

# **GOLDEN ChatGPT FRAMEWORKS**



PROVEN STRATEGIES FOR  
UNLOCKING BUSINESS  
GROWTH WITH AI-POWERED  
COPYWRITING.

**Munyaradzi Hambakachere**



**HIGH TICKET  
HUSTLE**

PASSIVE INCOME SECRETS



## Introduction

### About Munyah Is Marketing and the High Ticket Hustle

Welcome to Munyah Is Marketing, where digital marketing meets cutting-edge AI technology.

Founded by Munyaradzi Hambakachere to revolutionize how businesses thrive online.

**Our mission is simple:** help brands build a strong online presence and create a thriving community using simple sales funnels and AI-based marketing techniques.

We know In today's competitive world, a robust online presence and engaged community are crucial for growth.



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## **Unlock the Power of Effective Marketing: 24 Proven Frameworks for Success**

In today's fast-paced and ever-evolving marketing landscape, staying ahead of the curve is crucial for entrepreneurs and marketers alike.

With countless strategies and tactics vying for attention, it's easy to get lost in the noise.

That's why we've created this comprehensive guide, featuring 24 powerful marketing frameworks designed to help you:

- **Clarify your message and resonate with your target audience**
- **Develop a winning strategy that drives real results**
- **Streamline your marketing efforts and maximize ROI**
- **Stay focused on what truly matters – growing your business**

These 24 frameworks cover a wide range of marketing disciplines, from brand positioning and content creation to lead generation and customer engagement. Each framework is designed to be flexible, adaptable, and easy to implement, allowing you to tailor your approach to your unique business needs and goals.



Whether you're a seasoned marketer or just starting out, this guide provides the tools and insights you need to elevate your marketing game, drive growth, and achieve lasting success. So, let's dive in and discover the power of effective marketing – one framework at a time!

**ChatGPT can help you create killer content that showcases your expertise and thought leadership in your industry.**

If you're a salesperson, try a prompt like

**"What are some effective sales strategies for closing deals in a remote work environment?"**

## **WRITE COLD EMAILS FOR OUTREACH**

When you're just starting out, cold outreach is one of the best things you can do to grow your business or personal brand. Try a prompt such as

**"Write a pitch email for a partnership with a cosmetics company to promote their new product line,"**

## **WRITE ARTICLES ABOUT NUANCED TOPICS IN YOUR FIELD**

ChatGPT can help you create in-depth, well-researched articles on nuanced topics, establishing you as an expert in your field.

If you're a digital marketer, try a prompt like,

**"Analyze the impact of AI technology on digital marketing strategies."**



## **ANALYZE YOUR SOCIAL MEDIA MESSAGING**

Here's a fun one - you can use ChatGPT to analyze common words in your content to find patterns in what works.

**"Write code that I can copy and paste into Google sheets which will analyze the most frequent words in a column."**

## **USE IT TO FACILITATE EDUCATION AND LEARNING**

Embracing technology like ChatGPT opens up opportunities for more dynamic, engaging, and relevant education.

You can use it to generate lesson plans, create thought provoking discussions, develop case studies, create assignments/quizzes, **+ more!**

## **WRITE SEO FRIENDLY SOCIAL MEDIA COPY**

Try using ChatGPT to generate effective, platform-specific video titles and captions for your social media content.

For example, you can use a prompt like,

**"Provide 3 YouTube Shorts titles following best SEO practices using the following excerpt..."**

## **SPEED UP DATA ANALYSIS**

ChatGPT can help you speed up data analysis, making it easier to draw insights and make informed decisions.

For example, try something like

**"Analyze the performance of our latest email campaign and provide recommendations for improvement," and feed it the details like your click through rate, subject line, and text."**



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**Marketing Made Easy:**

# 24 ChatGPT Frameworks to Drive Results!!





## '6 W's' framework

Write a copy using the '6 W's' framework to convert leads into customers.

Identify [ideal customer persona] as the target audience, clearly describe our [product/service] and what it does,

highlight any time-sensitive aspects of our offer or the problem it solves, specify where the product or service can be purchased or used,

clearly explain the benefits and value of our [product/service], and explain how the product or service works and how the customer can obtain it.

Include variables such as [product/service], [unique selling point], and [desired action].

## 'Story-Solve-Sell' framework

Create a copy using the 'Story-Solve-Sell' framework to convert leads into customers.

Tell a compelling story that connects with [ideal customer personal] and relates to the problem our [product/service] solves,

clearly demonstrate how our product solves the problem, and make a strong call to action to convince the reader to purchase or take the desired action.

Include variables such as [product/service], [unique selling point], and [desired action].

## 'Pain-Agitate-Relief' framework

Please write a copy using the 'Pain-Agitate-Relief' framework to convert leads into customers.

Identify the pain points faced by [ideal customer personal], amplify the negative consequences of not addressing these pain points, and present our [product/service] as the solution that brings relief.

Include variables such as (product/service), [unique selling point], and (desired action).



## 'Solution-Savings-Social Proof' framework

Write a copy using the 'Solution-Savings-Social Proof framework to persuade ideal customer persona] to take action.

Clearly state the problem our [product/service] solves, emphasize the time, money, or other resources that the customer can save by using our product, and use customer testimonials or social proof to demonstrate the effectiveness of our solution.

Include variables such as [product/service], [unique selling point), and [desired action].

## 'Past-Present-Future' framework

Create a copy using the 'Past-Present-Future' framework to connect our [product/service] to [ideal customer persona]'s past experiences or memories.

Show how it can improve their present situation, and then show how it can shape their future in a positive way.

Include talking points such as [unique selling point), (pain point), and [desired action].

## 'Friend-Expert' framework

Write a copy using the 'Friend-Expert framework to establish a connection with ideal customer persona] and position our brand or [product/service] as an expert in our field.

Use a friendly and approachable tone to connect with the reader, but also highlight our credibility and expertise in our field.

Include talking points such as [unique selling point), [pain point), and [desired action].





## 'Exclusive-Inclusive' framework

Write a copy using the 'Exclusive-Inclusive' framework to position our [product/service] as elite and desirable to [ideal customer persona].

Make it clear that our product is exclusive or elite in some way, but also emphasize that it is accessible and inclusive to a wide range of customers.

Include talking points such as (unique selling point), [pain point], and [desired action].

## 'Positive-Negative' framework

Using the 'Positive-Negative' framework, please write a copy that focuses on the positive aspects of our [product/service] and the benefits it will bring to [ideal customer persona].

Also acknowledge and address any potential negative Consequences or drawbacks in a constructive way.

Include talking points such as (unique selling point), [pain point], and [desired action].

## 'Urgency-Patience framework

Write a copy using the 'Urgency-Patience' framework to encourage lideal customer persona to take action.

Create a sense of urgency to encourage the reader to act now, but also remind them that using our [product/service] will bring long-term benefits that are worth waiting for.

Include talking points such as [unique selling point], [pain point], and [desired action].



## 'Expectation-Surprise' framework

Please write a copy using the 'Expectation-Surprise' framework to generate interest and encourage action from [ideal customer persona].

Set expectations for the reader about what they can expect from our

[product/service], but then surprise them with unexpected benefits or features that exceed those expectations.

Include talking points such as [unique selling point), (pain point), and [desired action).

## 'Emotion-Logic' framework

Using the 'Emotion-Logic' framework, please write a copy that connects with [ideal customer persona and creates desire for our [product/service].

Use emotional appeals to connect with the reader, but also use logical arguments to convince them to take action.

Include talking points such as [emotion], pain point), and [desired action).

## 'Personal-Universal' framework

Craft a copy using the 'Personal-Universal' framework to make our [product/service] relatable to [ideal customer persona].

Use "you" language and address their specific needs and desires, but also connect our product to universal human experiences and values.

Include talking points such as [unique selling point), (pain point), and [desired action].



## 'Consistent-Contrasting' framework

Please write a copy using the 'Consistent-Contrasting' framework to convert leads into customers.

Use a consistent message or theme throughout the copy, but incorporate contrasting language or images to draw the reader's attention and keep them engaged.

Include talking points such as [product/service], [unique selling point], and [desired action].

## 'Strong-Weak' framework

Write a copy using the 'Strong-Weak' framework to persuade [ideal customer personal] to take action.

Use strong language and images to emphasize the benefits of our [product/service], but also acknowledge any potential weaknesses or limitations in a transparent and honest way.

Include talking points such as [unique selling point], [pain point], and [desired action].

## '5 Basic Objections' framework

Using the '5 Basic Objections' framework, please write a copy that addresses and refutes the common objections of [ideal customer personal: lack of time, lack of money, concerns that the product won't work for them, lack of belief in the product or company, and the belief that they don't need the product.

Include talking points such as [unique selling point] and [desired action].



## 'Four C's' framework

Write a copy using the 'Four C's' framework to create clear, concise, compelling, and credible copy for [ideal customer persona].

Use this checklist to ensure that our message is effectively communicated and persuades the reader to take action.

Include talking points such as [unique selling point] and [desired action]"

## 'Picture-Promise-Prove-Push framework

Write a copy using the 'Picture-Promise-Prove-Push framework to paint a picture that gets the attention and creates desire for our [product/service] in ideal customer persona].

Describe how our product will deliver on its promises, provide testimonials to back up those promises, and give a little push to encourage the reader to take action.

## 'Awareness-Comprehension-Conviction-Action' framework

Write a copy using the 'Awareness-Comprehension-Conviction-Action' framework to present the situation or [problem] faced by [ideal customer persona] and help them understand it.

Create the desired conviction in the reader to use our [product/service] as the solution and make them take action.

## 'Problem-Agitate-Solve' framework

Using the 'Problem-Agitate-Solve' framework, please write a copy that identifies the most painful [problem] faced by [ideal customer persona] and agitates the issue to show why it is a bad situation.

Then, present our [product/service] as the logical solution to the problem.



## 'Star-Story-Solution' framework

Using the 'Star-Story-Solution' framework, please write a copy that introduces the main character of a [story] related to our [product/service] and keeps the reader hooked.

End the story with an explanation of how the star wins in the end with the help of our product.

## 'Before-After-Bridge' framework

Using the 'Before-After-Bridge' framework, please write a copy that presents the current situation with a [problem] faced by ideal customer persona]. Show them the world after using our [product/service] and how it has improved their situation.

Then, provide a [bridge] to show them how they can get to that improved state by using our product.

## 'Attention-Interest-Desire-Action' framework

Write a copy using the 'Attention-Interest-Desire-Action' framework to grab the attention of ideal customer persona] and persuade them to take action.

Start with a bold statement to get their attention, present information that piques their [interest), state the benefits of our [product/service] to create [desire], and ask for a signup or purchase.

## 'Features-Advantages-Benefits' framework

Using the 'Features-Advantages-Benefits' framework, please write a copy that highlights the [features] of our [product/service] and explains how these [advantages] can be helpful to [ideal customer persona].

Elaborate on the [benefits] of our product and how it can positively impact the reader.



## 'PASTOR' framework

Write a copy using the 'PASTOR' framework to address the pain points of [ideal customer persona] and present our [product/service] as the solution.

Identify the [problem] they are facing, amplify the consequences of not solving it, tell a [story] related to the problem, include [testimonials] from happy customers, present our [offer], and ask for a response.

## THE END!!

"The end is not a destination, but a new dimension.  
A threshold to new beginnings, a canvas for fresh  
stories, and a chance to rewrite the narrative of  
your existence."

**Feel free to share this guide!**

