Optimise Your CUSTOMER JOURNEY

Ask STAX to Help You Create a Winning Strategy in Minutes.

it stacks up 2023

ASK STAX

Ask your AI-powered VA to save you time, money, and stress while delivering on time, within budget, and without blame, denial or excuses - ever

www.itstacksup.com

CUSTOMER JOURNEY

AREA OF CUSTOMER JOURNEY	Think How You Can Customise & Refine What You Ask Stax	STAX PROMPT TESTED?
ATTRACT **TIP: Consider reading our book "Martech Simplified" for more help**	Please Suggest 12 practical ways to attract online visitors to my website using practical persuasive and professional tactics to generate traffic and visitors wanting to know more about my [industry] products, services and solutions and the value I offer. Give examples, typical costings and timescales for each of the 12 ways. "	☐
ENGAGE **TIP: Consider reading our book "Martech Simplified" for more help**	"Please Suggest 12 of the most innovative, effective and results oriented ways to engage visitors in my social media posts suggesting the best approaches that will guarantee to get results, and increase engagement further motivating visitors and readers to action in wanting to visit my website landing page and sign up for my offer. Write it as though it is a statement of intent by us and what we will do and share typical resources required and approximate costs and timescales. "	☐
CONVERT **TIP: Consider reading our book "Martech Simplified" for more help**	"Please suggest 12 innovative, effective ways to convert visitors and signups into sales on our website and buy my products, services and solutions. Recommend simple, effective and easy to implement marketing strategies, tactics and persuasive copywriting techniques that will increase conversions. Write it as though it is a statement of intent by us and what we will do, sharing typical resources required and approximate costs and timescales required to implement."	☐
TRANSACT **TIP: The more detail you offer within the [ ] then the better the response**	"Please suggest 12 innovative, effective ways to lower transaction costs, reduce cart abandonment, & maximise sales whilst making the buying process easier online. Recommend simple, effective &proven marketing strategies, tactics and technical solutions that will increase transactions & their size. Write it as though it is a statement of intent by us and what we will do, sharing typical resources required and approximate costs and timescales required to implement."	☐
SCALE **TIP: Consider reading our book "Martech Simplified" for more help**	"Suggest 12 practical, proven methodologies, tactics, techniques and software to help automate and scale my marketing and business growth focusing on how to automate my sign up process, lead generation, fine tune my sales process using martech sharing approximate costs and lead times."	☐

ADVANCED SUGGESTION

Use The UPG (Ultimate Prompt Generator on the Business Model Prompt Engineering Guide to create unlimited new personalized prompts to Ask STAX. You may also want to finish each prompt by instructing "**Write as though you are including your suggestion in our strategy document**." Also consider ending your prompts by asking "**Do you understand?**". Remember, the more context and detail you offer, the better the output generated will be.

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PLEASE NOTE: ASK STAX Can occasionally generate incorrect information or provide wrong information. For best results, follow the STAX PROMPT GUIDELINES as we do not take responsibility for the output you produce.

CUTOMER JOURNEY

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OPTIMISE FOR SUCCESS

	TIP	EXPLANATION	READ?
1	KEEP IT SIMPLE	Use simple language and avoid complex or technical terms that may be difficult for STAX to understand..	☐
2	BE PATIENT	Allow STAX time to process and generate a response. It may take a few moments for the AI to provide an answer.	☐
3	BE CLEAR & SPECIFIC	Phrase your questions, prompts and instructions clearly and concisely, avoiding any ambiguity or confusion by STAX..	☐
4	PROVIDE EXAMPLES	If appropriate, provide examples or scenarios to help STAX better understand your question.	☐
5	NATURAL LANGUAGE	Speak, to, instruct or ask STAX in natural language, as you would when communicating with a person.	☐
6	PUNCTUATION	Use appropriate punctuation: Proper punctuation can help STAX better understand the structure of your sentences..	☐
7	AVOID BIAS	Avoid using biased or leading language that may influence STAX's response.	☐
8	PROVIDE FEEDBACK	If you receive an answer that is not helpful, provide feedback to help STAX learn and improve its responses.	☐
9	THINK STRATEGIC	STAX can be a great tool for learning, research and copywriting, , so don't forget to think strategically, tactically, practically & have fun.	☐
10	PARANTHESIS	Use **(** parenthesis **)** to help STAX better understand your intent and generate more accurate responses. For example, "Can you provide some tips for selling online (using zoom?)". Additionally, using **[ ]** can help STAX better understand your intent for more accurate responses.	☐

PLEASE NOTE

For fast results, simply copy and paste ([Ctrl] + C) & ([Ctrl] + P) each of our recommended prompts and personalize to suit.

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YOUR AI-POWERED VA