

AI Business Development Framework For Profit & Growth

Get started today!

Get a cutting edge AI framework

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AI Business Development Framework

- Use for own business
- Use as a consultant business advisor
- Use as a freelancer to implement marketing campaigns on behalf of business owners as a 'done for them' service – offer, product or service launch

Generate More Revenue

A streamlined Framework, laid out as follows:

RESEARCH PHASE

Market Trends

- Identifying both growing and declining trends in specific markets or industries.
- Analysis aimed at recognizing opportunities for innovation and areas to avoid.

Target Audience Identification

- Development of detailed target market personas based on demographics, psychographics, and behavioural insights.

Competitor Analysis

- Examination of competitors' strengths, weaknesses, and strategies.
- Identification of gaps in the market to exploit for differentiation.



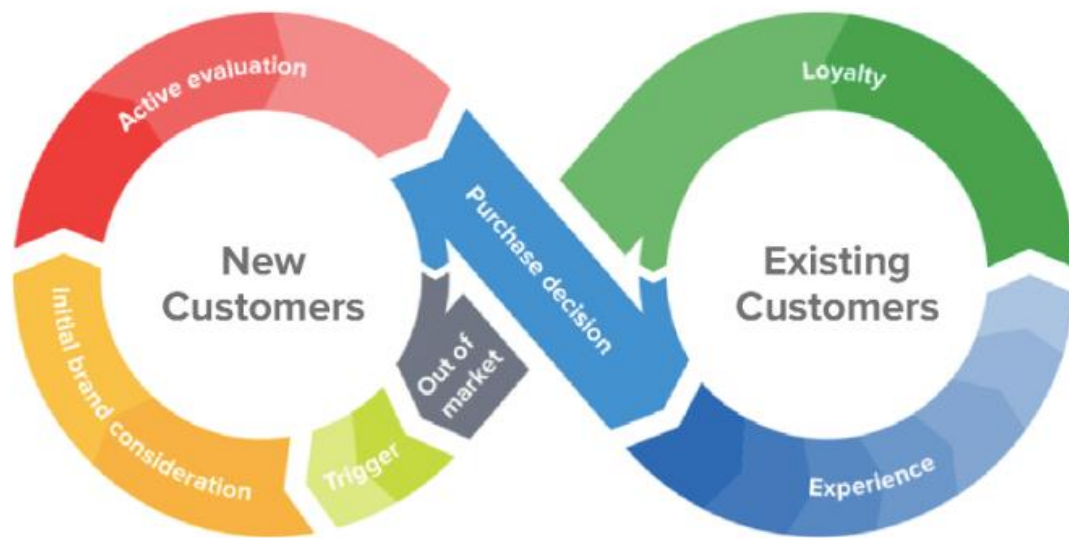
ALIGNMENT PHASE

Unique Value Proposition (UVP) and Offer Alignment

- Clarification of the unique benefits and differentiators of the offer, which is validated by a virtual focus group.
- Alignment of the product or service offer with market needs and competitive landscape.

Customer Journey Mapping

- Creation of a detailed map of the customer's journey from awareness to decision-making.
- Identification of key touchpoints for engagement and conversion.



STRATEGY PHASE

Lead Generation and Client Acquisition Strategies

- Development of strategies for attracting potential leads and converting them into clients.
- Integration of strategies with existing marketing assets and capabilities.



30-Day Content Plan Development

- Crafting a detailed content plan targeting social media and email.
- Plan includes a mix of content types and themes based on strategic focuses.



Preparation for Automated Content Creation

- Instructions on establishing visual style with DALL-E 3.
- Guidance on using AI tools for generating marketing materials like brochures, flyers, etc.
- Streamlined Content Creation through batching
- Detailed guide on incorporating automated content creation tools into the content strategy.
- Decision-making on types of content to automate and scheduling for content production.



Content Repurposing

- Strategies for breaking down long-form content into smaller, platform-appropriate pieces.
- Utilization of AI tools to assist in content repurposing for efficient content creation.

IMPLEMENTATION & AUTOMATION PHASE

Generation of Required Custom GPTs for Content Creation

- Identification and creation of custom GPTs tailored to various content needs.
- Includes GPTs for email campaigns, social media posts, image generation, etc.





Melinda Mifsud 🙌

I've finished module 4!

Absolutely brilliant

I'm in the middle of applying it to 2 clients as well.

Thank you so much, it's excellent. I've already made my money back from the original investment.

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