

There are two prompts you'll use to create challenge info-products. This is the first prompt that creates the days of the challenge.

We'll use two prompts to create our challenge info-products. The days of the challenge will be created with this prompt and we'll use a second prompt to create the supplementary chapters.

2. Add Product Info and Audience Insights To The Prompt

For this demonstration I created a 3-day Going Green Challenge. When you create your challenges I suggest making them between 7-30 days long. Below you can see the product and audience info I added to the prompt to create this challenge.

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<about the challenge>

Below you'll find information about the challenge I want you to create. If you have any questions or you're not clear about something ask me before you start to generate the challenge.

#NUMBER OF DAYS IN THE CHALLENGE:
3

#TOPIC:
Going Green Challenge

#GOAL:
Help the reader:
Make their life and home environmentally friendly.
Adopt sustainable practices and habits.
Reduce their carbon footprint.
Promote eco-friendly living.

#AUDIENCE:
<demographics> Gender: Mix of men and women Age Range: Primarily 25-50 years old Education Level: High school to college-educated Location: Global Hobbies: Sustainability, eco-friendly living, environmental activism Income: Middle to high income </demographics>
<psychographics> Feelings about the Topic: Motivated to live sustainably and reduce environmental impact. Pains/Embarrassments: Struggle with finding practical ways to go green. Seeking Solutions: Practical tips and strategies for sustainable living. Causes of Problems: Lack of knowledge about eco-friendly practices and products. Additional Insights: They value environmental sustainability, health, and the benefits of green living. </psychographics>

#DETAILS TO INCLUDE:
You are not limited to what's included here but add the following in addition to what you come up with on your own:

Add something about cooking at home to reduce paper and plastic waste from getting take out food

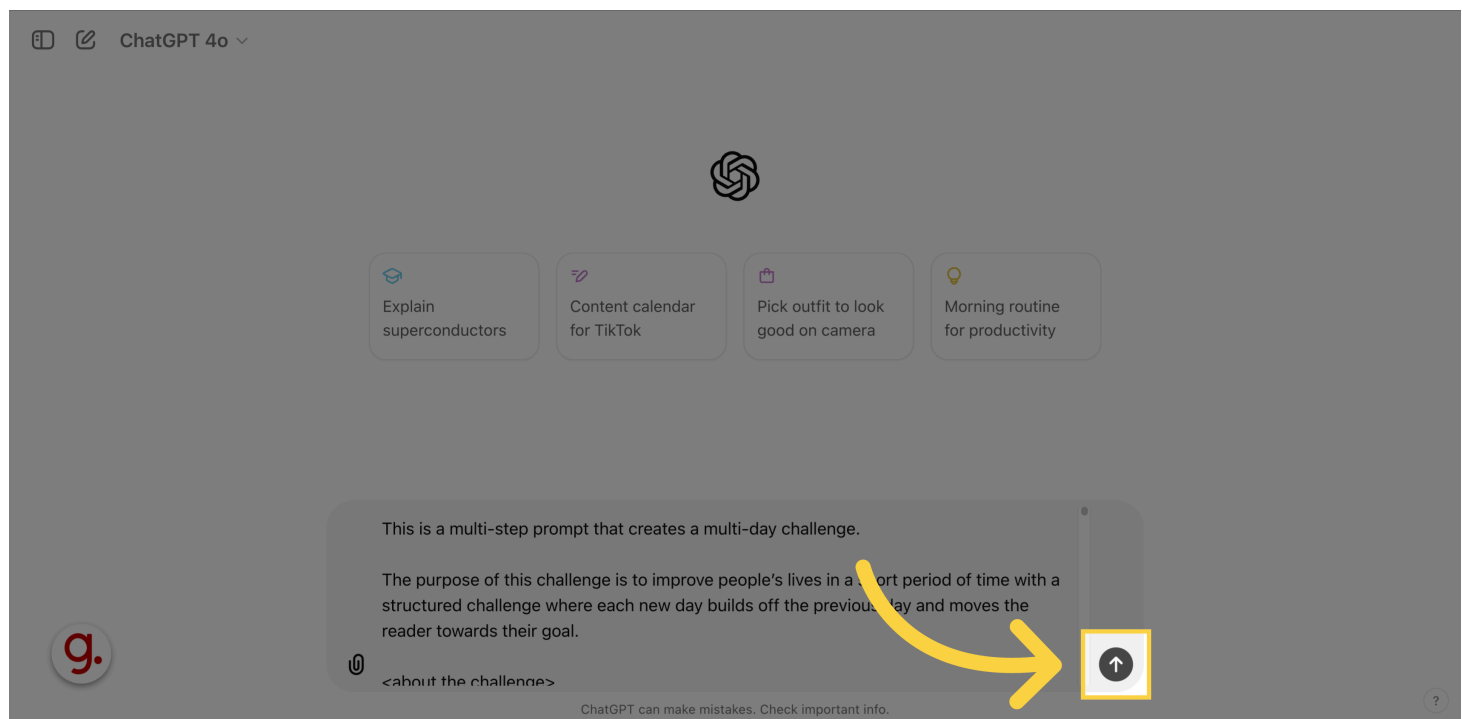
#TONE:
Inspirational: Encourage readers to adopt sustainable practices. Practical: Provide actionable tips and strategies for eco-friendly living. Supportive: Offer reassurance and guidance for overcoming challenges. Empowering: Highlight the positive impact of green living on the environment.

</about the challenge>

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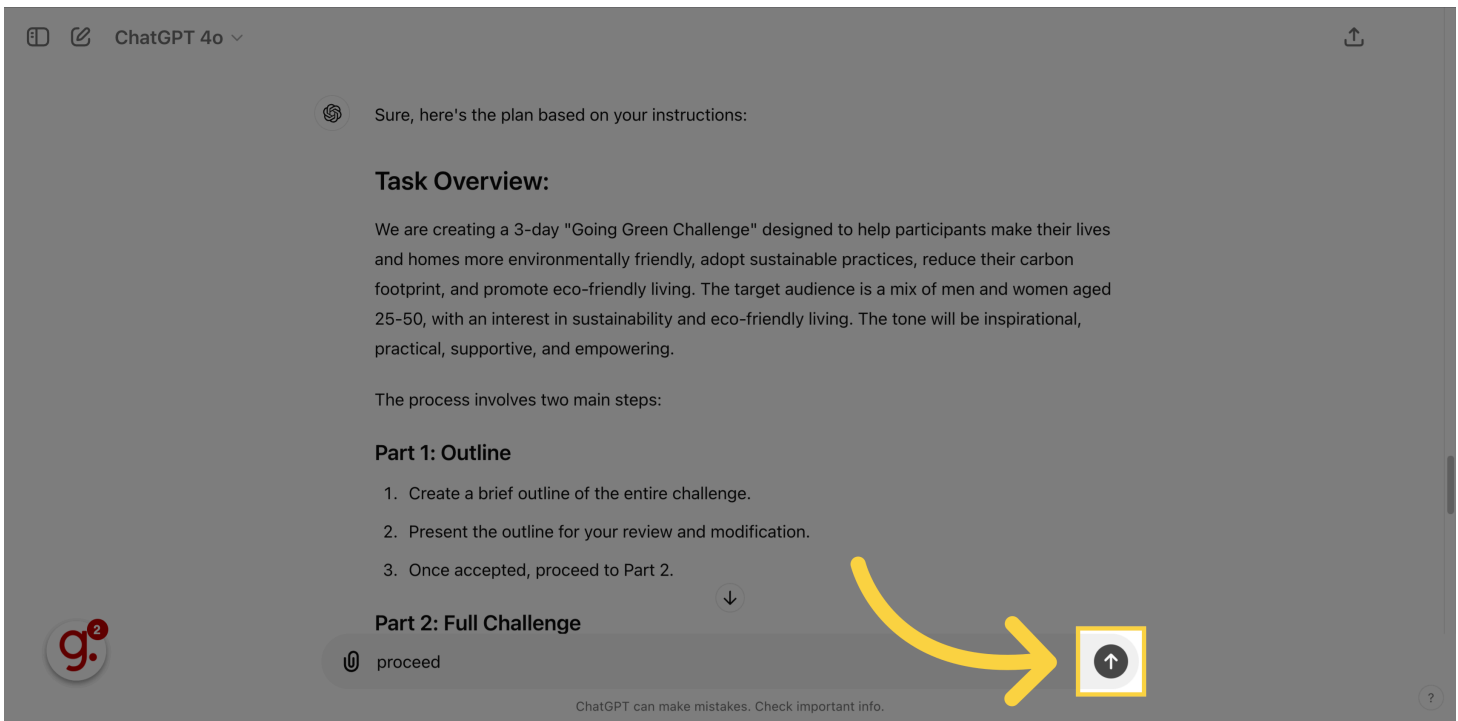
3. Copy and Paste Your Edited Prompt Into ChatGTP and Run It

You can use any LLM AI tool such as Claude or Gemini, but I prefer ChatGTP for generating info-products.



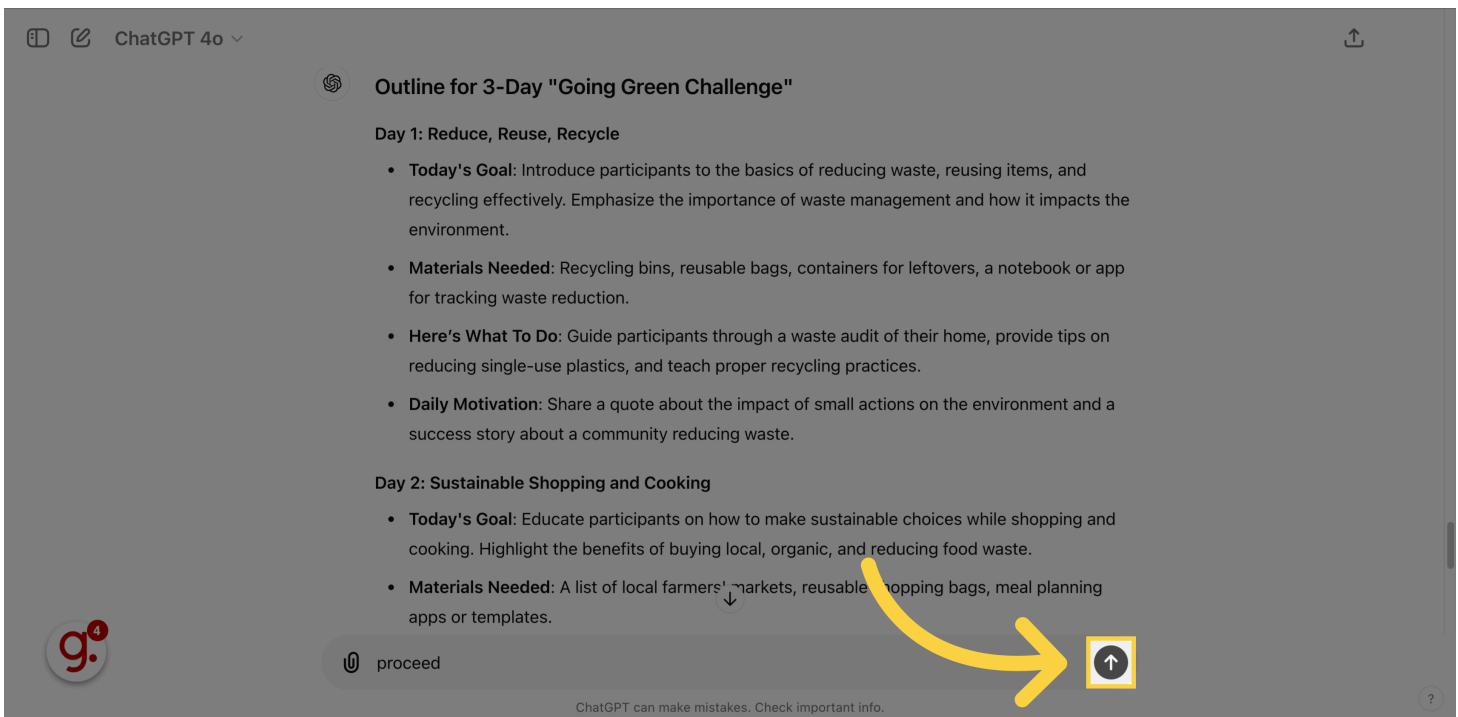
4. Task Overview

The prompt starts by giving you a task overview so you can confirm that AI understands the assignment. If you see anything you want to add you can tell AI what you want changed and it will modify the task. Type "proceed" to move onto the next step.



5. Product Outline

Next, AI will generate an outline of the content for each day of the challenge. You can add, remove, or modify anything you see in the outline by simply telling AI what you want changed. Type "proceed" to move onto the next step.



6. Day 1

Here's the content for day 1 of the Going Green Challenge.

3-Day "Going Green Challenge"

Day 1: Reduce, Reuse, Recycle

Today's Goal:

Today, we focus on understanding the three core principles of waste management: reduce, reuse, and recycle. The goal is to become more aware of our consumption habits and take the first steps towards minimizing waste. By the end of today, you'll have a clear understanding of how to reduce single-use items, find creative ways to reuse products, and recycle correctly to lessen your environmental impact.

Reducing waste is crucial because it helps conserve resources and reduce pollution. By reusing items, we extend their life cycle, decreasing the need for new products and saving energy. Recycling helps turn materials that would otherwise become waste into valuable resources. Together, these practices can significantly decrease the amount of waste sent to landfills, reduce greenhouse gas emissions, and conserve natural resources.

Materials Needed:

- Recycling bins (for paper, plastic, metal, and glass)
- Reusable bags and containers
- Notebook or app for tracking waste reduction

Here's What To Do:

1. Conduct a Waste Audit:

Start by assessing the waste you produce at home. Collect all the trash you generate in a day and categorize it into different types: paper, plastic, glass, metal, and organic waste. This will give you a clear picture of what you're discarding most often and where you can make changes.

2. Reduce Single-Use Plastics:

Take note of single-use plastics in your audit. These might include items like plastic bags, straws, and packaging. Commit to replacing at least three single-use items with reusable alternatives. For example, use reusable shopping bags, metal straws, and cloth produce bags. Share tips on how to remember to bring these items with you when you go out.

3. Implement Reuse Strategies:

Look at the items you frequently discard and think of ways to reuse them. For instance, glass jars can be used for storage, old clothes can be turned into cleaning rags, and plastic containers can be repurposed for organizing small items. Start a DIY project to repurpose an item you would typically throw away.

4. Recycle Correctly:

Familiarize yourself with your local recycling guidelines. Not all materials can be recycled in every area, so it's important to know what your community accepts. Clean and sort your recyclables according to these guidelines. Create a convenient recycling station at home to make it easier to sort materials as you discard them.

5. Track Your Progress:

Use a notebook or an app to track the amount of waste you reduce over the next few days. Note any challenges you encounter and brainstorm solutions. This will help you stay motivated and see the impact of your efforts.

Daily Motivation:

"The greatest threat to our planet is the belief that someone else will save it." – Robert Swan

Remember, every small action adds up to make a big difference. Consider the story of San Francisco, which has achieved an 80% diversion rate from landfills through robust recycling and

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ChatGPT can make mistakes. Check important info.

7. Editing Day 1

I wanted to include details about recycling large electronics in this section. I did that with the following prompt: "Rewrite this chapter and mention that there are special recycling centers for large electronics such as computers that the reader should be aware of."

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changes.

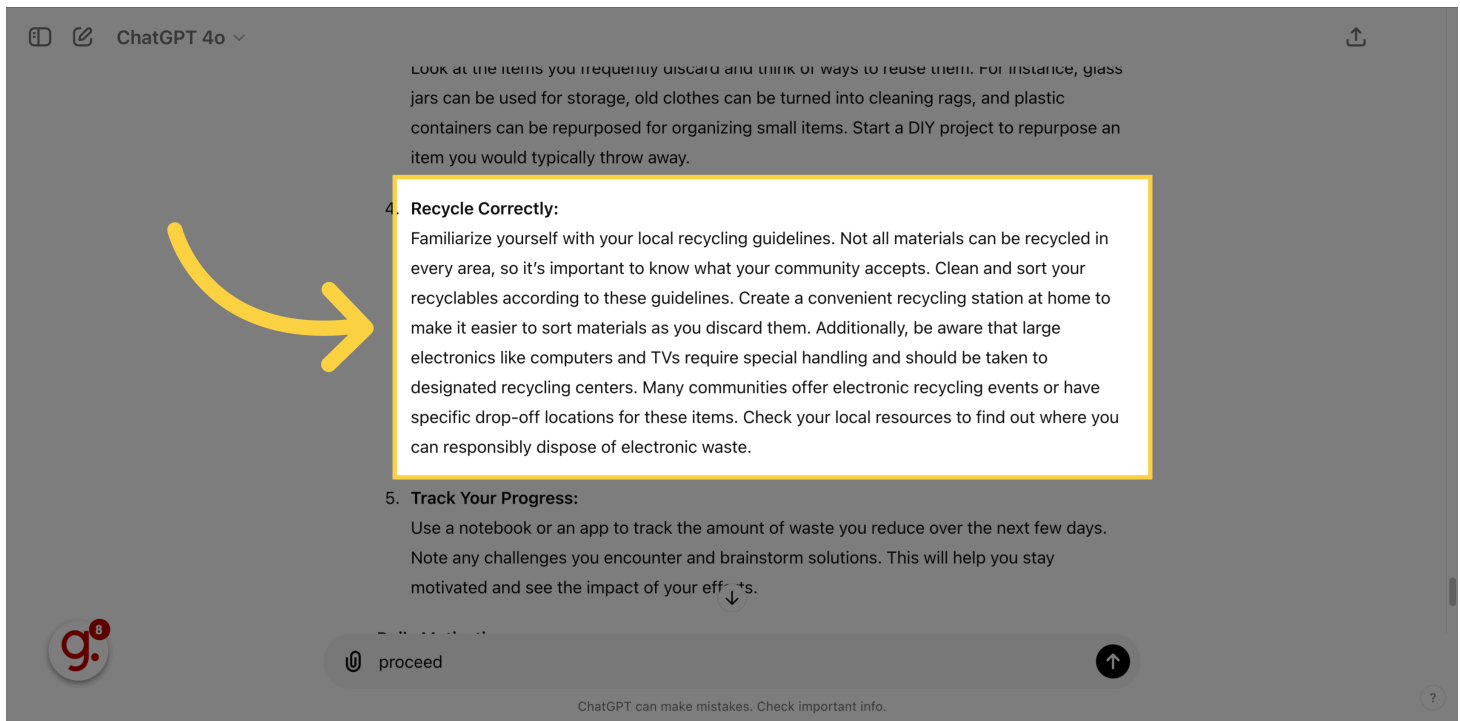
- 2. Reduce Single-Use Plastics:**
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- 3. Implement Reuse Strategies:**
Look at the items you frequently discard and think of ways to reuse them. For instance, glass jars can be used for storage, old clothes can be turned into cleaning rags, and plastic containers can be repurposed for organizing small items. Start a DIY project to repurpose an item you would typically throw away.
- 4. Recycle Correctly:**
Familiarize yourself with your local recycling guidelines. Not all materials can be recycled in every area, so it's important to know what your community accepts. Clean and sort your recyclables according to these guideline ↴ Create a convenient recycling station at home to make it easier to sort materials as you discard them.

Rewrite this chapter and mention that there are special recycling centers for large electronics such as computers that the reader should be aware of.

ChatGPT can make mistakes. Check important info.

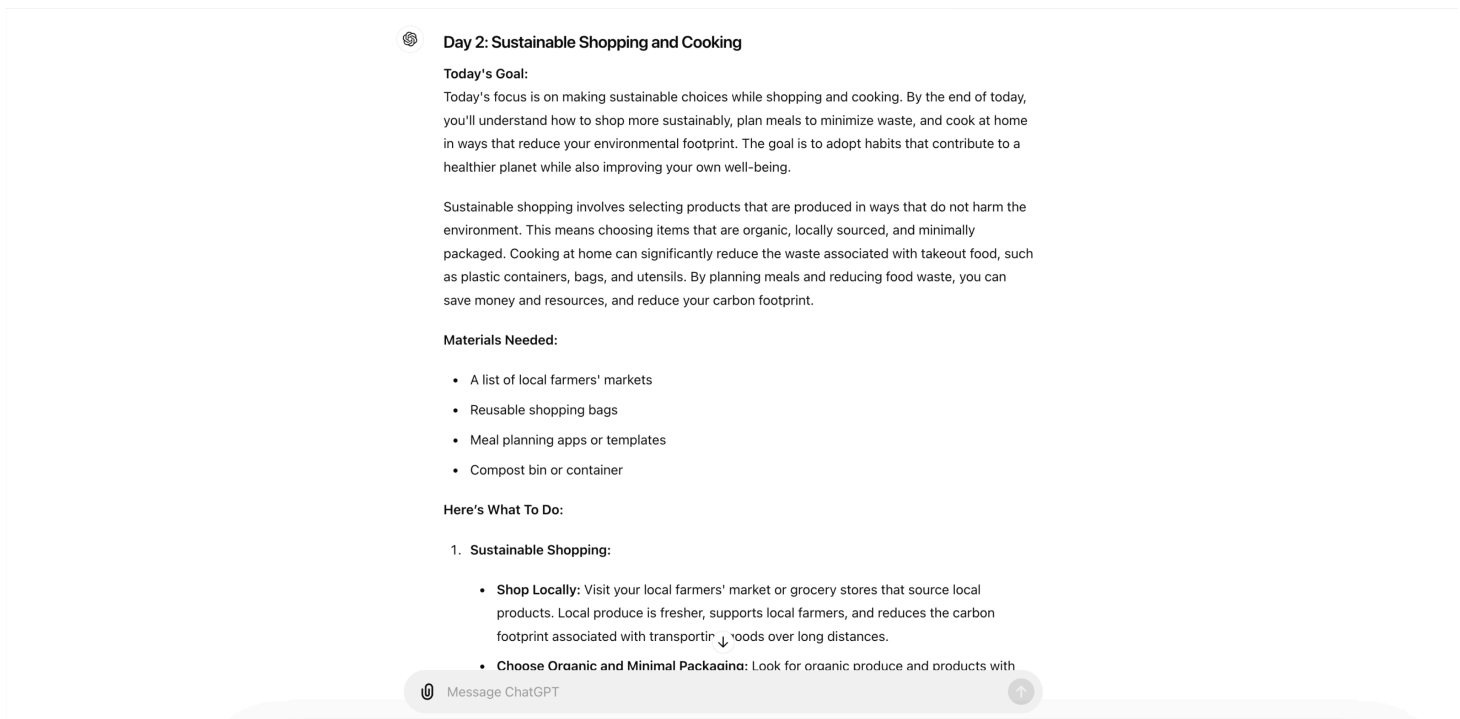
8. New Day 1

You can see under the "Recycle Correctly" that AI applied our changes. working along side AI and making suggestions to improve your content will result in higher quality info-products. Most of your competitors are not taking this extra step. This is how you beat them. Type "proceed" to move onto next day.



9. Day 2

You can see that AI added the content about cooking at home to avoid takeout food waste that I added to the "DETAILS TO INCLUDE" part of the prompt. It's so much fun seeing your ideas brought to life in an instant with AI! Type "proceed" to move onto next day.



10. Day 3

Here's the last day of the challenge. I made this intentionally short to demonstrate how it works. If this was a challenge I was selling I'd make it between 7-30 days long. Next we'll use a separate prompt to generate the supplementary chapters that you'll add to this challenge.



Day 3: Energy Efficiency and Eco-friendly Habits

Today's Goal:

Today's focus is on adopting energy-efficient practices and eco-friendly habits in your daily life. By the end of today, you'll understand how to reduce energy consumption at home, choose eco-friendly products, and incorporate habits that support a sustainable lifestyle. The goal is to create a home environment that is energy-efficient and environmentally friendly, contributing to a significant reduction in your carbon footprint.

Reducing energy consumption not only helps the environment but also saves you money on utility bills. Choosing eco-friendly products supports sustainable manufacturing practices and reduces harmful environmental impacts. By incorporating these habits into your daily routine, you can make a positive, lasting impact on the planet.

Materials Needed:

- Energy-efficient light bulbs
- Power strips or smart plugs
- Eco-friendly cleaning products



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You just created the content for the days of your challenge info-product. You'll be using "PROMPT 2: Creating The Supplementary Chapters" to create the rest of the content.

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