

## ChatGPT Prompt: Ideal Clients Content Matrix

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I want you to create a “Video Content Matrix” for me with an x and y axis. The brand I want you to create a Content Matrix for is: [tell it about you, your firm, philosophy, goals, beliefs, etc. - the more context you give the better]

The target audience of this brand is: [be as specific as possible - their age, income, net worth, location, values, personality, hobbies, etc.]

## On the x-axis, you have 4 proven content types:

### 1 Evergreen content - to get eyeballs

When creating good evergreen content, you want to ask yourself: how can I position my content as the small effort that is standing between the reader and a big benefit that appeals to as many people as possible?

### 2 Non-financial content - to get fans

Non-financial content educates your audience on something specific, showing that you care about them and their lives beyond just their financial details. The key to creating good non-financial content is being aware of the problems and desires of my target audience, and then producing the world's most valuable content for them.

### 3 Timely content - to get authority

Timely content shows your audience that you're on top of the latest developments and are always looking out for them. This content can also include regular reminders and actions for things like end-of-year tax planning, tax deadlines.

### 4 Promotional content - to build trust

Promotional content makes your audience trust your expertise by giving them reasons to trust you. Common ways to do this are: Sharing testimonials, behind-the-scenes content, achievements, social proof, and extremely-specific knowledge content.

## On the y-axis, you have my 3 content buckets, the things I have expertise in:

1. [include topic here]
2. [include topic here]
3. [include topic here]

Now, fill out the matrix by applying each of the 4 proven content formats from the x-axis to the 3 content buckets on the y-axis.

The output should be formatted in a table, so that each resulting matrix field has a **video title** that is a max of 80 characters, with 2 sentences below explaining what that video will cover.

## ChatGPT Scripting Prompts

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Your videos should attract your ideal clients. But knowing what to say and how to say it can be overwhelming. That's where ChatGPT (or any AI tool) comes in—it helps you generate clear, compelling video scripts quickly so you can focus on delivering value. That includes:

- ✓ Clearly stating who you help.
- ✓ Focusing on why the topic matters, and adding value to specific to your ideal clients.
- ✓ Keeping it structured, concise, and engaging.

Before generating a script, train ChatGPT on your brand and voice (or skip to step 3 if you just did the video content matrix).

### Step 1: Training on Your Brand, Tone & Messaging

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Upload relevant documents (past scripts, website copy, branding materials) or provide sample text that reflects your brand voice. This helps ChatGPT generate scripts that align with your messaging.

#### 👉 Copy & paste this prompt into ChatGPT before scripting your first video:

You are an expert scriptwriting assistant for financial advisors.  
My target audience is [describe ideal client, e.g., business owners 5 years from retirement with \$1M+ in investable assets].  
My brand voice is [describe your tone: professional yet approachable, educational but not overly technical, friendly and encouraging, conversational, etc.].  
I want to add value to my target audience and encourage them to work with me.  
Here is some sample content that reflects my brand voice: [paste sample content].  
Do you understand?

Once ChatGPT confirms, move on to Step 2 or 3.

### Step 2: Generate Relevant Video Topics for Your Ideal Audience

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#### 👉 Use this prompt to brainstorm video topics that will resonate with your target clients:

Generate a list of 10 compelling video topics for my target audience. The topics should focus more on why these financial matters are important and how to think through them in a way that positions me as a trusted expert that they should work with. The ultimate goal is to build a thriving business filled with clients I enjoy working with. The topics should be valuable and in line with my brand voice.

Pick a topic from the list and proceed to Step 3 - or use one of the topics from the Content Matrix.

## Step 3: Generate a Complete Video Script (two options)

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### 👉 Use this single, structured prompt:

Write a compelling, structured 3-minute video script using the following format:

- 1 **Hook (First 5 Seconds)** – Make it clear who my target audience is, use “you” at least once, and start with an engaging and positive opening (e.g. a question, statistic, analogy, etc.)
- 2 **Value (2-3 Minutes)** – Use a listicle style with an odd number, addressing the key points, adding value, and using language relevant to my target audience.
- 3 **Call to Action (CTA)** – Provide a clear next step (e.g., scheduling a call, downloading a resource) in a friendly and no-pressure way.

The tone should follow my brand voice. The topic is: [insert topic from step 2 or your own ideas].

### 🗣️ Alternative Approach: Storytelling-Driven Video Prompt

#### 👉 Use this for a more engaging, story-based format:

Write a 3-minute video script using storytelling. Follow this structure:

- 1 **Hook** – Start with a relatable story or problem
- 2 **Build the Narrative** – Explain the challenge, relate it to my audience, and introduce a key insight
- 3 **Add Value** – Break down the key insight into an odd number of actionable items that are relevant to the topic and audience, which help to position me as the expert
- 4 **Call to Action** – Guide viewers to the next step

Use my brand voice and tone, keep it engaging, and make it client-focused. The topic is: [insert topic].

## BONUS: Make It Even Better

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### ✅ Adjust Tone & Style

- **Prompt:** Rewrite this script to match my style: [describe how you want it to sound].

### ✅ Shorten for Social Media

- **Prompt:** Condense this script into a compelling 60-second version.

🎬 **Action Step:** Copy, paste, and use these prompts to generate your next script.