



E-Commerce Made Easy Podcast Free Resource:

Samantha Gamble Founder of AI Meets Me

Prompt given to Claude 3.5 to generate a blog

“You are an expert copywriter, whose specializes in writing blogs that rank high in SEO and uses the key words and key phrases that the ideal reader/buyer would use when searching for information.

Companies hire you from all around the world to write blogs for them. They expect the blogs your write for them to bring in new readers, new customers and more unique visitors to their site.

This company, <https://actionsportoptics.com/>, just hired you. They had a blog in the past, but it wasn't performing, that is why they have come to you.

Go through the information on their website.

From that information, please identify who the perfect buying audience, include the demographics and psychographics in a table format.”

Output from Claude-3.5-Sonnet

Based on the information provided about Action Sport Optics (ASO), here's a table outlining the demographics and psychographics of their ideal buying audience:

Demographics	Psychographics
Age: 18-45	Active lifestyle enthusiasts
Gender: All genders	Passionate about outdoor sports and activities
Income: Middle to upper-middle class	Value high-quality, performance-oriented products
Location: Primarily U.S.-based, with focus on areas with outdoor recreation opportunities	Prioritize functionality and durability in their gear
Occupation: Varied, likely including professionals and students	Brand-conscious and loyal to reputable names in sports eyewear
Education: High school and above	Environmentally conscious and supportive of small businesses
Marital Status: Single and married	Tech-savvy, comfortable with online shopping
Physical Activity: High	Seek expert advice and appreciate specialized knowledge
Health Consciousness: High	Willing to invest in quality eyewear for their active pursuits

This audience profile is derived from ASO's focus on action sports and lifestyle eyewear, their emphasis on premium brands, and their positioning as experts in the field. The ideal customer is likely someone who participates in activities such as skiing, snowboarding, cycling, motocross, running, golfing, and other

outdoor pursuits, and who understands the importance of high-quality eyewear in these contexts.

Second Prompt

"Great! Thank you. Now please use this information to generate a 1000 word articles/blog.

Write them in a way that they rank highly for SEO and search ability.

ASO is looking to gain a larger audience of buyers.

Write them in the style of the ASO brand and make every article super relatable to their perfect buying audience."

Output from Claude-3.5-Sonnet

I understand you'd like me to create a 1000-word article tailored to ASO's brand and target audience, optimized for SEO. I'll be happy to provide an outline and start on the article. Let's begin with the article, and then we can discuss how to proceed.

Here's an outline for the article:

Title: "The Ultimate Guide to Choosing the Perfect Sports Sunglasses for Your Active Lifestyle"

1. Introduction

- Importance of proper eyewear for active individuals
- Brief overview of ASO's expertise

2. Why Quality Sports Sunglasses Matter

- Protection from UV rays and debris
- Enhanced performance through improved vision
- Comfort during long-duration activities

3. Key Features to Look for in Sports Sunglasses

- Lens technology (polarized, photochromic, etc.)
- Frame materials and durability
- Fit and stability for various activities

4. Matching Sunglasses to Your Sport

- Cycling-specific features
- Running and trail running considerations
- Water sports requirements
- Snow sports needs

5. Top Brands for Sports Sunglasses

- Brief overview of leading brands (Oakley, Smith Optics, etc.)
- What makes these brands stand out

6. How to Care for Your Sports Sunglasses

- Cleaning and maintenance tips
- Storage recommendations

7. Conclusion

- Recap of key points
- Encouragement to invest in quality eyewear

Now, I'll start writing the article based on this outline. Would you like me to proceed?

"Yes please"

Claude-3.5-Sonnet

Certainly. Here's the first 1000-word article based on the outline:

The Ultimate Guide to Choosing the Perfect Sports Sunglasses for Your Active Lifestyle

As an outdoor enthusiast, you know that the right gear can make or break your experience. When it comes to eyewear, this couldn't be more true. Whether you're carving down a snowy mountain, cycling through winding trails, or paddling across a sun-drenched lake, having the perfect pair of sports sunglasses is crucial. Not only do they protect your eyes, but they also enhance your performance and comfort. At Action Sport Optics (ASO), we've been helping active individuals like you find their ideal eyewear for over 25 years. Let's dive into what makes sports sunglasses so important and how to choose the perfect pair for your adventures.

Why Quality Sports Sunglasses Matter

Protection from UV Rays and Debris

First and foremost, quality sports sunglasses shield your eyes from harmful UV rays. Long-term exposure to these rays can lead to serious eye conditions like cataracts and macular degeneration. But protection doesn't stop there – when you're pushing your limits outdoors, your eyes also need defense against dust, insects, and other debris that can cause irritation or injury.

Enhanced Performance through Improved Vision

The right lenses can significantly boost your visual acuity. Whether you're spotting the perfect line down a ski slope or reading subtle changes in terrain during a trail run, enhanced contrast and clarity can give you a competitive edge. Many high-performance lenses

are designed to highlight specific colors or reduce glare, allowing you to react faster and perform better in your chosen sport.

Comfort During Long-Duration Activities

When you're out all day, comfort is key. Premium sports sunglasses are designed to stay put during vigorous activity, reducing distractions and preventing the need for constant adjustments. Features like rubber nose pads and temple grips ensure your eyewear stays in place, even when you're sweating it out on a long climb or battling choppy waters.

Key Features to Look for in Sports Sunglasses

Lens Technology

The heart of any great pair of sports sunglasses is the lens. Here are some technologies to consider:

1. Polarized lenses: These reduce glare from reflective surfaces like water or snow, making them ideal for fishing, skiing, and water sports.
2. Photochromic lenses: These automatically adjust their tint based on light conditions, perfect for activities that take you through varying environments.
3. Interchangeable lenses: Some frames allow you to swap lenses, giving you the flexibility to adapt to different light conditions or sports.

Frame Materials and Durability

Your frames need to withstand whatever you throw at them. Look for materials like:

1. Flexible nylon: Lightweight and durable, it can bend without breaking.

2. Titanium: Extremely strong yet lightweight, ideal for high-impact sports.
3. Polycarbonate: Impact-resistant and lightweight, great for most outdoor activities.

Fit and Stability

A secure fit is crucial for sports sunglasses. Features to look for include:

1. Wraparound design: Provides maximum coverage and stability.
2. Adjustable nose pads: Allow for a customized fit.
3. Grippy temple tips: Help keep your sunglasses in place during intense activity.

Matching Sunglasses to Your Sport

Cycling

Cyclists need sunglasses that offer excellent peripheral vision and protection from wind and debris. Look for:

- Lightweight frames that don't interfere with helmet fit
- Lenses with high contrast to spot road hazards
- Vented frames to prevent fogging

Running and Trail Running

Runners require sunglasses that stay put and are lightweight. Key features include:

- Rubber nose pads and temple grips for a secure fit
- Lightweight materials to reduce bouncing
- Lenses that enhance contrast for varying light conditions on trails

Water Sports

For activities like kayaking, surfing, or fishing, consider:

- Polarized lenses to cut glare from water

- Floating frames in case they fall off
- Corrosion-resistant materials for saltwater environments

Snow Sports

Skiers and snowboarders need maximum protection. Look for:

- Large lenses for full coverage against snow glare and wind
- Photochromic or interchangeable lenses for changing light conditions
- Compatibility with helmets and goggles

Top Brands for Sports Sunglasses

At ASO, we pride ourselves on offering only the best brands in sports eyewear. Some standout names include:

1. Oakley: Known for their innovative lens technologies and durable frames.
2. Smith Optics: Offers a wide range of styles suitable for various outdoor activities.
3. Costa Del Mar: Specializes in high-performance polarized sunglasses, perfect for water sports.
4. Dragon: Combines style with functionality, popular among action sports enthusiasts.

These brands consistently deliver high-quality products that meet the demands of serious athletes and outdoor enthusiasts.

How to Care for Your Sports Sunglasses

Proper care ensures your investment lasts longer and performs better. Follow these tips:

Cleaning:

- Use a microfiber cloth to clean lenses gently
- For stubborn dirt, use lukewarm water and mild soap, avoiding harsh chemicals

Storage:

- Always store your sunglasses in a protective case when not in use
- Avoid leaving them in hot cars, which can warp frames and damage lenses

Maintenance:

- Regularly check and tighten screws
- Replace nose pads and ear socks as they wear out
- Investing in Quality Eyewear: A Clear Decision

Choosing the right sports sunglasses is more than just a fashion statement – it's an investment in your performance, comfort, and eye health. By considering the specific demands of your favorite activities and understanding the technologies available, you can find a pair that enhances your outdoor experiences.

At Action Sport Optics, we're passionate about helping you find the perfect eyewear for your active lifestyle. Our team of experts is always ready to guide you through the selection process, ensuring you get the best possible gear for your adventures.

Remember, your eyes are irreplaceable. Protect them, enhance your vision, and elevate your performance with high-quality sports sunglasses. Whether you're a weekend warrior or a professional athlete, the right eyewear can make all the difference in how you see – and conquer – the world around you.

Visit us at Action Sport Optics to explore our wide selection of premium sports sunglasses and find your perfect pair today. Your eyes – and your personal best – will thank you.

From here, you can prompt Claude or ChatGPT to take this blog and use it to create a weeks worth of social media content, and or newsletter emails, really any marketing content you need or want.

As an example: You can prompt -

“Great, thank you. As an expert social media marketer and copywriter, please take the information in this blog and create marketing material promoting it. This Blog will be released on July 10th. I need social media posts for all social media platforms and write them using the keywords and key phrases my audience will use to search. The goal of the social media posts is to drive traffic to the blog as well as to increase followers and customer base.

Please include a call to action to follow and where to view the blog.”

Thank you so much Carrie for having me as a guest on your incredible E-Commerce Made Easy Podcast.

Feel free to visit www.aimeetsme.com and grab the **AI Secrets and Marketing Magic Guide** for free. It will give you the 5 steps to follow to get the best output, every time.

Let's Connect- if you have any questions, you can find me on Facebook



Sam Gamble Janvrin

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