



**AI PERSONA**  
M E T H O D

How to Create “**Human-Like**” A.I.  
For Your Business & Life

# AI PERSONA METHOD



**By: Jeff J Hunter**



MY NAME IS

# JEFF J HUNTER

- The “Savage Marketer” Movement
- I’m the Founder of VA Staffer with a team of 100+ Remote Virtual Assistants.
- Creator of the AI Persona Method
- I’m a Fortune 500 IT Project Manager by trade.
- Systems and procedures are my “love language”

JEFF J HUNTER



Available on **iTunes** and **GooglePlay**

# HOW TO BUILD YOUR BUSINESS WITHOUT ALL OF THE OVERHEAD

**#funnelhackerRADIO**

**Jeff J. Hunter**

Available on the **App Store** and **GET IT ON Google Play**

**EPISODE #209**  
HOSTED BY DAVE WOODWARD




**Strategic Social Media Management: Theory and Practice**  
AMBER L. SUTHERLAND

155 comments 5 shares

digitalmarketer

## THE DIGITALMARKETER PODCAST



**EP 203**  
**Going Viral on TikTok: How Jeff Hunter Got Millions of Views WITHOUT Doing Any Dancing with Jeff Hunter**

33 likes

digitalmarketer Episode 203: Going Viral on TikTok: How Jeff Hunter Got Millions of Views WITHOUT Doing Any Dancing

DIGITALMARKETER

COURSES COACHING ACADEMY PARTNERS RESOURCES LOGIN

## 3 Tips For Hiring Team Members For Your Marketing Agency With Jeff Hunter [VIDEO]

Jeff Hunter  
May 26, 2022

Topics

- Agency Growth, Agency Owner, Candidate, Experiential Hiring Process, Hiring, Hiring Advice, Hiring Marketers, Hiring Process, Hiring Tips, How To Hire, Job Candidate, Marketing Agency Management

Related Categories


- Agencies & Consultants, Blog, Videos

Related Courses

- Digital Marketing Mastery

Related Workshops

- How to 3X Your LinkedIn



Watch on **YouTube**





### Jeff J Hunter

ENTREPRENEUR LEADERSHIP NETWORK CONTRIBUTOR

Founder of VA Staffer | Virtual Assistant Staffer



#### About Jeff J Hunter

Jeff J Hunter is an Author best known for VA Staffer, a 100+ team Virtual Assistant staffing agency. Jeff helps entrepreneurs and startups build and scale remote teams to dominate their brand category. Creator of the CORE Branding Method and host of the 'Savage Marketer Podcast.'

#### More From Jeff J Hunter



GROWTH STRATEGIES

#### How to Future-Proof Your Remote Team

No matter what the world throws at you, your business needn't stop.

6 min read



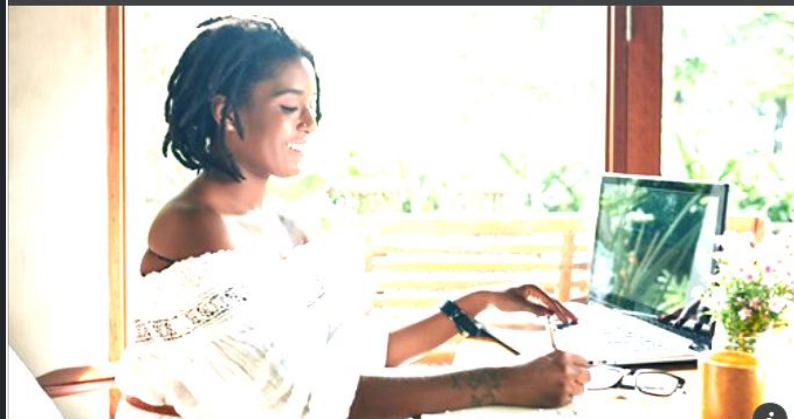
NEWS AND TRENDS

#### Hiring Virtual Assistants is the 'New Normal'

What started as a stress-free option during the pandemic has proven to be greatly beneficial.

5 min read

Remote work is no longer a thing of the future; it is now.



ENTREPRENEUR.COM

#### The Stigma of Working From Home Is Officially No More

Here's how to create the work-life balance you've always dreamed of.

You, Kimanzi Constable, Joe Ruiz Jr. and 903 others

102 Comments 166 Shares

Love

Comment

Share

Most Relevant



Write a comment...



Jeffrey Hunter

Hi everyone, I'm the author of this post on Entrepreneur. I'm very glad to see such a lively discussion here. If you have experienced the "stigma" of working from home, I'd love to hear your stories.

Please respond to my comment here and let me know ... See More

Like Reply 8w



# Author of the AI Consulting Blueprint

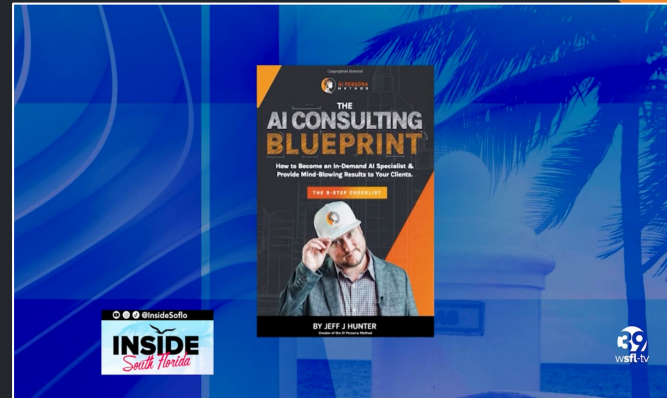
## Don't Get Left Behind with AI – Jeff J Hunter

🕒 May 23, 2023   👤 Mike Newton   📬 Digital Marketing, Entrepreneurial, Internet Marketing

“Jeff J Hunter breaks down three ways you can use OpenAI to grow your business. For digital marketers, content creators, and any professional this is a huge step in the right direction for boosting your brand and increasing your content output.”

Interesting video regarding: Don't Get Left Behind with AI with Jeff J Hunter that I found on the [Digital Marketer YouTube Channel](#).

\*Caveat: All images, videos, audios & content are the property of their respective owners/authors. If they fail to appear because they have been moved or removed, you can see them [here](#).



# Every business will be affected by AI.



Featured in "Success" Magazine May/June 2024 Issue

April 4

Featured in the latest issue of "Success" Magazine!

So cool to go down to the local Barnes & Nobles and see the magazine featured front and center!!

I share about how building a 7-Figure business can be done by pure will and grit...

But going beyond that really requires more.

... See more

[See insights](#)

Boost unavailable

Jay-cee Tan, Jack Lyn and 248 others

108 comments 4 shares



JEFF HUNTER





# 8 Steps of the AI Persona Method

1. Identify The Specific Role Of The AI Persona
2. Build Out An AI Specialization
3. Crafting The AI Persona's Personality
4. Train The AI Persona About Your Company, Target Audience, and Results
5. Check The Understanding Of The AI Persona
6. Output
7. Fine-Tune Specific Prompts
8. Continuously adapt your Persona

# INTRODUCTIO N



**AI PERSONA**  
**M E T H O D**

## 01 DEFINITION: AI PERSONAS

AI Personas are virtual entities powered by artificial intelligence, designed to interact seamlessly with humans in various business roles.





02

## BUILDING AI PERSONAS LEAD TO BETTER RESULTS FOR SEVERAL REASONS:

- **Personalization**  
Tailored interactions for enhanced customer experiences.
- **Efficiency**  
Automate repetitive tasks, freeing up valuable time.
- **Scalability**  
Handle multiple interactions simultaneously, 24/7.



02

## BUILDING AI PERSONAS LEAD TO BETTER RESULTS FOR SEVERAL REASONS:

- **Expertise**  
Specialize in specific business areas for improved service quality.
- **Adaptability**  
Learn and evolve with your business for continuous improvement
- **Cost-Effectiveness**  
Reduce reliance on human staffing, optimizing operational costs.

JEFF HUNTER



# STEP 1: IDENTIFY THE SPECIFIC ROLE OF THE AI PERSONA



## Examples of AI Personas:

- Customer Support Representative
- Salesperson
- Marketing Specialist
- Human Resources Assistant
- Financial Analyst
- Operations Coordinator
- Content Creator
- Research Analyst
- Technical Support Engineer
- Virtual Assistant
- Social Media Manager
- Lead Generation Specialist
- Product Specialist
- Supply Chain Coordinator
- Attorney / Legal Counsel
- Email Autoresponder
- Scheduling Coordinator
- Virtual Event Coordinator
- Virtual Recruiter
- Virtual Personal shopper/stylist

AI PERSONA  
AI PERSONA  
AI PERSONA

## Example **MARKETING ASSISTANT**

By leveraging the Marketing Assistant AI Persona, your business can maintain a dynamic and effective online presence, ensuring consistent engagement with your audience while driving marketing objectives forward.

### Key Functions:

- Content Ideation
- Content Creation
- Engaging Captions
- Versatile Writing





## STEP 2: BUILD OUT AN AI SPECIALIZATION

Begin by pinpointing specific domains within your business where AI can significantly contribute

- 01 Examples of specializations ( Customer Service and Support, Sales and Lead Generation, Marketing and Social Media Management, Content Creation and Copywriting and etc.)
- 02 Building an AI Persona with a focused area of specialization is a strategic approach to enhancing its role and effectiveness

# SPECIALIZATION

---



## Email Marketing:

Can help automate and personalize email marketing campaigns, and analyze campaign data for optimization.

## Marketing and Social Media Management:

Can help manage and analyze social media campaigns, create targeted content, and provide consumer behavior insights.

# SPECIALIZATION

---



## Customer Service and Support:

Can help handle inquiries, provide instant responses, and escalate complex issues, enhancing customer experience.

## Sales and Lead Generation:

Can help analyze customer data, personalize sales approaches, and automate follow-ups, boosting conversion rates.

## Data Analysis and Insights:

Can help process large datasets to identify trends and generate actionable insights.

# SPECIALIZATION

---



## Operations:

Specializing in process optimization, logistics, and supply chain management.

## Human resource:

Specializing in recruiting, onboarding, and employee engagement.

## Finance:

Specializing in budgeting, forecasting, and financial analysis.





**By focusing on specific domains,  
AI Personas develop deeper  
understanding and skills, leading  
to higher efficiency and precision  
in tasks.**



**Specialized AI Personas align closely with specific business objectives, providing tailored solutions and support.**



**These AI Personas evolve with ongoing training and data input, ensuring their continued relevance and effectiveness.**



## **STEP 3: CRAFTING THE AI PERSONA'S PERSONALITY**

**Select personality traits that best align with your brand's identity and the role of the AI Persona.**

Crafting the personality of your AI Persona is a critical step in creating a more human-like, engaging, and effective AI tool.





## STEP 3: CRAFTING THE AI PERSONA'S PERSONALITY



### Examples of personality types:

- Friendly
- Professional
- Empathetic
- Confident
- Responsive
- Adaptable
- Proactive
- Efficient
- Creative
- Detail-oriented
- Positive
- Persuasive
- Encouraging
- Courteous
- Ambitious
- Polite
- Calm
- Assertive
- Cheerful
- Resourceful
- Intelligent
- Communicative
- Persistent
- Optimistic
- Innovative
- Compassionate
- Analytical

# Example AI Persona - Customer Support Representative

## Roles and Responsibilities

- Assist in handling customer inquiries and support.
- Well-versed in the company's products and services to support.
- Capable of troubleshooting and resolving customer issues effectively.

## Personality Traits

- Strong Communication
- Empathy and Compassion
- Creative Problem-Solving
- Adaptable Personality

# Example AI Persona - Marketing Copywriter

## Roles and Responsibilities

- Writing email copy.
- Well-versed in the company's products and services to sell.
- Can write converting sales copy on various forms of mediums (web, email, printed, etc.)

## Personality Traits

- Persuasive
- Creative
- Friendly
- Obsessed with marketing and copywriting

**Crafting AI Personas with human-like personalities is crucial for creating natural, effective, and satisfying customer interactions.**

JEFF *J*HUNTER



**AI PERSONA**  
METHOD

**This approach not only improves customer service efficiency but also plays a significant role in building customer trust and loyalty, ultimately benefiting the brand's reputation and customer relationship management.**

JEFF HUNTER



AI PERSONA  
METHOD





## STEP 4:

# EDUCATE THE AI PERSONA ON YOUR COMPANY



**Equip your AI Persona with comprehensive knowledge about your company, its target audience, and desired outcomes.**

01

Examples of information to provide (company mission and values, products and services offered, pricing and packages, FAQs and knowledge base, industry-specific information)

02

Properly training your AI Persona is crucial for ensuring it effectively represents your company and resonates with your target audience.



## STEP 5: CHECK THE UNDERSTANDING OF THE AI PERSONA



This step ensures that the AI has fully understood its role in the business and how it can assist in serving the target audience.

### Prompt:

Based on what we've discussed, how could you help me serve my target audience?

## Prompt No.1:

You will act as a marketing assistant in our business and you specialize in lead magnets, social media posts, and sales copywriting. Your personality type is persuasive, educational, encouraging and helpful.

Our business helps overworked and overwhelmed online business owners by providing top notch Executive Assistants to boost productivity to unimaginable levels by giving them time freedom and giving peace of mind that they have a reliable and competent assistant that will be loyal for the long run. Our Executive Assistants are trained how to use AI tools like ChatGPT, Claude and MetaAI.

We deploy the latest artificial intelligence technologies to supercharge our elite executive assistants into truly force-multiplying cyborgs.

## Prompt No.1:

The pain points of the audience are:

- not enough time in the day
- finding reliable help
- spending lots of money on freelancers that disappears
- they are their own bottleneck of their of their business

The desires of the target audience are

- time freedom
- reliable help
- want someone who actually cares about their business and can grow with them
- want to live a life as a business owner, not a business operator

## Prompt No.1:

Here is the first thing we offer:

Full-Time Executive Assistant: For \$1500 a month flat rate  
Part-Time Executive Assistant: For \$800 a month flat rate

With this offer, you'll get a dedicated assistant that can do a variety of things but not limited to it:

With this offer, you'll get a dedicated assistant that can do a variety of things but not limited to it.

- Email management
- Calendar management
- Social Media Management
- Facebook group management
- Meeting minutes
- Lead generation



## Prompt No.1:

Here is the second thing we offer:

Access to our Creative Team that specialize in graphic design, web design and video editing for at an hourly rate.

Hourly packages:

\$298 for 20 hours

\$698 for 50 hours

\$1298 for 100 hours

Based on what we've discussed, how can you help me serve my target audience?

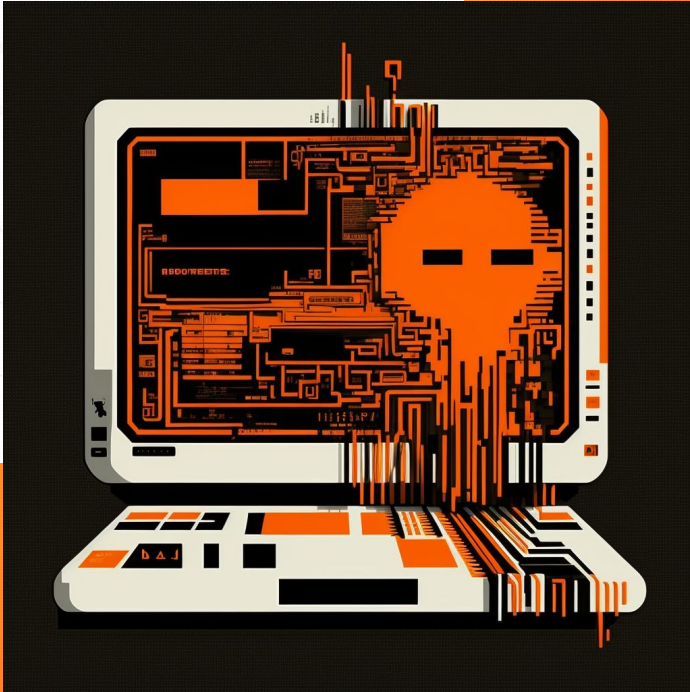


### ChatGPT

I can definitely help you create effective marketing materials and content to serve your target audience, addressing their pain points and desires. Here's how I can assist you in your marketing efforts:

1. **Lead Magnets:** To attract potential clients, I can create compelling lead magnets that provide valuable insights and solutions related to their pain points. For instance, I can develop a downloadable guide titled "Unlocking Time Freedom: A Business Owner's Guide to Efficient Delegation" or a checklist on "How to Find a Reliable Executive Assistant." These lead magnets will encourage sign-ups and engagement from your target audience.
2. **Social Media Posts:** I can craft engaging and informative social media posts that resonate with your audience. These posts will focus on the benefits of having a dedicated Executive Assistant, highlighting time-saving strategies, success stories of satisfied clients, and tips on efficient delegation. We can create content that not only educates but also inspires and encourages business owners to take action.
3. **Sales Copywriting:** When it comes to promoting your services, I can develop persuasive sales copy that addresses the desires of your target audience. I'll emphasize the benefits of your Full-Time and Part-Time Executive Assistant offerings, emphasizing time freedom, reliability, and a genuine commitment to their business growth. This copy will be designed to convert leads into clients effectively.

4. **Email Campaigns:** I can assist in creating email campaigns that nurture leads and guide them through the decision-making process. These emails will educate potential clients on the value of your services, provide testimonials, and showcase your pricing plans, helping them make an informed choice.
5. **Educational Content:** I can help you create informative blog posts, articles, or videos that offer insights into the challenges business owners face and how your services can address those challenges. These pieces of content can serve as educational resources, positioning your company as an expert in the field.
6. **Client Testimonials:** I can work on gathering and presenting client testimonials that highlight their success stories after utilizing your services. These testimonials can be powerful in building trust and credibility with your target audience.
7. **FAQs and Resources:** I can assist in creating an FAQ section on your website, addressing common questions and concerns your potential clients might have. Additionally, I can develop resource materials that provide guidance on how to make the most of their Executive Assistant services.



## STEP 6: OUTPUT



Your AI Persona is designed to deliver a variety of outputs that streamline and enhance various aspects of your business operations

### 01 Strategic Proposals

- Tailor-made business proposals
- Speeds up business development

### 02 Marketing Strategies

- Comprehensive market analysis
- AI-crafted campaign plans



### 03 **Dynamic Social Media Content**

- Engaging, creative posts
- Trending hashtags integration
- Boost online presence

### 04 **Customized Email Newsletters**

- Personalized client engagement
- Industry insights and updates
- Lead nurturing and client retention

### 05 **Responsive Customer Service**

- AI-generated quick responses
- Efficient handling of FAQs
- Improved customer satisfaction

### 06 **Increased research and analysis:**

- conduct market research
- analyze data.





**You**

Based on what we've discussed, provide me with 5 ideas for ebooks to help my target audience



**ChatGPT**

Certainly! Here are five potential e-book ideas to help your target audience:

1. "The Entrepreneur's Guide to Scaling Your Business for Long-Term Growth"  
This e-book could provide insights and strategies for entrepreneurs looking to expand their business and achieve long-term growth. It could cover topics such as identifying growth opportunities, developing a growth plan, managing resources effectively, and overcoming common challenges associated with scaling a business.
2. "Marketing and Sales Strategies for Small Businesses"  
This e-book could provide practical tips and strategies for small business owners looking to increase their sales and reach a wider audience. It could cover topics such as identifying your target market, creating a marketing plan, developing effective sales strategies, and leveraging digital marketing channels.
3. "The Ultimate Guide to Financial Planning for Entrepreneurs"  
This e-book could provide guidance and strategies for entrepreneurs looking to manage their finances effectively and plan for long-term financial success. It could





**You**

I like:

**"The Entrepreneur's Guide to Scaling Your Business for Long-Term Growth"**

This e-book could provide insights and strategies for entrepreneurs looking to expand their business and achieve long-term growth. It could cover topics such as identifying growth opportunities, developing a growth plan, managing resources effectively, and overcoming common challenges associated with scaling a business.

create an outline for the book



## ChatGPT

Great choice! Here's an outline for "The Entrepreneur's Guide to Scaling Your Business for Long-Term Growth":

### I. Introduction

- Explanation of the importance of scaling a business for long-term growth
- Overview of the topics that will be covered in the e-book

### II. Identifying Growth Opportunities

- Identifying potential markets and customer segments
- Assessing product/service demand
- Analyzing market trends and competition

### III. Developing a Growth Plan

- Defining business goals and objectives
- Creating a strategic growth plan
- Allocating resources effectively
- Building a strong team



#### IV. Overcoming Challenges

- Common challenges associated with scaling a business
- Strategies for overcoming challenges and minimizing risk
- Managing cash flow and financial resources

#### V. Case Studies

- Real-life examples of successful business scaling
- Analysis of how these companies achieved growth and overcame challenges

#### VI. Conclusion

- Recap of key takeaways from the e-book
- Final thoughts and encouragement for entrepreneurs looking to scale their business

I hope this outline provides a helpful framework for your e-book on scaling a business for long-term growth. Please let me know if you have any questions or if you'd like to make any revisions or additions.



**You**

Create 5 lead magnet ideas to attract leads from our target audience.



**ChatGPT**

Certainly, here are five lead magnet ideas tailored to attract leads from your target audience of overworked and overwhelmed business owners who need help with their productivity and reliable assistance:

1. **"Delegation Mastery Guide"**: Offer a comprehensive guide that teaches business owners how to effectively delegate tasks and responsibilities. This lead magnet could cover delegation strategies, communication tips, and sample delegation templates, helping them regain control of their time.
2. **"Executive Assistant Hiring Checklist"**: Provide a downloadable checklist or template that outlines the essential steps to hire a reliable Executive Assistant. Include tips on interviewing, evaluating skills, and assessing compatibility, helping them avoid costly hiring mistakes.
3. **"Time-Saving Productivity Hacks"**: Create a resource packed with time-saving techniques and productivity hacks. Business owners are always looking for ways to optimize their schedules and get more done in less time. Offer practical tips they can implement immediately.
4. **"Success Stories eBook"**: Compile a collection of success stories from your satisfied clients who have experienced significant improvements in their businesses thanks to your Executive Assistants. Share specific examples of how your services have saved them time and boosted productivity.
5. **"The Entrepreneur's Guide to Work-Life Balance"**: Address a common desire among business owners by offering a guide on achieving a better work-life balance. Share strategies, tools, and personal stories from successful entrepreneurs who've managed to find equilibrium while growing their businesses.







**You**

I like "Time-Saving Productivity Hacks" create an outline for the lead magnet.



**ChatGPT**

Certainly! Here's an outline for your "Time-Saving Productivity Hacks" lead magnet:

**Title:** Time-Saving Productivity Hacks: A Guide for Overworked Business Owners

**Introduction:**

- Briefly introduce the lead magnet and its purpose.
- Address the common challenges of overworked business owners.
- Highlight the importance of time management and productivity.

**Chapter 1: The Power of Productivity**

- Explain why productivity is crucial for business success.
- Discuss how improved productivity can lead to time freedom and reduced stress.
- Share statistics or case studies illustrating the benefits of productivity.

**Chapter 2: Identifying Time-Wasters**

- Help readers recognize common time-wasting activities and habits.
- Provide examples of tasks that may seem productive but aren't.
- Encourage self-assessment to pinpoint personal time-wasting tendencies.



### **Chapter 3: Effective Time Management Techniques**

- Introduce proven time management techniques.
- Discuss the importance of prioritization and goal setting.
- Offer practical tips for creating daily and weekly schedules.

### **Chapter 4: Automation and Delegation**

- Explain how automation tools can streamline repetitive tasks.
- Highlight the benefits of delegation and outsourcing.
- Offer guidance on identifying tasks suitable for delegation.

### **Chapter 5: Technology and Tools**

- Present a selection of productivity apps and tools.
- Categorize tools for task management, time tracking, and collaboration.
- Include brief descriptions and recommendations for each tool.

### **Chapter 6: Efficient Email and Communication Strategies**

- Share strategies for managing emails more effectively.
- Discuss the concept of inbox zero and email batching.
- Provide tips for clearer and more efficient communication.



## STEP 7:

### FINE-TUNE SPECIFIC PROMPTS

**Fine-tune specific prompts that can be used over and over again to get the results you need.**

- Begin with a clear, concise objective for each prompt.
- Start with a basic prompt: Simple yet direct questions or commands.
- Importance of clarity: Avoid ambiguity to ensure AI understands the task.

**Fine-tuning leads to more predictable and reliable outcomes.**



# FINE-TUNING PROMPTS

---

- Make it shorter
- Use the “Story brand” Framework
- Here’s how I would have written it.  
(Insert the content you’ve manually created)  
I want you to learn from it for future reference.
- I want you to use “Joanna Wiebe’s” writing style.
- I’d like to see a version in (250 words or less)
- Include the keywords ‘\_\_\_\_\_’, ‘\_\_\_\_\_’ and ‘\_\_\_\_\_’ in a blog post about \_\_\_\_\_ (topic)
- I don’t like it, I want you to focus more on the angle of  
(Insert what angle you want it to focus)
- Write the email in the style of “Dan Kennedy”

# MY MOST USED PROMPT





## STEP 8:

# DEVELOPMENT

## How to use AI to generate more \$\$\$

Develop a value ladder to generate more income for your business



## MORE PROMPTS TO INCLUDE

---



### PROMPT:

I'm still building out the value ladder for \_\_\_\_\_ (ie. education and services) that benefit and support our clients, create 10 ideas of how we could support our clients further.

### PROMPT:

Create a sales page with the benefits you just provided above

## MORE PROMPTS TO INCLUDE

---



### PROMPT:

Write a Social Media post to promote the sales page above

### PROMPT:

Here's how I would write it (INSERT COPY), I want you to learn from it for future reference.



# Your Turn!!

**AI Persona Method:  
Leveraging AI for  
Business & Life**

**Show us how you  
did in the group!**





## 8 Steps of the AI Persona Method

1. Identify The Specific Role Of The AI Persona
2. Build Out An AI Specialization
3. Crafting The AI Persona's Personality
4. Train The AI Persona About Your Company, Target Audience, and Results
5. Check The Understanding Of The AI Persona
6. Output
7. Fine-Tune Specific Prompts
8. Continuously adapt your Persona



**AI PERSONA**  
METHOD

**Connect with me**



JEFF **J**HUNTER

