Claude Transcript From 3/12/24 Call: Repurposing Old Content

AI Marketing Magic Mastermind

Claude: https://claude.ai/

Step 1: Upload a document with old blog posts

Step 2: Generate new content

Prompt: Summarize key points in the blogs in the attached document

Here are the key points from the blogs in the attached document:

Blog 1 - 6 Keys to Your Wildly Attractive Website:
- Outlines 6 steps to create an attractive website: 1) Create a vision, 2) Identify target audience, 3) Create a plan, 4) Select tools, 5) Make it beautiful, 6) Create engaging content
- Emphasizes the importance of having a clear plan and strategy for your website
- Suggests getting help from the right team who understands your needs

Blog 2 - How to Make Your Website More Attractive to Your Tribe:
- Discusses making your website authentic to attract your "soul tribe"
- Provides 5 key questions: Define your tribe, decide what to say, offer something irresistible, ensure visual resonance, be Google-friendly
- Recommends bragging about your website through networking and marketing

Blog 3 - 7 Sure Signs You Need a New Website:
- Lists 7 signs you need a website upgrade: 1) Makes you nauseous, 2) No longer represents you, 3) You don't have one, 4) Low traffic/engagement, 5) Not mobile-friendly, 6) Ready for bigger presence, 7) Just bad design
- Emphasizes the need for aligned branding, engaging copy, and good visual design

Blog 4 - Is Your Website Boring, Busy or Just Plain Bad?
- Identifies 3 common website problems: Off branding, unengaging copy, bad design
- Recommends clarifying your brand, writing authentically, and having visuals that reveal your soul
- Offers a paid "Magical Website Analysis" service

Blog 5 - Why Your Website is Key for Growing Online:

- Argues your website is the most important tool for attracting your "soul tribe" online
- Highlights the importance of authenticity over marketing "tricks"
- Provides a free "Magical Website Checklist" and paid "Private Website Analysis"

Prompt: Come up with 5 additional blog ideas around the same topic

Here are 5 additional blog post ideas related to creating an effective website for attracting your ideal audience:

1. How to Define Your "Website Vision" and Ideal User Experience
- Walk through exercises for clarifying your website's purpose/vision
- Tips for mapping out the ideal user journey and experience you want to create
- Examples of vision statements and user experiences that attract the right tribe

2. 10 Inspiring Website Design Examples for Heart-Based Businesses
- Showcase website designs that effectively convey authenticity and resonance
- Analyze what makes the design/branding/aesthetic successful
- Provide a checklist for evaluating if a design aligns with your soul's essence

3. The Beginner's Guide to Crafting Website Copy That Connects
- Simple copywriting principles for creating authentic, engaging web content
- Formulas for writing compelling headlines, calls-to-action, about pages, etc.
- Tips for infusing copy with your personality and letting your voice shine

4. 5 Common Website Mistakes that Repel Your Soulmate Clients
- Identify typical website pitfalls that drive away your ideal audience
- Things like unaligned branding, unengaging copy, poor user experience, etc.
- Provide solutions for auditing your site and fixing mistakes

5. SEO Strategies for Heart-Based Businesses to Increase Visibility
- Explain why ethical SEO is important for being found by your tribe
- Best practices for keyword research, on-page optimization, link building
- Tips for staying true to your values while implementing SEO tactics

Prompt: Using the document that I provided as a base, create a blog post for the topic "The Beginner's Guide to Crafting Website Copy That Connects" in the same style, length, tone of voice and for the same audience.

Here is a draft blog post on "The Beginner's Guide to Crafting Website Copy That Connects" in a similar style, length and tone as the provided document:

The Beginner's Guide to Crafting Website Copy That Connects

As a heart-based entrepreneur, you know that authenticity and making real connections are everything. Your website is a powerful tool for attracting your soul tribe online, but only if the copy allows your true voice and message to shine through.

You can have the most beautiful website design, aligned with your brand's aesthetic, but if the words fall flat, you'll fail to engage the people you're meant to serve. Crafting website copy that connects isn't as easy as it may seem.

The good news? There are simple principles you can follow to infuse your website with integrity and resonate deeply with your tribe. In this beginner's guide, I'll share soulful strategies for writing copy that cuts through the noise and draws your people in.

Ditch the Corporate Jargon and Speak From the Heart

One of the biggest mistakes entrepreneurs make with website copy is trying to sound overly professional or academic. They slip into an inauthentic corporate-speak that bores readers to tears and feels completely disconnected from who they truly are.

As spiritual business owners, our superpower is our ability to relate to our audiences on a heart level. Your tribe craves rawness, vulnerability and emotional resonance — not dry, lifeless jargon.

When writing your website pages, imagine you're sitting down with someone from your soul tribe and having an inspiring heart-to-heart chat. Let your personality quirks shine through! Share personal stories, speak in your natural voice, and don't be afraid to show off your weird.

Address Their Burning Pains and Dream Desires

At the end of the day, your website needs to answer the key question: "What's in it for me?" from your visitor's perspective. Your copy should demonstrate that you deeply understand the struggles, fears, and desires that light them up inside.

Get crystal clear on who your ideal audience is by creating personas. What are their biggest pains, frustrations and roadblocks? What dreams and transformation are they truly craving? The more vividly you can articulate their deepest yearnings, the more compelled they'll feel to stick around.

On your home page and sales pages, speak directly to their pains and dreams. Show that you've walked in their shoes and reassure them that you have the solution. But don't stop there...

Weave Your Unique Story and Passion Into the Mix

While your audience should see themselves reflected in your copy, they also need to get a strong sense of who YOU are. What makes your approach to solving their problems unique? What experiences or perspective can only you bring to the table?

Don't hold back your personality, core beliefs and the reasons you so deeply care about helping your tribe. When you share your authentic self and passion, you entrance readers with your congruence and integrity.

Sprinkling your copy with personal stories is a powerful way to forge that resonant connection. What challenges did you face that led you to this path? How did you overcome them? What realizations or turning points transformed your life? Vulnerability is incredibly magnetic.

Guide Them Gently Towards the Next Step

Convincing copy alone isn't enough — you also need a clear call-to-action that feels natural and enticing. What's the single next step you want visitors to take to continue their journey? Subscribing to your email list, booking a consultation, making a purchase?

Anticipate any potential objections or hesitations, and bake reassurances into your CTA copy. "Yes, I'm ready to finally heal my fear of abandonment! Tell me more about your proven process." Use urgency and scarcity strategically, but don't make outlandish hyped-up claims that could backfire.

The path you lay out should feel easy, inviting and deeply aligned their burning desires and your unique solution. Remove any friction and gently pull them in with a magnetic call to connect further.

Does Your Website Allow Your Essence to Truly Shine?

For heart-based entrepreneurs, our websites must be an energetic match for our souls — not just another blatant marketing tactic. As you craft your copy, stay focused on infusing it with authenticity, resonance and integrity every step of the way.

If you'd like additional support in refining your website copy to attract your soul tribe more powerfully, I invite you to apply for one of my private website copywriting critique sessions here. I'll provide feedback to ensure your voice rings through with clarity.

Prompt: Using the information provided in the document, create a step-by-step checklist

Here is a step-by-step checklist for creating a wildly attractive website based on the information provided in the document:

 Step 1: Create a Clear Vision for Your Website
- Define why you are creating/updating this website
- Determine the purpose and what you hope to achieve with it
- Get clear on your overall direction for online marketing

 Step 2: Identify Your Ideal Website Audience
- Research who your perfect website visitors are
- Create audience personas detailing their pain points, desires, etc.
- Understand their specific needs so you can solve them

 Step 3: Develop a Strategic Website Plan
- Map out the structures, strategies and user experience
- Design it to naturally attract leads and make sales
- Keep it simple but optimized for long-term results

 Step 4: Choose the Right Tools & Platforms
- Select platforms like WordPress, email marketing tools, etc.
- Avoid excessive tools/shiny objects - stick to your plan
- Get help deciding what's best if you need it

 Step 5: Design a Beautiful, On-Brand Aesthetic
- Carefully select imagery that reflects your personality
- Choose an attractive, user-friendly theme/layout
- Use resources like Canva for graphics, Divi for WordPress

 Step 6: Create Engaging, Authentic Content
- Write sincere, conversational copy speaking to your tribe
- Share your story, passion and understanding of their struggles
- Provide immense value to forge a genuine connection

 Step 7: Implement SEO & Marketing Strategies
- Utilize ethical SEO tactics to increase visibility
- Market consistently on social media, directories, etc.
- Let people know how to find you and what's in it for them

 Step 8: Continuously Improve & Update
- Regularly update content to stay fresh and relevant
- Pay attention to analytics and user feedback
- Be willing to make adjustments as needed

Prompt: If this was a lead magnet, give me 10 eye-catching and converting titles for it.

Here are 10 eye-catching, high-converting title ideas for this content as a lead magnet:

1. The Heart-Based Entrepreneur's Roadmap to a Profitable, Soul-Aligned Website

2. Attract Your Soulmate Clients: The Spiritual Biz Owner's Guide to a Wildly Irresistible Website

3. The Conscious Entrepreneur's Checklist for Creating a Website That Captivates Your Soul Tribe

4. From Meh to Magical: Step-by-Step Secrets for Transforming Your Website into a Client Attraction Powerhouse

5. The Anti-Boring Website Blueprint: Craft an Online Presence That Wows While Staying True to You

6. Authenticity + Strategy = Website Gold: Design and Content Rituals for the Spiritual Trailblazer

7. Banish Website Shame Forever: An Intuitive yet Pragmatic Approach to Elevated Online Marketing

8. Your Divine Online Attraction Plan: Awaken Your Website's Energy to Magnetically Draw Your People

9. Out-Soul the Competition: How to Infuse Your Website With Irresistible, Customer-Magnetizing Soul

10. From Vision to Vibrancy: The Conscious Plan for Co-Creating a Website as Wildly Beautiful as Your Work

Prompt: Using the blogs provided in the doc, give me 10 ideas for how I can reuse and repurpose this information

Here are 10 ideas for reusing and repurposing the information from the blogs provided:

1. Turn the content into a comprehensive email course or mini-course that gets delivered over several days/weeks to build your email list.

2. Record the main points as a video series posted on YouTube, with each blog becoming 1-2 videos.

3. Adapt the content into a paid webinar, webinar series or virtual workshop that you can sell or use as a lead magnet.

4. Compile all the blogs into a downloadable ebook or print book that you can sell or give away for list building.

5. Extract the key tips and create archetypal social media content - quote graphics, carousel posts, tweets, short videos etc.

6. Expand on each blog to create podcast episode scripts that you can use for your own podcast or get featured on others'.

7. Transform the content into a multi-part content series for your own blog, fleshing out certain sections in more detail.

8. Mine the blogs for frequently asked questions to create resources around - FAQ pages, Q&A videos, info products etc.

9. Design slide decks or presentations based on the material to use for live workshops, meetups or summits.

10. Identify actionable tips and frameworks to turn into checklists, worksheets, templates or other downloadable resources.

Prompt: Using the information provided in the document, create 5 engaging posts for Facebook

Here are 5 engaging Facebook post ideas based on the information in the document:

1. Struggling to attract your ideal clients online? It's likely your website that's the problem! Check out these 7 telltale signs it's time for a full website overhaul ��👀
[Share the section from Blog 3 on the 7 signs you need a new website]

Engaged your soul tribe with an outdated, boring website that doesn't reflect your authentic self? It's time for a magical transformation! Drop a ⚡ if you're ready to finally wow your peeps online.

2. Does your website feel blah, busy or just plain bad? 🤢 You're not alone! So many heart-centered businesses struggle to convey their magic online. Here are the 3 biggest reasons your website might be repelling clients instead of magnetizing them:
[Share the 3 reasons from Blog 4]

Let me know in the comments - which of these website pitfalls are you dealing with right now? I've got soul-aligned solutions to share!

3. "Like attracts like" is the name of the game when it comes to creating a website that resonates with your soul tribe online. 💖 Here are 5 powerful questions to ask yourself when crafting an irresistible web presence:
[Share the 5 questions from Blog 2]

Which of these is your biggest struggle right now? Having a clear, authentic brand message is essential for spiritual entrepreneurs to book more of their dream clients!

4. If you've been spinning your wheels trying to get your spiritual business noticed online, having a soul-centric website is THE key! 🗝️ Here's why your website is a non-negotiable foundation for success:
[Share the intro and importance of websites from Blog 5]

I'm opening up a limited number of Magical Website Audits to give you personalized feedback! Click the link to apply and let's get your website working its magic.

5. Your website is one of the most important spiritual marketing tools you have - but only if it connects with your soul tribe! 🔥 Check out these beginner-friendly tips for crafting website copy that attracts your dream clients:
[Share top tips from the sample "Beginner's Guide" blog post]

Looking for more in-depth guidance on creating client-magnetizing website content? My Website Copy Critique sessions can take your messaging to the next level - comment below for details!

Prompt: Using the information provided in the document, create 7 tips about website creation that can be used as a part of a card deck

Here are 7 tips about website creation that could be used as part of a card deck, based on the information in the document:

Tip Card 1:
Define Your Website Vision
Get crystal clear on the purpose and direction for your website. What is the transformation you want to help facilitate?

Tip Card 2:
Know Your Ideal Audience
Research who your perfect website visitor is - their pain points, desires, communication styles. Design your site to deeply resonate with them.

Tip Card 3:
Map Out Your User Experience
Envision the step-by-step journey you want users to have on your website. Design clear pathways that guide them through your marketing funnel.

Tip Card 4:
Showcase Your Authentic Brand
Infuse your website with your unique personality, voice and aesthetic. Let the design and content give a taste of your magic!

Tip Card 5:
Provide Immense Value Upfront
Create irresistible free offers, resources and opt-in incentives so visitors get a transformation from the start.

Tip Card 6:
Write Copy That Connects
Use raw vulnerability, passion and storytelling in your website words. Speak directly to your audience's struggles and dreams.

Tip Card 7:
Market, Market, Market!
Having a beautiful website is pointless if no one sees it! Promote it consistently through SEO, social media, networking and more.

Prompt: Using the information provided in the document, give me 10 creative ideas for using this content for a card deck with focus on inspiration or action

Here are 10 creative ideas for using the content from the document to create an inspirational or action-focused card deck:

Inspirational Card Ideas:

1. "You Are a Vibrational Match for Your Dream Clients" - Affirm that your authenticity will naturally attract your soul tribe.

2. "Let Your Soul's Beauty Shine" - Design your website's aesthetic to be an outward expression of your inner essence.

3. "Words Have Power" - Use your written copy to weave a magical spell that enchants visitors with your mission.

4. "Share Your Sacred Stories" - Don't hold back! Your vulnerability and personal journey is what will create deep resonance.

5. "Listen to Your Intuition" - When crafting your online presence, follow the subtle prompts from your inner guide.

Action Step Card Ideas:

6. "Summon Your Website Vision" - Clearly define the purpose, direction and desired experience you want to create.

7. "Become a Student of Your Tribe" - Research deeply to understand your ideal audience's psyche, struggles and longings.

8. "Design Your Soulful User Journey" - Map out eachStep they will take on your website towards connection.

9. "Conduct a Soul-Aligned Audit" - Evaluate if your current online presence is a vibrational match for your work.

10. "Unleash Your Authentic Brand" - Update your visuals, copy and offerings to let your genuine self shine through fully.

Prompt: Expand on this description of the card: "Become a Student of Your Tribe" - Research deeply to understand your ideal audience's psyche, struggles and longings.

Here's an expanded description for the "Become a Student of Your Tribe" card:

To create a truly magnetic website, you must go beyond surface-level demographics and behaviors. Become an anthropologist devoted to deeply understanding the psyche, emotional world, fears, blockers and burning desires of your soul tribe.

Immerse yourself in their thoughts, feelings and energy signatures. What keeps them up at night, wrestling with turmoil? What dreams and aspirations light them up with possibility? How do they communicate and what resonates most deeply?

Research their language, the symbolism they're drawn to, their values and worldviews. Seek to comprehend their frustrations with current solutions and what's still missing. See the nuances in the different personality types, life stages and mindsets within your overarching tribe.

Most importantly, explore the emotional journey and inner transformation your work can facilitate. What is the "after" state they so desperately crave - the freedom, self-acceptance, impact or rebirth? Envision and embody that elevated consciousness.

Only by fully grasping the hearts and souls of your people can you speak their language and craft a resonant online experience. Become an initiate in their sacred order, a compassionate witness to their struggles, hopes and paths to awakening.

Prompt: Using the information in the blogs provided in the document, create bite-sized, shareable content for social media platforms, highlighting tips and insights from the blogs.

Here are some bite-sized, shareable content pieces highlighting tips and insights from the blogs:

For Twitter:

💥 6 Keys to an Irresistible Website:
1. Define your vision
2. Know your tribe
3. Create a plan
4. Choose the right tools
5. Design beautifully
6. Connect with copy

🔥 Make your website wildly attractive to your soul tribe by answering these Qs:
✨Who is your tribe?
✨What will you say to them?
✨What's your irresistible offer?
✨Does your design resonate?
✨Is it Google-friendly?

🌟 7 Signs You Need a New Website:
1. It makes you nauseous
2. Doesn't represent you now
3. You don't have one (!!)
4. Low traffic/engagement
5. Not mobile-friendly
6. Ready for a bigger presence
7. Just bad design

For Instagram:

🔑 Keys to an engaging website that attracts clients:

Authentic, personality-filled branding 🔐
Copy that resonates with their core desires 📝
Clean, soul-aligned aesthetic they're drawn to 💫

Drop a ⭐ if you need help getting this right!

�alis time for a website upgrade if:

✨ It doesn't feel like YOU anymore
✨ No one opts in to your freebie
✨ The design is busy, boring or outdated
✨ Your message has outgrown it

Is upgrading your online presence a priority? Let me know in the comments!

For Facebook:

Having the wrong website is like showing up for a first date ready to repel your perfect match! 😬 Avoid these 3 attraction killers:

🚫 Branding that doesn't vibe with your soul tribe
🚫 Generic copy that leaves them cold
🚫 Visual design that feels disconnected

Is your website energetically aligned and irresistible? If not, it may be time for a soul-centric makeover! Drop an emoji below if you need help.

Prompt: How would you describe the tone of voice in the attached document

The overall tone of voice in the attached document comes across as:

Authentic and Heart-Centered:
The writing style emphasizes being true to your authentic self, values, and soul's purpose when creating a website. There is a strong focus on attracting your "soul tribe" or ideal clients through resonance, vulnerability, and making genuine connections. Terms like "heart-based entrepreneurs", "conscious entrepreneurs", and "soulpreneurs" are used frequently.

Conversational and Relatable:
The tone aims to speak directly to the reader's experiences, struggles, fears and desires when it comes to website creation and online marketing. Personal stories, examples and a conversational voice are used to build trust and relatability with the audience of spiritual entrepreneurs.

Empowering and Motivational:
While it validates the frustrations around having an ineffective website, the tone is ultimately empowering, providing specific strategies and calling the reader to take inspired action. There is a motivational, "you can do this" energy woven throughout.

Down-to-Earth while Sprinkling Woo:
The writing balances practical, step-by-step website advice with more spiritual concepts around energy, vibrational alignment, intuition and attraction principles. However, it maintains an approachable, down-to-earth style when incorporating these "woo-woo" elements.

Overall, the tone strikes a good balance of professional guidance infused with authenticity, relatability and heart-centered spirituality that aims to deeply resonate with its target audience.