



# USING **A.I.** TO SUPERCHARGE YOUR MARKETING

# TOOLS DISCUSSED

- GhatGPT
- Google Gemini
- Midjourney
- WisprFlow
- CapCut
- Replit

# **EXAMPLE BRANDSCRIPT**

## **What is our Business Name?**

**Stride Skip Bin Hire**

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## **Who are our Customer?**

Stride Skip Bin Hire primarily serves homeowners, renovators, builders, tradies, and small businesses in Mandurah, Rockingham, Baldivis, Pinjarra, and surrounding suburbs. Our customers are people and businesses who need fast, reliable, and affordable rubbish removal — whether it's a one-off spring clean, a renovation project, a garden clear-out, or ongoing waste management. They value convenience, friendly service, same or next-day delivery, and the reassurance that their waste is handled properly and responsibly.

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## **Our Services**

- **Skip Bin Hire**
    - Same or next-day delivery across Mandurah, Rockingham and surrounds
    - 7-day hire period with flexible extensions available
    - Sizes ranging from 3m<sup>3</sup> to 8m<sup>3</sup> bins
  - **Waste Disposal by Type**
    - General Waste Skip Bins
    - Green Waste Skip Bins
    - Concrete & Bricks Skip Bins
    - Mixed Waste Skip Bins
    - Recyclable Waste Skip Bins
    - Clean Fill / Soil Skip Bins
  - **Customer Support**
    - Instant online quotes
    - Polite, professional staff and drivers
    - Advice on choosing the right bin for your needs
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## **What Problems Do We Solve?**

- **Too Much Clutter** – Easily clear out unwanted household, garden, or renovation waste in one go.
  - **Time Wasted** – Avoid multiple trips to the tip with one convenient skip bin.
  - **Wrong Bin Size** – Our simple guide and expert advice help you pick the right bin the first time.
  - **Last-Minute Needs** – Same or next-day delivery so you're never left waiting.
  - **Hidden Costs** – Transparent pricing with no nasty surprises.
  - **Stressful Process** – A hassle-free, single point of contact from delivery to pick-up.
  - **Hard-to-Load Waste** – All bins come with drop-down ramps for easy access.
  - **Environmental Worries** – Waste is directed to recycling facilities where possible.
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### Why Choose Us / Benefits?

- **Fast Delivery** – Same or next-day delivery ensures you get your bin when you need it.
  - **Friendly Service** – Polite, professional staff and drivers who actually care about your experience.
  - **Quality Bins** – Strong, reliable bins with drop-down ramps for easy loading.
  - **Affordable Pricing** – Competitive rates that deliver value without cutting corners.
  - **Convenient Process** – One quote, one invoice, one simple point of contact.
  - **Trusted Experience** – Over 20 years in business serving thousands of happy locals.
  - **Local Focus** – Servicing Mandurah, Rockingham and surrounds with genuine local knowledge.
  - **Reliable Pick-Up** – We collect on time, so you're not left with a bin longer than needed.
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### Our Story

- **Local Experience** – For more than 20 years, we've been helping Mandurah and Rockingham residents with hassle-free skip bin hire.
  - **Customer-First Approach** – We believe rubbish removal should be easy, affordable, and delivered with a smile.
  - **Reliable Reputation** – Thousands of satisfied customers and 5-star reviews prove that we always deliver on our promises.
  - **Built on Trust** – We've grown by being honest, transparent, and genuinely helpful — setting us apart from “grumpy competitors.”
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### What is the Customers Journey?

- **Step 1 – Instant Quote**

Use our online system or call us to get an instant skip bin quote — no waiting around.

- **Step 2 – Fast Delivery**

Choose your bin size and we'll deliver it to your location the same or next day.

- **Step 3 – Easy Loading**

Fill the bin with your waste using our convenient drop-down ramps.

- **Step 4 – We Collect**

We pick up the bin promptly and take care of the rubbish, leaving you with a clutter-free space.

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#### **What is our voice/tone?**

- **Straight-talking & relatable** – Speak like a helpful mate, not a corporate brochure.
- **Cheeky humour** – Light, Aussie-style humour (“Don’t stash your mother-in-law in the bin!”) keeps it memorable.
- **Confident & reliable** – Always reassure people you’ll show up on time and handle the job properly.
- **No-BS honesty** – “We’re not the rock-bottom cheapest — but we’re damn close, and you can count on us.”
- **Local pride** – Show that you’re part of the community, not just a faceless operator.

# USE AI TO GENERATE THE BRANDSCRIPT

You can use AI to help generate the Brandscript.

```
{paste the Brandscript}
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If I wanted to create a document like the above for our business to help  
prompt AI to know about our business what information do you need for me?  
List a bunch of questions for me to answer
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# VOICE / TONE

## Set the Tone / Voice

Using the Brandscript, define our brand voice with a "Voice Chart". Include: Voice pillars (3-5), Do/Don't rules, sentence length, vocabulary, formality, humour, calls-to-action style. Provide 3 example paragraphs (homepage hero, service intro, testimonial reply) that nail our voice. Keep Australian spelling.

### **Current**

*"Same or next day delivery ensures you get your bin when you need it."*

### **With Tone**

*"Need a bin in a hurry? We'll drop it off today or tomorrow — before you've even had a chance to trip over that pile of junk again."*

### **Current**

*"Our skip bins are the cream of the crop. We never skimp on size and always provide drop down ramps."*

### **With Tone**

*"Our bins are big, tough, and come with ramps — so you don't have to heave the old couch over the side like a pro weightlifter."*

### **Current**

*"We've been providing top-notch skip bin services for over 20 years."*

### **With Tone**

*"20+ years of hauling junk means we've seen it all — from renovation rubble to mystery mattresses. We'll sort you out without the drama."*

## Some Alternative Voices?

### **Straight-talking, larrikin energy, Aussie humour**

*"Need a bin quick? We'll have it at your place today or tomorrow — before you've even tripped over that mountain of junk again."*

### **Polished, corporate confidence, reassuring, businesslike**

*"With our guaranteed same or next day delivery, you can be confident your bin will be on-site precisely when you need it."*

**Precise, no-nonsense, practical, focused on systems, safety and performance.**

“Our logistics are streamlined to ensure your skip arrives on-site within 24 hours — keeping your project on schedule without delays.”

**Relaxed, warm, almost lifestyle-focused.**

“Skip the stress — we’ll drop your bin off today or tomorrow, right on time, so you can breathe easy and get on with your clean-up.”



# WEBSITE WINS

## 3 Primary Goals:

- increase conversion,
- improve positioning,
- improve SEO.

## Audit Your Site

I want you to audit the following website from three perspectives:

Conversion Rate Optimisation (CRO): How clear and compelling are the value propositions, calls-to-action, forms, trust signals (reviews, guarantees, badges), and navigation? What barriers might stop visitors from enquiring or buying? Give practical suggestions for improving conversions.

Business Positioning: How well does the site communicate what makes this business unique? Is the tone and messaging aligned with the target audience? Does it differentiate strongly from competitors? Suggest changes to improve positioning and brand voice.

SEO (On-Page): Analyse meta titles/descriptions, header structure, keyword usage, internal linking, page speed basics, and local SEO signals. Point out missing opportunities, keyword gaps, and technical fixes.

Here's the site to review: **[insert URL]**

Please provide your audit in a structured format with sections for each area, a list of strengths, weaknesses, and actionable recommendations.

# IMPROVE HEADLINES

You are a senior conversion copywriter. Write homepage HERO headlines that are crystal-clear, specific, and benefit-first. Use Australian English.

**{INSERT BUISNESS BRANDSCRIPT} or {EXISTING HEADLINES}**

## TASKS

1) If EXISTING HEADLINES are provided, produce up to 3 stronger rewrites for each, keeping the core promise but making it clearer, more specific, and more outcome-driven.

2) Then create 10 NEW headline ideas based on the BUSINESS BRANDSCRIPT.

## STYLE & RULES

- One line per headline, 6-12 words.
- Be direct, value-first, and practical. No fluff or buzzwords.
- Speak to the desired outcome and the pain removed.
- Use specifics from the DNA (e.g., timeframes, prices, guarantees, locations, proof).
- Use second person ("you/your"). Present tense. No puns.
- Avoid: "innovative", "solutions", "world-class", clichés, jargon.
- No em dashes or semicolons. Keep punctuation light.
- Prioritise clarity over cleverness. If a 12-year-old can't get it in 3 seconds, rewrite it.

## ANGLE COVERAGE (mix across the 10 new headlines)

- Outcome + timeframe (fast result)
- Problem → solution → outcome (plain talk)
- Price/offer-led (if provided)
- De-risk/guarantee
- Social proof (ratings, # jobs, years, partners)
- Objection-buster (mess, delay, cost, hassle)
- Category + differentiator (what makes us unlike others)
- Local relevance (service area)
- Simplicity/ease

- "Why now" (urgency/seasonal if relevant)

QUALITY BAR (self-check silently)

- Clarity 10/10, Specificity 8/10+, Relevance 9/10+, Strength of promise 8/10+.
- If it fails, iterate—only show the best final headlines.

OUTPUT FORMAT

A) If EXISTING HEADLINES were supplied: list each original followed by its improved variants.

B) Then a table with 10 NEW headlines:

C) After the table, list your Top 3 recommendations with a one-line rationale each.

### Quick Version (When You Just Need Ideas)

Write 10 homepage hero headlines (6-12 words), value-first and crystal clear, using Australian English. Use specifics from this brandscript: **{PASTE BRANDSCRIPT}**.

No jargon, no puns, no em dashes; keep punctuation light. Mix angles: fast outcome, price/offer, guarantee, proof, objection-buster, differentiator, local relevance, simplicity, urgency.

Output a 3-column table: Headline | Angle | Why it works (1 sentence). Then bold your Top 3 picks and say why.

# IMPROVE REVIEWS/TESTIMONIALS

Turn the raw reviews below into scannable testimonials. For each review:

Write a 5-9 word headline that captures the outcome/result (plain language, no hype).

Keep the customer's own voice and meaning.

Tidy typos only (light grammar/spelling fixes, Australian spelling).

Trim filler, keep concrete details and numbers.

Do not invent names, locations, or claims.

If attribution (name/suburb/role) is present, keep it; if not, omit it.

Output format (repeat per review):

[Headline in Title Case]

"Short 1-2 sentence testimonial in first person."

– Name, Suburb/Role (*only if provided*)

Raw reviews:

<<<REVIEWS>>>

**PASTE REVIEWS HERE (one per paragraph or line)**

<<<END REVIEWS>>>

# FAQS

**{PASTE BRANDSCRIPT}**

## TASK

- Write 8-12 FAQs that match buyer intent for the **{INSERT PAGE}** (not generic site FAQs).

## KEYWORDS:

**{INSERT KEYWORDS IF AVAILABLE}**

## WRITING RULES

- Each answer 80-140 words.
- Start with a one-sentence takeaway, then add specifics (bullet points allowed).
- Work with the keywords provided (or if none, use obvious keywords) naturally into 3-5 answers; use related phrases in others. No keyword stuffing.
- Cover: price, timing/availability, process/what to expect, preparation, inclusions/exclusions, sizes/options, service area, licensing/compliance, aftercare/warranty, who it's for/not for, next steps/CTA.
- Be factual; if info is unknown, say "varies by ... contact us for a fast quote"
- Direct, plain language; short sentences; no jargon; no em dashes or semicolons.
- Use "you/your"; include concrete numbers/timeframes when provided.

## OUTPUT

A) Markdown section:

## FAQs

### Q1: {question}

{answer}

(repeat for all Q&As)

# BLOGS

## BLOG IDEAS

Create 20 blog ideas for our business. Use Australian English. Mix TOFU/MOFU/BOFU. Output a table: Title | Angle | Primary Keyword | Secondary Keywords | Persona | Stage | Format | Internal Link |  
Keep titles 8-12 words, benefit-first, no jargon, no em dashes. Include at least 4 comparison posts and 3 local guides.

## BLOG FORMAT

Write a title that clearly states the main subject and user goal, using keywords from **{Topic}**

Write a concise, 2-3 sentence paragraph that directly answers the core question of the **{Topic}**. This serves as an immediate, extractable summary for both users and AI.

Write a question-based heading addressing the first key aspect of the **{Topic}**

Write a detailed paragraph explaining the concept introduced in the heading above. Follow this with a bulleted list of key items, tools, or non-sequential points related to this sub-topic. For example:

{Item 1 with a brief description}

{Item 2 with a brief description}

{Item 3 with a brief description}

Write a headline about common mistakes or challenges related to <Topic>

Write a body paragraph introducing common errors people make. Use a bulleted list to clearly outline these pitfalls and provide a brief tip on how to avoid each one. This demonstrates a deeper level of expertise and empathy for the reader's challenges.

{Mistake 1: Briefly explain the error and its negative consequence.}

{Mistake 2: Briefly explain the error and its negative consequence.}

{Mistake 3: Briefly explain the error and its negative consequence.}

Write a question-based heading for the process or 'how-to' part of the **{Topic}**

Write a body paragraph that introduces the step-by-step process. Use a numbered list to detail the sequence of actions clearly. For example:

The first action to take

The next logical action

The final action in the sequence

Write a heading for comparing elements or presenting structured data about the **{Topic}**

Write a body paragraph introducing the comparison. Create a simple table to compare features, types, or data points, with clear headers and rows of data.

{Trust Signal Keyword, e.g., Resources}

Write a heading like 'Sources' or 'Further Reading'

Write a body paragraph that uses a bulleted list to link out to reputable, external sources that support the article's content.

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[CALL TO ACTION GOES HERE]

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\*Meta Title:\* page meta title

\*Meta Description:\* page meta description

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# IMAGE CREATION

## Using MidJourney

"Give me 5 MidJourney photo prompts about **{SUBJECT}** in Australia. Prompts only, one per line, no parameters/flags. Each prompt must include: specific action, Australian context, lighting, composition/shot type, camera and lens, editorial natural colour grade



# THANK-YOU PAGE VIDEO

## Write A Script

{PASTE BRANDSCRIPT}

Write a friendly 45-60 second "what happens next" video script for a Thank You page shown right after a webform submission. Use Australian English. Start with a warm thank you and that we will get in touch shortly. Clearly list the next steps. Mention one trust signal. End with a simple next action and a friendly sign-off. Short sentences, plain English. Output the script only.

## Example Output:

Thanks for reaching out to Stride Skip Bin Hire. We've got your details and we'll be in touch shortly.

Here's what happens next.

First, one of our team will call or email you to confirm your bin size, waste type, and delivery time.

Next, we'll lock in a same or next day drop-off so you know exactly when to expect us.

Finally, you'll get a clear price with no hidden costs.

We've been helping locals in Mandurah and Rockingham with skip bins for over 20 years, so you can count on us to turn up on time.

While you wait, feel free to call us on 1300 047 874 if you need something sorted quickly.

Thanks again, and we'll speak to you soon.

# GOOGLE ADS

- Overall Strategy
- Creating Headlines and Descriptions
- Negative Keywords
- Analyse Existing Campaigns

## SOCIAL MEDIA

- Content Strategy
- Create Post Content (Text / Images / Video)
- Paid Ads
  - Create Content Fast

# CREATE TOOLS / SOFTWARE

- Profit Calculator
- Website Audit Tool
- Use ChatGPT
- Replit