

Train Your Farm's ChatGPT Marketing Assistant

Step-by-Step Prompts to "Feed" Your ChatGPT Bot.

+ Copy-Paste These Prompts



Sales Performance

Mon	Tue	Wed	Thu	Fri	Sat
10	11	12	13	14	15



You'll spend about an hour feeding your ChatGPT bot the following information. This will give you better results across all the services it can perform for you.

1. FEED YOUR FARM CONTEXT

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Here is context about my farm business.

Farm name:

Location:

Type of farm (vegetables, meat, flowers, mixed, etc.):

Sales channels (CSA, online store, farmers market, wholesale, etc.):

Primary customers:

What they care about most:

What makes my farm different:

Seasonality overview:

Key selling months:

Slow months:

My main marketing goals this year:

👉 What to upload (optional but powerful):

- Your "About Us" page
- CSA handbook or welcome email
- A pricing sheet or product list
- Your past promotion calendar or plan
- Sales data from past 6-12 months in .csv format

2. TRAIN YOUR VOICE

What to upload:

Choose **10–20 examples** of:

- Emails you're proud of
- Social media captions that feel very "you"
- Blog posts or newsletters
- Lead Magnets you've created
- Sales emails that worked well

These do NOT need to be perfect. They need to be real.

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I'm going to upload several examples of my past marketing content.

Please study them carefully and learn:

- my tone
- my sentence style
- how long I tend to write
- how I tell stories
- how I make offers
- how I speak to my customers

Do not write anything yet.

After reviewing, summarize my writing style back to me.

3. TRAIN THE STRUCTURE (HOW YOU ORGANIZE CONTENT)

Example: Social Media Structure

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Here is how I want social media posts structured:

- Day of the week
- Post category (education, story, offer, reminder, etc.)
- Suggested photo or image idea
- Caption written in my voice
- Clear call to action

Always format posts using this structure unless I say otherwise.

👉 Upload:

- Your weekly content calendar
- Your promotion calendar for the month with special offers
- Your content bucket list (if you have one)
- Your Top 5 FAQs
- Your Top 3 Lead Magnet titles (and description)
- sample social posts from your archives for the past 30 days

4. TRAIN YOUR CONTENT BUCKETS

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These are my main content buckets:

- Education (how to cook, store, use products)
- Behind-the-scenes farm life
- Product awareness
- Customer stories or testimonials or User-generated-content
- Offers and promotions
- Seasonal reminders
- Personal reflections as a farmer or inspirational

When generating ideas, always pull from these buckets.

Avoid generic marketing advice.

5. TRAIN YOUR EMAIL WRITING

What to upload:

- 15–20 of your best emails (weekly newsletters, promos, announcements)

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I'm uploading sample emails I've written. Please don't respond until I have uploaded all of them.

Please learn:

- how I open emails
- how I transition into the message
- how I tell stories
- how I make offers
- how I close

After reviewing, ask me what kind of email I want to write next.

Follow-up Prompt

Now write a draft weekly email in my voice.

Topic:

Audience:

Goal of the email:

Products or links to include:

This is a draft only. I will review and edit. I will share the edit with you. I want you to learn from my edits and use that feedback to sound more and more like me the next time.

6. UPLOAD YOUR SALES DATA

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I'm going to upload sales and customer data from my farm's ecommerce store.

This data includes:

- orders
- customers
- products

Your role is NOT to do bookkeeping or accounting.

Your role is to help me:

- identify patterns
- spot trends
- understand customer behavior
- connect sales insights to marketing decisions

Please confirm what files you see and tell me if anything is missing before we begin.

How to Ask Questions to ChatGPT:

Always ask one business question at a time.

Good example questions:

- What leads customers to place a second order?
- Which products tend to increase average order value?
- Where do I see natural sales peaks and valleys?
- Which customers are most likely to buy add-ons?
- What products are often purchased together?

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Based on this data, help me understand patterns that could inform better marketing and promotions.

Focus on:

- repeat purchases
- order frequency
- average order value
- product combinations
- timing and seasonality

Translate insights into plain language.

Suggest marketing actions I could test based on what you see.

Ready for the Next Step?

Today, you trained your AI assistant. Next, build the marketing system it runs on. Corinna Bench's **Farm Marketing School** teaches farmers:

- How to clarify their offer
- How to create content that sells
- How to build consistent weekly marketing habits
- How to grow revenue without burning out



Learn more at:

👉 www.mydigitalfarmer.com

👉 www.mydigitalfarmer.com/fms

Then, power that strategy with **Local Line**, the e-commerce platform built specifically for farms, so your marketing actually converts into sales.

Learn more about what Local Line can do for your farm:

<https://www.localline.co/demo>