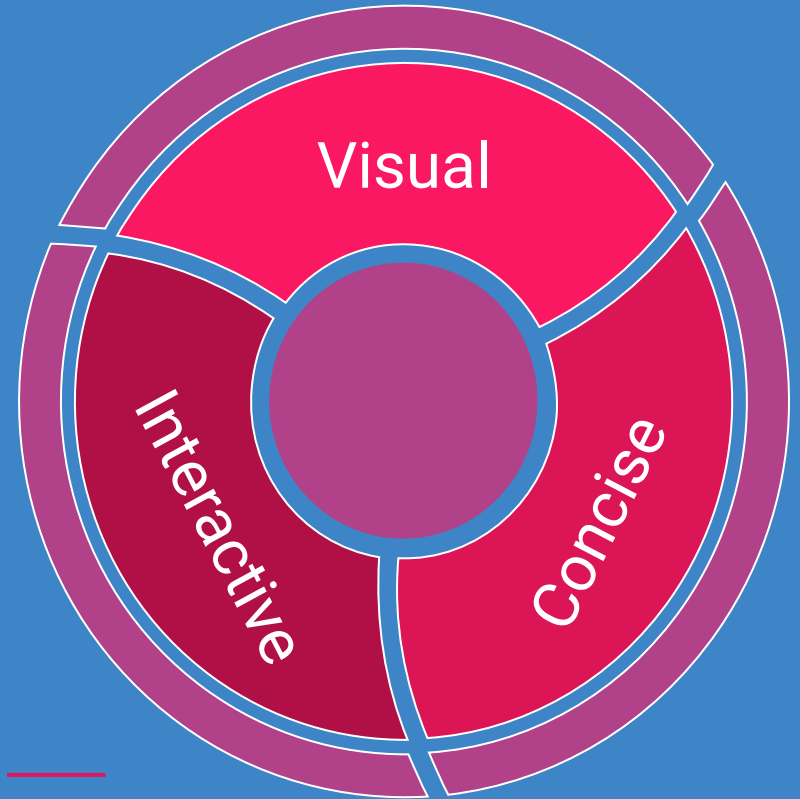


Conversational Copy

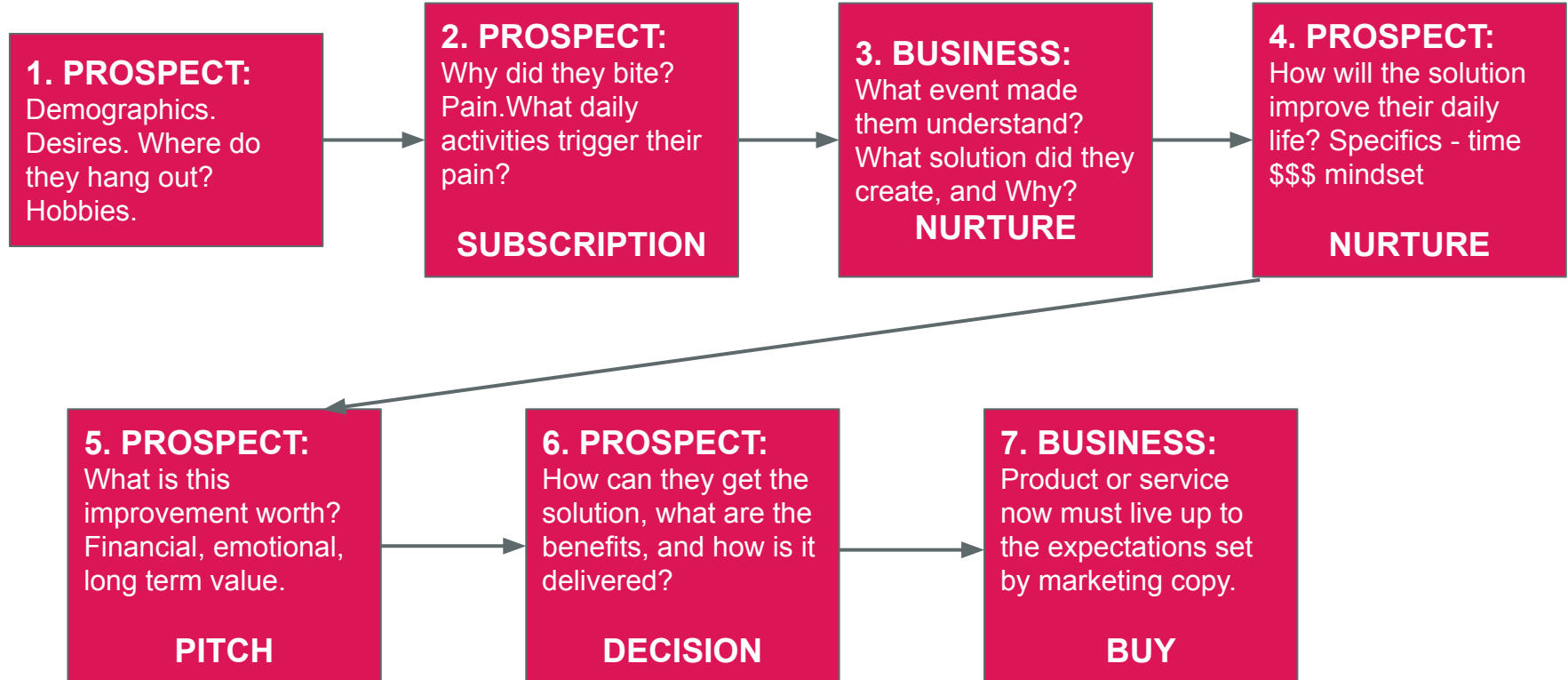
STEP 2: BOT MARKETING COPY

Select how to construct the story using backwards mapping, voice, persona, and marketing.

**Make it simple.
Make it text-like.
Make it ENGAGING!**



Bot Marketing In Action



1. PROSPECT:

Demographics.
Desires. Where do they hang out?
Hobbies.

Male vs. Female?

Professional?

Married vs. Single?

Kids?

How do they use Social Media?

What do they most want now?

2. PROSPECT:

Why did they bite?
Pain. What daily activities trigger their pain?

What about the brand caught their attention?

What do they need right now?
(Physical/Emotional/Mindset)

What is the biggest trigger to their pain? (weekly grocery shopping? Vacation? New car?)

3. BRAND: What event made her empathise? What solution did she create, and Why?

What was their education & profession?

Why were they dissatisfied?

What did they do about it, and how did it work?

Who else did they help do the same thing?

What product did they create as the result?

4. PROSPECT:

How will the solution improve their daily life? Specifics - time \$\$\$ mindset,

How will the product improve the prospect's daily life?

Speak to time saving opportunity

Speak to \$\$\$ making opportunity

Speak to the major mindset change AFTER they implement the solution.

5. PROSPECT:

What is this improvement worth?
Financial, emotional,
long term value.

How big is the gap between where they are now, and where they will be AFTER they implement the solution?

What is that change worth financially?

What is it worth emotionally?

What is it worth long term?

6. PROSPECT:

How can they get the solution, what are the benefits, and how is it delivered?

What is the path to getting the solution? (Lead magnets? Webinar? Book? Sales call? application?)

What are the added benefits of the solution? (FB group? Community? Support? Course materials? Weekly calls? Added educational materials?)

How is the solution delivered? (Membership? Videos? Audios? Workbooks? SaaS?)

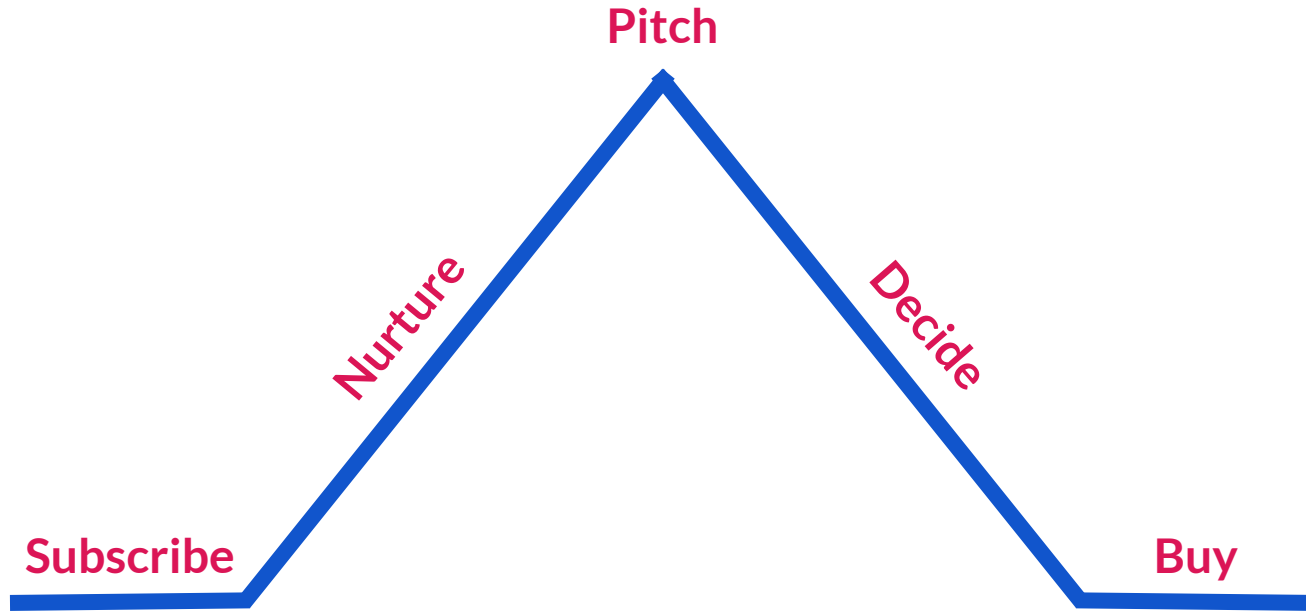
Story/Adventure

“is a series of events recorded in their chronological order”

In reference to chatbots, it is the WHOLE user experience:

- Know who you are
- Like what you say, or leave
- Trust that it's true, or leave
- Purchase, or leave
- Continue as a loyal customer

Story of Your Bot



Bot Structure

“the order and manner in which messages are delivered”

In reference to chatbots, this is how we engage with the user:

- Growth Tools
- Automation/Flows
- Buttons

MANYCHAT

ManyChat

Flows

Search by flow name

+ New Flow

Messenger Funnels

Business Use Cases

Home

Audience

Growth Tools

Live Chat 99

Broadcasting

Automation

Flows

Keywords

Sequences

Rules

Folders

Flows

BAAbootcamp Webinar

Bot Academy Webinar Chat

Filter by Triggers

Growth Tools

Events

Keywords

Sequences

Welcome Message

Default Reply

Shopify

Subscribe

Adventure

BABootcamp Webinar

Bot Academy Webinar Chatbot

Conversion Calculator

FBA Challenge Bot Template

Imports

Generate Single-use Links in ...

Imported from World Sportsb...

KBB

Launch Funnel

Lead Magnet Trip Wire OTO

Local Marketing Pro - Viral Gi...

MF Application

Niche to Pitch Framework

Referral

SMS Consent

Webinar Chatbot Playbook

WEBINAR CHATBOT TEMPL...

New Folder

Live Support

MANYCHAT

And, I had so many people asking me to train them on how to create the high converting chatbots I create for my clients that I finally said...Okay! 😊 🔥 🎉 Ready to see what it's about?

Heck to the YES! CTR 57% >

Nah, I'm Good. CTR 3% >



CONVERT

🚀 WOOHOO! Come on in and be ready to learn my 3 crazy cool secrets! Here is your private link to join us... I'll see you on the inside! ↓ 😊 💜 🤖

Join NOW!

CTR 100%



Our Tools

Emojis

Images

Video

Gif's

Client's personality

ManyChat/OA

OA Structure

“think of this as a container or your house”

In reference to OA, this is how we engage with the user:

- Pages (the room)
- Elements (the room arrangement)
- Buttons (the doors to other rooms)

OPENLESSAPP

The image displays the Bot Academy Builder interface. On the left is a sidebar menu with categories like 'MANAGE BUSINESSES', 'KPI's', 'Polling', 'Payments', 'Apps', 'Templates', 'Create Campaign', 'Campaign Sender', 'Triggers', 'Broadcast', 'Media', 'Polls', 'Contest', 'Content', 'Contacts', and 'Messaging'. The main area is titled 'BUILDER > ADEMY' and contains a list of items:

- SIGNIN...: HEtuNvHyoj
- BUTTON...: pZMs6ztMgG
- Page_Welcome (id0pQrs801) - A red arrow points from a 'PAGES' label to this item.
- BUTTON...: ir1Xwr4yff - This item is highlighted with a red box.
- Page_BA_Webinar_Registration (W90ditxbJp)
- SIGNIN...: ISXW7vuvbk
- CARDS_ELM...: Wr3sN4dCEm - A red arrow points from an 'ELEMENTS' label to this item.
- Page_LIVE_Bootcamp_Webinar_Info (pMGontlfKi)

On the right, a mobile phone preview shows the 'BOT ACADEMY' app interface with a header, a video, and two buttons: 'Apply to the Bootcamp NOW!' and 'Schedule an Appt. to Chat with MKJ'.

CTA

What is a CTA?

Calls to Action are a common marketing term used as a set of “instructions to the audience designed to provoke an immediate response, usually using an imperative verb.”

7 Basics with CTA's

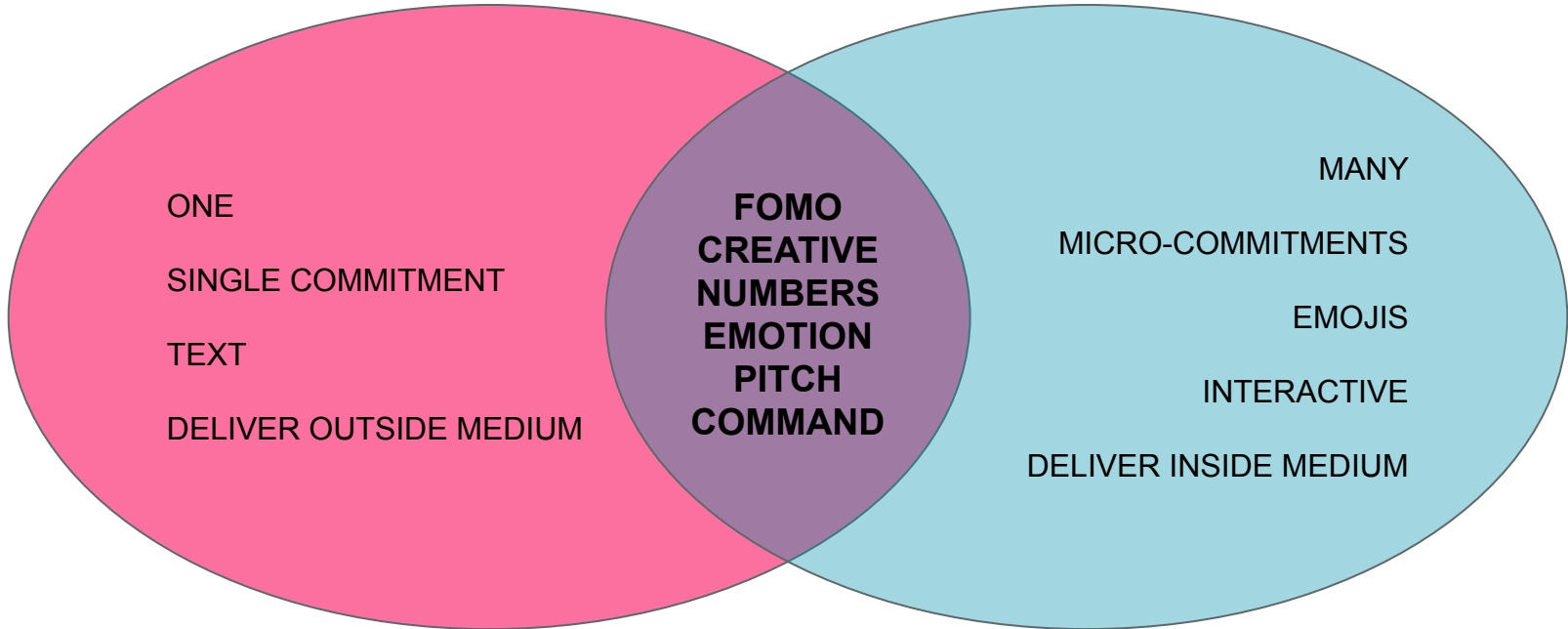
1. Use strong verbs (command terms)
2. Use words that provoke emotion or enthusiasm
3. Give a reason why they should take desired action
4. Use Fear of missing out (FOMO) (but sparingly)
5. Get creative
6. Use Numbers

Visual - Short - Interactive

Comparing CTA's

EMAIL

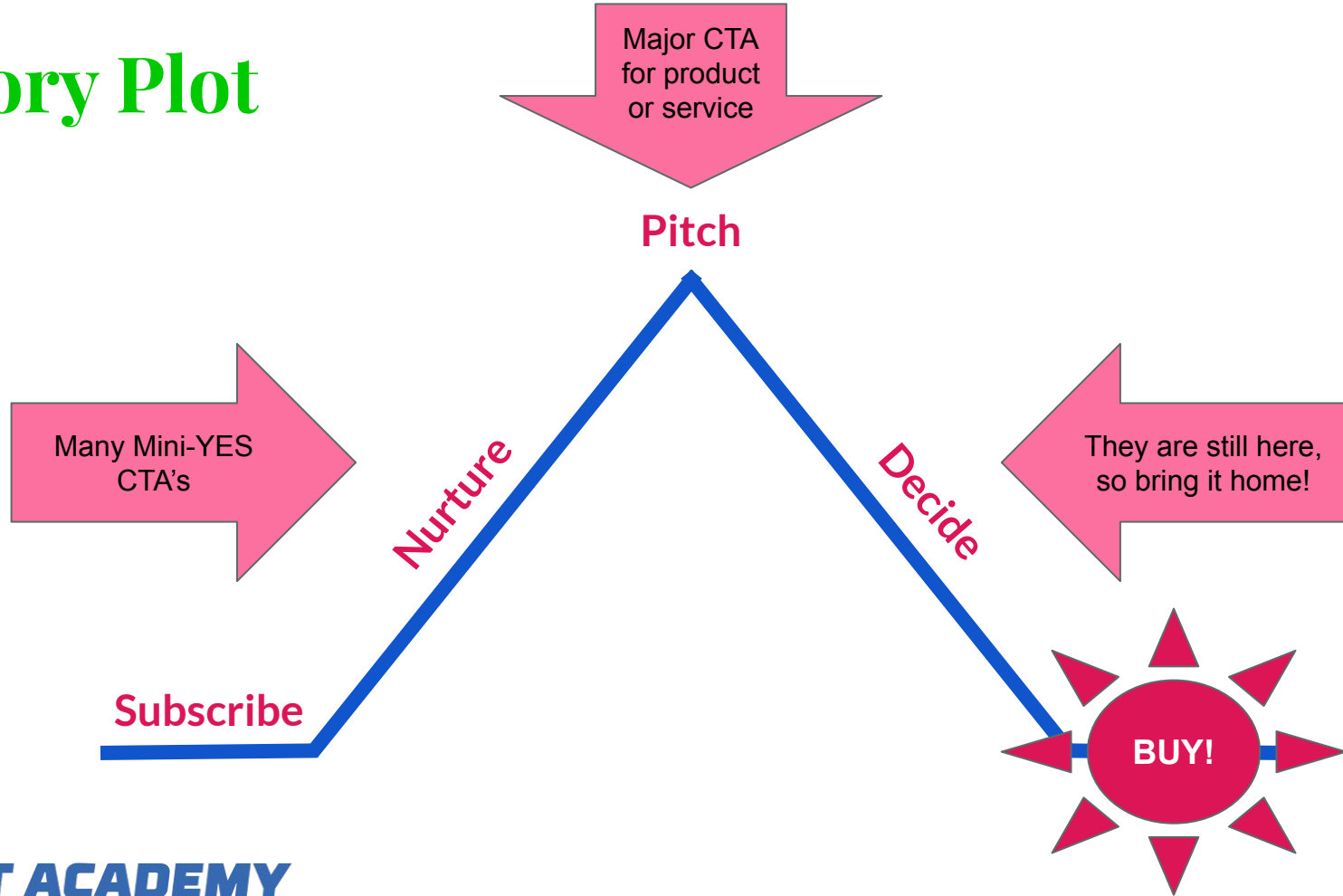
MESSENGER



Importance of CTA's

- They MOTIVATE
 - Part of your sales funnel
 - Tells user what to do next
- Takes out the thinking
 - Reduces the psychological impact of decision making
 - Tells you the next step
- Boost digital advertising success
 - Generates hype about product/services
 - Attention grabbing

Story Plot



STEP 3: NURTURING

Nurture

“the process of caring for and encouraging the growth or development of someone or something”

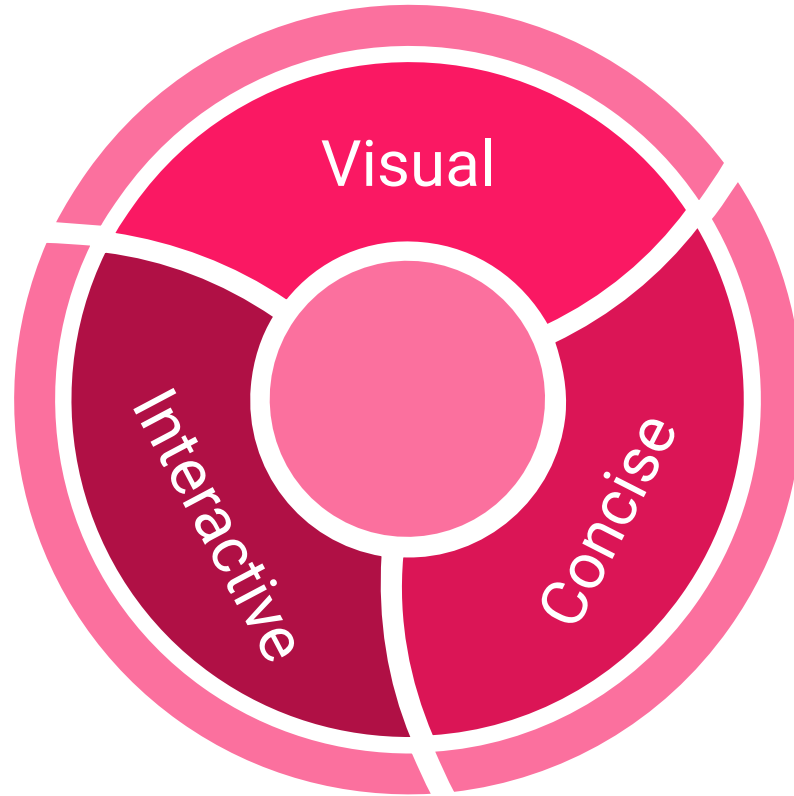
In reference to chatbots, this is how we market with the prospect's pain points in mind:

- Provide valuable content
- Provide connections to brand

“One of the most important things to learn is that you can make a difference in life. What you do matters.”

~ Sister Stan

Remember this...



“Business is all about relationships... how well you build them determines how well they build your business...” ~ Brad Sugars

Relationship Building

The value your client brings to the table

Clear and concise communication

Always keep promises - give them the freebie

Social and ethical responsibilities

Grow The Know, Like, Trust Factors

Trust

Nurturing Prospects builds trust which makes the Pitch and Decision to Buy easier.

Like

Prospects follow and Subscribe in order to be Nurtured

Know

Visible to a variety of audiences - consistent messaging and location

Focus Questions for Relationship Building

1. Who is the prospect?
2. What is their need?
3. Why did we understand and create a solution?
4. How will it improve their life?
5. What is it worth?
6. Where can they get it?

Conversational Relationship Building

Use the marketing copy from the emails

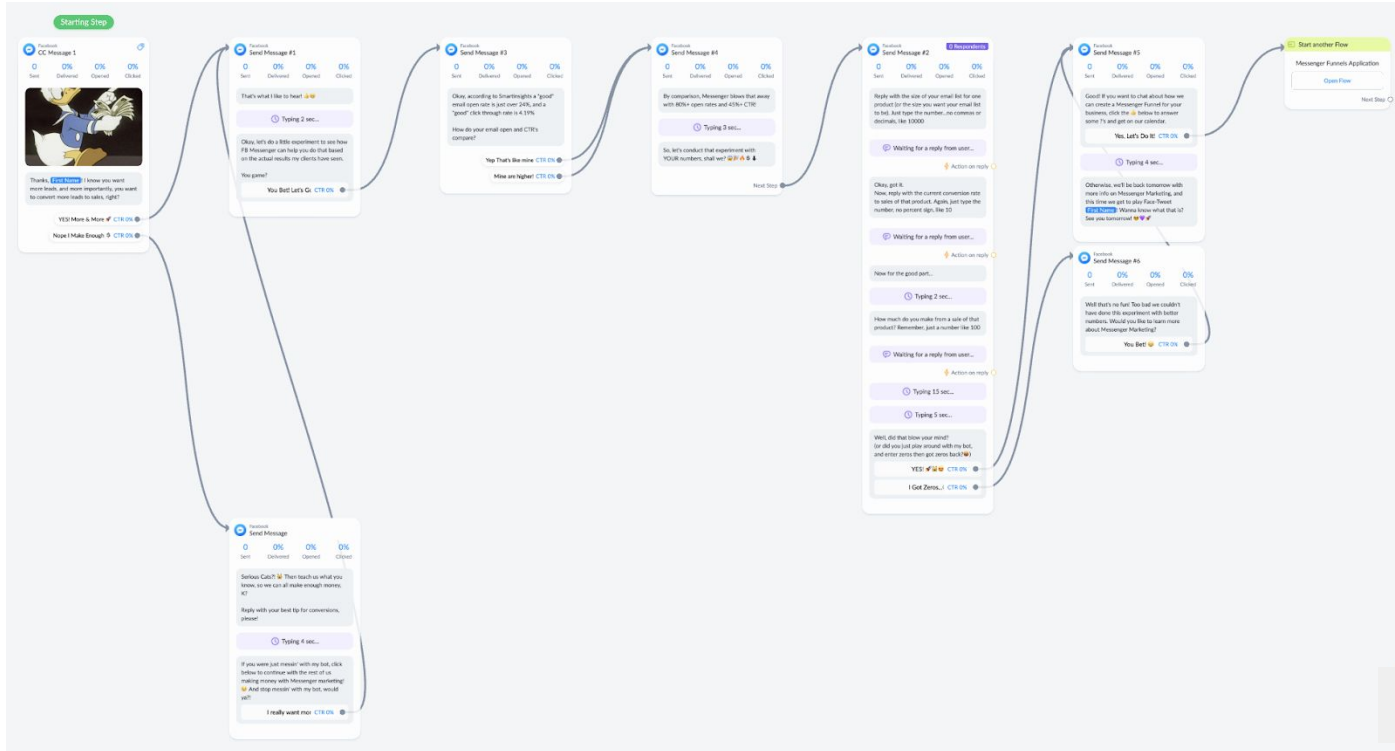
Turn some of the statements into questions or interactive leading statements

Connect the nurturing messages with buttons

YOU ARE THE CHIEF!

EXAMPLE BOT COPY MIND MAP MANYCHAT

https://manychat.com/flowPlayerPage?share_hash=1870351853242831_d77bd730c87d8ddcf9fab869523b8do65396f318



Homework

1. Complete a mind map of the bot copy for ONE full flow
 - Use your strategy mind map, and any other info you can gather from the niche research.
 - Use the marketing knowledge you gathered by reviewing SLIDES 22 - 27 of this presentation
 - Write the copy with the goal to nurture subscribers to a relationship with the brand that results in conversion or unsubscribe.
2. Upload your mind map to Ruzuku.