

The Experiential Classroom

AI and Creativity in Entrepreneurial Problem Solving

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Prompt: If I'm using ChatGPT to generate marketing messages, what is a beneficial set of prompts that will help me create more effective content?

Great question! Here are some prompts that could help you generate effective marketing messages with ChatGPT:

1. Describe your product or service in a sentence.
2. What problem does your product or service solve?
3. What makes your product or service unique?
4. Who is your target audience?
5. What pain points does your target audience have that your product or service can address?
6. What benefits does your product or service offer to your target audience?
7. What emotions do you want to evoke in your target audience with your marketing message?
8. What tone do you want to convey in your marketing message (e.g. humorous, serious, professional, etc.)?
9. What is your call to action (CTA) for your marketing message?
10. What objections might your target audience have to your product or service, and how can you address them in your marketing message?

By using these prompts, you can provide ChatGPT with more specific information about your product or service, your target audience, and the goals of your marketing message. This will help ChatGPT generate more relevant and effective marketing messages for you.

Prompt: These are great. And what about style, voice, and tone prompts? What are some examples of these variables that help to generate better copy?

Certainly! Here are some prompts that could help you generate copy with a specific style, voice, and tone:

Style prompts:

1. What style of writing do you want for your marketing message (e.g. conversational, informative, persuasive, etc.)?
2. Do you want to use short, punchy sentences or longer, more detailed sentences?
3. Do you want to use bullet points or numbered lists to highlight key features or benefits?
4. Do you want to use analogies or metaphors to help explain complex concepts?
5. Should your marketing message be written in the first person (using "we" and "our") or the third person (using "they" and "their")?

Voice prompts:

1. What kind of brand voice do you want for your marketing message (e.g. friendly, authoritative, humorous, etc.)?
2. Should your marketing message use formal or informal language?
3. Should your marketing message use industry-specific jargon or more general language?
4. Should your marketing message use contractions (e.g. "can't" instead of "cannot") to sound more conversational?

Tone prompts:

1. What emotions do you want to evoke in your target audience with your marketing message (e.g. excitement, trust, urgency, etc.)?
2. Should your marketing message be positive, negative, or neutral in tone?
3. Should your marketing message use humor or be more serious?
4. Should your marketing message be direct or more subtle in its approach?


By considering these style, voice, and tone prompts, you can provide ChatGPT with more information about how you want your marketing message to sound and feel. This will help ChatGPT generate copy that is more in line with your desired style and tone, making it more effective in reaching and engaging your target audience.

Let's try it with an idea from our Pringles Can

I have a new product, and I need to develop a 100-word marketing message for it. The product is called Pinata Poppers, and it is a pinata in a can that is activated by pulling on a string to activate a compressed air-loaded can that pops out the candy surprise inside. The problem Pinata Poppers solves is Children under 10 want to enjoy piñatas, but parents worry about them swinging sticks and someone getting hurt. The overt benefit of this product over a regular pinata is the can is filled with confetti and candy and then gently pressurized to give a "popping" effect when the string is pulled. The value solution is it's fun for kids and seen as safe by parents. Easy-to-pull string lets everyone enjoy the fun of a piñata. It's great for birthday parties or your next family event. Parents get hugs from their kids for a great time at a party. Smiles all around.

And AI generates

Introducing Pinata Poppers - Safe, Fun, and Exciting!

Tired of worrying about kids and swinging sticks at parties? Say hello to Pinata Poppers!


The Solution:

Pinata Poppers is the ultimate party game-changer, designed with your family's safety in mind. No more swinging sticks or safety concerns. Our innovative can-in-a-pinata concept brings the joy of a traditional piñata without the risks.

The Fun:

Pull the easy-to-use string, and watch the magic happen! Pinata Poppers bursts open with a confetti explosion and showers of delicious candies, delighting kids and adults alike. It's a "pop-tastic" experience that'll have everyone smiling.

Perfect for Any Occasion:

Whether it's a birthday bash or a family gathering, Pinata Poppers adds instant excitement. Parents, get ready for those heartwarming hugs from your happy kids. It's fun, safe, and unforgettable!

Make your next event a hit with Pinata Poppers. Order now and let the smiles begin!



Pringles Can Creative Ideas from ChatGPT

Prompt: I am crafting a creative exercise for my students. Here is the challenge: you have a warehouse full of unused, empty Pringles Cans (both 5 oz and 10 oz sizes). You are not to use Pringles Cans to put any food items into it (like spaghetti or cookies or chips). The goal is what could you convert or repurpose the Pringles Cans creatively to solve a problem for some consumer. You can add any other components or technology to the cans. What are 10 ideas you could create?

ChatGPT: Absolutely; here are 10 creative ideas for repurposing empty Pringles Cans:

- 1. Desk Organizers:** Students can design stackable desk organizers where they can store stationery like pens, pencils, rulers, or even art supplies. They can cut, color, or label them according to the items they contain.
- 2. Portable Amplifier:** By cutting a slot in the middle of the can to fit a smartphone, the Pringles can may serve as a makeshift speaker amplifier, directing sound more effectively in a particular direction.
- 3. Time Capsules:** Encourage students to create their personal time capsules, inserting letters to their future selves, small keepsakes, etc. This can be buried or kept aside to be opened at a significant date in the future.
- 4. Eco-friendly Seed Starters:** The length of the can protects seedlings from pests. By filling it with soil and seeds, it can serve as a starter pot for plants. Once the plant is ready to be transplanted, the cardboard can decomposes in the ground.
- 5. Cord Storage Tubes:** In an era of multiple gadgets, everyone struggles with tangled cords and cables. The cans can serve as storage tubes, where one can roll up and store individual cords.
- 6. Art Supplies Tube:** With a modified lid that can be perforated with holes, you can turn the can into a holder for paintbrushes, ensuring they stand upright and dry properly after cleaning.
- 7. Solar Light Posts:** By fitting a small solar light on the lid, these cans can be staked into the ground at intervals to create lighting paths in gardens or along driveways during the night.
- 8. DIY Telescope for Kids:** By using the 5 oz and 10 oz cans together with some lenses, a simple telescope can be fashioned for kids to play with and learn about magnification.

9. Yarn Dispensers: For those who knit or crochet, a Pringles can could serve as a yarn dispenser. Cut a small hole in the lid to thread the yarn through. This keeps the yarn ball from rolling around and becoming tangled.

10. Rain Gauge: By marking measurements on the side and placing it outside, students can use it as a simple rain gauge. They can record rainfall over a period of time and potentially use it for school science projects.

Encouraging students to think about sustainability and repurposing is a fantastic endeavor. Good luck with your creative exercise!

Prompt: How about 10 more ideas for repurposing the Pringles Cans?

Of course! Here are 10 more inventive ideas for repurposing empty Pringles Cans:

1. Puzzle Storage: Pringles cans can be used to store small puzzles. Once the puzzle is completed, it can be rolled up with the help of a thin plastic or felt mat and stored inside the can.

2. Crafted Kaleidoscopes: Using mirrors, colored beads or plastic, and a bit of ingenuity, students can turn the tubes into DIY kaleidoscopes.

3. Homemade Periscope: Using two small mirrors and a couple of Pringles cans, you can create a simple periscope for kids to play with.

4. Scented Sachet Holder: Fill the can with aromatic dried flowers or herbs, and punch holes in the lid. This can serve as a freshener for closets or drawers.

5. Coin Collector: It can be used as a fun piggy bank or coin collector. A slit can be cut into the lid for inserting coins.

6. Wrist Rest for Keyboard Users: Filled with beans or rice and sealed, it can serve as a makeshift ergonomic wrist rest for those who spend a lot of time typing.

7. DIY Drum Set: Different sized Pringles cans can be mounted on a frame to create a set of bongo-like drums for kids.

8. Holiday-Themed Gift Containers: With a bit of decorative paper and ribbons, they can be transformed into festive containers for gifts.

9. Homemade Candle Molds: Melted wax, along with a wick, can be poured into the can. Once cooled and set, you've got a cylindrical candle! Just remember to use a release agent or line the can for easy removal.

10. Rolling Pin Alternative: For those moments when you can't find a rolling pin, a sealed Pringles can filled with cold water can be used as an improvised solution for rolling out dough.

Remember, with creativity and some additional resources, there's no limit to the uses you can find for an everyday object like a Pringles can!

Prompt: Okay if there are no limits... how about 10 more ideas for repurposing the Pringles Cans?

Certainly! Let's dive even deeper into the creative realm:

1. Wall Art: When you gather a collection of Pringles cans, they can be wrapped in various fabrics, papers, or painted and then arranged on a wall in a decorative pattern, acting as a 3D mural.

2. Shoe Stretchers: Filled with sand or water and frozen, they can be used to stretch out shoes that are slightly too tight.

3. Toilet Paper Dispensers: Attach a Pringles can to the wall and it can serve as an innovative and decorative toilet paper holder.

4. Postal Tube: They can be used to send posters, artwork, or important documents that need to remain rolled and not folded.

5. Ice Packs: Filled three-quarters full with water and frozen, they can be used as cylindrical ice packs, useful for icing larger areas or for use in coolers.

6. Fairy Light Holder: When draped with fairy lights, the cans (with holes or designs cut out) can be transformed into beautiful lanterns.

7. Fire Starter Kit: Filled with lint from the dryer and sealed with wax, it can be a handy fire starter for campers.

8. Modular Wine Rack: Several cans can be glued or bound together to create a makeshift wine rack.

9. Vase: A Pringles can be decorated and waterproofed to serve as a tall, slender vase for long-stemmed flowers.

10. Musical Rain Sticks: Filled with rice, beans, or small pebbles, they can be turned into rain sticks that produce calming sounds when tilted.

These repurposed uses not only give the Pringles can a new life but also demonstrate the power of creativity in everyday problem-solving.

Prompt: How about 10 ideas for the repurposed Pringles Cans for children's toys or learning ideas?

Certainly! Repurposing Pringles Cans into children's toys or learning tools can be both fun and educational. Here are 10 ideas tailored specifically for kids:

- 1. Alphabet Tower:** Decorate the can with letters of the alphabet. Inside, store objects or pictures starting with that particular letter. Kids can then match items to their corresponding cans.
- 2. Marble Run:** Cut sections out of a few Pringles cans and tape them together to create a winding marble run. Kids can learn about gravity and momentum as they watch the marbles travel.
- 3. Matching Game:** Place stickers or images on the base of the can and a matching one on the lid. Kids can then have fun trying to match the lids to the correct can.
- 4. Story Tubes:** Fill the cans with small figurines or pictures of characters, settings, and events. Children can pull items from different tubes to create and narrate their own stories.
- 5. Telescope Craft:** Let kids decorate their own "telescopes" and use them for imaginative play. For added fun, you could insert transparent colored paper to give a tinted view.
- 6. Sound Shakers:** Fill cans with different materials, like rice, beans, or small bells. Seal the top and let children shake them, comparing the sounds. This can be a lesson in both music and sensory exploration.
- 7. Color Sorting Tubes:** Paint or wrap each can in a different color. Provide children with a variety of colored objects (pom poms, beads) to sort into the matching colored can.
- 8. Counting and Math Tube:** Number each can from 1 to 10. Children can then be tasked with placing the correct number of items into each can, helping with counting and basic math skills.
- 9. DIY Dollhouses:** With craft supplies, kids can decorate each can as a different "room", stacking them to create multi-level dollhouses.
- 10. Nature Explorer Kit:** Children can decorate their Pringles can and use it to collect interesting nature items during walks, like leaves, small pebbles, or twigs. It can be a conversation starter about nature, plants, and the environment.

Using Pringles cans for children's activities not only provides entertainment and education but also instills an early understanding of repurposing and sustainability.