

TMT Marketing Training Group



4 Ways To Use ChatGPT “Agent Mode”

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Ready when you are.

+ Ask anything



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Agent Mode Prompt 1

Competitive Analysis + Positioning Tear-Down

Find 5 of the top-ranked managed IT service providers (MSPs) in Nashville, TN.

For each company:

Analyze their website homepage, services pages, and any industry-specific pages

Identify:

- Their primary target audience (industries or business types)

- Their core services and offers

- Their main marketing message or promise

- Any guarantees, risk reversals, or differentiators

- Weaknesses in their messaging (generic claims, lack of specificity, unclear value)

Then summarize:

- Common patterns across competitors

- Overused phrases or positioning

- Gaps or missed opportunities

Finally:

- Recommend a differentiated positioning strategy for an MSP trying to stand out in this market

- Include 3 example headline ideas based on that positioning

Agent Mode Prompt 2

Voice-of-Customer / Review Mining

Search for reviews, testimonials, Reddit discussions, and forum conversations from small business owners about IT support providers or MSPs.

Focus on:

Frustrations

Fears

Desired outcomes

Reasons they switch providers

Extract:

Exact phrases and language customers use (quote them where possible)

Emotional triggers (fear, frustration, urgency, relief)

Then organize into:

Top 10 recurring pain points

Top 10 desired outcomes or benefits

Common objections or hesitations before buying

Finally:

Translate these insights into:

- 5 headline ideas

- 3 marketing hooks

- 3 objection-handling statements

Agent Mode Prompt 3

Hyper-Targeted Campaign Builder (Dental Offices Example)

Build a targeted marketing campaign for a managed IT services provider (MSP) focused on dental offices in Nashville, TN.

First:

Research common IT challenges and risks specific to dental practices (compliance, ransomware, downtime, etc.)

Identify what dental office owners care most about when choosing IT support

Then create:

A clear campaign "big idea" or hook

A compelling offer (lead magnet, audit, or consultation)

A landing page outline (headline, subhead, key sections, CTA)

A 3-email nurture sequence

A short direct mail or outreach message

Use language and concerns specific to dental practices, not generic SMB messaging.

Agent Mode Prompt 4

SEO + Local Visibility Plan

Create a local SEO and content strategy for a managed IT services provider targeting small businesses in Nashville, TN.

Analyze:

High-intent search keywords (commercial intent, not informational fluff)

Local competitors currently ranking in Google

Then provide:

A list of 15 high-value keywords to target

10 blog/article ideas based on those keywords

5 Google Business Profile post ideas

Recommendations for improving local rankings (reviews, backlinks, location pages, etc.)

Avoid generic SEO advice. Focus on strategies that would drive actual leads for an MSP.