

FREE AI RESOURCE 07

Views But No Sales - Content Diagnostic

Connect attention to the right audience, trust, offer and next step.

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PRACTICAL • CLEAR • ACTION-FOCUSED

OUTCOME

Connect attention to the right audience, trust, offer and next step.

What problem this solves

High views can come from entertainment, curiosity or a broad audience that has little buying intent. This guide helps creators and businesses examine who watches, why they watch, what they believe after watching and whether the content creates a credible path to an offer.

Who it is for

Creators, educators, small businesses, course sellers and social-media managers.

When to use it

- Videos receive views but produce few relevant inquiries or sales.
- Followers enjoy the content but do not understand what you offer.
- You need to protect reach while improving commercial relevance.

Information to prepare

Complete what you know. Write 'unknown' when the information is not available; do not guess.

Niche: _____

Target buyer: _____

Offer: _____

Top-performing content: _____

Typical hooks: _____

Audience comments: _____

Viewer locations or demographics:

Profile message: _____

CTA: _____

Proof used: _____

Inquiries: _____

Sales: _____

Content frequency: _____

Awareness level of the audience:

Main copy-ready AI prompt

Copy the prompt below into ChatGPT, Gemini or another capable AI assistant. Then paste your completed context form after it.

ROLE

Act as a practical problem-solving partner specialising in views but no sales - content diagnostic.

TASK

Analyse the context I provide after this prompt and help me make a better decision and take practical action.

ANALYSIS REQUIRED

1. Compare the audience attracted by the content with the audience for the offer.
2. Classify content as entertainment, broad education, problem awareness, solution education, proof or offer.
3. Check whether hooks create relevant curiosity or only general attention.
4. Audit the content-to-offer connection, trust, CTA and profile journey.
5. Assess whether the audience understands the problem and is ready for the proposed next step.
6. Recommend a balanced content test that keeps value while increasing buyer relevance.

RULES

- Do not invent missing facts, data, customer feedback, prices, people, policies or results.
- Separate facts I provided, assumptions, and missing information.
- Ask only essential questions when the answer cannot be completed safely without them.
- State uncertainty clearly and explain what evidence would reduce it.
- Account for my budget, location, skills, time and available resources.
- Prioritise recommendations instead of giving a long unranked list.
- Prefer ethical, legal, low-risk and reversible tests when evidence is weak.
- Give practical next actions with an owner, timing and success measure where possible.
- Do not guarantee results.
- Flag legal, medical, financial or other high-stakes points that need qualified professional advice.

OUTPUT FORMAT

1. Audience mismatch analysis
2. Content-intent map

3. Offer connection gaps
4. Trust gaps
5. CTA fit
6. Three content tests
7. Profile or journey fixes
8. Measures

MY CONTEXT

I will paste my completed context form below. Start by checking whether the information is sufficient.

Prompt improvement tip: If the first answer is too broad, ask AI to show which missing evidence would most change the recommendation before requesting more ideas.

Content intent map

- Entertainment: earns attention but may not signal a problem or buyer need.
- Broad education: useful but often attracts learners outside the target market.
- Problem awareness: helps the right person recognise a costly or frustrating situation.
- Solution education: explains mechanisms, trade-offs and better decisions.
- Proof: shows process, samples or authorised evidence with context.
- Offer: explains who the service is for, what it includes and the next step.

Three practical tests

- Create one before-and-after workflow linked directly to the offer.
- Answer one repeated buyer objection with a clear example.
- Publish one case-style demonstration with a simple, relevant CTA.

Practical example

FICTIONAL EXAMPLE

Fictional scenario: An AI creator gets 30,000 views on dramatic AI transformations but few training inquiries. Comments show viewers want entertainment, while the paid program teaches professional content workflows. A test series keeps the visual transformation but reveals the planning, prompting and editing decisions, then invites serious learners to a practical free resource.

How to use the AI answer

- Do not conclude that the offer is bad from views alone.
- Check whether comments, profile visits and inquiries come from target buyers.
- Improve relevance gradually rather than turning every post into an advertisement.
- Measure qualified actions per relevant view or profile visit.

Mistakes to avoid

- Assuming all attention has the same commercial value.
- Adding a sales CTA to content that has no offer connection.
- Posting only promotional content after one viral entertainment video.
- Using fake proof or unsupported results to create trust.

Next action

Use Resource 06 to audit the full marketing journey, or Resource 04 if the offer is difficult to explain.

Find every free resource at hassan-yusuf-ai-education.mrhassanyusuf.chatgpt.site/resources.

Responsible use

IMPORTANT

AI can assist with analysis, planning and content creation, but outputs may contain errors. Verify important information and use qualified professional advice for legal, medical, financial or other high-stakes decisions.