



# MARKET YOUR REPUTATION (WITH AI)

Lesley Morrissey

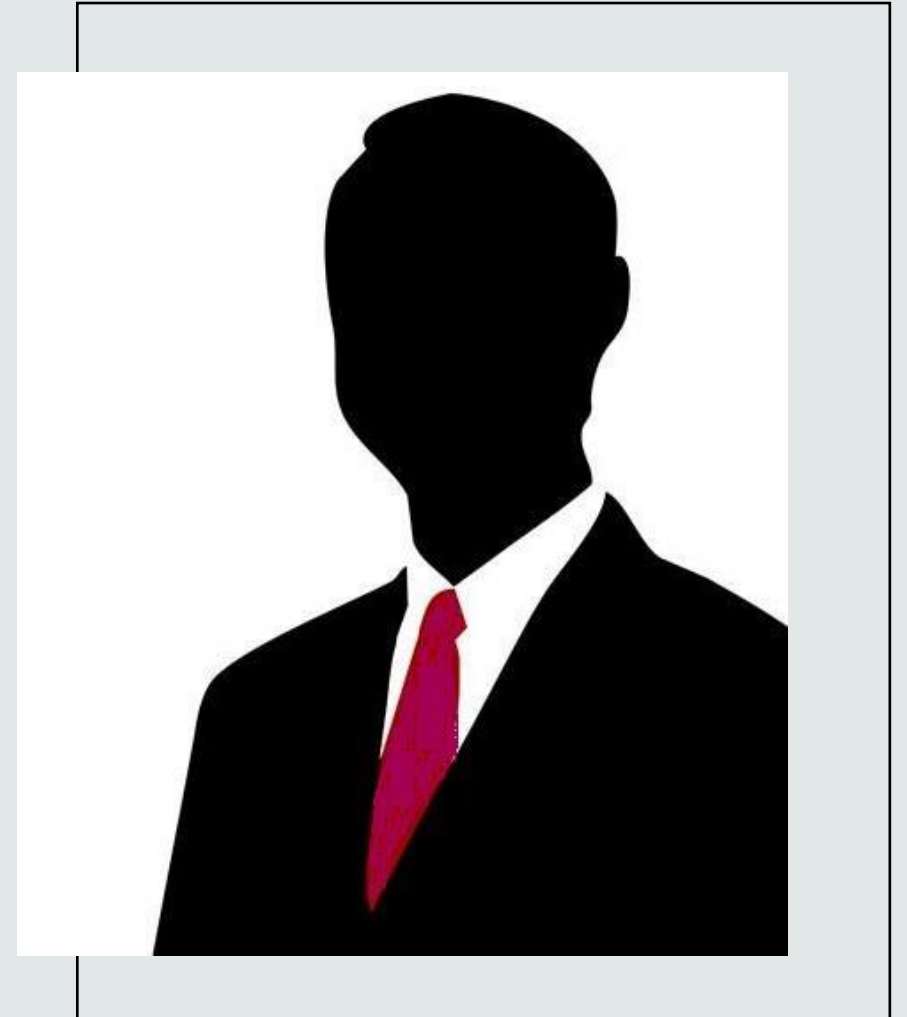
Inside News Ltd.

# FOCUS FIRST

Who is your ideal client?

## HOT TIPS

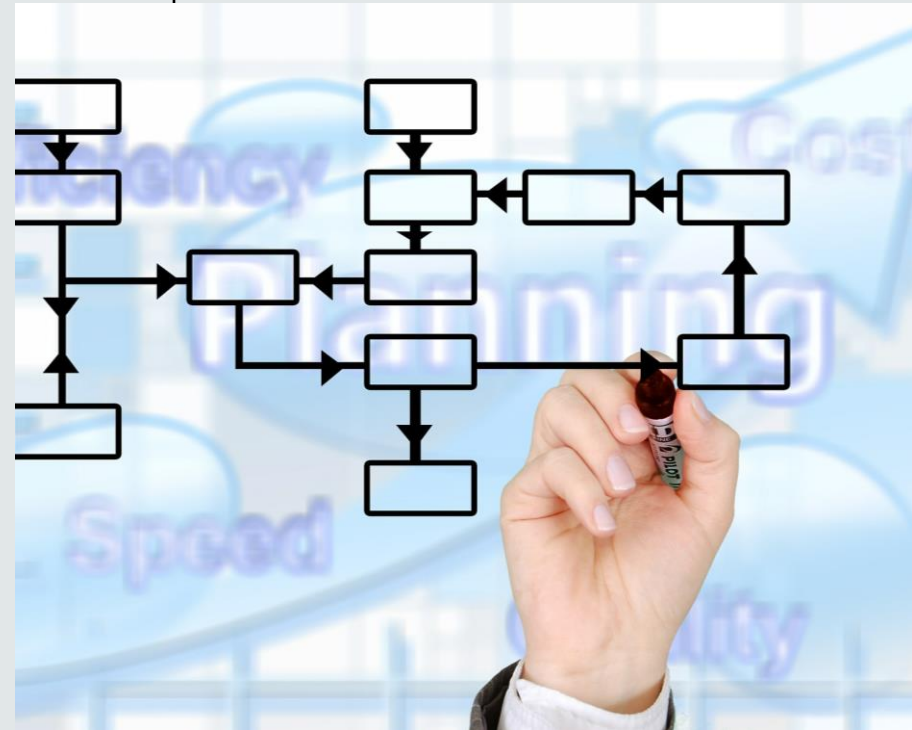
1. Get your worksheet from the Treasure Chest <https://insidenews.co.uk/the-treasure-chest/>  
Nail down your perfect client profile
2. Check out [founderpal.ai](https://founderpal.ai)



# PLAN YOUR CUSTOMER JOURNEY

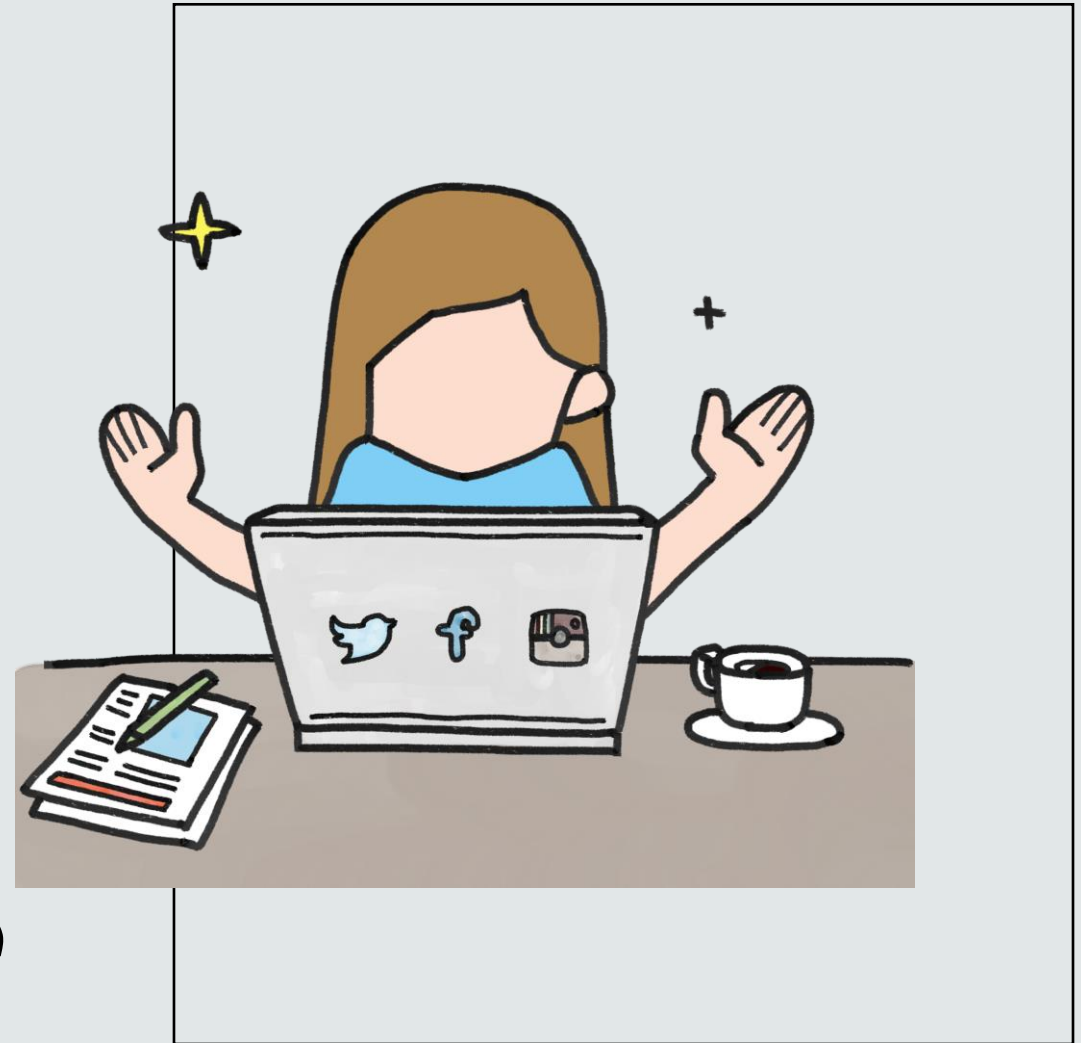
What will your customer  
experience from first contact  
to their fond farewell?  
Systems rock!

**HOT TIP**  
Check out [Funnel.lytics.io](https://funnel.lytics.io) to streamline your  
marketing information.



# CONTENT IS YOUR INFLUENCER

1. It reminds people that you exist
2. It establishes you as an authority in your industry
3. It gives you the opportunity to demonstrate your expertise



## HOT TIPS

1. Get help with Claude.ai (but edit it make it yours)
2. Check out blaze.ai to create content

# DON'T REINVENT THE WHEEL

300 words can feed your  
blog, social media, lead your  
newsletter – and much more.

HOT TIP

Get the Marketing Machine from the Treasure  
Chest <https://insideneews.co.uk/the-treasure-chest/>



# MAKE VIDEO EASIER

Use video tools to deliver  
great content for socials

[Invideo.io](https://invideo.io)

[Synthesia.ai](https://synthesia.ai)

## HOT TIPS

1. Try [Opus.pro](https://opus.pro) or [Getmunch.com](https://getmunch.com) to clip social length clips from a longer video
2. Check out [taja.ai](https://taja.ai) to optimise your YouTube videos



# POLISH UP YOUR PRESENTATIONS

Create your presentation from a short brief:

[Gamma.app](#)

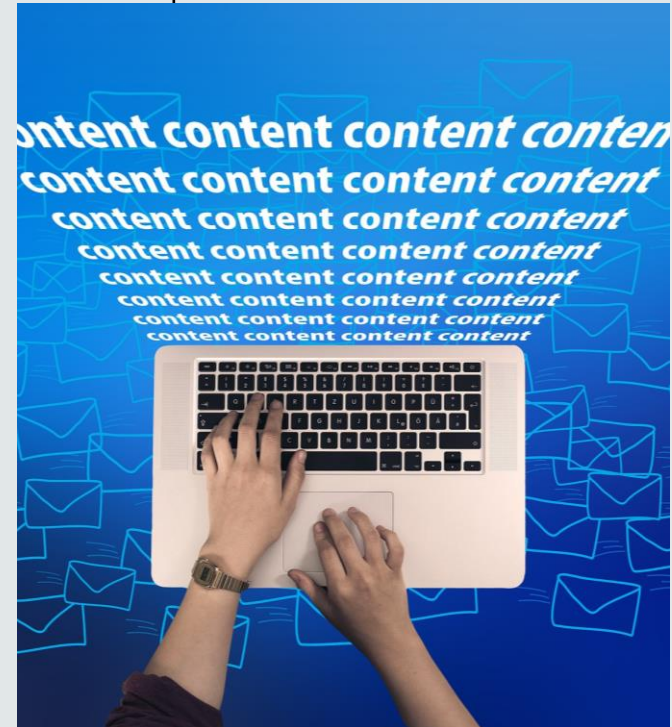
**HOT TIP**  
Less is more! Remember a slide deck is a visual aid – not a verbal one!



# REPURPOSE YOUR CONTENT

Videos can become blog posts – and  
vice versa

Voicepen.ai turns videos into blog  
posts and can transcribe audio into  
text





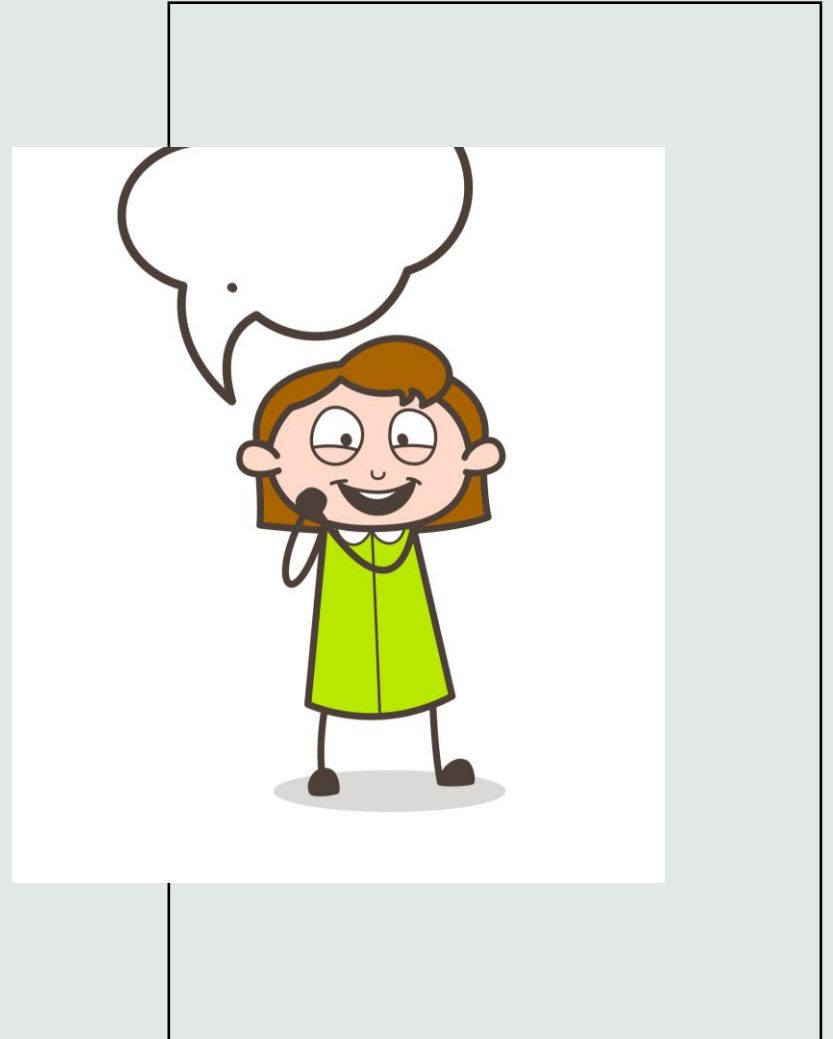
# GET MORE ENGAGEMENT

Everyone loves a quiz or survey and posting a link on social media can improve your engagement.

## HOT TIPS

Check out these survey tools:

1. [SurveyMonkey.com](https://www.surveymonkey.com)
2. [TryInteract.com](https://www.tryinteract.com)
3. [ScoreApp.com](https://www.scoreapp.com)



# KEEP YOUR WEBSITE ON TARGET

Make it a monthly task to review your website. Check links work, make sure the navigation is easy, keep the content fresh and relevant.

## HOT TIPS

1. SemRush.com gives you stats on your website showing how your keywords perform.
2. SEObility.net crawls your website and finds errors, problems with on-page optimisation and other problems.



# NEED HELP?

◆ Marketing strategy ◆ Blogs ◆ Newsletters ◆ Social media content & management ◆ email campaigns ◆ Landing pages ◆ Autoresponders ◆ Articles for the media ◆ Marketing funnels ◆ Lead magnets ◆

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DOWNLOAD YOUR SLIDES HERE

