

The logo for Clepther features a white speech bubble icon with three dots inside, followed by the word "Clepther" in a white, lowercase, sans-serif font. The background is a solid blue color with a white wave-like shape at the bottom.

WE GIVE BIRTH TO CHATBOTS

GIVE YOUR CHATBOT A SOUL BY UNCOVERING THE "REASONS WHY".

Introduction

This PDF is here to help you to “swing it out of the park” with every bot you create. Use this before you create any bots, your own or client’s bots!

The bot revolution is here, and having a bot that can talk to customers online is key to your brand’s success and future growth.

In essence, bots are an integral part of the omni-channel in communication with your customers and prospects today.

But, even though bots scale quite easily, and can handle hundreds of conversations at a time... (and they make you look extremely cool)...

Ask yourself the question: “Are these really the right reasons to get in?”

Perhaps! They are valid reasons after all.

But, what if you could create a bot that attracts people, courts people, persuades people... What if your bot speaks with passion?

What if your bot had a soul? What if it had your soul?

Wouldn’t that set you apart from 99% of your competition right away?

See, we created this little PDF for you, to help you create bot with a soul. A bot that ‘stick’ and ‘clicks’ with your audience.

Answer the questions you find in this PDF and connect with the reasons that drive you and your business.

Then, it becomes real easy to put “little piece of you” into your bot...

Do it, and get in with the right reasons.

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The Questions that Unlock your Bot's Soul.

The difference between a good chatbot, and a remarkable chatbot is soul. And the biggest secret to get to this soul is that it lies within you... and it's uncovered by asking yourself 9 questions.

What makes bots 'stick' is connecting with your audience on a deeper level. So, to make sure your bot 'clicks' with your audience, answer the questions within this practice.

Because, by doing so, you connect with the "Reason Why" of your business. Then, when you create your chatbot from this basis, conveying your messages and attaining your end-goal will be much easier.

Let's get started, shall we?

1. What is Your Story?

You need to tell your customers about the story that led you to do what you do, and in this way, you will have a deeper connection with your customers. This will impact your business on a different level. It will allow your company to connect in a more personal way.

Write up a couple keywords or the story below - what's your story:

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2. Who are you?

Give your subscribers and/or customers the person behind your company. Let them know how passionate you are about the thing you do. This will have a bigger impact on returning customers because people love to work with the ones that love their company and their job.

Write up a couple keywords or a paragraph on yourself - so who are you:

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3. How do you operate?

This one is as important as the previous two. You need to explain to your customers what your operation is and how you do it. This gives them confidence, knowing they are working with a professional company and they will appreciate your business.

Write up a couple keywords or a paragraph on how you operate:

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4. What do you sell?

In the end, it's all about your products and turning them into a sale. Selling goods is not the only way to sell, as you can sell services, education, and even an idea. Tell them what drives you to sell what you sell Essentially - communicate your "Reason Why" and how your product solves a pain.

Write up a couple keywords or a paragraph on what and why you sell:

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5. Where do you operate?

Give your potential customers a clear picture to which region your company covers. If you sell something worldwide, tell them about the logistics of your company and how you will deliver your products. If you're solely digital, tell 'em more about that.

Write up a couple keywords or a paragraph on your operations:

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6. Why does your business need a chatbot?

What's your #1 reason for chatbot deployment? What do you hope it will accomplish, do for you and your business? It can be anything, but really ponder... What's the desired end goal? Qualify Leads? Improving Conversions? Automating Sales? Delivering Support?

Write up a couple keywords or a paragraph on your reasons and goals:

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7. Know your audience and who you are targeting?

Do you really know your audience? Did you even think about what your Customer Avatar is like? What's his Age? Gender? What's their tone, is it informal, or formal? Think of all the characteristics your Avatar has, it makes it way easier if you can think your audience as a person.

Write up a couple keywords or a paragraph on your audience:

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8. What is your Chatbot's personality like?

Even though you're creating "robot". You can still give it what your audience likes, better yet, you can still give them a little bit of you. So, what is your bot's personality like? Is it fun, uplifting, sarcastic, witty? Figure out what "clicks" well with your audience.

Write up a couple keywords or a paragraph on bot's personality:

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9. What kind of value are you providing?

Make sure your bot is useful from the start. After welcoming them, perhaps explaining the basics... What are you going to give to your bot subscribers? Or in general... what value is your bot going to have for your subscribers?

Write up a couple keywords or a paragraph on the value you provide:

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Final Thoughts

Yes. Just 9 questions.

Easy to answer for some, a little bit harder for others.

But, when you do this **BEFORE** you create a bot, I can guarantee not only the process of building we be much, much easier and fun...

...the *end goal* is much easier reached too.

So, do yourself and your audience a favor...

Answer the questions...

... connect with the reasons that drive you and your business.

Then, create a chatbot with these core values in mind, and make it 'stick' and 'click' with your audience.

Please do this. Because there are so many wrong reasons why people decide to implement "bot-tech" in their business...

... and answering these questions up-front will get you in-front of 99% of your competitors. So, get in with the right reasons instead.

That's it, you're up!

Clepher