

Mirren AI Prompt Guide

Practical prompting instructions that enable agency teams to get more from AI, improving the quality and relevance of outputs



February 2024

[AI.Mirren.com](https://www.AI.Mirren.com)

Mirren provides the training for account and pitch teams to capture a greater share of each client's spend. Ultimately, teams learn the skills to more effectively lead clients, become indispensable strategic partners, generate more organic growth, and win more new business.
[Mirren.com](https://www.Mirren.com) | [Workshop.Mirren.com](https://www.Workshop.Mirren.com) | [Direct.Mirren.com](https://www.Direct.Mirren.com) | [Live.Mirren.com](https://www.Live.Mirren.com) | [Summit.Mirren.com](https://www.Summit.Mirren.com)

AI for Day-to-Day Client Management

Just over a short year ago, generative AI was unleashed onto an unsuspecting agency industry. Within months, it began transforming the very foundation of operations and client delivery.

The more progressive agencies have been pushing forward with bespoke brand-specific language models, predictive analysis, automated creative development, real-time campaign deployment, and more.

However, most are still in discovery mode – working through what AI means in practical terms. It doesn't help that over-the-top "promises of the future" continue to blur the lines between fact and fiction. Let's separate the hype from reality and address what AI means for aspects of day-to-day client management.

This guide accompanies the Mirren sessions from our AI Conference. We focus on Large Language Models (LLMs) and Chatbots, as they are the most widely adopted AI tools.

Ultimately, this guide equips client-facing teams with important fundamentals for using AI in their day-to-day work.

Large Language Models (LLMs) & Chatbots

The three most prominent



ChatGPT



Claude



Gemini



ChatGPT



Claude

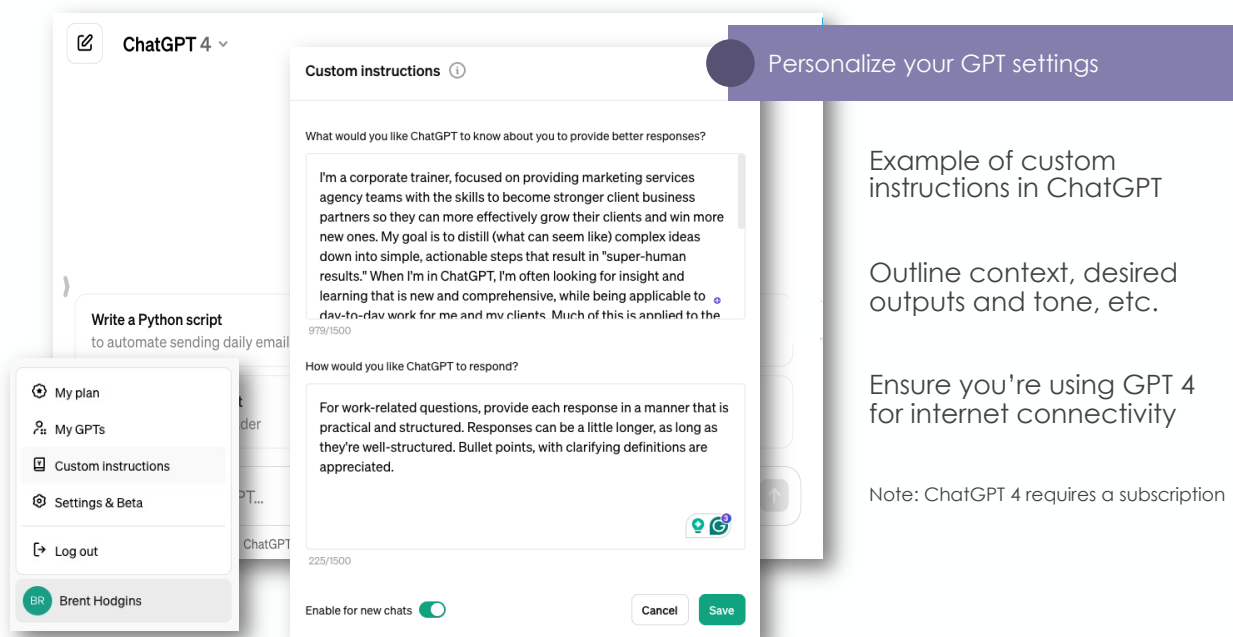


Gemini
FKA Bard

Parent Co.	OpenAI	Anthropic	Google
Key Distinctions	<ul style="list-style-type: none"> Launched November 2022 Recognizes and generates images (DALLE-3) Internet access with a subscription plan Tends to be the most creative Uses your data for training (but you can opt-out) iOS app Custom GPT store 	<ul style="list-style-type: none"> Launched March 2023 (US and UK only, API in closed beta) Text only (no image gen or recognition) Not connected to the internet Best for large volumes of data Best performer for math, coding Does not use your data for training (with a few exceptions) Emphasis on ethics and transparency (Constitutional AI) 	<ul style="list-style-type: none"> Launched March 2023 Recognizes but does not generate images Internet-connected (Google search) Tends to be the most accurate Uses your data to train Free, no paid tiers (yet) Integrated with Google Workspace (Duet AI) Gemini roll-out (Gemini Ultra and Bard Advanced, Bard rebrand, Android app)

Prompt guides focus on ChatGPT 4

The most widely adopted chatbot,
GPT 4, is connected to the internet



The image shows a screenshot of the ChatGPT 4 interface. On the left, a sidebar menu is open, displaying options: 'My plan', 'My GPTs', 'Custom instructions' (highlighted), 'Settings & Beta', and 'Log out'. Below the menu is a user profile for 'Brent Hodgins'. The main chat area shows a conversation with a user prompt: 'Write a Python script to automate sending daily email'. The chatbot's response is partially visible. Overlaid on the chat is a 'Custom instructions' dialog box. The dialog has a title 'Custom instructions' and a question: 'What would you like ChatGPT to know about you to provide better responses?'. The user's input in the dialog reads: 'I'm a corporate trainer, focused on providing marketing services agency teams with the skills to become stronger client business partners so they can more effectively grow their clients and win more new ones. My goal is to distill (what can seem like) complex ideas down into simple, actionable steps that result in "super-human results." When I'm in ChatGPT, I'm often looking for insight and learning that is new and comprehensive, while being applicable to day-to-day work for me and my clients. Much of this is applied to the'. Below this, another question asks: 'How would you like ChatGPT to respond?'. The user's input here reads: 'For work-related questions, provide each response in a manner that is practical and structured. Responses can be a little longer, as long as they're well-structured. Bullet points, with clarifying definitions are appreciated.'. At the bottom of the dialog are 'Cancel' and 'Save' buttons, and an 'Enable for new chats' toggle switch.

Personalize your GPT settings

Example of custom instructions in ChatGPT

Outline context, desired outputs and tone, etc.

Ensure you're using GPT 4 for internet connectivity

Note: ChatGPT 4 requires a subscription

AI for agency use cases

In this handout, we'll cover 3 key areas

- 1 Client business analysis**
- 2 Strategic development**
- 3 Day-to-day client writing**

Oversight required

Don't expect an AI tool to magically produce perfect content

Always consider the data/training practices of AI applications
– where is your data going?

Your input and management are needed to ensure quality, accuracy, originality, and security

Our prompts focus on specific areas of client management, but structure and logic apply across many AI apps and use cases



Client Business Analysis

Understand & address each client's most pressing needs – more easily & quickly



Getting started

Basic LLMs can provide a good starting point

Be specific and structured in your prompts

Also analyze reports, web pages, etc.

Be prepared to iterate to dig deeper

Develop a base level client business knowledge in a fraction of the time

AI Prompt Structure: Research

- 1 Role**
The mindset: makes the focus, approach, tone, output more accurate
- 2 Context & Objective**
The background and goal with the request: provides focus, enhances precision, encourages comprehensiveness
- 3 Approach**
Your recommended way of tackling the request: customizes response style, increases output quality
- 4 Response Structure**
How you'd like the response displayed: instructs the output format (i.e., bullet point, long form, word limit, etc.)
- 5 Request**
With the above context in place, now your ask: your specific question of the LLM



Prompting Guiding Principles

Plain Language: as if speaking to an intern, write in a way that is simple and straightforward

Specificity: be exceptionally specific, detailed, and clear about your desired output

Logical Structure: make it easy to understand your instructions, organize them in a structured, methodical manner

Ideal prompt length: 450 words

Note: our examples with just 100-200 words still generate significantly stronger responses than basic (too short) prompts

AI Prompt Structure: Research

- 1 Role**
The mindset: makes the focus, approach, tone, output more accurate
- 2 Context & Objective**
The background and goal for the request: provides focus, enhances precision, encourages comprehensiveness
- 3 Approach**
Your recommended way of tackling the request: customizes response style, increases output quality
- 4 Response Structure**
How you'd like the response displayed: instructs the output format (i.e., bullet point, long form, word limit, etc.)
- 5 Request**
With the above context in place, now your ask: your specific question of the LLM



Basic Client Business Analysis

You are a: Stock Analyst with the goal of providing insight into the future growth potential of a business so that shareholders (and potential shareholders) can make informed decisions on whether to buy, sell, or hold their shares.

The objective is to: provide a business analysis of the Las Vegas hotel business that will arm a marketing services agency strategist with new insight to improve their ability to provide marketing programs that will drive business growth for a Las Vegas hotel client.

To complete this, analyze: business model structures, revenue channels, business KPIs, current and future business growth performance trends, target audience trends, analyst reports, earnings reports, marketing trends, relevant media articles, where the category is experiencing the biggest challenges and untapped growth opportunities, and why.

Provide each response in a manner that is: structured, bullet point format, complete with brief definitions.

The first question, just focus here: break out the business model and revenue channels for the category. Outline how Las Vegas hotels generate revenue.

Example (abridged)
response from
ChatGPT 4

revenue channels, we'll break down the components as follows:

Business Model of Las Vegas Hotels:

- **Core Accommodation Services:** The primary source of revenue, providing guests with rooms or suites for a fee.
 - *Explanation:* Hotels charge guests for overnight stays; rates vary based on room type, amenities, and seasonality.
- **Gaming Operations:** A significant revenue stream for many hotels on the Las Vegas strip.
 - *Explanation:* Casinos within the hotels generate income through a variety of games including slots, table games, and sometimes online platforms.
- **Food and Beverage (F&B) Services:** Restaurants, bars, room service, and banquets contribute to the revenue.
 - *Explanation:* This includes on-site restaurants ranging from casual to fine dining, bars, in-room dining services, and catering for events.
- **Entertainment and Nightlife:** Shows, clubs, and special events draw in both guests and non-guest traffic.
 - *Explanation:* Revenue is generated through ticket sales for shows, entry fees for nightclubs, and reservations for VIP tables.
- **Retail Operations:** Many hotels have shopping areas with a range of retail stores.
 - * ●

Revenue Channels for Las Vegas Hotels:

- **Direct Bookings:** Through the hotel's own website or front desk.
 - *Explanation:* This channel maximizes profit by avoiding third-party booking fees.
- **Online Travel Agencies (OTAs):** Websites like Expedia and Booking.com.
 - *Explanation:* OTAs bring in guests in exchange for a commission on each booking.
- **Group and Event Bookings:** Through corporate sales teams and event planners.
 - *Explanation:* This channel secures bulk room bookings and event spaces for conferences and weddings.
- **Loyalty Programs:** Encouraging repeat business through rewards and perks.
 - *Explanation:* Guests earn points for each stay that can be redeemed for future services, encouraging brand loyalty.
- **Cross-Promotions and Partnerships:** With airlines, credit card companies, and entertainment venues.
 - *Explanation:* These partnerships provide mutual referrals and bundled offers.
- **Ancillary Services:** Additional guest services such as laundry, in-room minibar, and upsells.
 - *Explanation:* These services add to the guest's bill, increasing the overall revenue per available room (RevPAR).

By understanding these aspects of the business model and revenue channels, a marketing services agency strategist can identify areas to enhance promotional efforts, tailor marketing campaigns to target profitable segments, and develop

Subsequent Prompts

What are the most important business performance KPIs for the Las Vegas hotel business? Be comprehensive, include all that a Stock Analyst would evaluate, include "sub-KPIs," and brief definitions.

What are the most important revenue generation KPIs for the Las Vegas hotel business? Be comprehensive and include definitions.

How is business performance trending for those revenue channels in the Las Vegas hotel business? Be comprehensive.

How are the business performance KPIs for MGM Resorts International trending versus key competitors in the category? Be comprehensive.

In terms of the biggest business challenges most holding back growth for companies in the resort hotel category, what are those challenges currently and what will they be over the next 2 years?

In terms of the biggest untapped business growth opportunities for companies in the Las Vegas hotel business, what will they be over the next 2 years?

What are the most important roles that marketing can play in helping Las Vegas hotels overcome their biggest business challenges, capitalize on their biggest untapped business opportunities, and drive their most important business KPIs and revenue growth?

As it relates to the current and future business performance of MGM Resorts International, what is the prevailing sentiment with these 4 key stakeholders: Stock Analysts, Shareholders, Customers, and the Media? Break down each of those 4 stakeholders in detail. Be comprehensive.

As an MGM Resorts International shareholder, what should my top 3 takeaways be from the most recent earning call be?

What are the primary target audience segments who currently and will play the greatest business growth opportunity for resort hotels?

ChatGPT 4 ▾

Example (abridged)
response from
ChatGPT 4

- *Explanation:* ADR is used to assess how well a hotel is pricing its rooms.
- **Revenue Per Available Room (RevPAR):**
 - *Definition:* The total guest room revenue divided by the total number of available rooms.
 - *Explanation:* RevPAR combines both occupancy and ADR to understand overall earning potential.
- **Occupancy Rate:**
 - *Definition:* The percentage of occupied rooms over a specific period of time.
 - *Explanation:* This KPI indicates the utilization of the hotel's inventory.
- **Total Revenue Per Available Room (TRevPAR):**
 - *Definition:* Total revenue generated per available room, including revenue from all departments.
 - *Explanation:* TRevPAR provides a more holistic view of a hotel's financial performance than RevPAR.
- **Gross Operating Profit Per Available Room (GOPPAR):**
 - *Definition:* The gross operating profit of the hotel divided by the total number of available rooms.
 - *Explanation:* GOPPAR measures the profitability of the hotel, taking into account operational costs.
- **Non-Room Revenue Percentage:**
 - *Definition:* The percentage of total revenue generated from non

Iterative prompting

Focus in more comprehensively on "Room Sales." What are the "sub-KPIs" and definitions within this revenue channel?

Provide the list again, but double the number of KPIs

Provide the list again, but include more "sub-KPIs"

Provide the list again, but be even more comprehensive and unique to this specific category

Answer the exact same question, but cut the response in half

Answer the exact same question, but break out more bullet points

AI prompts: what you don't enter

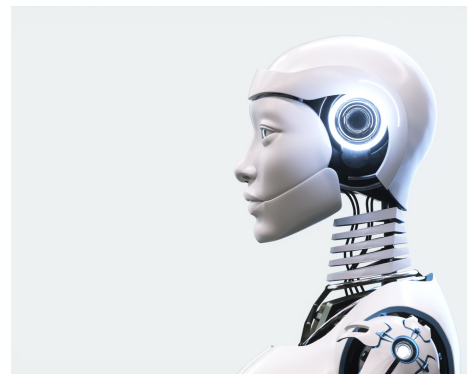
Identifiable information

Client organization name

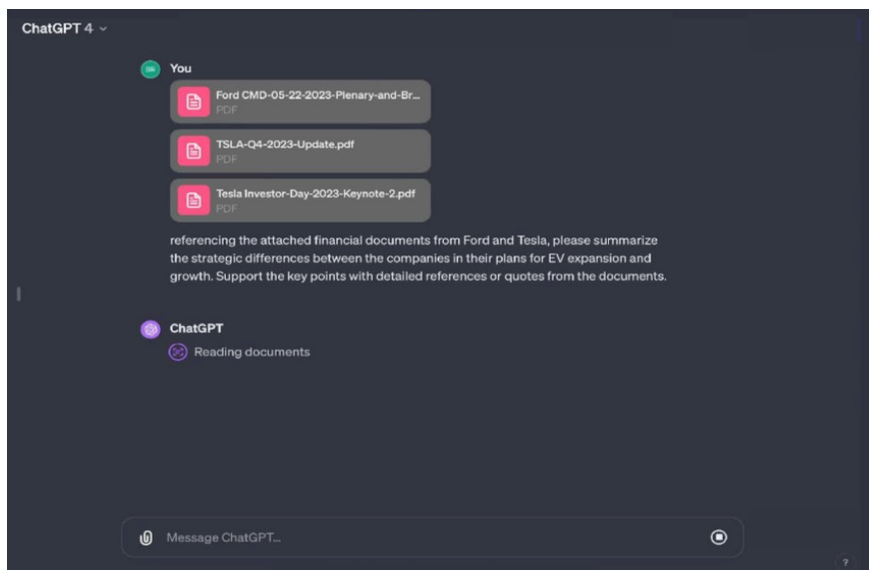
Personal names

Confidential or proprietary info

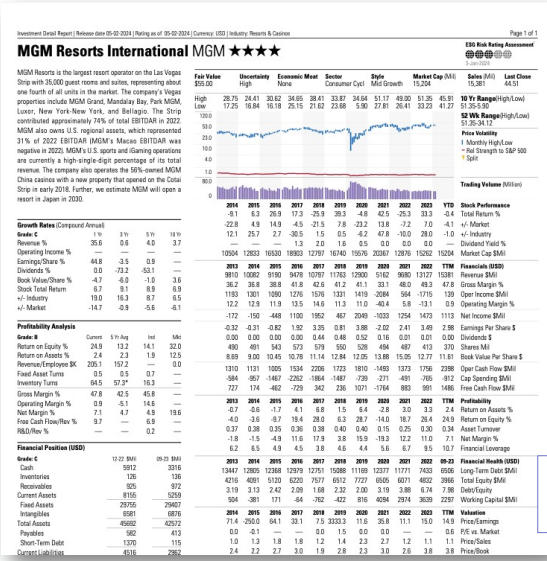
We'll focus more on pulling insight out



Analyze a report – or several



Example from VML Session at Mirren AI 2024



You are a: Stock Analyst with the goal of providing insight into the future growth potential of a business so that shareholders (and potential shareholders) can make informed decisions on whether to buy, sell, or hold their shares.

The objective is: provide a business analysis of the Las Vegas hotel business that will arm a marketing services agency strategist with new insight to improve their ability to provide marketing programs that will drive business growth for a Las Vegas hotel client.

To complete this, analyze: business model structures, revenue channels, business KPIs, current and future business growth performance trends, target audience trends, analyst reports, earnings reports, marketing trends, relevant media articles, where the category is experiencing the biggest challenges and untapped growth opportunities, and why.

Provide each response in a manner that is: structured, bullet point format, complete with brief definitions.

What are the top 5 most important takeaways from the uploaded Analyst Report from Morningstar?

ChatGPT

After reviewing various sources, here are the top 5 takeaways from the Analyst Report Summary for MGM Resorts International (MGM):

- Positive Earnings Trend:** MGM has shown a positive trend in earnings, surpassing expectations in recent quarters. For example, in the last reported quarter, the company announced **\$0.64 EPS**, beating the consensus estimate **[+]**.
- Revenue Growth:** There has been significant revenue growth year-over-year, with the company reporting a **6.3% increase** compared to the same quarter last year **[+]**.
- Analyst Ratings:** The stock has received mostly "buy" ratings from analysts, suggesting a general consensus that the stock could be a good investment at the current time. There are currently **2 hold ratings** and **8 buy ratings** for the stock **[+]**.
- Price Target Projections:** Analysts have set a 12-month target price range for MGM stock from **\$40.00 to \$70.00**, with an average target of **\$56.12**, indicating a potential upside from the current price level **[+]**.
- Strategic Developments:** MGM Resorts International has been actively investing in various strategic developments, including partnerships and expansions to enhance their offerings, such as expanding their partnership with KultureCity to provide sensory pods at T-Mobile Arena, which indicates a commitment to improving customer experience and inclusivity **[+]**.

These takeaways reflect a mix of past performance and future expectations, with an overall positive outlook from analysts based on earnings trends, revenue growth, and strategic initiatives. However, it's important to note that stock performance can be influenced by a wide array of factors, and analyst ratings are not guarantees of performance. Investors should conduct comprehensive research and consider their own risk tolerance when making investment decisions.

Other research & strategy tools

qualtrics.^{XM}

SparkToro

WALDO

@ quantilope

MINTEL Leap.

CRAYON

2 Strategic Development

Use AI to contribute at select points in the strategic development process to develop programs that will drive client business impact



How AI is transforming strategic development

AI is impacting many strategy use cases – we'll focus on the first 4

Segmentation

Insight development

Research

Brand voice

Persona development

Predictive analytics

Journey modeling

Performance optimization

More...

AI Prompt Structure: Research

- 1 **Role**
The mindset: makes the focus, approach, tone, output more accurate
- 2 **Context & Objective**
The background and goal for the request; provides focus, enhances precision, encourages comprehensiveness
- 3 **Approach**
Your recommended way of tackling the request; customizes response style, increases output quality
- 4 **Response Structure**
How you'd like the response displayed; instructs the output format (i.e., bullet point, long form, word limit, etc.)
- 5 **Request**
With the above context in place, now your ask: your specific question of the LLM



Basic Segmentation

You are a: Target Audience Researcher and Marketing Strategist, specializing in Las Vegas hotel travelers.

The objective is to: break down and list out the primary marketing target audience segments for the MGM Grand hotel in Las Vegas. Include target demographic and psychographic information for each. This will form the foundation to then more deeply dig in and uncover new target audience travel insight within each priority segment – which can then be leveraged in a marketing program that drives business growth for this hotel.

To complete this, analyze: current and future Las Vegas destination travel trends, relevant traveler research shaping purchase behavior, relevant media articles, where the category is experiencing the biggest challenges and untapped growth opportunities, and why. You will also consider what is most emotionally compelling for travelers to select one Las Vegas hotel over another.

Provide each response in a manner that is: structured, bullet point format, complete with brief definitions.

The first question, just focus here: list out the primary target audience segments for the MGM Grand hotel in Las Vegas. Be sure to connect to the internet to develop your response.

ChatGPT
To effectively segment the target audience for the MGM Grand Las Vegas, we'll consider several key demographics and psychographics that drive hotel choice in this unique travel destination. Here's a structured approach to defining these primary segments:

1. **Leisure Travelers:**
 - Demographics:** Aged 25-45, typically couples or groups of friends.
 - Psychographics:** Seek entertainment and relaxation, value experiences like shows, dining, and gaming.
2. **Business Travelers:**
 - Demographics:** Aged 30-50, professionals traveling solo or in corporate groups.
 - Psychographics:** Prioritize convenience, efficiency, and premium service. Often extend stays for leisure.
3. **Luxury Seekers:**
 - Demographics:** Aged 35-60, high-income individuals or couples.
 - Psychographics:** Desire exclusivity, luxury experiences, and high-end accommodations.
4. **Special Occasions:**
 - Demographics:** All ages, often groups celebrating events like weddings or anniversaries.
 - Psychographics:** Looking for memorable, unique experiences that cater to group needs.

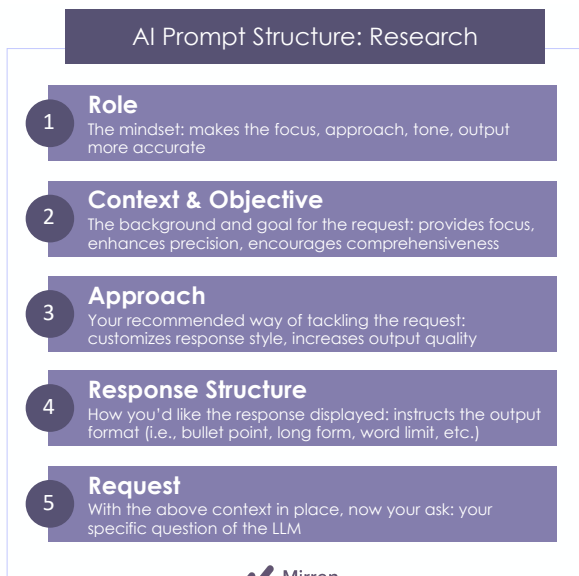
5. **International Tourists:**
 - Demographics:** Varied ages, often traveling in family groups or as couples.
 - Psychographics:** Interested in the iconic status and attractions of Las Vegas, often seeking out bundle deals.
6. **Budget-Conscious Travelers:**
 - Demographics:** Aged 21-35, often younger travelers and students.
 - Psychographics:** Value-oriented, looking for the best deals, and willing to sacrifice luxury for cost.
7. **Gamblers and High Rollers:**
 - Demographics:** Typically older, aged 40+, with disposable income.
 - Psychographics:** Attracted to casinos, loyalty programs, and the potential for luxury comps.
8. **Convention Attendees:**
 - Demographics:** Aged 25-55, professionals attending industry events.
 - Psychographics:** Blend of business and leisure interests, often looking for networking opportunities.
9. **Repeat Visitors:**
 - Demographics:** Varied, often more mature.
 - Psychographics:** Comfortable with the experiences each visit.

10. **Event Aficionados:**
 - Demographics:** All ages, fans of specific events such as concerts, sports, or festivals.
 - Psychographics:** Prioritize proximity to event venues and related amenities.

Each segment has unique motivations and emotional triggers that influence their decision to stay at one Las Vegas hotel over another. It's important to tailor marketing messages to resonate with the values and desires of each group, ensuring the MGM Grand is positioned as the preferred choice for their specific travel needs and aspirations.

Persona Development

Focusing on one target segment:
“Gamblers & High Rollers”



Basic Persona Development

You are a: Target Audience Researcher and Marketing Strategist, specializing in Las Vegas hotel travelers.

The objective is to: create a target audience persona for "Gamblers and High Rollers." As it relates to selecting a Las Vegas hotel, include demographics, psychographics, emotional needs, pain points, decision-making criteria, preferred media channels, personal interests, and any other information that would provide more insight into this target segment.

To complete this, analyze: current and future Las Vegas destination travel trends, relevant traveler research shaping purchase behavior, relevant media articles, where the category is experiencing the biggest challenges and untapped growth opportunities, and why. You will also consider what is most emotionally compelling for travelers to select one Las Vegas hotel over another.

Provide each response in a manner that is: structured, bullet point format, complete with brief definitions.

The first question, just focus here: create a target audience persona for "Gamblers and High Rollers" as it relates to selecting a Las Vegas hotel. Be sure to connect to the internet to develop your response.

ChatGPT

To create a target audience persona for "Gamblers and High Rollers" as it relates to selecting a Las Vegas hotel, based on the current trends and insights gathered, here's a structured approach:

Demographics:

- Age: Likely to be 30-50 years old; however, significant activity from a younger generation aged 21-29.
- Gender: Predominantly male, but with a growing female presence.
- Income Level: High-income individuals, often with disposable income in the top quartiles.

Psychographics:

- Personality: Confident, decisive, and thrill-seeking individuals who value the adrenaline rush associated with gambling.
- Values: Value experiences over material goods, prestige, and exclusivity at high-end establishments.
- Lifestyle: Luxurious and comfort-seeking; they seek exclusive and high-quality services.

Emotional Needs:

- Excitement and Escapism: Looking for the thrill of the game and a break from everyday routines.
- Recognition and Service: Expect personalized service and recognition as high rollers.
- Safety and Privacy: High importance placed on security and privacy, both personally and financially.

Pain Points:

- Inconvenience: Dislike anything that disrupts their leisure, luxury, or service.
- Lack of Recognition: Sensitivity to not being treated as a valued customer.
- Poor Odds or Returns: Unfavourable gaming conditions or outcomes are a significant deterrent.

Decision-Making Criteria:

- Reputation: Preference for well-known hotels with a history of luxury and high-quality gambling.
- Exclusivity: Seek out exclusive areas like high-limit rooms and private gaming areas.
- Rewards and Incentives: Loyalty programs and comps are highly valued in their decision-making.

Preferred Media Channels:

- Digital Platforms: Especially those related to luxury lifestyle and gaming.
- Social Media: Platforms that cater to high net worth individuals and exclusive experiences.
- Direct Invitations: Personalized communication and invitations are highly valued.

Personal Interests:

- Fine Dining and Premium Beverages: A strong appreciation for gourmet food and premium drinks.
- Sports and Entertainment: Interest in high-profile sporting events and premium entertainment options.
- Luxury Travel and Accommodations: Interest in experiencing the finest accommodations and services during their travels.

Additional Insights:

- Recent trends show a rise in gambling revenue despite fewer visitors, suggesting that high rollers are spending more per visit.
- High rollers expect high-stakes gaming options, with some casinos offering bet limits up to \$50,000 or more.
- Casinos are increasingly catering to high rollers by raising minimum bets and offering exclusive benefits.
- Electronic table games are being introduced for those seeking lower minimum bets, indicating a segmentation of service based on wagering levels.

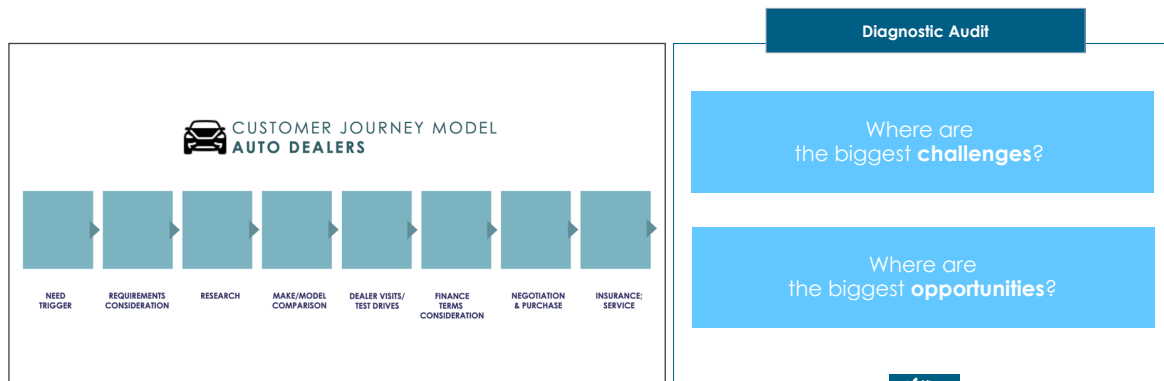
Emotional Drivers for Hotel Selection:

- The desire for a status-affirming experience drives the selection of a hotel known for catering to high rollers.
- The assurance of an opulent, uninterrupted gaming experience influences their choice.
- The pursuit of personalized and exclusive services, such as private rooms and dedicated hosts, are significant factors.

Journey modeling

Focusing on one target segment:
“Gamblers & High Rollers”

Unlocking new actionable insight



AI Prompt Structure: Research

- 1 **Role**
The mindset: makes the focus, approach, tone, output more accurate
- 2 **Context & Objective**
The background and goal for the request; provides focus, enhances precision, encourages comprehensiveness
- 3 **Approach**
Your recommended way of tackling the request; customizes response style, increases output quality
- 4 **Response Structure**
How you'd like the response displayed; instructs the output format (i.e., bullet point, long form, word limit, etc.)
- 5 **Request**
With the above context in place, now your ask: your specific question of the LLM



Basic Journey Model Development

You are a: Target Audience Research and Insight Strategist, specializing in Las Vegas hotel consumers.

The objective is to: break down and list each step of the MGM Grand hotel buyer's journey for "Gamblers and High Rollers," typically aged 40 – 50 years old, with disposable income, attracted to casinos, loyalty programs, and the potential for luxury comps.

To complete this, analyze: key target audience trends that are shaping purchase behavior now and in the near future for Las Vegas hotels. You will consider what is most emotionally compelling for travelers to select one Las Vegas hotel over another. Include how they step through developing a need to travel and how they come to select MGM Grand hotel and stay loyal over time. For each step, use hotel category vernacular when naming it.

Provide the response in a manner that is: a sequential list, structured, bullet point format, complete with an explanation to help clarify the key steps.

The first question, just focus here: list out the steps in the MGM Grand hotel buyer's journey for Gamblers and High Rollers. Connect to the internet to help gather the most relevant and timely insight.

ChatGPT

Based on the insights from various sources regarding the trends and behaviors of high rollers and gamblers in Las Vegas hotels, here is a structured buyer's journey for the "Gamblers and High Rollers" segment for MGM Grand hotel:

1. Awareness and Inspiration Stage:

- They become aware of their need for a Las Vegas experience through personal triggers such as a desire for entertainment, a break from routine, or social influence from their peers.
- They start to seek out experiences that offer not only gambling opportunities but also luxury accommodations, exclusive experiences, and high-end amenities.
- At this stage, they may be inspired by digital content such as videos or virtual tours showcasing the opulent facilities and exclusive gaming environments of MGM Grand.

2. Information Search and Evaluation Stage:

- They actively research potential hotels that cater to their luxurious taste and gambling preferences, comparing suite upgrades, exclusive gaming tables, and personal casino assistants.
- They may evaluate their options based on digitalization and personalization in service, looking for hotels with cutting-edge technology and personalized experiences.
- Factors like the potential for extended stays, work-from-hotel amenities, and personalized concierge services influence their decision-making.

3. Booking Decision Stage:

- After considering various options, the high roller selects MGM Grand due to its reputation for luxury, high-stakes gambling environments, and the perceived value of its loyalty comps and incentives.
- They are likely to book directly through the hotel's website, attracted by value-packed offers exclusive to direct bookers, possibly influenced by a desire for a seamless digital booking experience.

4. Pre-Arrival Engagement Stage:

- They receive pre-arrival communications that might include personalized offers such as free airport transfers, spa treatments, or dining experiences.
- They may engage with the hotel to set up exclusive gaming arrangements or ensure their suite meets their standards, with MGM Grand leveraging automation and CRM tools to personalize the experience.

5. Arrival and On-Property Experience Stage:

- They are greeted with personalized services such as limousine transfers and are swiftly escorted to their luxurious accommodations.
- Their on-property experience includes access to exclusive gaming areas, personalized concierge services, and amenities that cater to their interests.

6. Post-Stay Relationship and Loyalty Stage:

- They receive follow-up communications, offering special return offers and updates on new experiences that cater to this segment.
- The hotel's loyalty program plays a crucial role, providing incentives and recognition that encourage repeat visits and sustained engagement with the brand.

7. Advocacy and Community Stage:

- Satisfied high rollers become advocates for MGM Grand, sharing their experiences with peers and on social media platforms, further cementing their loyalty to the hotel.
- They become part of an exclusive community of gamblers and high rollers, who are often invited to special events or given early access to new services and amenities at MGM Grand.

This journey is shaped by the current trends of personalization, digitalization, extended stays, wellness, and sustainable practices, with a strong emphasis on creating a luxurious and exclusive experience that high rollers seek in Las Vegas.

For more insight, prompt deeper into each step of the journey

3 Day-to-Day Client Writing

Ensure perfect alignment between you and clients, and that all next steps will be completed as required – more easily & quickly



AI for client writing

Most agency emails are too long, unformatted, and unclear – and often go unread by clients

AI makes this critical function easier – and can make you better

Writing Optimization: Look for deeper editing, not just grammar correction – focus on length reduction, brevity

Coaching / Collective Analytics: Many offer dashboards with collective analytics (so managers can review, offer coaching, etc.)

Common agency writing objectives

Client approval: secure client approval on work

Client request: get something from the client

Project update: ensure client understands status

Confirm decisions: recap meeting action items, approvals, notes

Proactive communication: pre-empt client questions/concerns

Key principles

Remember your audience: they don't want another email

Add value: make your email helpful to their needs (not just yours)

Your objective: what does it need to achieve?

Get to the point: bottom line up front

Structure: reinforce your objective through written structure

Prompt guides for improving an email

While you can use AI prompts to *draft* emails, AI can also be a powerful editor

Enter your draft and a clear prompt for AI to improve it

The before/after comparison can highlight critical issues

And improve your approach for your next emails

Hi team,

I hope you're doing well. I wanted to touch base with you regarding the website redesign. There have been some developments, and I thought it was important to keep you in the loop.

It's not a huge thing, but there are some issues we didn't anticipate, and it's taking a bit longer than we initially thought to incorporate the last round of feedback, so we are going to be a bit delayed with the next round of development updates. We're doing our best to get things back on track, though. The additional work that was requested has had more implications than expected.

Moving forward, we have a few options. We can remove the additional work requested and stay with the originally planned schedule, increase the fee by 4% to cover the additional work and add more agency resources to keep the project on schedule, or extend the project timing by 9 days.

Let us know what you think. If you have any questions or concerns, just let us know. We're here to help.

Thanks for your understanding.

Best,

Mia

- Unfocused, unclear client email
- Will not achieve its objective

You are a: senior marketing services agency executive.

You are going to: rewrite my email.

It is for: my marketing director client.

The objective of this email is to: provide an update on a website project and ask the client to decide between several options which will inform the cost and duration of the project.

The client must take this action: they must reply to the email with questions or a decision.

The deadline for this client action: end of day this Thursday.

The tone of the email should be: friendly, professional, pragmatic, clear, and concise.

The structure of the email should break out the following sections in this order:

- Purpose of Email.
- Context, Reply Required.
- Make the greeting friendly and up to 10 words.
- Make the Context section in regular paragraph form and up to 3 sentences.
- Use bullet points for the other sections. Make the email no more than 275 words.

Include a subject line of up to 7 words:

- It should be clear about the purpose of the email and that a reply is required.

Ask me any questions or about any further prompts that will help to write the most effective email to achieve the above objectives.

Here is the email for you to rewrite per the above instructions:

Prompt: Fix Poorly Written Email

Subject: Decision Needed: Social Media Project Options

Hello [Client's Name], hope you're in great spirits!

Purpose of Email:

- Update on a website project
- Present key options for moving forward.
- Seek your decision by this Thursday EOD.

Context:

As we've progressed with the website redesign, we've encountered a few unforeseen issues, primarily with the integration of the last round of feedback. This has resulted in a slight delay in our development timeline. We're fully committed to addressing these challenges and have outlined a few potential paths forward. Your input will be invaluable in shaping our next steps.

Reply Required:

We need your decision on one of the following options by end of day this Thursday:

- Original Plan: Remove the additional work to stick to our initial schedule.
- Fee Adjustment: Increase the project fee by 4% to cover the additional work while maintaining our current timeline.
- Timeline Extension: Extend the project by 9 days to accommodate the additional work.

Your prompt response will help us manage the project more effectively and ensure its success. Please don't hesitate to reach out with any questions or concerns about these options.

Thank you for your understanding and continued support.

Best regards,

GPT Result

Other apps to consider for client writing



S U P E R H U M A N



WRITER

copy.ai



Other AI Apps to Consider

A one-slide grouping of apps with the best potential to impact day-to-day agency functions, including: client writing, meeting recaps, research and strategy, content and creative development



<p>LAVENDER HyperWrite SUPERHUMAN</p> <p>QuillBot Writesonic copy.ai WRITER</p> <p>grammarly wordtune Rytr</p> <p>Client Writing</p>	<p>Fathom Microsoft Teams zoom</p> <p>Fireflies Otter.ai</p> <p>Meeting Recaps</p>	
<p>Jasper</p> <p>copy.ai</p> <p>HyperWrite</p> <p>SURFER</p> <p>Writesonic</p> <p>Flick</p> <p>Copywriting</p>	<p>qualtrics.XM SparkToro @quantilope</p> <p>CRAYON MINTEL Leap. WALDO</p> <p>Research</p> <p>runway PICTORY DEEPBRAIN AI</p> <p>synthesia VEED.IO MOVIO AI</p> <p>invideo AI HeyGen FlexClip</p> <p>wonder DYNAMICS Hour One elai.</p> <p>Video</p>	<p>runway</p> <p>Canva</p> <p>Adobe Firefly</p> <p>DALL-E</p> <p>Midjourney</p> <p>Lexica</p> <p>uizard</p> <p>AdCreative.ai</p> <p>Image</p>



Mirren provides the training for account and pitch teams to capture a greater share of each client's spend. Ultimately, teams learn the skills to more effectively lead clients, become indispensable strategic partners, generate more organic growth, and win more new business.
Mirren.com | Workshop.Mirren.com | Direct.Mirren.com | Live.Mirren.com | Summit.Mirren.com