modules and lessons with beginner-friendly explanations and simple examples. Keep the tone friendly. Here is the idea: “[YOUR IDEA]”.

15.

Suggest 10 worksheets, checklists or templates I could include inside a beginner product about “[YOUR TOPIC]”. For each one, explain what it helps the user achieve and why it’s useful for beginners.

16.

Write a friendly, motivating introduction for a beginner digital product on “[YOUR TOPIC]”. Explain what the student will achieve, why that matters

and what they can expect along the way. Keep the tone warm and supportive.

17.

Create five product title ideas that emphasise the core benefit of “[YOUR TOPIC]”. For each title, explain why it works and which beginner pain point it speaks to.

18.

Turn this YouTube transcript into a detailed product outline. Include modules, lessons and what each lesson teaches. Keep everything beginner-friendly. Here is the transcript: [PASTE TRANSCRIPT].

19.

Identify 10 common mistakes beginners make about “[YOUR TOPIC]”. For each mistake include: (1) what it is, (2) why it happens, and (3) a simple fix. Present them in a neat bullet list suitable for a bonus PDF.

20.

Create a 5-day challenge that teaches beginners how to achieve “[YOUR OUTCOME]”. Include a daily theme, training summary, action steps and a simple checklist. Keep the daily workload light and achievable.

RESEARCH & VALIDATION PROMPTS

21.

Explain the topic “[YOUR TOPIC]” as if you were teaching a complete beginner. Use simple language, short explanations and practical

examples. Avoid jargon unless you define it. Keep the entire answer under 300 words.

22.

List the major problems, frustrations and desires people have in the niche “[YOUR NICHE]”. Organise them into categories and explain why each one matters. Use real-world beginner examples to illustrate.

23.

Give me 10 common beginner questions about “[YOUR TOPIC]”. For each question, explain why beginners struggle with it and how I could answer it in content or a product.

24.

Summarise what beginners must understand before getting started with “[YOUR TOPIC]”. Deliver as a simple list of essentials, each with a one-sentence explanation.

25.

List 10 sub-niches inside “[YOUR MAIN NICHE]” that have strong demand and beginner-friendly product potential. For each one, explain why it has demand and what beginners typically want help with.

26.

Evaluate this product idea and identify market gaps or alternative angles. Explain opportunities for differentiation and why they matter. Here is the idea: “[YOUR IDEA]”.

27.

List 10 objections beginners might have about buying a product on “[YOUR TOPIC]”. For each one, provide a simple, reassuring response that addresses the concern without hype.

28.

Create a beginner-level competitor overview for the niche “[YOUR NICHE]”. Include the types of products available, common angles, what’s missing and what opportunities exist.

29.

List the biggest myths beginners believe about “[YOUR TOPIC]”. For each myth, give a simple correction and why it matters.

30.

Suggest 10 beginner-friendly digital-product ideas based on the problems and desires in the niche “[YOUR NICHE]”. For each idea, include: (1) target beginner, (2) main benefit, and (3) one bonus item that would increase value.

EMAIL MARKETING & LIST BUILDING PROMPTS

31.

Rewrite this email in a friendly, warm tone that’s easy for beginners to follow. Shorten long sentences, add clarity and remove hype. Keep paragraph length short. Here is the email: [PASTE EMAIL].

32.

Write 10 subject lines for an email promoting “[PRODUCT]”. Make them curiosity-driven, beginner-friendly and focused on benefits. Keep each one under 7 words.

33.

Write a 400-word promotional email aimed at beginners explaining why they should consider “[PRODUCT]”. Include: (1) an attention-grabbing opening, (2) one relatable example, (3) simple benefits, and (4) a clear call-to-action. Use a conversational tone.

34.

Give me 10 beginner-friendly lead magnet ideas for the niche “[YOUR NICHE]”. For each idea, include the title, a short description and what problem it solves for beginners.

35.

Turn lead magnet idea #3 into a landing page outline with: (1) headline, (2) subheading, (3) short description, (4) 5 benefit bullets, and (5) call-to-action text. Keep everything simple for beginners.

36.

Create a 5-email welcome sequence for beginners in the niche “[YOUR NICHE]”. Include the purpose of each email and a short outline of content inside each.

37.

Rewrite this sales email so it becomes clearer, more benefit-driven and beginner-friendly. Break long paragraphs into shorter ones. Avoid hype and clichés. Here is the email: [PASTE EMAIL].

38.

Create 10 different promotion angles for selling “[PRODUCT]” to beginners. For each angle, include the hook and the core benefit.

39.

Write a storytelling email based on this rough situation: “[YOUR STORY]”. Make it relatable, keep the pace steady and end with a clear lesson. Avoid clichés.

40.

Write a 3-email follow-up sequence for people who clicked but didn’t buy “[YOUR PRODUCT]”. Focus on clarity, reassurance and beginner-friendly explanations.

FUNNELS & COPYWRITING PROMPTS

41.

Write 7 sales-page headlines for a beginner-friendly digital product about “[YOUR TOPIC]”. Make each one focus on emotional benefits and ease of use. Avoid hype.

42.

List the main benefits of a digital product about “[YOUR TOPIC]”. Turn each benefit into a short, persuasive bullet with a clear beginner angle.

43.

Rewrite this paragraph to make it clearer and more persuasive. Keep the tone friendly and suitable for beginners. Avoid repeating phrases. Here is the paragraph: [PASTE COPY].

44.

Give me 10 video hooks for promoting “[YOUR PRODUCT]”. Each hook should be curiosity-driven, beginner-friendly and no longer than one sentence.

45.

Turn this rough idea into a short sales-page outline. Include headline, intro, benefits, objections, proof elements and call-to-action. Here is the idea: “[YOUR IDEA]”.

46.

List 10 objections beginners might have about buying “[YOUR PRODUCT]”, and provide a simple, reassuring response to each.

47.

Create a simple funnel plan for promoting “[YOUR PRODUCT]”. Include lead magnet, email sequence, warm-up content and main offer. Assume the audience is brand new.

48.

Rewrite this sales copy in a more energetic, motivating tone while keeping it suitable for beginners. Remove hype and clichés. Here is the text: [PASTE COPY].

49.

Create 5 story angles that could help sell a beginner-friendly product about “[YOUR TOPIC]”. For each angle, include the emotional hook and the lesson.

50.

Write a short, beginner-friendly explanation of why “[YOUR PRODUCT]” matters, who it’s for and what outcome it helps achieve. Keep it under 200 words.

Final words

ChatGPT is one of the most useful tools you can add to your online business toolkit. It can speed up your progress massively and helps you stay consistent, which is something I personally really struggle with.

What’s more, it makes the process of building your online business feel a lot easier. Instead of struggling to come up with ideas or staring at a blank screen, you can get instant support whenever you need it.

Use the prompts in this report as starting points, experiment with your own, and let ChatGPT become a natural extension of your workflow.

The more you use it, the more powerful it becomes.

Above all else, remember that the quality of your prompts really matters. Poor quality prompts are the single biggest reason for people get disappointing output from AI.

Again, the more experienced you get, the better your prompts will become.

Building an online business isn't always easy. It requires persistence, determination and consistency. But now, you've got a tool that makes that journey much easier.

A handwritten signature in black ink that reads "Dan Flower". The signature is written in a cursive, flowing style.

[DanFlower.com](https://danflower.com)

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