

Streamline Your Marketing With ChatGPT

Prompts to Help Your Marketing Approach



With so much talk and news about AI and ChatGPT, we thought we would demonstrate the power of how it can help you in your day to day marketing of your own adviser business.

We asked ChatGPT: What are the best ChatGPT prompts to use for lifetime mortgage advisers to help with their business and marketing approach?

Here's what it said: Lifetime mortgage advisers can benefit from various ChatGPT prompts to help with business and their marketing approach. Below are some categories of prompts that can assist in different aspects of your business, including client engagement, content creation, lead generation, and branding.

1. Client education and content creation

- “Create a blog post explaining the benefits of lifetime mortgages for retirees who own their homes outright.”
- “Write a comprehensive FAQ about the process and eligibility for lifetime mortgages.”
- “Develop a simple and engaging guide on how lifetime mortgages can help elderly homeowners maintain their quality of life.”
- “Create an infographic outline explaining the key points of a lifetime mortgage, including eligibility criteria, interest rates, and repayment terms.”
- “Write an article on common misconceptions about lifetime mortgages and why they are not a one-size-fits-all solution Include the importance of careful consideration before applying for equity release.”
- “Create a case study to show an example of a client who took out a lifetime mortgage and encountered challenges such as unexpected costs or reduced flexibility for future financial decisions. End with tips to avoid similar pitfalls.”
- “Draft a script for a 2-minute video explaining why it's essential to carefully consider the potential long-term implications of a lifetime mortgage including interest accumulation, inheritance concerns and the importance of reviewing all options before applying for equity release.”

2. Client engagement and relationship building

- “Write an email template to follow up with a potential client who requested information about lifetime mortgages.”
- “Create a template for an anniversary email that lifetime mortgage advisers can send to clients a year after they've secured a mortgage.”
- “Generate a list of five practical financial wellness tips that a financial adviser can share with clients in a newsletter. Keep the language accessible and engaging.”
- “Create a social media post that explains the potential benefits and considerations of a lifetime mortgage for clients. Use clear and accessible language with a call to action to contact for more information.”

This guide has been generated by ChatGPT and Pure Retirement takes no liability for the content that ChatGPT may generate. We recommend you assess all generated responses.

3. Lead generation and marketing

- “Suggest 10 lead generation strategies for lifetime mortgage advisers using social media.”
- “Create an ad campaign idea for Facebook that highlights the financial freedom a lifetime mortgage can provide.”
- “Write compelling landing page copy for a lifetime mortgage adviser’s website to convert visitors into enquiries.”
- “Generate 5 email subject lines that would catch the attention of homeowners considering a lifetime mortgage.”
- “How can lifetime mortgage advisers use LinkedIn to connect with potential clients over the age of 55?”

4. SEO and online presence

- “Generate a list of high-impact keywords related to lifetime mortgages for SEO purposes.”
- “Write an SEO-optimised blog post about ‘What to Know Before Taking Out a Lifetime Mortgage’.”
- “Suggest 5 long-tail keywords for lifetime mortgage advisers to use in their website content.”
- “How can lifetime mortgage advisers improve their Google My Business listing for more local visibility?”

5. Branding and personalisation

- “Create a branding strategy for a lifetime mortgage adviser who specialises in helping people with complex financial situations.”
- “Generate ideas for a memorable tagline for a lifetime mortgage adviser firm.”
- “What are some unique selling points (USPs) a lifetime mortgage adviser can highlight to stand out in a competitive market?”

6. Networking and partnerships

- “Suggest some strategic partnerships that lifetime mortgage advisers could form with other professionals, such as solicitors or financial planners.”
- “Write an email to a financial adviser proposing a referral partnership for mutual clients interested in lifetime mortgages.”

7. Technology and automation

- “What are the best tools for lifetime mortgage advisers to automate their lead nurturing process?”
- “Write a guide for lifetime mortgage advisers on how to integrate online appointment scheduling into their website.”
- “How can lifetime mortgage advisers use chatbots to answer common questions about equity release on their website?”

8. Customer reviews and testimonials

- “Write a template asking satisfied clients for testimonials about their experience with a lifetime mortgage.”
- “Create a strategy for collecting and displaying client success stories to promote lifetime mortgage services on a website or social media.”

For intermediary financial advisers use only. This guide has been generated by ChatGPT. Pure Retirement accepts no liability for the content these prompts may generate. We recommend you assess all generated response’s to ensure the results fit your brand and tone of voice. Please refer to our “Guide to Best Practices for using ChatGPT”.

 **0113 366 0599**

 **info@pureretirement.co.uk**

 **pureretirement.co.uk**

Company registered in England and Wales No. 7240896.

Pure Retirement Limited, 2200 Century Way,
Thorpe Park, Leeds, LS15 8ZB.

Pure Retirement Limited is authorised and regulated by the
Financial Conduct Authority. FCA registered number 582621.