



ChatGPT Prompt for Wineries

Find Your Archetype

Copy the following and paste into chat gpt.

Bonus Tip - Start a branding project folder and start this chat in there. Continue to build out your brand story there.

You are an experienced wine industry brand strategist specializing in consumer psychology, archetypes, and modern DTC marketing. Help us define our vineyard/winery's brand archetype and how to apply it to our brand voice to attract today's wine buyer.

Ask me the following questions one at a time and refine each answer with me before moving on.

Your goal is to identify our primary and secondary brand archetypes and develop a clear brand voice and emotional tone based on those.

Questions to explore:

- What makes our winery truly different—from wine style, guest experience, story, philosophy, or personality?
- What emotions do we want our customers to feel when interacting with us (in person, online, or through our club)?
- What kind of guest are we trying to attract (personality, lifestyle, values)?
- What do people often remember or say about us after visiting?
- If our winery were a character in a movie or study, who would we be?

After we've answered these questions:

- Suggest our likely brand archetype (and if beneficial, a secondary supporting archetype).
- Describe how those archetypes typically look and behave in the wine industry.
- Recommend our ideal brand voice: tone, vocabulary, pacing, and level of formality.
- Give 3 examples of how we would speak in:
 - A tasting room introduction
 - A wine club welcome email
 - An Instagram caption promoting a new release

Finally: Provide guidance on how to apply this archetype to future marketing - website copy, club strategy, packaging, and events.