



## GPN RISP AI — Session 3 Resources

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### Identifying Your Ideal Prospect with AI

#### Purpose

Use AI to quickly define who you're talking to (avatars) and craft a short, friendly message. Today's focus audience: a person who wants to earn money from home so they can break free of a job they don't enjoy.

#### Learning Outcomes

- Create 2 prospect avatars
- Understand the frustrations and dreams of each
- Write one AI-generated sample message

#### 4-Part Structured Prompt

Role — Who should the AI be? (e.g., network marketing coach)

Tone — Friendly, professional, conversational

Instructions — Exact task + specifics

Format — Bullets, table, or short paragraph

Template: Role | Tone | Instructions | Format



## Copy/Paste Prompts

1) Create a single avatar

Role: You are a network marketing coach who understands GPN's Residual Income Success Plan. 1) A Comfortable Marketing Plan that is easy to follow. 2) A funding option that can pay for all business-building costs at ZERO cost to members. 3) Professional Sales Team conducting presentations, follow-ups, and enrollments for members and their teams. 4) Community Support, Business Coaching, and Accountability

Tone: Friendly, plain English.

Instructions: Create a concise avatar for a person who wants to earn money from home to break free of a job they don't enjoy. Include age range, work/life context, top 3 frustrations, and top 3 dreams.

Format: 6-8 short bullet points.

2) Expand frustrations & dreams into a table

Role: Same | Tone: Same

Instructions: Turn the avatar's frustrations and dreams into a 2-column table with short rows.

Format: Table with headers Frustrations | Dreams.

3) Draft a friendly message (2-3 sentences)

Role: You are a helpful teammate (a connector, not a closer).

Tone: Warm, conversational, zero pressure.

Instructions: Write one short DM to the avatar that references one "anchor line," invites them to explore GPN's approach (professional sales team handles presentations, follow-ups, enrollments, plus an option to fund all your business-building expenses at no cost to you), and offers an easy out.

Format: One paragraph (45-70 words).



### Assignment Prompt:

Role: You are a network marketing coach who understands GPN's Residual Income Success Plan.

Tone: Friendly, plain English.

Instructions: Create 2 distinct avatars (A and B). For each, include: age range, work/family context, top 3 frustrations, top 3 dreams, and the ideal message tone they respond to. Both avatars should reflect people who want to earn money from home so they can break free of a job they don't enjoy.

Format: Two labeled bullet lists (A and B).

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### Worksheet: Avatar A

Age Range:

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Work/Family Context:

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Top 3 Frustrations:

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Top 3 Dreams:

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Ideal Message Tone:

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## Worksheet: Avatar B

Age Range:

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Work/Family Context:

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Top 3 Frustrations:

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Top 3 Dreams:

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Ideal Message Tone:

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### **Draft: One Short Message**

2–3 sentences (45–70 words). Reference one anchor line. Be kind, clear, and curiosity-based.

Role: You are a helpful teammate (a connector, not a closer).

Tone: Warm, conversational, zero pressure.

Instructions: Write one 2–3 sentence DM to the avatar inviting them to take a look at GPN's approach (our professional sales team handles presentations, follow-ups, and enrollments). Reference one anchor frustration or dream. Avoid hype.

Format: One short paragraph (45–70 words).

### **Quick Tips**

- Be specific (age range, context) to avoid generic fluff.
- Remove hype; ask short questions; keep it friendly.
- Edit AI's output into your voice; save good versions in a swipe file.