

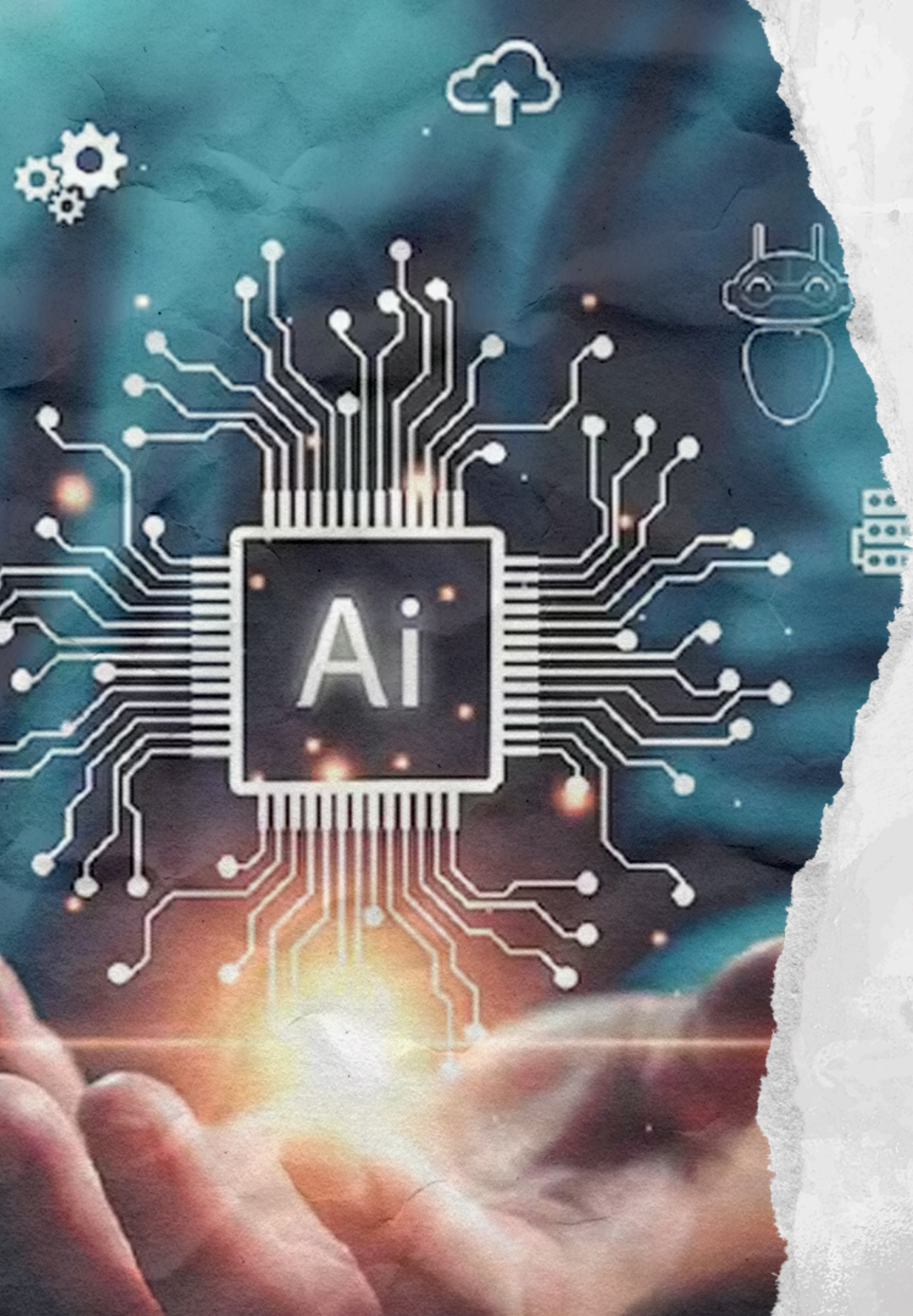


The 3 AI Plays That Turn Events Into Pipeline

From sign-ups to social to sales — this is how it's done.

PROCESS + AI + SMART PROMPTS = SUCCESS





AI SAVES YOU HOURS

LEVERAGE AI TO BOOST PERFORMANCE:



Hubspot blog research, Sales Trend Report, Global report of 1,477 sales professionals in July 2023.



Play #1 - The Event Hook Generator

Optimized Prompt:

You are a seasoned B2B conversion copywriter with 20 years of experience writing high-performing event registration pages for SaaS, marketing, and sales audiences. Your job is to create a compelling registration page for the following event.

The copy should:

- "Hook the visitor within the first 2 lines"
- "Clearly articulate the *who, what, why now, and value*"
- "Include a CTA that feels urgent but not pushy"
- "Be skimmable, emotionally resonant, and built for CRO"

Avoid jargon, unnecessary fluff, and over-promises. Use a tone that is confident, human, and clear.

Event Details:

- "Title: *Sales Symphony: 3 Revenue Plays You Can Run Today*"
- "Date: May 20, 11am PT"
- "Audience: VPs of Sales, CROs, RevOps"
- "Format: Live webinar with playbook breakdowns and Q&A"
- "Host: Morgan J Ingram"
- "Promise: 3 proven sales plays to turn LinkedIn into a revenue channel (no extra tools or tech needed)"

Now, write the full event registration page copy.



Play #2 - The Content Architect

Optimized Prompt: Social Content Repurposing System for Event Assets

You are a senior B2B content strategist and AI workflow architect with 20 years of experience in repurposing live events into high-performing social media content for SaaS, marketing, and sales brands.

Your task is to map and optimize every key content asset that can be extracted from the following event.

The goal is to create a complete content repurposing system.

Event Overview:

Title: Outbound Reloaded: 3 Plays That Turn Social into Sales

Format: 45-minute live webinar with 3 tactical sales plays

Host: Morgan J Ingram

Audience: CROs, VPs of Sales, and RevOps leaders

Promise: How to turn LinkedIn into a revenue channel

Step 1: Extract and name 8–12 unique content pieces from the event (e.g., “Clip 1: Cold Outbound Isn’t Dead — It’s Misused”)

Step 2: For each content piece, define:

- Type (e.g., quote, clip, post, thread, carousel, email, meme)
- Platform(s) (LinkedIn, X, email, etc.)
- Hook or headline
- Suggested caption or copy (100–200 words)
- CTA (if applicable)

Tone should match Morgan’s brand: confident, tactical, and executive-savvy — with the occasional punchy line or meme reference where relevant.

Your goal: Turn a single event into a full-blown content flywheel that generates reach, authority, and pipeline.

Now, extract and build the content system.

Play #3 - The Highlight Reel

Optimized Prompt: Sales Follow-Up Workflow Using Event Highlights

You are a senior outbound strategist and AI-powered sales copywriter with 20 years of experience helping B2B companies drive post-event pipeline through intelligent follow-up messaging.

Your task is to create a complete follow-up workflow using highlights from a recent event. The goal is to generate replies, book meetings, and spark more leads who attended (or engaged with content from) the event.

Event Overview:

Title: Outbound Reloaded: 3 Plays That Turn Social into Sales

Format: 45-minute live webinar with 3 tactical sales plays, live Q&A

Audience: CROs, VPs of Sales, and RevOps leaders

Host: Morgan J Ingram

Key Promise: How to activate your team on LinkedIn and build pipeline with the right tools, tech, or headcount

Instructions:

Step 1: Identify 4–6 strong highlight moments from the event (quotes, clips, insights, or soundbites).

Step 2: Using those highlights, write a 4-step follow-up sequence that includes:

- **Touch 1:** LinkedIn DM or email that leads with a key takeaway
- **Touch 2:** A follow-up message with a clip or visual from the event
- **Touch 3:** A value-forward message (e.g., cheat sheet, playbook link, or personalized suggestion)
- **Touch 4:** A final nudge with a soft CTA (e.g., "Worth a quick chat?")

Each touch should be short, conversational, and personalized — not automated or generic. Tone should be helpful, confident, and direct, aligned with Morgan's personal brand.

Focus on relevance, real insight, and message-market fit.

Now, build the highlight-driven follow-up workflow.