AI DREAM TEAM
Playbook
Special Marketing Edition

TURN AI INTO YOUR STRATEGIC MARKETING PARTNER FOR SALES PAGES, FUNNELS, AND LAUNCHES USING MY PROVEN 3 C'S PROMPT FRAMEWORK

NATALIE MACNEIL

Hey there! I'm so grateful Amy connected us via The Amy Porterfield Show. I created this special edition Playbook to help you implement everything from the episode.

As a purpose-driven entrepreneur, you love what you do but let's be honest, running a business can feel like such a whirlwind.

Between all those must-do tasks, wearing multiple hats, and finding time to pour into the work and projects that truly light you up... sometimes it feels like there simply aren't enough hours in the day.

I've been there. As an entrepreneur for over 20 years, I get the overwhelm. The constant juggle between doing the work and building the business. The late nights trying to create content that truly serves your people.

But now there's a way to cut your workload in half while making more money and an even bigger impact.

That's what is possible when you collaborate with AI. It starts with learning the art of powerful prompting, which is what I'm going to teach you in the next 15 minutes, along with exact prompts and guidance to work with AI as your marketing team.

Here's what most people don't realize: learning to prompt AI effectively isn't just about getting better outputs, although we definitely want amazing outputs. Effective prompting is a fundamental language skill of the AI revolution we're moving through. Mastering prompting now positions you to thrive as AI reshapes every industry over the next decade.

Learning to prompt masterfully also reduces the environmental footprint of your work with AI because you won't have to prompt the system again and again to get the output you want, which takes more energy.

In this playbook, I'll share what people get wrong when collaborating with AI, and a different approach to take.

You'll discover my 3Cs Prompt Framework to get way better results from your work with AI.

Plus I'll share some favorite marketing prompts you can put to use right away.

Before we dive in, remember this is a playbook. Play is perhaps the most important invitation I can extend to you when it comes to AI. Bring play to it! Approach what I share with curiosity rather than pressure, and let yourself be surprised by what becomes possible.

– Natalie MacNeil

What Most People Get Wrong About AI Collaboration

Here's what I see happening everywhere: entrepreneurs jump into AI tools, type random requests, get mediocre results, and conclude "AI doesn't work for my business."

The truth? They're missing a fundamental principle of successful AI collaboration: specificity breeds brilliance.

AI isn't mind-reading technology although it can totally feel like that when you work with it enough. Think of it like working with an incredibly capable team member who needs clear direction to deliver extraordinary results. The more specific your guidance, the more remarkable the output.

If you hired a world-class copywriter but only said "I want a LinkedIn post that has the potential to go viral," you'd get something pretty generic.

But you could get something pretty amazing if you made your request more detailed, like this:

> "You are a high performing copywriter for online entrepreneurs. Take some time to study the highest performing posts on LinkedIn in my industry, and study my business and what makes us unique. From what you learn, identify a topic and format that has the potential to go viral on LinkedIn. Write the post using a conversational but professional tone that builds trust, and include references to recent research and articles." ↑

This shows you the difference between prompting and effective, strategic prompting. And that's exactly what you're about to learn.
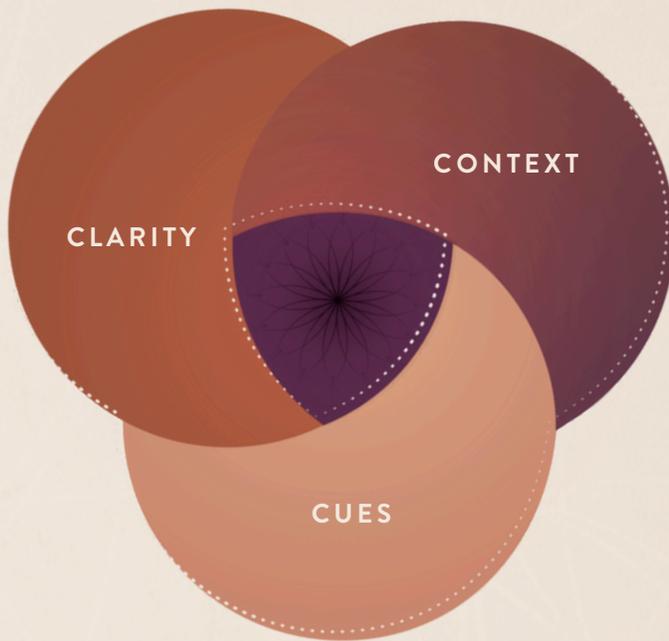
Introducing My 3C's Prompt Framework, Your Foundation for AI Mastery

After hundreds of hours testing prompts and collaborating with AI, plus following the latest research in prompt engineering, I've developed a framework that consistently delivers exceptional results in my business and for our students in my program.

It's called the 3Cs Prompt Framework. The 3Cs are Clarity, Context, and Cues.

As I've mentioned, the quality of your instruction determines the quality of your output. In other words: prompt engineering is how you turn AI from a random idea machine into a reliable teammate.

It's also the foundation for building custom GPTs in ChatGPT, Projects in Claude, and automated AI workflows. When you go to automate something or create a GPT, you're essentially "locking in" a way of thinking. And it only makes sense to automate excellence. You don't want to scale messy prompts and end up with fast, inconsistent results. You want repeatable prompts that produce amazing work every time.

CLARITY

CONTEXT

CUES

Let's go through each of the 3Cs.

Clarity

The first C is about being crystal clear on what you want AI to do and who you want it to be.

When you assign AI a specific expertise, it accesses training patterns from that domain. It literally thinks differently about the task.

Be specific about your desired result, and describe what that creation should accomplish.

Always start your prompts with "Act as..." or "You are..." followed by the specific type of expert you need, and why that expert is important to your business right now.

Context

Context is where you set the stage, and give the bigger picture. You're helping AI understand your world, your audience, and your unique perspective.

Share relevant details about your business, your audience, and your goals.

Be specific about the energy you want your content to carry. Words like "professional" mean different things to different people. Instead of: "Make it professional" Try: "Use a tone that's confident and knowledgeable, like a trusted mentor who's been where they are. Warm enough to feel approachable, authoritative enough to command respect."

Cues

Cues are the secret sauce here. They're the examples, samples, references, and documentation that show AI exactly what you're envisioning. And they come from what you've created already and your unique genius and body of work, which brings a more ethical approach to the work you're creating with AI.

If you want AI to match your voice, feed it samples of your writing. If you want AI to create a strategic plan for your business, provide it your business plan and offers. The magic happens when you combine the 3Cs.

Let's look at some 3Cs-powered prompts now that are specific to working with AI as your very own marketing team that, in the past, could easily have cost tens of thousands of dollars a month.

Marketing Focused Prompts

These prompts are designed to help you work with AI as your marketing team, as I talked about in the podcast episode with Amy, and to fill specific roles. Let's dive in.

The Brand Voice Architect

When to use: You need consistent messaging across all platforms, or you're struggling to articulate your unique voice.

The Prompt:

> Act as an award winning brand voice strategist who specializes in helping heart-centered entrepreneurs articulate their unique message in a way that deeply resonates with their ideal clients.
>
> Analyze my current messaging and help me refine my brand voice. My business is [describe your business and who you serve]. My mission is [your mission statement]. My unique approach differs from others in my industry because [what makes you different].
>
> **Here are 3 samples of my writing that I feel best represent my voice:** [include samples]
>
> **Based on this information, create a comprehensive brand voice guide that includes:**
> – 5 core brand voice attributes with detailed explanations
> – Do's and don'ts for each attribute
> – 3 sample sentences showing how to apply each attribute
> – A brand voice worksheet I can use to check future content
>
> Ask me clarifying questions based on the information and documentation I provided you before you create the guide. The guide should ultimately feel like a roadmap that I can reference whenever I'm creating content or working with my team.

(Trick to try for this one: Use voice mode to share more about yourself and your work so it can really get your conversational voice and essence of your brand.)

The Offer Optimization Specialist

When to use: Your offers aren't converting as well as you'd like, or you need help positioning a new program.

The Prompt:

> You are a world renowned marketing strategist and offer optimization expert who specializes in transforming good online educational courses and programs into irresistible ones. Your expertise lies in understanding the psychology of why people buy and how to communicate value in a way that creates immediate desire.
>
> I have a [program/course] that helps [target audience] achieve [main outcome]. The program includes [brief description of what's included]. My ideal clients are currently struggling with [main pain points]. Some of my competitors are [include some examples of other courses in your specific industry or niche].
>
> **Here's my current offer description:** [insert current sales page or offer copy]
>
> **I need you to optimize this offer by:**
> 1. Identifying the core transformation and positioning it as the primary benefit
> 2. Rewriting the description to focus on outcomes, not features
> 3. Suggesting 3-5 powerful bonuses that increase perceived value without adding to my workload
> 4. Creating urgency that feels authentic, not pushy
> 5. Developing 3 different price points or payment options that make the offer accessible
>
> The rewritten offer should make my ideal client think "This is exactly what I've been looking for" while positioning me as the obvious choice to help them get there.

The Content Amplifier

When to use: You need to repurpose one piece of content into multiple formats without losing quality or your unique voice.

The Prompt:

Act as a content strategist who specializes in helping busy entrepreneurs maximize their content's reach and impact through strategic repurposing.

I've created a [original content type – blog post, video, podcast episode] about [topic], and I need to transform this into multiple pieces of content while maintaining my unique voice and ensuring each piece provides genuine value.

Here's the original content: [include full content or transcript]

My brand voice is [describe your voice – warm but professional, conversational yet authoritative, etc.]. My audience is [describe your audience].

Please create:
1. An engaging LinkedIn post that sparks professional discussion
2. An Instagram carousel (5 slides) with compelling visuals concepts
3. A Twitter thread (8-10 tweets) that provides actionable takeaways
4. Three potential newsletter topics inspired by this content
5. A short-form video script (60 seconds) highlighting the main insight

Each piece should stand alone as valuable content while maintaining consistency with my brand voice. Include specific hooks for each format that would make someone stop scrolling.

The Email Sequence Strategist

When to use: You need nurture sequences that build genuine relationships while guiding people toward your offers.

The Prompt:

You are an award winning email marketing specialist for online small business owners who creates sequences that feel like conversations with a trusted mentor rather than sales pitches. You have worked with clients like [list the client roster for your dream email marketing specialist] Your expertise is in building genuine relationships through email while strategically guiding subscribers toward helpful solutions.

I need a 5-email welcome sequence for new subscribers who downloaded my lead magnet about [topic]. My business helps [target audience] with [main problem you solve]. My approach is [describe your methodology or philosophy].

My brand voice is [describe tone and personality]. My subscribers typically struggle with [main challenges] and dream of [desired outcomes].

For each email, provide:
- A compelling subject line that increases open rates
- The complete email copy that delivers value while building trust
- A clear but soft call-to-action that moves them closer to my paid offering
- Strategic notes explaining the psychological purpose of each email

The sequence should feel like getting advice from a wise friend who happens to be an expert in this area. By email 5, subscribers should feel genuinely cared for and curious about working with me further.

The Social Proof Maven

When to use: You need to showcase testimonials and results in a way that builds credibility without sounding salesy.

The Prompt:

Act as a conversion copywriter who specializes in transforming client testimonials into compelling social proof that builds trust and drives sales for service-based businesses.

I have these raw testimonials from clients: [include 3-5 testimonials]

My business helps [target audience] achieve [main outcomes]. My ideal clients are [describe ideal clients] who typically struggle with [main challenges].

Transform these testimonials into:
1. Social media posts that highlight specific transformations (one for Instagram, one for LinkedIn)
2. A "success stories" section for my website that tells the complete journey
3. Short testimonial snippets perfect for sales pages that focus on emotional outcomes
4. A case study format that shows the before/after journey in detail
5. Pull quotes that I can use throughout my marketing materials

Each transformation should maintain the authentic voice of the original testimonial while highlighting the specific results and emotions that will resonate most with my ideal clients. Focus on the transformation, not just the tactics.

The Funnel Architect

When to use: You want to design or refine a marketing funnel that feels simple, strategic, and aligned, rather than overcomplicated or duct-taped together.

The Prompt:

Act as a funnel strategist who specializes in designing high-converting, relationship-driven marketing funnels for online entrepreneurs.

I want you to help me architect a clear, streamlined funnel that supports both audience trust and business growth.

Here's my business context:
- My business helps [describe your audience] with [primary problem you solve].
- My core offer(s) are [list offers and price points].
- My primary marketing channels are [email list, podcast, social media platforms, ads, etc.].
- My current funnel looks like this: [briefly describe what happens from first touch to sale].

My goals for this funnel are:
- [for example: grow my email list, sell a course, warm leads for a launch, create evergreen sales].

Please provide:
1. A recommended funnel structure, clearly outlining each stage from awareness to conversion.
2. The role each stage plays in building trust and momentum.
3. Suggestions for lead magnets or entry points that align with my audience's current awareness level.
4. Common funnel mistakes to avoid based on my business model.
5. A simplified version of this funnel if I wanted to reduce complexity while preserving results.

Use clear, practical language and prioritize clarity over complexity. Assume I want a funnel that feels supportive, not salesy.

The Launch Strategist

When to use: You're planning a launch and want structure, momentum, and calm execution instead of last-minute scrambling.

Pro tip: For this task, in the left corner of the prompt box of ChatGPT (must be on a pro plan), click the "+" box and choose "Agent Mode."

The Prompt:

You are a sought after launch strategist for the leaders in my industry [list some leaders in your industry]. You study the most successful launches of industry leaders, and use your learnings to help other online entrepreneurs plan and execute aligned, high-conversion online launches without burnout.

I'm preparing for a launch of [offer name and type], and I want a clear, strategic plan that fits my capacity and audience.

Here's the context:
- My audience size and platform(s): [email list size, social following, etc.].
- The price point and format of the offer: [course, membership, coaching, etc.].
- My launch style preference: [live, evergreen, low-pressure, high-energy, etc.].
- My past launch experience (if any): [brief overview].
*Include links to your sales page, and any other Cues and documentation that will support the context.

Please research the biggest launches that have happened in the last year in my industry, and then create:
1. A launch timeline with key phases (pre-launch, open cart, close).
2. Recommended marketing assets for each phase (emails, content, events).
3. Messaging themes for each stage of the launch.
4. A realistic content and email cadence that avoids overwhelm.
5. A simplified "minimum viable launch" version if I needed to scale this down.

Anchor the strategy in trust-building, clarity, and sustainability, not urgency for urgency's sake.

↑

The Sales Page Conversion Copywriter

When to use: You want a sales page that converts with clarity and confidence, without sounding hypey, manipulative, or disconnected from your brand.

The Prompt:

Act as a conversion-focused sales page copywriter who specializes in ethical, relationship-driven marketing for online entrepreneurs.

I want you to help me write or optimize a sales page that clearly communicates value, builds trust, and guides the right people toward a confident yes.

Here's the context you need:
- The offer: [describe the program, service, or product].
- The price point and format: [course, membership, coaching, etc.].
- My ideal customer: [who they are, where they are in their journey].
- The primary problem this offer solves: [be specific].
- The transformation or outcome they desire: [end state].

My brand voice is [describe tone and style], and my audience values [clarity, depth, practicality, integrity, etc.].

Please do the following:
1. Identify the core transformation and position it as the central promise of the page.
2. Clarify the emotional and practical stakes for the reader if they do not take action.
3. Write or outline the sales page using a clear, logical flow that builds momentum.
4. Strengthen clarity around who the offer is for and who it is not for.
5. Suggest calls-to-action that feel grounded, confident, and aligned rather than pushy.
6. Highlight areas where the page may be confusing, overly complex, or under-selling the value.

Maintain my voice, avoid exaggerated claims, and focus on helping the reader feel informed, supported, and empowered to decide.

The Audience Insight Analyst

When to use: You feel like your messaging is close, but not quite landing, and you want deeper insight into what your audience actually needs to hear.

The Prompt:

You are an audience research and messaging strategist who specializes in synthesizing voice-of-customer data into clear, resonant marketing language.

I want to better understand my audience's motivations, objections, and desires so I can communicate more clearly and effectively.

Here's what I can share:
- My audience description: [who they are and where they are in their journey].
- Common questions or objections I hear: [list them].
- Feedback, testimonials, DMs, or survey responses: [paste raw data if available].

Please provide:
1. Core themes and emotional drivers you see emerging.
2. Language patterns my audience uses to describe their challenges.
3. Top objections and what's actually underneath them.
4. Messaging angles that would likely resonate most.
5. Suggested phrases or language I can use in emails, sales pages, or content.

Translate insight into practical messaging guidance I can immediately apply.

The Market Researcher

When to use: You want to validate ideas, refine positioning, or understand your competitive landscape without spending weeks researching.

Pro tip: Remember how I talked about deep research mode with Amy? Here's where you'll want to use it. On the left side of the prompt box in the pro version of ChatGPT, press the "+" button and select "Deep research" for this prompt. Make sure you have enabled web browsing in ChatGPT too!

The Prompt:

Act as a senior market researcher who specializes in strategy for online education and digital products. I'm developing/refining an offer and want strategic, up-to-date insight to guide my messaging, offer, and positioning this year.

Here's the context:
• Niche or industry: [describe]
• Type of offer: [course, membership, group program, coaching, etc.]
• Ideal customer: [describe]
Include Cues and supporting documentation about your business

Using the latest live data, please research and synthesize insights on the following:

1. Key trends and recent shifts in this market (include sources).
2. What similar or adjacent offers are positioning as their primary promise, and what they are doing really well when it comes to their messaging and offer.
3. Common positioning patterns, and any gaps, tensions, or unmet needs you observe.
4. Opportunities for differentiation that align with values-led, customer-centric businesses.
5. Oversaturated angles, clichés, or risks I should avoid based on current market patterns.

Present findings in clear, actionable language. I don't want fluff or generic marketing advice. Cite sources where relevant.

Prompting Strategies for Next-Level Collaboration

Once you've mastered the basics, these advanced techniques will elevate your AI collaboration to extraordinary levels.

Prompt Iteration Practice

Don't expect perfection on the first try. The most powerful prompting happens through conversation.

Start with a solid prompt, then refine the output through follow-up requests:

> "This is great, but can you make the tone more conversational?" "Perfect! Now create two variations with different hooks." "I love the structure. Can you adapt this for LinkedIn instead of email?"

Constraint-Based Innovation

Sometimes the best results come from adding creative constraints:

> "Write this email as if you only had 100 words to convince someone to change their life."

> "Create this content as if you're explaining it to someone who's never heard these terms before." "Design this strategy assuming I have zero budget but unlimited creativity."

An Embodied Approach

This is where my coaching background meets AI collaboration. Adding embodiment language to prompts creates more thoughtful, nuanced outputs:

> "Take a deep breath and consider this question thoughtfully..." "Slow down and really feel into what this audience needs..." "Ground yourself in the purpose behind this message before writing..."

I know it sounds unusual, but this approach consistently produces more considered, emotionally resonant content.

Build Your AI Dream Team™

If my episode of The Amy Porterfield Podcast and this playbook sparked new possibilities for how you can collaborate with AI, I'd love to guide you to go even deeper.

With my program AI Dream Team™, you'll build your own tailored team of AI collaborators—your CEO, marketing strategist, content creator, social media manager, project manager, and more. You'll be guided step-by-step to create each core AI role with done-for-you instruction sets, demo videos of me working with AI, and a comprehensive Prompt Library complete with pre-built prompts for each role and space to customize and expand your own prompts over time.

You'll also get access to my AI Dream Team, a suite of custom GPTs I've spent years testing and honing in my own 7-figure business.

Within 30 days, you'll have the foundation to grow your business with more clarity, creativity, and spaciousness than ever before.

AI Dream Team™ was created for entrepreneurs like you who are visionary, heart-led, values-driven and ready to amplify your genius. If you're craving less hustle and more spaciousness, more clarity and less chaos, this is your next aligned step.

MEET YOUR AI DREAM TEAM 🔗

Before AI Dream Team I was spending a lot of time with AI, but with mixed results, and quite honesty we were starting to fall out! But, thanks to the course I have gained the knowledge I needed to be able to spend time with AI, using the 3 C's framework especially, to and it's giving me some hugely brilliant results. I now have a strategic plan for my businesses for the whole of 2025, and it's really helped me re-focus on where my business is heading and what step I need to take next - it's literally saved me hours (and a load of stress and probably a few tears!)

Since implementing the 3 C's Prompt Framework, I estimate I've saved about 80% of the time I used to spend creating content. I've created these AI Dream Team roles: **Content Creator** and **CEO**, and they've transformed the way I work. The Content Creator role, guided by the 3 C's, is simple and structured, ensuring my prompts are clear and effective. It has drastically improved efficiency, requiring much less time for editing while allowing me to hear my authentic voice in the content. Experimenting with the CEO role has been a game-changer as well, sparking fresh ideas and expanding my creativity and business vision.

This week, I decided to offer some intensive sessions in January 2025. I had to develop the details of the offer, write a sales page, write email copy and write social media posts selling the offer.

I began the work this morning. I also had a client session, dentist appointment and it's mid-afternoon and I'm done most of the content creation already! I cannot believe how well Claude's content aligned with my vision and my style of writing.

I'm over the moon at how smoothly this all went. It likely would have taken me 4-5 days to do all this in between my other tasks, without the help of AI.

Blown Away!

Just finished the first lessons in the **AI Dream Team** and can't believe what I've built already.

I've wanted to use AI properly in my business for *ages* — now I've got actual bots doing real work for me. Total game-changer.