

Easy Product Creation Vol 1

Beginner
Friendly!

HauntProfits! ChatGPT Edition

Discover How to Use ChatGPT
to Create YOUR OWN
Virtual Haunted
House for Fun and Profits!

A DAB Coaching Production

The DAB Easy Product Creation Series: **Vol 1, HauntProfits!**
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Welcome!

Welcome!



Hey there!

We are Dennis and Barb from the magnificently named DennisAndBarb Coaching team, and we're going to show you how you can create (and sell!) your very own Virtual Haunted House Adventure. Isn't that nifty?

So let's begin <ahem>

Halloween is fast coming upon us! And you know what that means, right?

'course you do! It means it's time to create an awesome customized product that you can sell, starting today. And heck, if you don't think there is enough days to really design something magnificent, change your Haunted House to... a Virtual Autumn Odyssey! Virtual Dreidel Discoveries! Virtual Mistletoe Mysteries!

The mind boggles at the possibilities. 😊

But for now, let's focus on Halloween!

If you've ever thought about creating your own haunted house but

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were daunted by the logistics, I've got good news for you. Creating a Virtual Haunted House is not only possible but also surprisingly straightforward to boot!

You do NOT need a background in game design or a degree in computer science. You do NOT need an eCommerce site or focus on SEO.

Want to know what DO you need?

'Tis simple, really.

- A bit of creativity...

and

- A willingness to think outside the box... *(and hey, if you find that difficult, ChatGPT can help you magnificently with that as well!)*

That's it! With some basic free tools and a sprinkle of imagination, YOU (yes you!) can craft an immersive, interactive experience that people can enjoy from the comfort of their own homes.

See, the beauty of a Virtual Haunted House is its accessibility and convenience. **Heck, you can create one via an autoresponder!** It's a scalable venture with minimal overhead costs, making it an ideal choice for those looking to dip their toes into the world of profiting online.

So, what's the next step? It's simple. You've already bought your ticket for HauntProfits!, Simple Creation Series, Volume 1....

... Why not turn the page and dive in?

Behold!

Action Step #1.) Create Happy Buy Buttons



I might add, create happy buy buttons that also will sign a buyer up to your Virtual Haunted House Daily Adventures!

And even better... it's just plain SOOO easy to do.

As mentioned, first thing we have to consider is how one can sign up to *gain* your experience and more importantly, how someone can *pay you* for said experience! How it's delivered is another thing entirely BUT... if you decide to run it via a community (ie, FB groups, forum, etc.) there really ARE some folk you don't want to possess the ability to purchase it.

Think of "payment" as that big beefy bouncer at the door of your virtual haunted house. He's the gatekeeper that ensures only the brave souls who've paid their dues get to experience the thrills and chills of what you've prepared! Without a solid sign-up and payment system, you're essentially throwing a haunted house party without a guest list or entry fee.

And no entry fee → No earnings for you! That means you'd do all the work and reap virtually none of the benefits, which is a pretty

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nonprofitable thingee indeed.

Thus, let's first figure out how to set up this crucial gateway.

First, you will need a payment processor.

One popular one is [Paypal](#); others include [Stripe](#), [Venmo](#), [Zelle](#) or others. As I'm used to Paypal, I'll provide instructions for Paypal (and links for other resources).

And here's how you make it possible for people to purchase your Virtual Haunted House.

[Step 1.\)](#) Create a Subscription button in Paypal.

Click [HERE](#) to create a new subscription (or even your first) button.

This will create (wait for it) a Paypal subscription button that looks like the following.



In other words, it's that dinky little yellow button you see above.

However, you can use OTHER buttons that you might possess by simply replacing the Paypal button source URL with the YOUR button URL like this one following:

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Action Step #1.) Create Happy Buy Buttons



Please check out the [first Appendix](#) to see how one does that.

Next, move to:

Step 2.) Choose an Autoresponder to integrate with Paypal.

Now, if you decide to send out your Virtual Haunted House via an Autoresponder like aWeber or GetResponse,

Both of them have free options you can use to test out this method; [click HERE for Free aWeber](#) and [HERE for Free Getresponse...](#)

You can first create a new list for this purpose and then integrate Paypal to said list. Need help? Consider these resources:

- [How do I integrate PayPal with AWeber?](#)
- [How to integrate PayPal with GetResponse and add buttons to messages and landing pages?](#)

In either case, you HAVE to specify the list to which you would like to add your Virtual Haunted House buyers to. Makes sense, y'know – you might have other lists for other purposes.

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And hey, even if you do NOT plan to use your Autoresponder for your Virtual Haunted House, you could simply set the first message to welcoming the buyers and telling them their next steps (ie, they should submit their request to join your Facebook group (or Discord server or Slack Channel or ... you get what I mean. Instructions!).

Other payment platform integrations include:

- [Oh wow there's a HUGE number of e-Commerce aWeber integrations!](#)
- [And bunches for GetResponse too!](#)

That takes care of adding buyers to your Virtual Haunted House Autoresponder list¹ after they have sent in a payment via the all-powerful "I Wanna Subscribe NOW!" button.

And that reminds me as well. *HOW* can they find that "I Wanna Subscribe NOW!" button in the first place?

Why, in this way, of course.

Step 3.) Create a Landing Page so People Can Buy

The devil's in the details, as they say, especially when it comes to crafting a landing page that not only attracts but also converts.

So! It's time to create that timeless, sacred bond between your community and your Virtual Haunted House, and do some quick

¹ That list will end up containing the content for each Daily Dose of Dread.

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Action Step #1.) Create Happy Buy Buttons

integrations.²

Step 1: Choose a Platform and Integrate Your Autoresponder

Both AWeber and GetResponse offer landing page builders, so you can create and manage everything in one place.

- **AWeber:** Their [landing page builder](#) allows you to create a page without any coding. You can directly integrate it with your email lists in AWeber.
- **GetResponse:** Similar to AWeber, GetResponse offers a [landing page creator](#) that integrates seamlessly with their email marketing services.

Next, pounce upon:

Step 2: Define Your Objective and Set Up Autoresponder Sequence

Before you even start designing the landing page, know what action you want the visitor to take. Is it to purchase a ticket to your Virtual Haunted House (answer: Yes!)?

Once you know this, you can set up an autoresponder sequence in AWeber or GetResponse that delivers your 14 days of thrilling Virtual Haunted Houseness to your buyers.

That was easy enough. Clear thinking ➔ Mindfulness!

Next, address:

² That simply means that once someone pays, they are automatically added to the right list.

Step 3: Create that SWEET Optin with a Payment Button

Your landing page (also called an optin page) for your Virtual Haunted House should include the following elements:

- **Headline and Subheadline:** Make it snappy and attention-grabbing. This is the first thing people see! Intrigue your viewer – do they REALLY want to buy (of course, the answer is YES!)?
- **Description:** Go into detail about what your Virtual Haunted House offers. **What sets it apart?** What can visitors expect? Will The Count make an appearance and... Count?
- **Images or Videos:** There are more free AI image makers out there than you can shake a coffeecup at! [See some of them here.](#)
- **Your Beloved Form:** You can integrate a signup form that links to your AWeber or GetResponse email list, did you know that? Personalize the messages with the buyer's first name! Do you want to allow them to choose a code name? Bring along John Wick's Dog? Whatever you desire... you can bring it to life here.

Step 4: Think on Multimedia Elements!

Consider embedding videos or background music to set the mood and get people in the mood to buy. Scary music ([Danse Macabre](#) anyone?), thrilling music, music music.... You can find free looping music over at:

- [Pixabay Scary Music](#)
- [Free Horror Loopy Sounds](#)
- [TuneReel Scary Music](#)

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And free video clips at:

- [Pixabay Free Halloween Videos](#)
- [Mixkit Free Stock Videos](#)
- [Pexels Free Halloween Videos](#)

Not to mention free images at:

- [Pixabay Free Halloween Images](#)
- [Freepik Halloween Images](#)
- [Openverse Halloween Creative Commons Images](#)
- [Google Halloween Creative Commons Images](#)

Now, if you're already confused by all of sheer depth of information you have before you, well, I've personally found that the BEST way to design a landing page is get inspired by them first!

That's so important, let me repeat it one more time:

*I've personally found that the **BEST** way to design a landing page is **get inspired by them first!***

Consider checking out these sites:

- [Halloween Landing Page](#)
- [How to Create a Landing Page for Halloween Offers](#)
- [Halloween Special #2: How to Create a Halloween Landing Page](#)

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on WordPress

And then check out some best area practices:

- [The 11 Landing Page Best Practices We Swear By](#)
- [The Ultimate Guide to Landing Pages](#)
- [8 Landing Page Design Best Practices That Help You Achieve Higher Conversions](#)

Nifty!

Want even more help?

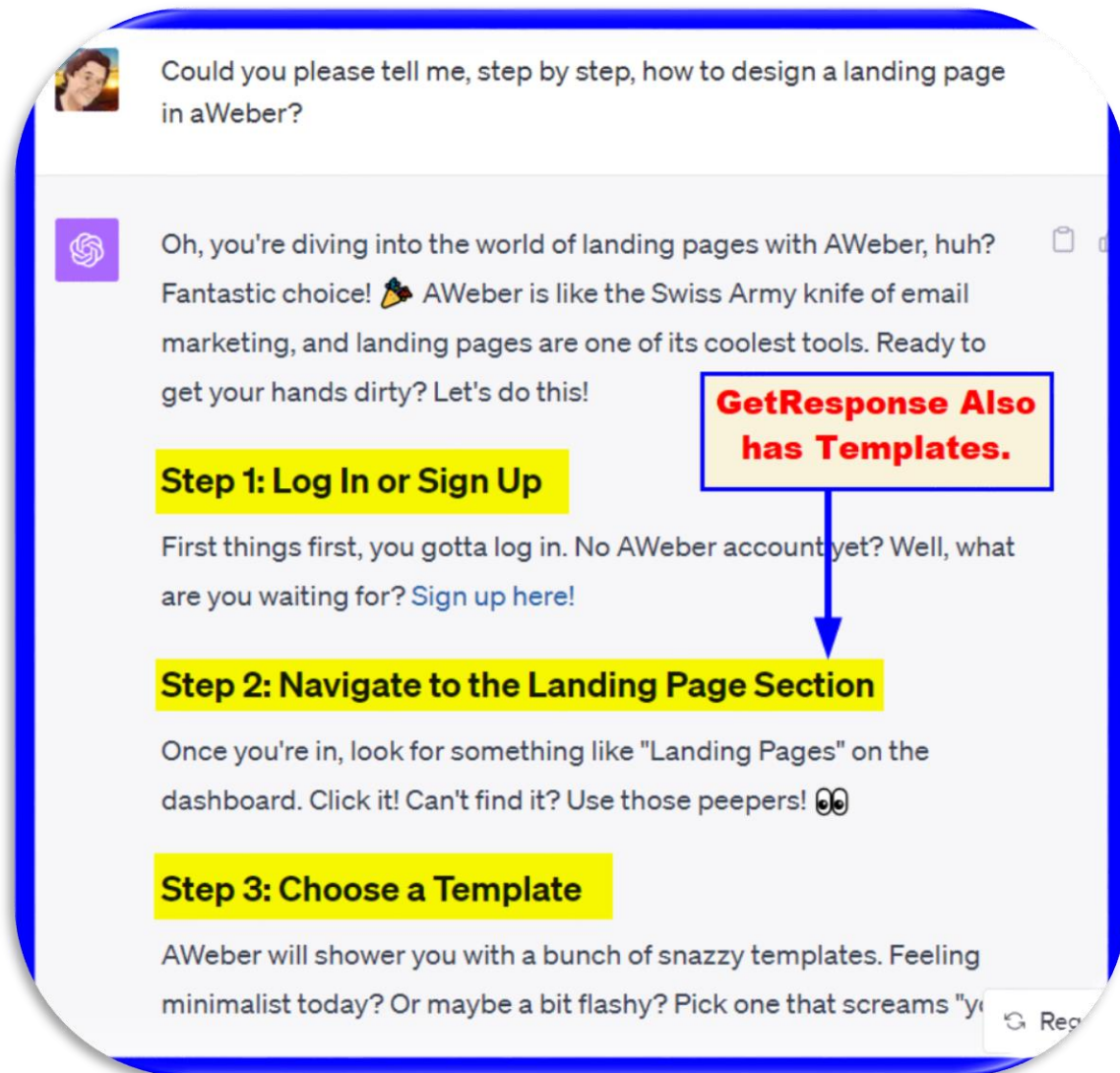
Just go to ChatGPT and enter this prompt:

- *Could you please tell me, step by step, how to design a landing page in aWeber?*

You might see something returned like:



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I added in the highlighting to quickly show you the information received. And once finished setting up everything, you can finally move to:

Step 5: Promote Your VHH Landing Page!

Once your landing page is live, oh, there are SOOO many thingees you can do!

But we're getting a bit ahead of ourselves.

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Action Step #2) Creating Your Daily Doses of Dread!

Before we can market it, it would help if we created it, right? That way, you'll have a much better understanding of what benefits you can include on your sales page or mention on your landing page etc.

So let's next pounce upon:

Action Step #2) Creating Your Daily Doses of Dread!



Ah, the delight of really scary thingees.

Personally, I wouldn't know, as I am kinda sorta not the scary-appreciating individual, but hey.

My preferences aren't important if I want to meet the needs of my customers...

... unless of course, if I present the Virtual Haunted House as more Magical than Scary.

Which I think I shall do. 😊

Regarding the daily messages, they could be structured like so:

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- Greeting
- The answer to yesterday's challenge
- Today's "Picture this!"
- Today's challenge
- Sign-off

An example of this in action is:

Hey there, savvy adventurer! Are you ready for another exciting day in your Mind's Eye Virtual Haunted House? Don't be tooo certain you will be able to emerge unscathed....

And yesterday's riddle? The answer was "Footsteps!" If you got it right, kudos to you! And it makes quite a lot of sense, don't you think – after all, you ARE braving this Haunted House that Nobody ELSE! has dared before. Quite... cheeky, aren't you?

But enough about that, it's time for:

Day 4!

You've made it to the Puzzle Room, a chamber filled with intricate puzzles, perplexing mazes, and mind-bending challenges. The room is a kaleidoscope of colors, with puzzle pieces floating in mid-air and walls that shift and change before your eyes. It's like stepping into a living, breathing brain teaser!

As you explore the room, you realize that each puzzle is a gateway to another part of the mansion. Solve it, and you'll be teleported to a new location, bringing you one step closer to the treasure. But fail, and you'll be sent back to the beginning, forced to start your

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journey anew. The stakes are high, and the clock is ticking.

Your eyes fall on a particularly intriguing puzzle. It's a giant jigsaw puzzle with pieces that glow in the dark, forming the shape of a mysterious key. Could this be the key to the treasure? Your breath catches as you start putting the pieces together, knowing that every second counts.

Finally, you place the last piece, and the puzzle glows brighter, casting a magical light that fills the room. You brace yourself for what comes next. Will you be teleported to the treasure, or is this another of the mansion's tricks? Only time will tell, but one thing's for sure: the Puzzle Room is not for the faint of heart.

Today's Challenge:

Dare you answer this riddle? "What comes once in a minute, twice in a moment, but never in a thousand years?" Reply to this email with your answer. In tomorrow's email, we'll reveal the most common answer ... and what that means for YOUR adventure.

So, are you up for the challenge of the Puzzle Room? Your wits are your greatest asset, and you'll need them more than ever. Until tomorrow, savvy adventurer!

A somewhat simple way to create your own daily autoresponder messages is to use the following prompt in ChatGPT:

- *I would like to create a Virtual Haunted House. Please suggest to me 14 (or 7, or 21, or ...) Subject lines I could use.*

Once you have your Subject lines, follow that with this ENTIRE prompt:

- *For each subject line, please create an autoresponder message*

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that is structured like so:

- *Greetings*
- *The answer to yesterday's riddle*
- *4 paragraphs describing today's scenario*
- *Today's riddle*
- *Closing*

Please pause after each message so I can see if we can move forward. Thank you!

ChatGPT is quite helpful when it comes to this, although you will want to tweakize the content it returns to fit with your vision and ideas.

How? Well, let's show you in real time.

When I was creating this guide and the sample 14 days, I noticed something weird. Do you spot it?

"Ah, the Welcome Email—the grand entrance to your virtual haunted house! Picture this: The lights dim, eerie music starts to play, and then—BAM!—an email pops into your inbox, inviting you into a world of supernatural shenanigans. This is where you set the tone, folks. It's like the opening credits of a horror movie; it's gotta grab attention and set the mood. Otherwise, you risk turning your haunted house into a snooze fest. And nobody wants to attend a haunted "nap" house, am I right?

So, what should this electrifying email include? First off, a spine-chilling subject line is a must. Something like "Welcome to [Your Haunted House Name]: Your Journey Into the Unknown Begins Now!" will do the trick. Inside the email, include a brief but creepy

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intro story to set the scene. Maybe describe the haunted mansion they're about to "enter," complete with creaky doors and ghostly inhabitants. Add links to some unsettling background music or sound effects for that extra layer of spookiness. Oh, and don't forget to outline what they can expect in the coming days—a sneak peek of the scares to come!

Now, here's a thought: **Why not use this welcome email to turn your participants into your very own army of little monsters?**

Encourage them to invite their friends to join the haunted fun. You could offer some sort of bonus for referrals, like an exclusive mini-story or a special clue for an upcoming challenge. It's a win-win; they get extra goodies, and you get more participants. Plus, nothing screams "community" like a horde of people collectively freaking out over ghost stories, right?"

The benefits of a killer welcome email are endless. It not only sets the stage for your entire haunted experience but also serves as a tool for expanding your audience. It's your first impression, so make it a hauntingly memorable one! Plus, by encouraging referrals, you're adding a viral element to your event. Before you know it, your haunted house could be the talk of the virtual town!

So, to wrap it up, your welcome email is more than just a "hello." It's the opening act of your haunted circus, the first chapter of your ghostly novel, the inaugural scream on your rollercoaster of terror. Get it right, and you'll have participants eagerly awaiting each new scare like kids waiting for candy on Halloween night. Ready to move on to the main event? The daily scares are up next, and trust me, they're going to be a scream!

Did you see what's missing?

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ChatGPT is telling you what you should included (which is really good, mind you, BUT)...

It's not actually WRITING the content for you!

Now, yes, keep in mind. You should ALWAYS rewrite ChatGPT's suggestions so they are completely in your voice (assuming you have time). You could try this prompt:

*Please write 10 paragraphs for the Daily Doses of Dread - how are they created? Is there a good step-by-step way *to* create them? Can they be automated? Can they be customized? etc.etc.*

Which, trust me, will NOT return the information you truly seek.

So! You can return and try:

*Please spell out exactly *how* to create the content? Do I ask ChatGPT to create for me 14 days of Daily Doses of Dread? What are the best kinds of prompts for that? etc.etc.*

And you'll probably receive additional ideas to make your VHH stand out. Sweet!

To make things even more simple, **here is the prompt to get a 2 week, 14 Virtual Haunted House Adventure:**

Let's say that I wanted to create a 14 day Virtual Haunted House. Could you please share a sample 14 message subjects?

Type that into ChatGPT and you might get back:

- **Day 1: "Welcome to [Your Haunted House Name]: Are You Brave Enough?"**
 - *Set the stage, my friend! Let 'em know what they've signed*

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up for.

- **Day 2: "Meet Your Ghostly Guide: Can You Trust Them?"**
 - *Introduce a character who'll guide them through this haunted journey.*
- **Day 3: "The Whispering Walls: What Secrets Do They Hold?"**
 - *A room where the walls talk? Creepy and cool!*
- **Day 4: "Choose Wisely: The Door of Doom or The Staircase of Scares?"**
 - *Ah, a decision point! Keep 'em engaged.*
- **Day 5: "The Haunted Library: What's That Book Floating in Mid-Air?"**
 - *Because even ghosts like a good read, right?*
- **Day 6: "The Phantom Feast: Would You Dine with Ghosts?"**
 - *A spooky banquet hall with some... unusual dishes.*
- **Day 7: "Mirror, Mirror on the Wall: Who's the Scariest of Them All?"**
 - *A room full of mirrors that show more than just your reflection.*
- **Day 8: "The Garden of Gargoyles: Stone by Day, Alive by Night?"**
 - *Outdoor scares? Yes, please!*
- **Day 9: "The Time-Twisting Tower: Where Past and Present**

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Collide!"

- *A room where time doesn't behave as it should.*
- ***Day 10: "The Bottomless Pit: Will You Take the Leap?"***
 - *A challenge that'll make their hearts skip a beat!*
- ***Day 11: "The Potion Room: Brew Your Own Luck or Doom!"***
 - *Mix some potions, but be careful what you wish for!*
- ***Day 12: "The Ghostly Gala: Dance the Night Away, If You Dare!"***
 - *A party with the paranormal? Why not!*
- ***Day 13: "The Final Countdown: Solve the Riddle or Stay Forever!"***
 - *The penultimate challenge. Make it a tough one!*
- ***Day 14: "Congratulations, Survivor! Claim Your Spook-tacular Prize!"***
 - *They made it! Time for rewards and a call to action.*

Don't forget the bigger prompt:

For each message, please structure it like so:

Greetings

The answer to yesterday's riddle

4 paragraphs describing today's scenario

Today's riddle

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Closing

And yet again... you'll STILL possibly have just a wee bit of an issue.

ChatGPT might (MIGHT, mind you) *totally* forget about the earlier subject for each of the 14 days... and start designing a new storyline³.

That's okay I suppose, but you know what else might happen?

It might "borrow" scenarios from other books (such as the Harry Potter series) like this delightful section:

*Your thoughts are interrupted by a rustling in the bushes. Out steps **a majestic stag**, its antlers shimmering in the moonlight. The **stag** locks eyes with you, and for a moment, you feel a strange sense of connection. Could this be a guardian of the garden, or is it another of the mansion's tricks? You remember the tales of shape-shifting spirits and wonder if this **stag** is more than it appears to be.*

Stag? Jeepers now, that wouldn't at all be Harry Patronus, correct?

Thus, change such things when you see them. For example, I changed that darling majestic stag to the awesome majestic moose because you know, my sister was bitten by a moose! She was karving her initials in the Moose... Moose bites are very nasty! ([click on the image that follows and you'll be taken to that exact part of the video](#)) Now do you see what I say that DAB products are pretty nifty? Not only do we educate...

... We entertain too. 😊

³ It's what happened to me. 😞

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In addition, you can paste whatever ChatGPT returns to you into the [Grammarly Plagiarism Checker](#) and see if other sources were used.

Nifty!

And now that we have finished 2 of the 3 required steps, all that remains is:



Action Step #3.) Market Me!⁴



Now that you have your very own Virtual Haunted House, it certainly would be a shame if nobody knew about it, right? It would be even a bigger shame if nobody bought it either!

Welp, people first need to know it exists before they buy it (as it's kinda sorta real difficult to buy something if you have no idea whatsoever that such a thing is waiting for your attention!). Let's now begin a selection of some ideas like:

Social Media Blitz

Social media is a powerhouse for reaching a broad audience. Platforms like [Facebook](#), [Instagram](#), and [Twitter](#) offer a mix of organic and paid opportunities to get your message out there. Start by creating a content calendar using tools like [Hootsuite](#) or [Buffer](#). These platforms allow you to schedule posts across multiple social networks, track engagement, and even respond to comments or messages.

⁴ I'm a wee bit of a Star Trek enthusiast – "Warp me!" is Captain Freeman's signature call.

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The key here is to be consistent and interactive. Engage with your audience by responding to comments, asking questions, and running polls. **The more engagement your posts get, the more they'll be shown in other people's feeds.**

And the benefit there?

Why, the more and more people gain awareness of your Virtual Haunted House, the higher the probability becomes that individuals will purchase it! **More sales, I'm sure you will agree, is a Very Good Thing indeed⁵.**

And speaking of that, one excellent way to promote awareness of this fantastic Virtual Haunted House is to create:

Email Campaigns

Email marketing remains one of the most effective ways to reach your audience directly. Platforms like aWeber or GetResponse offer user-friendly interfaces for designing emails, segmenting your audience, and tracking performance (no I was NOT going to say, these platforms offer you ways to email your list! That's kinda sorta their main reason for existing. 😊).

With that, consider your eMail marketing campaign from the top down.

Begin with the **first** thing subscribers will see. In other words, don't underestimate the power of a compelling subject line! It's the first opportunity for your Virtual Haunted House to be seen, and can be the deciding factor in whether your email gets opened. Think about it – you could have written an email so incredibly effective, you would have blown out all of aWeber's AND GetResponses' servers... **but it's of zero**

⁵ Hubspot's [Ultimate Guide to Social Media Marketing](#) is very useful here.

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Action Step #3.) Market Me!

use to you if it's not opened even once.

ChatGPT can help you create great subject lines as well. Need prompts? Check out these resources:


- [Best ChatGPT email marketing prompts \[+ ecommerce examples\]](#)
- [Best Examples of ChatGPT Email Marketing Prompts](#)
- [Top 20 Prompts To Write Cold Email Subject Lines With ChatGPT](#)


And the eMail content? How about:


Dear [Name],

Are you ready for a Halloween experience like no other? Forget the same old haunted houses and corn mazes. This year, we're bringing the thrills and chills directly to you with our Virtual Haunted House!

Why Our Virtual Haunted House is a Must-Experience:

 ***Immersive Storylines:*** Navigate through a series of spine-tingling rooms, each with its own eerie tale.

 ***Interactive Challenges:*** Solve riddles, decipher clues, and make choices that affect your journey.

 ***Safe and Convenient:*** Experience all the thrills from the comfort of your home, any time you choose.

Limited-Time Offer! Sign up in the next 48 hours and receive an exclusive "Survivor's Guide" e-book, packed with behind-the-scenes secrets and tips for conquering the haunted house.

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Action Step #3.) Market Me!

Don't Miss Out! Spots are filling up fast, and this is one Halloween adventure you won't want to miss. Click the link below to secure your place in the most thrilling Virtual Haunted House ever created!

Secure My Spot Now!

Still on the Fence? Check out what some of our brave adventurers had to say⁶:

"This was the most fun I've had all year! The interactive challenges were a game-changer."

—Sarah, Virtual Haunted House Survivor

"I've been to a lot of haunted houses, but this was my first virtual one. It did not disappoint!"

—Mike, Thrill-Seeker Extraordinaire

So, are you ready to take on the ultimate Halloween challenge? We can't wait to see if you've got what it takes to survive our Virtual Haunted House!

Secure My Spot Now!

Happy Haunting, [Your Team]

Sweet!

The next way to consider promoting your Virtual Haunted House is via:

Partnerships and Collaborations

Collaborating with influencers or other businesses can exponentially increase your reach. Think of it as the adult version of The Power of

⁶ NOTE – Only include this if you have actual testimonials.

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Action Step #3.) Market Me!**

Friendship via the Power of Shared Monetary Interest! Okay, perhaps not. 😊 Start by identifying potential partners who align with your brand and have an audience that would be champing at the bit to get a ticket to YOUR (nobody else's, YOUR) Virtual Haunted House!

And once you've identified potential partners, craft a compelling pitch. Explain what's in it for them—this could be anything from shared revenue to cross-promotion to being interviewed on Oprah and the like. Tools like [BuzzSumo](#) can help you identify potential influencers in your niche as well as these sites:

- [23 FREE Influencer Marketing Tools to Find Influencers](#)
- [Free Influencer Search Tool](#)
- [Influencer Marketing Platforms](#)
- [Phlanx](#)
- [Upfluence](#)

And regarding using ChatGPT to increase Influencer Appeal, consider:

- [How Can You Use ChatGPT to Write the Perfect Outreach Email for Your Influencer Marketing Campaign?](#)
- [How to use ChatGPT for influencer marketing. Game-changer examples](#)
- [Introductory Guide to AI in Influencer Marketing](#)
- [Use ChatGPT to Find Influencers](#)

Plus! Remember that 'crafting a pitch/press release' idea? Here, ChatGPT can help you too! You could try prompts like:

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1. The Hook

Prompt: "Please help me come up with a catchy headline for my virtual haunted house press release."

2. The Intro

Prompt: "Please write an engaging introduction that sets the stage for my virtual haunted house."

3. The What

Prompt: "I need to explain what my virtual haunted house is. Can you assist me in describing it in a way that's both clear and intriguing?"

4. The Why

Prompt: "Why should people care about my virtual haunted house? Help me articulate the unique aspects that make it stand out."

5. The Who

Prompt: "Help me write a bio section that introduces me."

6. The When and Where

Prompt: "Please phrase the day registrations open."

7. The How

Prompt: "Please help me explain how people can participate."

8. The Visuals

Prompt: "Please suggest what types of images or videos I should include in my press release to make it more engaging."

9. The Conclusion

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Prompt: "Let's wrap this up! Can you help me write a strong concluding paragraph that leaves a lasting impression?"

Want more ideas? Check out:

- [Best ChatGPT Prompts for Public Relations](#)
- [12 ChatGPT Prompts To Write Press Releases That Get Noticed](#)
- [ChatGPT prompts for press releases](#)

Good stuff! Next, consider:

Local Community Engagement

Local communities are often tight-knit and can offer valuable word-of-mouth marketing. You can begin by identifying local online forums, community boards, or Facebook groups where you can post about your Virtual Haunted House.

If your event is family-friendly, consider reaching out to local schools or parent groups. **Many local newspapers and blogs are always looking for interesting stories to cover, so don't hesitate to send out a press release or pitch your story directly⁷**; after all, local newspapers, blogs, and TV stations are always on the lookout for interesting stories. ChatGPT can assist you in writing compelling story pitches that grab attention too! Imagine a headline like, **"Local Entrepreneur Brings Virtual Haunted House Experience to [Your Town]!"**

Sounds like something that could get picked up, right? It's subtle, you know. Very subtle.

Plus, let's say you want to make your **Virtual Haunted House**

⁷ Remember we just shared prompts for how to create such a press release?

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particularly appealing to your local community. ChatGPT can help you brainstorm and write localized content. Think of a room in your haunted house that features local legends or landmarks. This localized touch could make your experience more appealing to local residents and could be a great talking point in your marketing messages.

And finally, consider:

Online Ads

If you have the budget for it, online ads can be a quick way to get your Virtual Haunted House in front of a large audience. Both [Google Ads](#) and [Facebook Ads](#) and [Pinterest Ads](#) and [LinkedIn Ads](#) offer highly targeted advertising options based on demographics, location, and even interests or behavior. You'd with a small budget and use A/B testing to identify which messages and images resonate most with your audience.

From there, you can use ChatGPT to help you craft headlines for these ads, like:

- "Dare to Enter the Ultimate Virtual Haunted House Experience!"
- "Get Your Scream On—From the Comfort of Your Home!"
- "Unlock the Mysteries of the Spookiest Virtual Haunted House!"
- "Ready for a Fright Night? Explore Our Virtual Haunted Mansion!"
- "Brace Yourself for the Most Thrilling Virtual Haunt of the Year!"
- "Why Wait for Halloween? The Scare is Here and Now!"
- "Ghosts, Ghouls, and Thrills—All in One Virtual Haunted House!"

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- "Step Inside—if You Dare! Virtual Haunted House Now Open!"
- "Experience the Haunt of a Lifetime—Right from Your Living Room!"
- "Limited Time Only: Virtual Haunted House Tickets Are Going Fast!"

And you know, did you realize you are still missing something? Well, 2 things actually, but let's first start with:

Step 4.) Finalize HOW you want to deliver your Virtual Haunted House.

There are several ways to do so.

You could create a [Facebook group](#) and only allow in paid individuals.

Heck, speaking of that, you can also consider these free services:

- [Slack](#) (Free level)
- [Zoom](#) (Free level has a limit of 40 minutes)
- [Discord](#) (There's a wee bit 'o [HEAP of admin learning](#))

as well!

From there, you could post daily messages that describe a scenario and ask those group members how they would approach it via a creative fashion.

Or (wait for it), you could use your trusty Autoresponder account (which we kinda sorta implied from the very beginning). One rather excellent benefit TO delivering it via Autoresponder is whenever they

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decide to reply with their answers, it will come across as a direct message between you and your subscriber (*thus increasing deliverability*).

Thus in summary, that's really all you need to do, can you imagine?

Just follow 3 simple steps:

- Step 1.) Set up your payment processor
- Step 2.) Create your daily doses of dread!
- Step 3.) Market your Virtual Haunted House

Told you it was uncomplicated...

Woot!



What You've Just Learned



What a Tremendous Amount of Goodness you've discovered!

You've just learned the following:

- Action Step #1.) Make Your Customers Happy & ...
- Action Step #2.) Creating Your Daily Doses of Dread!
- Action Step #3.) Market Me!

Not to mention the ChatGPT prompts for, well, everything involved. 😊
Prompts for:

- * *Creating Daily Content*
- * *Creating Subject Lines*
- * *PR*
- * *Ad Headlines*
- * *eMail Content*

And so much more.

But wait! There's still one more thing required for you to do, and that is to consider:

Your Next Steps



Your next steps are to DO!

Review this blueprint once more. Heck, you might even ALREADY have all of the needed tools (Autoresponder, .Paypal, and ChatGPT) that can start putting it into practice the instant you reach the end of this blueprint (which reminds me – pls make sure to check out all the appendices. The first one deals specifically with How to Change Paypal Buttons).

Remember, you have now gained for yourself the very best gift imaginable... Knowledge!

You are now *capable* of generating a nifty bit of cash during the Halloween Season.

Go forth

... and make greatness happen today. **You've got this!**

Enjoy.

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Conclusion

This concludes the DAB Power Blueprint.

Hope you enjoyed it grand!

And don't forget to network with us at:



<https://www.facebook.com/groups/theiminsidetrack>



<https://www.facebook.com/groups/perkingupprofits>

We'd love to hear from you!

About DAB Coaching, DennisAndBarb

Just who ARE these modern legends on whom the movie “Hobbs And Shaw” patterned? Well! Let’s begin with Dennis the Dignified:



**Dennis
Becker**

Dennis Becker

Dennis has been online since he started his first eBay business in 1998, and in 2002 started my first Internet marketing business. But 2005 was the year things actually ‘clicked’ for me and I set up multiple streams of income by focusing on repeatable, sustainable business methods and strategies. I’m still doing that today and earn six figures a year from my online business.

He’s written over 50 books, set up numerous membership sites, and now devote most of my time helping others do what didn’t come so easily to me in the beginning.

And Barb the Caffeinated? Behold!



**Barb
Ling**

Barb Ling

Barb has been supporting her family via the Internet since 1998. Her first product was the only 5-Star recommended resource by Inc. Magazine. She is the author of over 100 ebooks and specializes turning ‘complicated’ into ‘simple’. She also excels in being more creative than MacGyver on a Good Day. ☺

Between us, we’ve authored 100s of books and courses, supported our families for over 25 years each doing what we now teach, and combined to form one of the top group coaching programs for those looking how to profit online.

Appendix 1: How to Change Paypal Buttons

The form code that Paypal requires you to include in your website looks something like:

```
<form action="https://www.paypal.com/cgi-bin/webscr"
method="post" target="_top">
  <input type="hidden" name="cmd" value="_s-xclick" />
  <input type="hidden" name="hosted_button_id" value="xxxx" />
  <input type="hidden" name="currency_code" value="USD" />
  <input type="image"
src="https://www.paypalobjects.com/en_US/i/btn/btn_cart_LG.gif"
border="0" name="submit" title="PayPal - The safer, easier way
to pay online!" alt="Subscribe" />
</form>
```

To change to a different button that you are hosting, just replace the https://www.paypalobjects.com/en_US/i/btn/btn_cart_LG.gif link with the direct URL to your button, like the one I used:

- <https://barbaraling.com/images/admitone.gif>

For more info, check out:

- [How do you add a custom button to the PayPal checkout page?](#)

And to create free web buttons, consider:

- [Click-Minded DaButtonFactory](#) (yes, they were bought out)
- [Button Optimizer](#)
- [10+ Button Generators](#)

Enjoy!

Appendix 2: DAB Insiders

Greatest Goldmine Of "Shortcut Knowledge" Ever Crammed Into One Easy-To-Navigate Members Area...

"Watch This Quietly Insightful "Menace" (Whose Name Just Happens To Rhyme With "Dennis") And His Zany Caffeinated Partner Expose The Good, The OMG WOW!, The Bad, The EEEEEK On Their 6-Figure Businesses!"

Access Cutting-Edge Insights And Ideas, Including "Arm-Twisted Benefits From Friends" Exclusive To Those On The Inside

Hello. I'm Dennis (the menace) Becker, and along with my brilliant partner Barb Ling, we've been around these parts for quite a while, actually since the last century, so we've seen good times and bad times multiple times.

While I'm mainly known perhaps for publishing well over 50 eBooks, starting with "5 Bucks a Day" in 2006, which is why I'm universally known as "the 5 Bucks Guy" but I'm actually more passionate about creating and building membership sites and communities.



**Barb
Ling**



**Dennis
Becker**

You truly have to see it to comprehend the insane value offered at such a loooow price....

<https://askblings.com/dabi>

Appendix 3: Affiliate Marketing & MMO Goodies!

We have 2 goodies to show today! The first one is called RUSHHH and it's pretty awesome indeed; created by Jeremy Kennedy (who literally IS one of Barb Ling's best students from back in 2012); it **enables you to close FAR more affiliate sales** via the miracle of showcasing something incredibly smart (creating a second of urgency).

Dennis Becker wrote FAR more eloquently than could I – [you could read his words over HERE](#), or simply click BELOW to see RUSHHH in action (after it goes live, of course)



Limiting your bonuses is **extremely powerful** by itself...

But we discovered a way to make it a **LOT more effective**.

Jorge & I built a **Live Affiliate Bonus Countdown** tool.

The best way to display scarcity is with a **live countdown**.

Rushhh creates a **LIVE "Remaining Bonus Countdown"** counter that you can copy/paste onto your Bonus Page (and Emails!)

Click HERE to Learn MORE!

[Click HERE to see RUSHHH in Action!](#)

And next, turn the page to see:

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October Make Money via AI and Affiliate Marketing!

Chris is one of my fav vendors, mainly because he knows AI and profit making upside, downside acrossside and more! Behold:

COMMISSIONS GPT

***NEW* For October 2023 > ClickBank "GPT Affiliate" Swiftly Swipes...**

24/7 Commissions
With Affiliate AI That
Makes Him \$601 Per
Promo

Click HERE to Learn More!

✓ A.I PAYS ME \$500+
comms. PER PROMO

Notice that October date on top? Pretty recent, aye?

You will simply LOVE seeing the tricks Chris can make ChatGPT do... simply breathtaking.

[Click HERE to Learn More!](#)

Appendix 4: Halloween Promotion Resources

Thinking about promoting your own Virtual Haunted House?

If so, consider these Halloween and October ideas!

- [10 Halloween Campaign Ideas to Increase Customer Engagement](#)
- [11 Halloween Promotions to Use in Your Marketing This Year](#)
- [12 Halloween Marketing Ideas for Your Small Business](#)
- [20 Halloween Marketing Ideas for Your Store](#)
- [200+ Scary-Good Halloween Social Media Post Ideas for 2023](#)
- [2023 Halloween Marketing Ideas to Scale Your Business](#)
- [21 Halloween Marketing Ideas with Real-World Examples](#)
- [Halloween Email Marketing: How to Make Monster Sales This Fall](#)
- [Halloween Email Marketing: Strategies, Designs, and Tips for Spooktacular Campaigns](#)
- [Halloween Email Marketing: Strategy, Tips & Examples \[2023\]](#)
- [Interactive Halloween Promotions to boost your brand](#)
- [Tips and tricks to create stunning Halloween emails](#)

Good stuff!

And finally...

Finally, Remember This.

Money
Likes Speed.
So get UP to Speed...
Starting Today!

