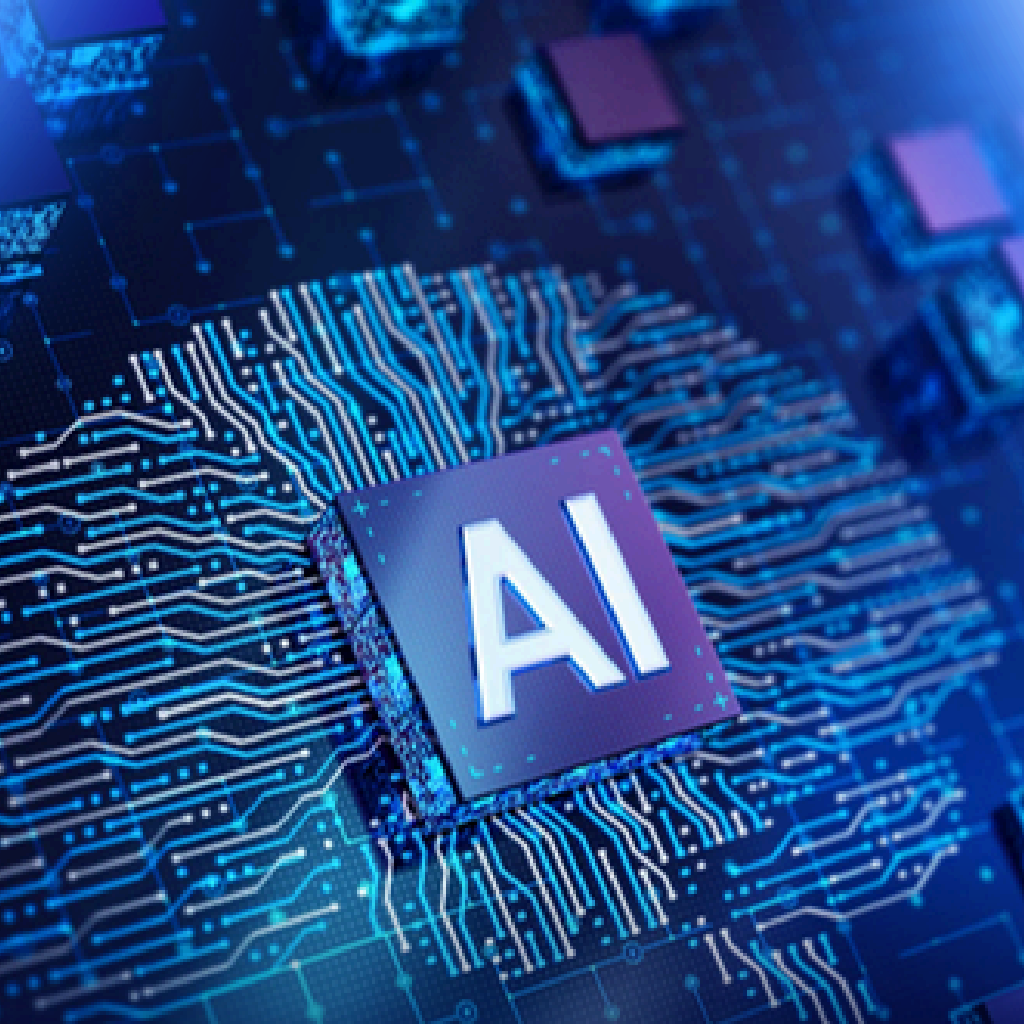




THE CMO HANDBOOK FOR AN AI AND INFLUENCER WORLD

A CHEAT CODE PLAYBOOK FOR ATTENTION,
SCALE, AND MODERN GROWTH.



JOSHUA RAMSEY

INTRODUCTION

The New CMO Reality

The role of a CMO has changed.
This is no longer just strategy and branding.

Today, a CMO must:

- **Drive content**
- **Build distribution**
- **Leverage AI**
- **Capture attention**

**The advantage today is simple:
The person who learns and executes faster wins.**

This shift comes with new expectations. Today's CMOs are expected to **operate ideas publicly, build scalable** distribution systems, and move quickly through testing and learning cycles.

This handbook is built for that reality—focused on how attention actually works, how AI accelerates execution, and how social media functions as a true growth engine. Let's break down the systems that drive modern marketing.

CHAPTER 1

HOOKS — THE 85% RULE

Roughly 85% of your content's performance is determined by the **hook**. If the **first line** fails to capture attention, the rest of the content never gets a chance to perform.

The 6 Hook Types (Your Arsenal)

1. NUMERICAL

- 5 must-know tips...
- The #1 reason...
- 10 mistakes...

2. COMMANDING

- Stop doing this...
- Never do this...
- You need to...

3. SEDUCTIVE

- What no one tells you...
- I'm not supposed to say this...
- How I went from X to Y...

6. POWERFUL

- The fastest way to...
- Crazy trick to...
- Dominate...

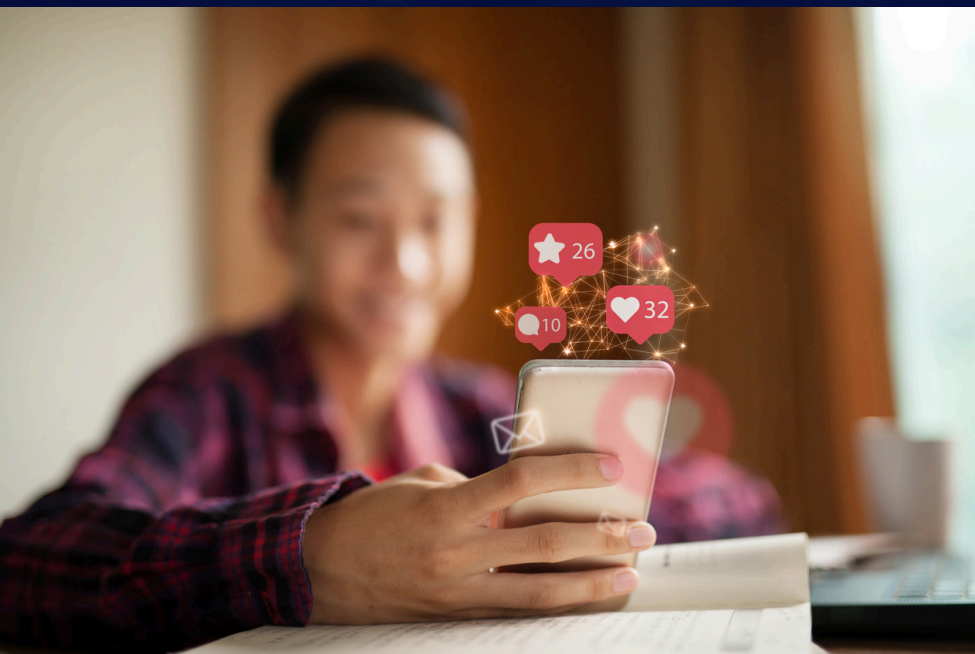
5. DANGEROUS

- Warning...
- Mistakes killing your...
- Avoid this...

6. EXPLAINERS

- The secret to...
- Why you should...
- Cheat sheet for...





10 Hooks You Can Use To Go Viral

- No one talks about this, but...
- This might trigger you, but...
- Here's the truth about...
- Nobody wants to admit this, but...
- If this offends you...
- Never ever...
- If I had to start over...
- This will change how you see...
- This is why you're still...
- Here's a secret you'll wish you knew sooner...

Use these as starting points—**not scripts**.

The real value comes from how you tailor them to your audience, your message, and the moment you deliver them.

CHAPTER 2

AI — YOUR EXECUTION ADVANTAGE

AI will not replace CMOs, but it will replace those who fail to use it to improve efficiency and drive greater impact.

The Prompt Framework

- Role
- Objective
- Constraints
- Context

Example

Weak:

Write a post about marketing

Strong:

Act as a CMO. Create 5 short hooks using curiosity and fear for founders.

Quick Content Hack (Search → Script System)

Use this to generate endless high-performing content:

1. Go to Google and type: "Why isn't my (topic)..."
2. Review auto-suggested searches
3. Pull those into AnswerThePublic or AlsoAsked
4. Use AI to turn each question into a short video script

Advanced Prompt Angles (High-Leverage Use Cases)

Use AI beyond content—use it to upgrade thinking:

- Think like a billionaire
- Accelerate learning
- Access expert-level knowledge
- Upgrade decision-making
- Design a life or business plan
- Compress years of learning into days
- Reinvent your identity and positioning



Most people use AI for answers.

Top performers use it to upgrade how they think, decide, and operate.

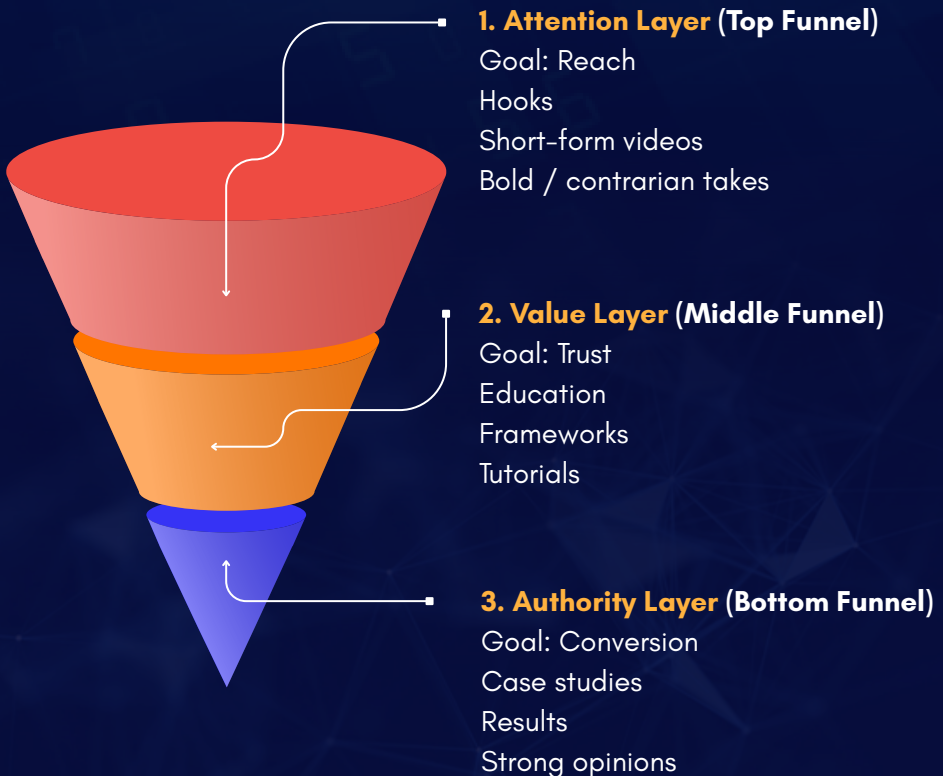
The real leverage isn't better prompts—
it's better thinking powered by AI.

CHAPTER 3

BUILDING SOCIAL MEDIA — FROM POSTS TO SYSTEMS

Increasing output alone does not drive growth. Growth comes from **structured systems**, not random or inconsistent posting.

The 3-Layer Content System



Content Execution Checklist

(What Actually Drives Performance)

- 1 Hashtags
- 2 SEO-rich captions
- 3 Reposts & repurposing
- 4 Split testing formats (reels, carousels, etc.)
- 5 Use of music (where relevant)
- 6 Talking head + split screen formats
- 7 Strong verbal hooks
- 8 Strong visual hooks
- 9 Focus on likes, shares, and watch time
- 10 Mix of education + storytelling

Use this as your **baseline** for every piece of content:

Posting Schedule

(10K/Month Framework)

Use this as a baseline content rhythm.

1 Reels:
1 per day

2 Photo posts
2-4 per week

3 Carousels:
1 per week

4 Stories:
2-4 per day

5 Call-to-actions:
2 per week

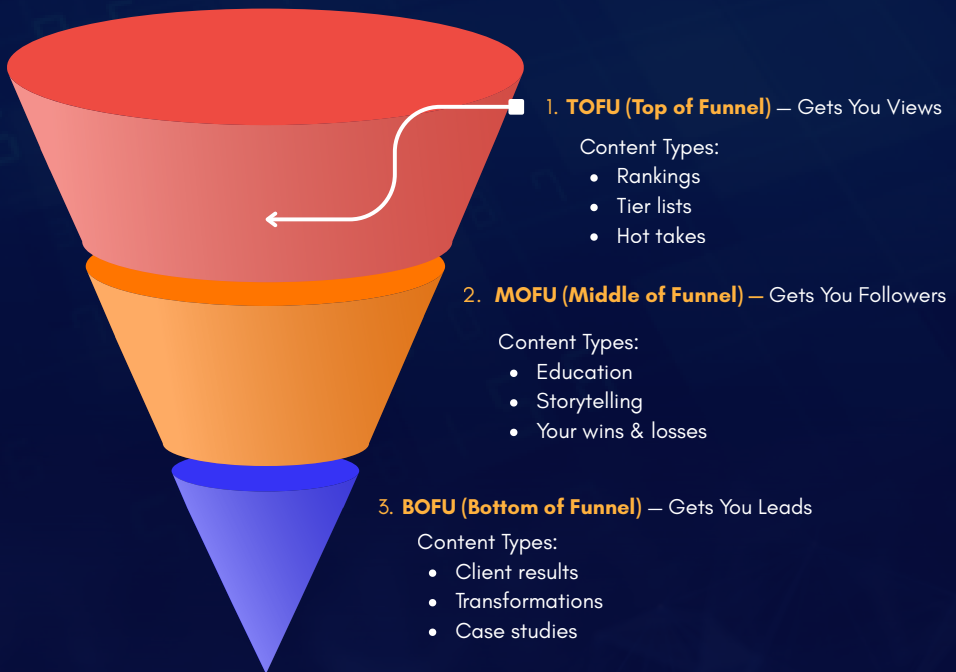
6 DMs:
20-40 per day

7 Collaborations:
1 per week

The Funnel Content Model

(What To Actually Post)

This is how content should
be executed at each stage:



Most people stay stuck posting one type of content.

That's why they either get views with no revenue—or
try to sell with no audience.

CMO Insight:

Social media is not a content channel.

It is a distribution system for attention, trust, and revenue.

Without structure, effort is wasted.

CHAPTER 4:

CMO STACK — AI & TOOLING FOR SCALE

A tool on its own does not create leverage. Real advantage comes from a **well-structured stack** connected to a clear strategy.

Most teams simply collect tools, while high-performing CMOs build **integrated systems** that drive results.

1. CONTENT IDEAS

TOOLS	Paid (Advanced Teams)
	BuzzSumo → Identify high-performing content
	ContentStudio → Plan + analyze content
	SEMrush → SEO + keyword insights
	MarketMuse → Content depth + authority building

TOOLS	Free (Lean / Fast Teams)
	AnswerThePublic → Audience questions
	Google Trends → Real-time interest
	Exploding Topics → Early trend discovery
	Reddit → Raw audience insights

2. LEAD GENERATION

TOOLS	Paid (Advanced Teams)
	HubSpot → CRM + automation
	Apollo → Prospecting + outreach
	ZoomInfo → Enterprise-level data
	Leadfeeder → Website visitor tracking

TOOLS	Free (Lean / Fast Teams)
	Hunter → Email discovery
	Snov.io → Outreach + lead tools
	Google Forms → Simple capture funnels
	Mailchimp → Email nurturing

3. STRATEGY (ALIGNMENT ENGINE)

TOOLS	Paid (Advanced Teams)	TOOLS	Free (Lean / Fast Teams)
 miro	Miro → Visual strategy + planning	 Notion	Notion → Central operating system
 cascade	Cascade Strategy → KPI alignment	 Trello	Trello → Task management
 WorkBoard	Workboard → OKR execution	 ClickUp	ClickUp → All-in-one execution
 Aha!	Aha! → Product + roadmap strategy	 Google Docs	Google Docs → Collaboration

4. VIDEO EDITING

TOOLS	Paid (Advanced Teams)	TOOLS	Free (Lean / Fast Teams)
 Pr	Adobe Premiere → Professional editing	 CapCut	CapCut → Short-form dominance
 Final Cut Pro	Final Cut Pro → High-performance workflows	 DaVinci Resolve	DaVinci Resolve → High-end free editing
 Ae	After Effects → Motion + advanced visuals	 iMovie	iMovie → Basic editing
 Filmora	Filmora → Simpler editing workflows	 Shotcut	Shotcut → Open-source editing

5. FINANCE

TOOLS	Paid (Advanced Teams)	TOOLS	Free (Lean / Fast Teams)
 qb	QuickBooks → Accounting standard	 GnuC	GnuCash → Open-source accounting
 xero	Xero → Cloud-based finance	 Mint	Mint → Expense tracking
 FreshBooks	FreshBooks → Small business finance	 Google Sheets	Google Sheets → Custom dashboards
 wave ACCOUNTING	Wave Accounting → Simpler workflows	 PayPal	PayPal → Transaction handling

6. PRODUCTIVITY

TOOLS	Paid (Advanced Teams)	TOOLS	Free (Lean / Fast Teams)
 motion	Motion → AI scheduling	 31	Google Calendar → Time control
 todoist	Todoist → Task management		Microsoft To Do → Task tracking
 asana	Asana → Team workflows	 clockify	Clockify → Time tracking
 Notion AI	Notion AI → Knowledge + execution		Obsidian → Deep thinking + notes

7. AI TOOLS

TOOLS	Paid (Advanced Teams)	TOOLS	Free (Lean / Fast Teams)
 OpenAI ChatGPT 4.0	ChatGPT Plus → Content + strategy + workflows	 Claude	Claude → Long-form thinking
 Jasper	Jasper → Marketing copy	 perplexity	Perplexity → Research + answers
 copy.ai	Copy.ai → Content automation	 Gemini	Gemini → Google ecosystem AI
 Midjourney	Midjourney → Visual generation	 HuggingChat	HuggingChat → Open-source AI

8. GRAPHIC DESIGN

TOOLS	Paid (Advanced Teams)	TOOLS	Free (Lean / Fast Teams)
 Ps	Adobe Photoshop → Image editing	 Canva	Canva → Fast + scalable design
 Ai	Adobe Illustrator → Vector design	 GIMP	GIMP → Photoshop alternative
 AFFINITY Designer	Affinity Designer → Alternative to Adobe	 INKSCAPE	Inkscape → Vector graphics
 CorelDRAW	CorelDRAW → Professional design	 Figma	Figma → Collaborative design

Tool Shift (What's Changing Fast)

- Emails: ChatGPT → Claude
- Learning: Coursera → Notebook Hub
- Brainstorming: Still ChatGPT
- Automation: Zapier/Make → Mantis
- Presentations: Canva → Gamma
- Meeting notes: Otter → Granola
- Hiring: Indeed → Mantis
- Images: Midjourney → NanoBanano
- Video: Sora → Higgs Field



CHAPTER 5:

SEO CHEAT CODES (HIGH-LEVERAGE PLAYS)

1. Rank Higher on Google Maps

- Use the update feature inside your Google Business Profile.
- Add keywords + short text + strategic links.



2. Get Backlinks for Free

- Search your niche + “write for us” to find sites accepting guest posts.
- Reach out and contribute content.



3. Find Your Target Audience (LinkedIn)

- Use Google to surface specific profiles (e.g., CEOs in a city), then build a prospect list.



4. Check If You're Indexed

- Search: site:yourwebsite.com
- If nothing shows → you're invisible on Google.



5. Boost Rankings with Internal Links

- Find pages mentioning your keyword and link them to your main page.



6. Find Easy Ranking Opportunities

- Use search data to find keywords you already rank for—but not high enough.



7. Build Topical Authority

- Create content answering real questions in your niche and connect them.



CMO Insight: Most SEO gains don't come from complex tactics—they come from **consistently** executing simple strategies well.

FINAL:

APPLY THIS OR STAY AVERAGE

You now have:

- Hooks for attention
- AI for speed
- Systems for scale
- Strategies for growth

Most people will not execute.

The few who do will dominate.

Next step:

- Improve your hooks
- Increase your speed of execution
- Build consistent systems

The difference is no longer knowledge.

It's execution.

WORK WITH JOSH RAMSEY

JRcmo Official Website

FINAL REMINDER

The opportunity is already here.

The only question is:

Will you execute?