

**USING A.I. AND CHAT GPT  
TO OPTIMIZE AND SCALE YOUR**

# Indoor Playground.

A practical training for indoor playground owners who want to leverage the power of Artificial Intelligence (A.I.) to improve their operations, increase revenue, and enhance customer experience. This workbook complements the video training and provides next steps and implementation help.



**CREATED FOR**

the purpose of operating  
your facility with more  
consistency, ease, and **joy**

2023

# BEFORE YOU BEGIN...

## A MESSAGE FROM MICHELE

Hello and welcome to your workbook of the training entitled, "How To Optimize and Scale Your Indoor Playground Business Using A.I.!"

The "How to Optimize and Scale Your Indoor Playground Business with A.I." training is designed to teach indoor playground owners how to use Artificial Intelligence (A.I.) to streamline their operations, improve customer experience, and increase profitability.

Through this training, participants will learn how to analyze customer behavior, optimize your marketing efforts, save time and money, and gain deeper insight into your competition.

The training provides practical knowledge and skills that can be applied immediately to help indoor playground businesses thrive in today's competitive market.

This workbook is meant to accompany your video training.

If you have any questions, don't hesitate to reach out using the platforms below or contacting [michele@michelecaruana.com](mailto:michele@michelecaruana.com).

For more courses and consulting opportunities, [visit this link](#) or my [main website here](#).

*Michele*

Creator of Play Cafe Academy  
and Profitable Play

Connect With Me:



## EXAMPLE PROMPTS FOR MARKETING

### • CONTENT AND SOCIAL MEDIA MARKETING

- "What keywords should I be using for \_\_\_ business in \_\_\_\_ (location)?"
- "Give me 10 social media prompt ideas for an indoor playground business"
  - "Next, create captions for each prompt idea"
  - "Now, add emojis and hashtags"
  - "Make these in a more playful tone"
  - This is similar to the content creation pillar exercise in [episode 4](#) of the [Profitable Play Podcast](#)
- "Give me ten blog ideas for an indoor playground business"
  - "Now write a 500 word blog article for each idea"
  - "Make these blogs more specific"
  - "Add a call to action to each blog"
- "Give me ten poll ideas to post on facebook for an indoor playground business"
  - "add poll options for each"
- "Give me 100 quotes about play"
- "Create a Facebook post with emojis and hashtags promoting an easter event at \_\_\_ indoor playground on March 28 at 12pm"

### • OPTIMIZING CONTENT

- "Give me a SEO title for \_\_\_ blog article"
- "Write a SEO meta description for \_\_\_ article"
- "What should the pages be titled for SEO on \_\_\_ website (link)"
- "Rewrite \_\_\_ (link) article for better SEO"
- "Rewrite \_\_\_ (link) sales page for better SEO"

### • WEBSITE AND SALES PAGE COPY

- "Write a sales page for booking a kids birthday party at an indoor playground business in Buffalo, NY for kids 0-6"
- "Write an opt-in page for a downloadable checklist for a kids party planning checklist"
- "Create product descriptions and an SEO title for \_\_\_ product"
- "Write a list of frequently asked questions for \_\_\_ page"
- "Create a booking page for \_\_\_ event"

### • ADS

- "Write a google search ad for \_\_\_ (link) indoor playground business"
- "Write a Facebook ad promoting \_\_\_ page (link)"

## EXAMPLE PROMPTS FOR OPERATIONS

### • OPERATIONS

- "Create a checklist for opening an indoor playground"
- "Write a detailed checklist for cleaning \_\_\_ espresso machine"
- "Write a detailed standard operating procedure for sanitizing toys using \_\_\_"
- "Create an employee training checklist that includes these standard operating procedures"
- "Write me an email inviting \_\_\_ business to partner with me on \_\_\_ event"
- "Create an independent contractor agreement for \_\_\_ business"

## EXAMPLE PROMPTS FOR CUSTOMER SERVICE

### o CUSTOMER SERVICE

- "Write me an email responding to this complaint \_\_\_\_"
  - "Make this email sound more compassionate/ professional"
- "Create a list of FAQs for \_\_\_ service"
- "Write me an email alerting a customer her recurring membership has failed and give detailed instructions about how to update her card using acuity"