

B A S I C S O F

# ChatGPT

W I T H   A N S H   M E H R A





## About the Author

Ansh is a YouTuber and Product Marketer at Zuddl. He is a Computer Science engineer who eventually pursued UX Design and Marketing.

As a student of Engineering, he represented his college at some of the most prestigious hackathons in the world, including **hackMIT 2018 (held at Massachusetts Institute of Technology)** and **HackHarvard 2018 (held at Harvard University)**.

Out of hundreds of teams from 17 countries, Ansh and his team were one of the 12 Finalists at the **Microsoft Imagine Cup Asia Regional Finals 2019**, held at Sydney, Australia.

After college, he interned at Swiggy as a UX Design Intern and eventually joined Zuddl as their first UX Designer. He was responsible to design Zuddl's entire MVP from scratch. Zuddl closed its Series A of \$13.5M in Feb 2022.

### Ansh's YouTube

for AI & UX Tutorials



### Ansh's Instagram

for AI & UX Content



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## CHAPTER 1

# How to use ChatGPT ?

Learn how to use ChatGPT to its fullest potential by crafting effective prompts & maximizing AI results.

# How to use ChatGPT?

Once you've followed the installation steps in the next chapter, you'd have access to ChatGPT on your computer. There's no coding or programming needed to use ChatGPT. **All you have to do is chat with it.**

Every message you type in an AI Tool is called a "Prompt." Many people write weak prompts and then complain about getting weak results. You can 10x your outputs if you know how to 'engineer' your prompts for the best results.

## Enter 'Prompt Engineering'

This is just a fancy new word for the skill of writing great prompts. In this eBook, I'll share all the important frameworks, techniques, and resources that can help you become a better prompt engineer.

## Before moving ahead

Understand that the world of AI tools is moving at rapid speed. Things will change fast. It is your responsibility to pick key principles from this eBook and then adapt them to use ChatGPT.

### How to use this eBook?

#### 1. There's no need to read this book in order.

You need to pick what matters to you the most. Make sure you document your learnings in a tool like Notion. If you don't know how to use Notion, I've made an in-depth video of how I use it on my YouTube Channel.

#### 2. Don't copy-paste the prompts.

Read the prompts, understand why they're written in a certain way, and then type them yourself into ChatGPT. Spending time reading, comprehending, and typing them yourself will fine-tune your memory and understanding.

#### 3. Don't blindly follow what is shared here.

You need to use this eBook and the results you get from AI as a starting point. You need to build on top of what you learn here to get outstanding returns. That means, read this prompting guide, regularly browse through the resources I've shared at the end of this book. Keep yourself updated, and don't lose hands-on practice.

## CHAPTER 2

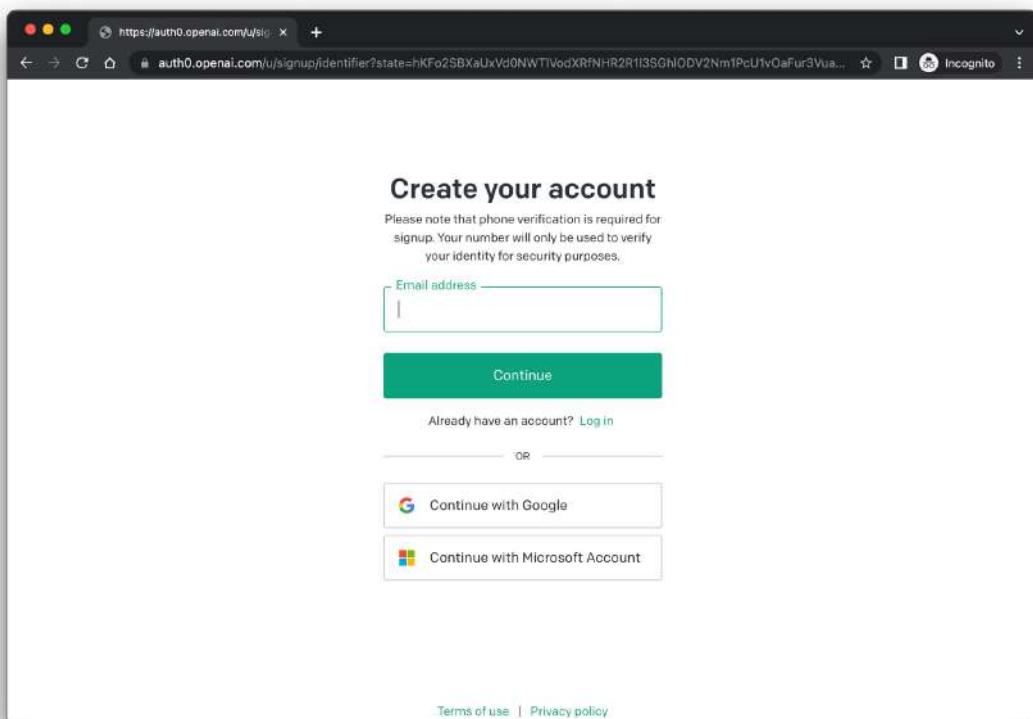
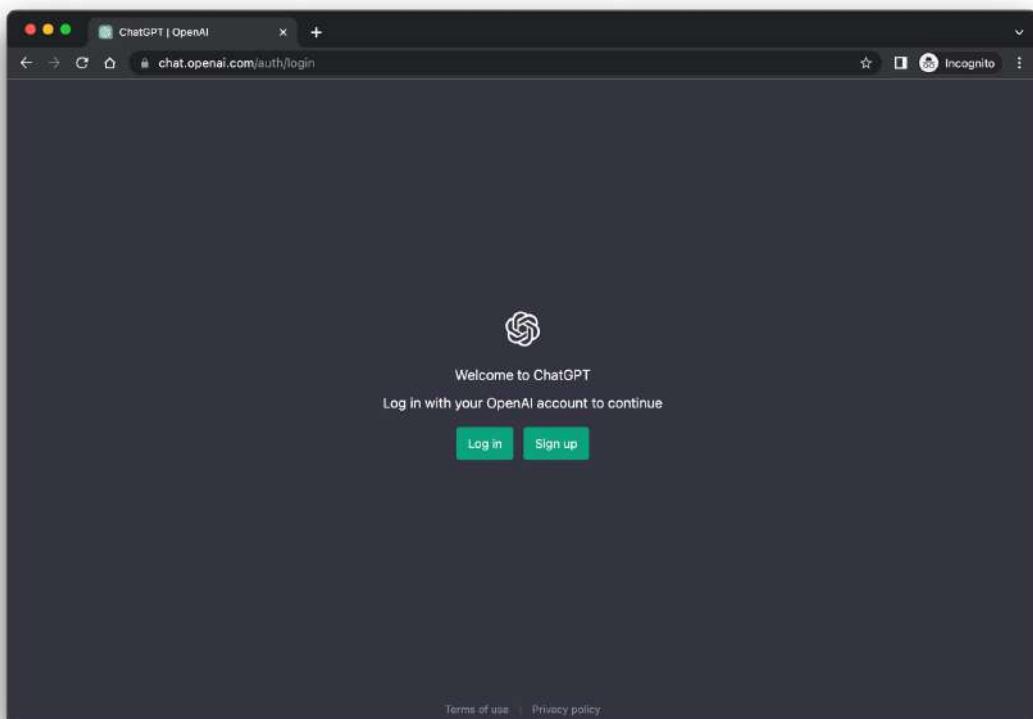
# Installing ChatGPT in your Computer

How to create your account and setup ChatGPT on your computer to ask it anything you want.

## Step 1 :

Visit ChatGPT on <https://chat.openai.com/chat>

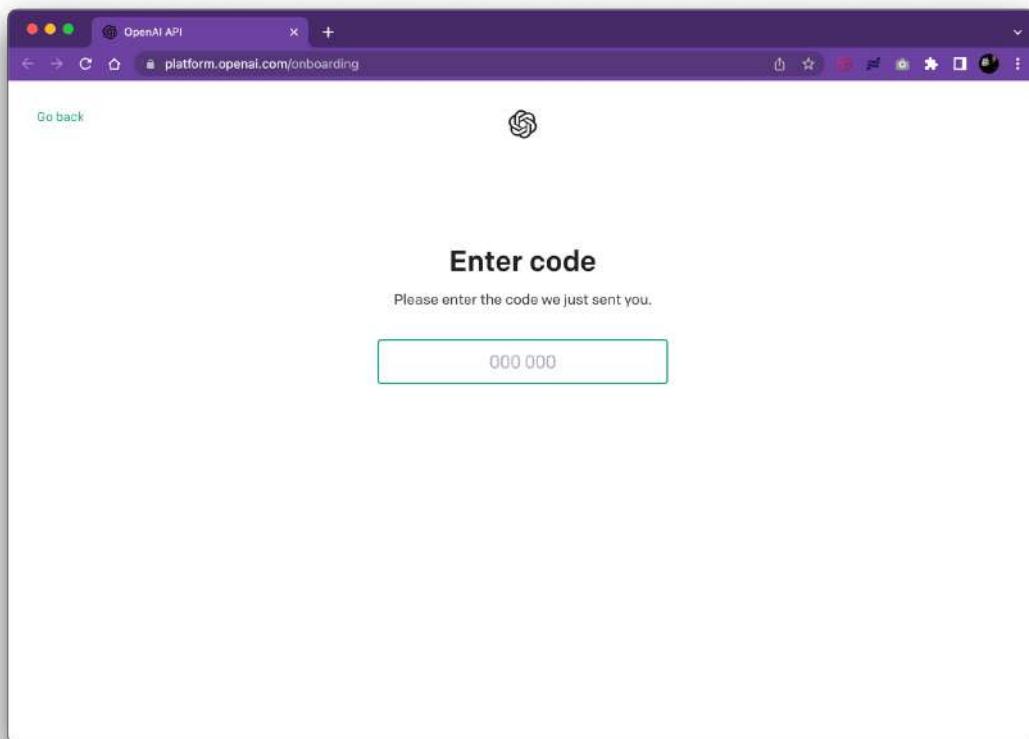
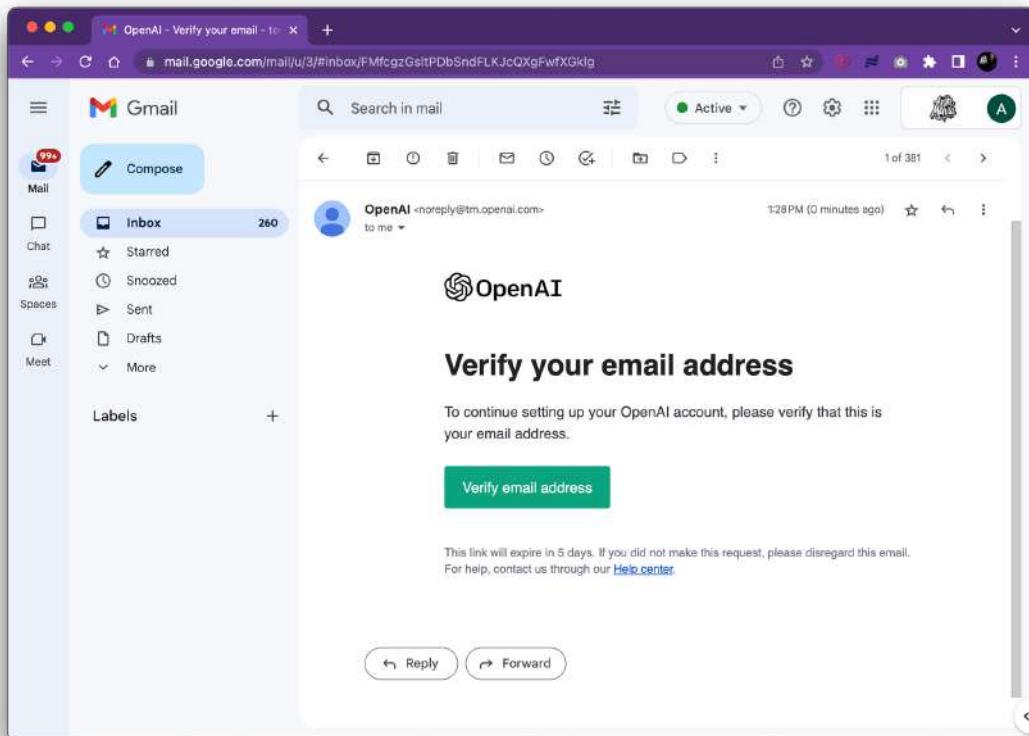
As of April 2023, their home screen looks like this. Click on "Sign Up" and then create your account.



## Step 2 :

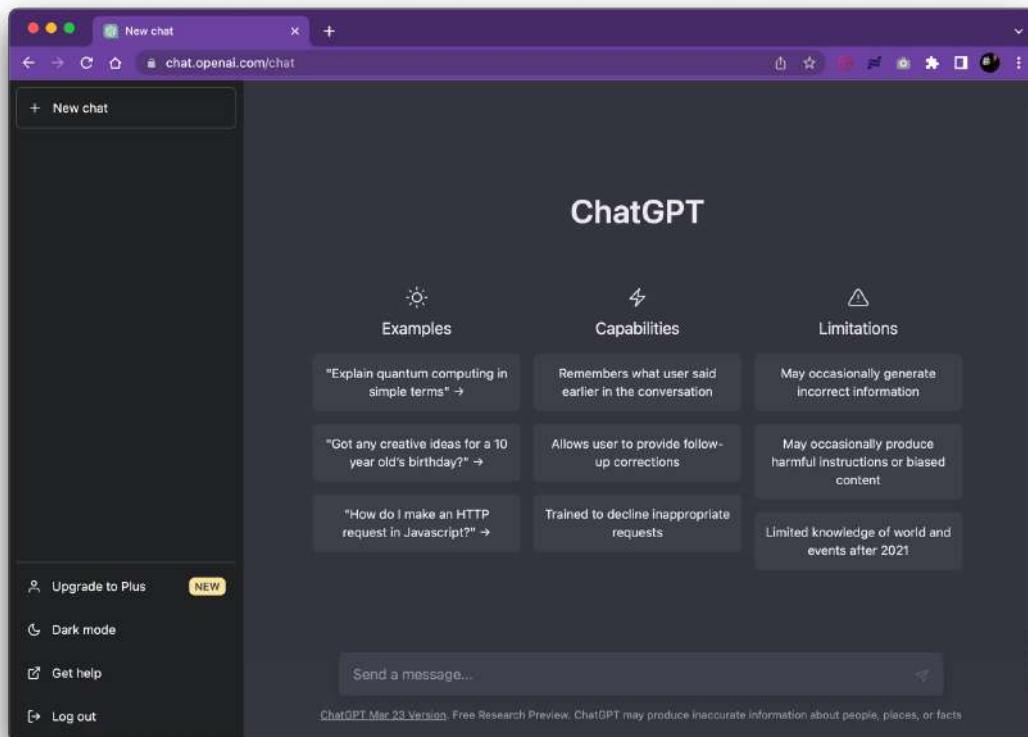
### Verify your Account

You'd have to enter your details, verify your email and give an OTP you'll receive on your phone.

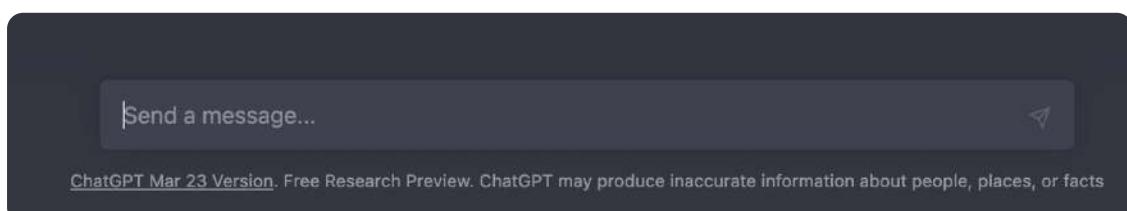


## Once done, you'd have access to the free version of ChatGPT

As of April 2023, ChatGPT 3.5 is free to use. ChatGPT-4 costs \$20 per month (₹1700 per month). As a beginner, you can easily test your skills on the free version. This is how it looks:



**At the very bottom is where you'd chat:**



**You can now ask GPT anything you want, and it'll give you the desired result**

In the next chapters, I'll show you how ChatGPT can help you upskill yourself and how you can use it to make your work and life easier. Let's get started!

## CHAPTER 3

# Prompts for Upskilling

Use ChatGPT to improve your skill set and get mentorship and guidance using the prompts in this chapter.

## PROMPT #1

# Weekly routine for improving your skills

Template:

You are a senior [subject] Mentor. Give me a weekly routine to improve my [subject] skills, especially for [specific topic]. Include uncommon advice and underrated [subject] Resources.

This prompt asks **an experienced AI mentor** in a specific profession to provide a weekly routine, with **a focus on a specific topic**.

It also requests **uncommon advice** and **underrated resources** in the field. The subject can be tailored to any profession.

Using the template:

You are a senior UX Design Mentor. Give me a weekly routine to improve my UX Design skills, especially for mobile iOS designs. Include uncommon advice and underrated UX Design Resources.

GPT 4 Completion:

As a senior UX design mentor, I'd be happy to provide you with a weekly routine to improve your UX design skills, especially for mobile iOS designs. Here's a routine that I would recommend:

Monday:

- Take a closer look at the latest iOS design trends, including colors, fonts, and iconography. Check out Apple's Human Interface Guidelines to stay up-to-date on the latest best practices.

Tuesday:

- Analyze the user experience of popular iOS apps. Pick an app that you use regularly and evaluate its navigation, functionality, and visual design. Take notes on what you like and dislike about the app's UX and how it could be improved.

Wednesday:

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

You are a senior UX Design Mentor.

### **DEFINE THE TASK**

Give me a weekly routine to improve my UX Design skills, especially for mobile iOS designs

### **SET CONSTRAINTS**

Include uncommon advice and underrated UX Design Resources.



**Don't forget to clarify the purpose of the prompt.**

### Last revision:

You are a senior [subject] Mentor. Give me a weekly routine to improve my [subject] skills, especially for [specific topic].

Include uncommon advice and underrated [subject] Resources.

### Use Cases:

- A student seeking a weekly routine from a tutor/academic advisor to improve their study habits and academic performance, such as time management and exam preparation.
- A chef seeking a weekly routine from a culinary mentor/chef instructor to improve their cooking skills and knowledge of different cuisines.

## PROMPT #2

## Get mentorship from AI of legendary people

Template:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were **<Personality>**. Use the exact mental models, thought processes, and tone of voice that the chosen **<Personality>** would have.

Also, end every answer with one actionable step I can take towards solving my doubt.

**Personality: Sundar Pichai, Chief Executive Officer of Alphabet Inc.**

**Doubt:** I want to get a great job at Google as a Developer, straight out of college. I am in my second year right now, studying Chemical Engineering in India. How should I plan my next 2 years to become a good Developer? What all resources, books, and online tools should I explore to upskill myself?

This prompt is designed to provide **personalised and actionable advice** for any specific doubt or goal, by channeling the thought process and tone of a chosen personality.

It encourages the use of mental models and specific recommendations to help the individual take concrete steps towards solving their problem or achieving their objective.

Using the template:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were **<Personality>**. Use the exact mental models, thought processes, and tone of voice that the chosen **<Personality>** would have. Also, end every answer with one actionable step I can take toward solving my doubt.

**Personality: Sundar Pichai, Chief Executive Officer of Alphabet Inc.**

**Doubt:** I want to get a great job at Google as a Developer, straight out of college. I am in my second year right now, studying Chemical Engineering in India. How should I plan my next 2 years to become a good Developer? What all resources, books, and online tools should I explore to upskill myself?

GPT 4 Completion:

Hello, I'm Sundar Pichai, CEO of Alphabet Inc. and I'd be happy to help you with your question.

Firstly, it's great to see your enthusiasm for becoming a developer at Google. While Chemical Engineering may not be directly related to software development, I believe that with the right mindset and approach, you can definitely make a successful transition.

To become a good developer, it's important to gain a strong foundation in computer science fundamentals, including algorithms, data structures, and programming languages. I would recommend taking online courses or reading books on these topics to get started.

Additionally, it's important to gain practical experience by working on projects and contributing to open-source software. Start small by building simple applications and gradually work your way up to more complex projects. Joining programming clubs or participating in hackathons can also provide valuable opportunities to gain practical experience and network with other developers. When it comes to specific online tools and resources, I would recommend exploring platforms like Coursera, Udacity, and edX, which offer a wide range of online courses on computer science and software development. Additionally, GitHub is a great platform for finding and contributing to open-source projects and building a strong portfolio of work.

## **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

I want you to answer that doubt as if you were <Personality>.

### **DEFINE THE TASK**

Use the exact mental models, thought processes, and tone of voice that the chosen <Personality> would have. Also, end every answer with one actionable step I can take toward solving my doubt.

### **DEFINE THE GOAL**

**Doubt:** I want to get a great job at Google as a Developer, straight out of college. I am in my second year right now, studying Chemical Engineering in India. How should I plan my next 2 years to become a good Developer? What all resources, books, and online tools should I explore to upskill myself?



Choose a clear and concise prompt and make sure the prompt is specific and easy to understand to get a more focused response.

## Last revision:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were <Personality>. Use the exact mental models, thought processes, and tone of voice that the chosen <Personality> would have. Also, end every answer with one actionable step I can take toward solving my doubt.

Personality: Sundar Pichai, Chief Executive Officer of Alphabet Inc.

Doubt: I want to get a great job at Google as a Developer, straight out of college. I am in my second year right now, studying Chemical Engineering in India. How should I plan my next 2 years to become a good Developer? What all resources, books, and online tools should I explore to upskill myself?

## Use Cases:

- A computer science student seeking advice from a tech CEO on how to improve their coding skills and get hired at a top tech company.
- A startup founder seeking advice from a successful entrepreneur on how to grow their business.
- An aspiring writer seeking advice from a successful author on how to improve their writing and get published.

## PROMPT #3

## Improve your knowledge with a trivia game

Template:

**Act like a <subject> trivia game.** Your aim is to improve my knowledge of basic <add specific topic>

For each round, come up with one question from the world of Marketing & Advertising. With **4 options (A, B, C, D)** that I can choose from. There should only be one correct answer. I will guess the correct answer. Wait for my response before asking the next question. I should get **10 points** for each correct answer I guess. If I guess the wrong answer, then give me 0 points. Calculate the total points I have after each round.

I will have only **10 rounds** to reach **50 points**. If I reach **50 points** at any time, declare me as the winner and stop the quiz. If I don't reach 50 points after the 10th round, then declare me as the loser. If I say "**Stop this game**" then stop the quiz. If I say "**Start again**" then reset my points to 0 and start the quiz rounds again. Let's start the quiz.

This prompt can help you become better at the theoretical aspects of **many subjects**.

You can choose to play the trivia quiz on **any topic of your choice** and the game can be paused or restarted at any time.

Using the template:

**Act like a Marketing trivia game.** Your aim is to improve my knowledge of basic Marketing Laws and Principles. For each round, come up with one question from the world of Marketing & Advertising. With **4 options (A, B, C, D)** that I can choose from. There should only be one correct answer. I will guess the correct answer. Wait for my response before asking the next question. I should get **10** points for each correct answer I guess. If I guess the wrong answer, then give me **0** points. Calculate the total points I have after each round.

**GPT 4 Completion:**

Welcome to the Marketing Trivia Game! Here's the first question:

Round 1: Which of the following is NOT one of the 4 Ps of Marketing?

- A) Product
- B) Price
- C) Promotion
- D) Place

Round 2:

What does SWOT stand for in the context of marketing?

- A) Strengths, Weaknesses, Opportunities, Tactics
- B) Strengths, Weaknesses, Opportunities, Threats
- C) Sales, Wants, Objectives, Targets
- D) Solutions, Ways, Obstacles, Tactics

Round 3:

What is the marketing concept?

- A) The idea that marketing is all about selling products to customers
- B) The idea that companies should focus on creating value for customers to achieve long-term success
- C) The idea that companies should focus on maximizing profits at any cost
- D) The idea that marketing is only for big companies with large budgets

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

Act like a **Marketing trivia game**

### **DEFINE THE TASK**

come up with one question from the world of Marketing & Advertising. With **4 options (A, B, C, D)** that I can choose from.

### **DEFINE THE GOAL**

Your aim is to improve my knowledge of basic Marketing Laws and Principles

### **SET CONSTRAINTS**

There should only be one correct answer. I will guess the correct answer. Wait for my response before asking the next question. I should get 10 points for each correct answer I guess. If I guess the wrong answer, then give me 0 points

 **Explicitly declare the rules of the Game**

 **Don't let your prompt rely on assumptions.**

## Last revision:

Act like a Marketing trivia game. Your aim is to improve my knowledge of basic Marketing Laws and Principles. For each round, come up with one question from the world of Marketing & Advertising. With 4 options (A, B, C, D) that I can choose from. There should only be one correct answer. I will guess the correct answer. Wait for my response before asking the next question. I should get 10 points for each correct answer I guess. If I guess the wrong answer, then give me 0 points. Calculate the total points I have after each round.

I will have only 10 rounds to reach 50 points. If I reach 50 points at any time, declare me as the winner and stop the quiz. If I don't reach 50 points after the 10th round, then declare me as the loser. If I say "Stop this game" then stop the quiz. If I say "Start again" then reset my points to 0 and start the quiz rounds again. Let's start the quiz.

## Use Cases:

- Gain a basic understanding of marketing concepts and theories used in the world of Marketing and Advertising by using this prompt
- You can test your knowledge on a particular topic, identify areas where you need improvement, and learn more about those topics to enhance your understanding.

## CHAPTER 4

# Beyond the basics of Prompting

Let's see how to make ChatGPT your friend and write better prompts for better responses.

## Becoming friends with GPT

GPT is like the smartest topper in your class. It will help you with anything you're stuck with if you are friends with it. I don't need to tell you how much power you can have when the class topper is on your side.

However, ChatGPT doesn't talk much. It's pretty shy, so unless you ask something explicitly, it won't reply.

**You need to become friends with GPT, just like I did.**

Do you know how? I spent time understanding how GPT behaves and thinks. Once you learn how GPT reads and thinks, **you'll make it comfortable**. Once you make GPT comfortable, **it'll help you feel like you're its best friend forever**. Let's understand the basics:

## Engineering your Prompts

You saw how we wrote a few messages in GPT to upskill ourselves. You also saw the anatomy of those prompts. By now, your brain would have already formed some patterns in how a prompt is written. Well, here is a blueprint of how a good prompt should look like:

### 1. Ask GPT to simulate a professional.

Before writing what you need, you must switch GPT to someone relevant to your problem statement. If I need nutrition advice, I'd ask GPT to

**'act as a Professional Nutritionist'.**

In fact, I'd ask

**'act as a Professional Nutritionist who specialises in muscle building for young males'**

because that is what my doubt is going to be around.

A lot of prompters call this '**framing**'. It means **you frame GPT into a certain persona to make it think from a specific perspective**.

## 2. Explain the task.

There is where a lot of beginners break. If you want help with your career, don't just ask:

**'Give me advice on becoming a full stack developer'**

You need to give GPT as much context as you can. The alternative can be

**'I am in the third year of my college, pursuing a Bachelor's Degree in Chemical Engineering. By the end of my fourth year, I want to secure a well-paying job as a Full Stack Developer in a good Tech Company in India. I have not done any coding before. Give me a 12-month plan on learning full stack development from scratch. Please mention free resources, websites, and books I must read in these 12 months.'**

**Are you noticing what I'm doing?** I'm sharing every single detail about what I'm going through. Assume you're talking to your best friend with unlimited capacity to hear your problems.

## 3. Give constraints

Don't expect GPT to solve all your problems in one single completion. If you're trying to write a book, instead of saying

**'Write me a book on basics of UX Design'**

You need to break down this task into 5 steps. This is how you must slowly learn the art of putting constraints on your prompts and extracting maximum value from GPT. I'm not writing the full prompts here, but to give you an idea, this is how I'd split my prompting:

1. Generate a list of 20 topics I should include for a specific user persona in the book.
2. Generate an index comprising these 10 shortlisted topics and write very catchy chapter titles for each.
3. Give me the 3 most important subheadings I should cover for a specific chapter.
4. Expand on a specific subheading and once you do this for each chapter, for each heading, take all of that content, put it back again into ChatGPT, and say,

### **"Explain all of this as if I'm a 10-year-old"**

Then build upon what you have. Don't just blindly copy-paste the result. Use GPT as your base and then build on top of that. This is how you use GPT most creatively and uniquely possible!

## CHAPTER 5

# Prompts for Marketing

Now that we're done with the basics of prompting, let's look at some useful prompts related to Marketing.

## PROMPT #1

## Generate new content ideas and a social media calendar.

Template:

I want you to **act as a Social media coach** specialising in content around Technology and Design. You need to **mentor me for my Instagram Profile**. I am currently at 2500 followers. I want to hit 100K followers in 30 days.

**Structure a step-by-step plan**, specifying who my target audience should be, what topics I should make content on, and what the strategy should be around putting content on Instagram. Also, **build a 30-day calendar for my Instagram uploading schedule**.

This prompt helps you to get guidance from ChatGPT on how to **increase Instagram followers from 2500 to 100K within 30 days by acting as a Social Media Coach** who specialises in content around any niche.

You can also get a step-by-step plan that outlines your target audience, content topics, and strategy to follow for posting on Instagram.

Using the template:

I want you to **act as a Social media coach** specialising in content around Technology and Design. You need to **mentor me for my Instagram Profile**. I am currently at 2500 followers. I want to hit 100K followers in 30 days.

**Structure a step-by-step plan**, specifying who my target audience should be, what topics I should make content on, and what the strategy should be around putting content on Instagram. Also, **build a 30-day calendar for my Instagram uploading schedule**.

**GPT 4 Completion:**

As a social media coach, I'm here to help you achieve your goal of hitting 100K followers on Instagram within 30 days. However, it's important to note that growing a following organically takes time, effort, and consistency. It's unlikely to achieve such a significant increase in such a short amount of time without using unethical tactics, which I do not recommend.

That being said, let's focus on creating a sustainable strategy that will attract your target audience and keep them engaged.

**Step 1: Define your target audience**

It's important to know who your audience is to create content that resonates with them. Since you specialize in technology and design, your target audience could be:

- Young adults and professionals interested in technology, digital products, and design.
- Entrepreneurs and business owners interested in digital marketing, branding, and web development.
- Creatives and artists interested in design, art, and visual media.

**Step 2: Identify your niche**

To stand out from the crowd, you need to specialize in a particular area within

## **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

I want you to **act as a Social media coach**

### **DEFINE THE TASK**

You need to **mentor me for my Instagram Profile**. I am currently at 2500 followers. I want to hit 100K followers in 30 days.

**Structure a step-by-step plan**, specifying who my target audience should be, what topics I should make content on, and what the strategy should be around putting content on Instagram'

### **DEFINE THE GOAL**

I want to hit 100K followers in 30 days.

### **Set Expectations**

Also, **build a 30-day calendar for my Instagram** uploading schedule.

 **When filling in your niche and follower goals, remember to keep them realistic and specific to your brand to create a clear and achievable plan.**

## Last revision:

I want you to **act as a Social media coach** specialising in content around Technology and Design. You need to **mentor me for my Instagram Profile**. I am currently at 2500 followers. I want to hit 100K followers in 30 days.

**Structure a step-by-step plan**, specifying who my target audience should be, what topics I should make content on, and what the strategy should be around putting content on Instagram. Also, **build a 30-day calendar for my Instagram** uploading schedule.

## Use Cases:

- Get new content ideas for your Instagram to increase your social media growth by regularly following a calendar for uploading your content..
- Entrepreneurs can expand their brand's reach by using this prompt to develop a strategic plan for their social media marketing efforts.

## PROMPT #2

## Create Ad Copy for your Brand's product

Template:

**Act as a Sr. Copywriter who specializes in Ad Copy for Handbags.** Your task is to create ad copy for Jetblack Handbags with the brand name Alex Jetbags. This ad will run on Instagram. Our target is to get the attention of college students who have an average budget but want stylish and long-lasting bags.

Your objective is to communicate the unique features and benefits of the product and ultimately drive conversions. **Features** of Jetblack Handbags: It is waterproof, durable, clean, and minimal, has three pockets, a special USB slot for charging, and special storage for laptops.

The prompt is asking you to create ad copy for a brand called Alex Jetbags.

The ad will run on Instagram and **targets college students** who want stylish and long-lasting bags at an affordable price. Your task is to highlight the features and benefits of the product to drive conversions.

Using the template:

**Act as a Sr. Copywriter who specializes in Ad Copy for Handbags.** Your task is to create ad copy for Jetblack Handbags with the brand name Alex Jetbags. This ad will run on Instagram. Our target is to get the attention of college students who have an average budget but want stylish and long-lasting bags.

Your objective is to communicate the unique features and benefits of the product and ultimately drive conversions. **Features** of Jetblack Handbags: It is waterproof, durable, clean, and minimal, has three pockets, a special USB slot for charging, and special storage for laptops.

**GPT 4 Completion:**

Introducing Alex Jetbags - the ultimate companion for the modern college student who needs a bag that's both stylish and functional. Say goodbye to flimsy, impractical bags that just don't cut it.

Our Jetblack Handbags are not only waterproof and durable, but they're also designed with a clean and minimalistic aesthetic that's sure to turn heads. With three spacious pockets and a special USB slot for charging on the go, you'll have everything you need right at your fingertips.

But we didn't stop there - our Jetblack Handbags also feature special storage for laptops, so you can take your tech with you wherever you go. And with our commitment to quality craftsmanship, you can trust that your Alex Jetbags will last you for years to come.

Upgrade your style and functionality with Alex Jetbags - the perfect choice for

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

Act as a Sr. Copywriter

### **DEFINE THE TASK**

Create an ad copy for Jetblack Handbags with the brand name Alex Jetbags targeting college students who have an average budget but want stylish and long-lasting bags.

### **SET EXPECTATIONS**

Your objective is to communicate the unique features and benefits of the product and ultimately drive conversions.



This prompt helps to define the product's unique features and its benefits, thus help in creating ad copy which drives conversions.

## Last revision:

### **Act as a Sr. Copywriter who specializes in Ad Copy for Handbags.**

Your task is to create ad copy for Jetblack Handbags with the brand name Alex Jetbags. This ad will run on Instagram. Our target is to get the attention of college students who have an average budget but want stylish and long-lasting bags.

Your objective is to communicate the unique features and benefits of the product and ultimately drive conversions. **Features of Jetblack Handbags:** It is waterproof, durable, clean, and minimal, has three pockets, a special USB slot for charging, and special storage for laptops.

## Use Cases:

- Improve your sales by creating ad copy that speaks directly to your target audience and highlights your product's unique features and benefits.
- You can use this prompt to get better copy for your Digital marketing ads.
- Boost your conversion rates by developing ad copy that persuades potential customers to take action.

## PROMPT #3

## Write a cold email to a client promoting your product

Template:

**Act as a cold email specialist;** your task is to write a cold email to Mr. Allen Smith, who is a Fitness influencer, and introduce them to the "Fitness tracker Smartwatch" from the brand " FitPulse". The product features: Bluetooth Calling, 100+ Sports Mode, Blood-oxygen Saturation Measurement, 24H Heart Rate Monitoring, Sleep Quality Monitoring, Bluetooth Music Control, Bluetooth Voice Assistant, 10 Days of Battery Life, With Call Functions, Touchscreen, suitable for both Fitness & Outdoor.

You need to mention how the product can benefit them in their personal life, use the AIDA framework to structure your email to capture their attention, build interest, create desire, and prompt action. Write a personalised, engaging, and to-the-point cold email to **increase the chances of a response**, creating an interest in the recipient to take action and learn more about the product.

A prompt on **crafting effective cold emails** to connect with potential clients or customers. With the right approach, cold emailing can be a powerful tool for introducing your product or services.

Using the template:

**Act as a cold email specialist;** your task is to write a cold email to Mr. Allen Smith, who is a Fitness influencer, and introduce them to the "Fitness tracker Smartwatch" from the brand " FitPulse". The product features: Bluetooth Calling, 100+ Sports Mode, Blood-oxygen Saturation Measurement, 24H Heart Rate Monitoring, Sleep Quality Monitoring, Bluetooth Music Control, Bluetooth Voice Assistant, 10 Days of Battery Life, With Call Functions, Touchscreen, suitable for both Fitness & Outdoor.

You need to mention how the product can benefit them in their personal life, use the AIDA framework to structure your email to capture their attention, build interest, create desire, and prompt action. Write a personalised, engaging, and to-the-point cold email to **increase the chances of a response**, creating an interest in the recipient to take action and learn more about the product.

GPT 4 Completion:

Subject: Revolutionize Your Fitness Game with FitPulse Smartwatch

Dear Mr. Allen Smith,

I hope this email finds you well. I came across your fitness journey on Instagram and I must say, I was impressed with your dedication towards a healthy lifestyle. As a fitness enthusiast myself, I couldn't help but reach out to you with a product that could take your fitness journey to the next level - FitPulse Smartwatch.

Our FitPulse Smartwatch is the perfect companion for fitness enthusiasts like yourself. With 100+ sports modes, blood-oxygen saturation measurement, 24H heart rate monitoring, sleep quality monitoring, and Bluetooth music control, our watch has everything you need to track your fitness progress and achieve your fitness goals.

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

Act as a **cold email specialist**

### **DEFINE THE TASK**

Write a cold email to Mr. Allen Smith, who is a Fitness influencer, and introduce them to the "Fitness tracker Smartwatch" from the brand " FitPulse".

### **DEFINE THE GOAL**

To create interest in the recipient and convince them to learn more about the product.

### **SET CONSTRAINTS**

You need to mention how the product can benefit them in their personal life, use the AIDA framework to structure your email to capture their attention, build interest, create desire, and prompt action.

### **SET EXPECTATIONS**

**increase the chances of a response**, creating an interest in the recipient to take action and learn more about the product.

 **To get the best possible results, make sure you mention the benefits and features of your product clearly.**

## Last revision:

**Act as a cold email specialist;** your task is to write a cold email to Mr. Allen Smith, who is a Fitness influencer, and introduce them to the "Fitness tracker Smartwatch" from the brand " FitPulse". The product features: Bluetooth Calling, 100+ Sports Mode, Blood-oxygen Saturation Measurement, 24H Heart Rate Monitoring, Sleep Quality Monitoring, Bluetooth Music Control, Bluetooth Voice Assistant, 10 Days of Battery Life, With Call Functions, Touchscreen, suitable for both Fitness & Outdoor.

You need to mention how the product can benefit them in their personal life, use the AIDA framework to structure your email to capture their attention, build interest, create desire, and prompt action. Write a personalised, engaging, and to-the-point cold email to **increase the chances of a response**, creating an interest in the recipient to take action and learn more about the product.

## Use Cases:

- Reach out to influencers and pitch them with your email that they'll actually want to read and share, by explaining how your product will change the game for them and their audience.

## CHAPTER 6

# Prompts for Content Creation

Let's look at how to use ChatGPT to create content for your social media.

## PROMPT #1

# Create video scripts and blog posts for your social media

## Template:

**Act as a food blogger** who specializes in healthy and sustainable cooking, your objective is to create an Instagram video recipe tutorial that will be both visually stunning and educational. The tutorial should focus on a specific ingredient and **highlight the benefits of using a particular kitchen gadget sponsor product.**

To create an engaging and informative tutorial, you must **demonstrate** how the sponsor product can simplify cooking, save time, and elevate the taste and presentation of the dish. In addition, you must write an **engaging blog post** that complements the video, providing additional context and information to your readers. **Your target audience** is food enthusiasts who are looking for innovative and exciting ways to incorporate new ingredients and gadgets into their cooking.

This prompt is being used to create an Instagram video recipe tutorial that showcases a specific ingredient and the benefits of using a particular kitchen **gadget sponsor product.**

Using the template:

**Act as a food blogger** who specializes in healthy and sustainable cooking, your objective is to create an Instagram video recipe tutorial that will be both visually stunning and educational. The tutorial should focus on a specific ingredient and **highlight the benefits of using a particular kitchen gadget sponsor**. The gadget sponsor is a new and innovative product that enhances the cooking experience and provides numerous advantages for food enthusiasts.

To create an engaging and informative tutorial, you must **demonstrate** how the sponsor product can simplify cooking, save time, and elevate the taste and presentation of the dish. In addition, you must write an **engaging blog post** that complements the video, providing additional context and information to your readers. **Your target audience** is food enthusiasts who are looking for innovative and exciting ways to incorporate new ingredients and gadgets into their cooking.

**GPT 4 Completion:**

Hello, foodies! Today, I'm excited to share a recipe featuring a unique and delicious ingredient - quinoa. But first, let me introduce you to our sponsor product - the Spiralizer!

The Spiralizer is an innovative kitchen gadget that turns vegetables and fruits into fun and creative spirals, ribbons, and slices. With its various blades and easy-to-use design, the Spiralizer is perfect for making healthy and sustainable meals that look and taste amazing. And in today's recipe, we'll be using it to transform zucchinis into beautiful noodles that complement the nutty and nutritious quinoa.

Here's what you'll need:

- 1 cup of quinoa
- 2 cups of vegetable broth
- 1 zucchini
- 1 bell pepper
- 1 onion
- 2 cloves of garlic
- 1 tbsp of olive oil
- Salt and pepper to taste

## **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

Act as a **food blogger**

### **DEFINE THE TASK**

Create an Instagram video recipe tutorial that will be both visually stunning and educational.

### **DEFINE THE GOAL**

You must **demonstrate** how the sponsor product can simplify cooking, save time, and elevate the taste and presentation of the dish. In addition, you must write an **engaging blog post** that complements the video, providing additional context and information to your readers.

### **SET CONSTRAINTS**

The tutorial should focus on a specific ingredient and **highlight the benefits of using a particular kitchen gadget sponsor**.

 To make your prompt effective, ensure to include important details such as the specific product or service being promoted, its key features, target audience, and the desired outcome. This will help you to craft a more focused and engaging prompt that resonates with your audience.

## Last revision:

**Act as a food blogger** who specializes in healthy and sustainable cooking, your objective is to create an Instagram video recipe tutorial that will be both visually stunning and educational. The tutorial should focus on a specific ingredient and **highlight the benefits of using a particular kitchen gadget sponsor**. The gadget sponsor is a new and innovative product that enhances the cooking experience and provides numerous advantages for food enthusiasts.

To create an engaging and informative tutorial, you must **demonstrate** how the sponsor product can simplify cooking, save time, and elevate the taste and presentation of the dish. In addition, you must write an **engaging blog post** that complements the video, providing additional context and information to your readers. **Your target audience** is food enthusiasts who are looking for innovative and exciting ways to incorporate new ingredients and gadgets into their cooking.

## Use Cases:

- As a travel blogger who specialises in budget-friendly trips, you can use this prompt to create a video tutorial on how to pack light using a specific luggage sponsor, highlighting its unique features that make traveling easier.
- As a beauty influencer who specialises in natural makeup looks, you can use this prompt to create an Instagram post showcasing a new eco-friendly makeup brand, emphasising the benefits of using natural ingredients and their commitment to sustainability.
- As a fitness influencer who specialises in home workouts, you can use this prompt to create a video tutorial on a new fitness gadget sponsor, highlighting how it can enhance the workout experience and provide a challenging yet rewarding workout routine.

## PROMPT #2

## Get insights from top personalities to improve your content

Template:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were **<Personality>**. Use the exact mental models, thought processes, and tone of voice that the chosen **<Personality>** would have. Also, end every answer with one actionable step I can take toward solving my doubt.

**Personality:** Steve Jobs, Walt Disney and Steven Spielberg.

**Doubt:** As a filmmaker, I'm concerned about my content not getting much engagement despite putting in a lot of effort into creating it. I've been creating short films, documentaries, and promotional content for a while now, and while I've received some positive feedback and a few views, I'm not getting the level of engagement that I'd like.

My content is well-produced and tells a good story, and I feel like it has something valuable to offer viewers.

However, my views and engagement are not reflecting that. I would like to know how I can improve my content creation and promotion strategy to boost engagement and reach a wider audience. Are there any specific tips or techniques that successful filmmakers use to generate more engagement? I'm looking for advice on how to improve my content and reach a wider audience so that I can build a successful career as a filmmaker.

This prompt suggests seeking advice from three influential personalities – **Steve Jobs, Walt Disney, and Steven Spielberg** – on how to improve content creation and promotion strategy to reach a wider audience.

The prompt requests that each response be provided in the exact mental models, thought processes, and tone of voice of the chosen personality and end with one **actionable step** that can be taken to solve the problem of low engagement despite well-produced content.

Using the template:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were **<Personality>**. Use the exact mental models, thought processes, and tone of voice that the chosen **<Personality>** would have. Also, end every answer with one actionable step I can take toward solving my doubt.

**Personality:** Steve Jobs. Walt Disney and Steven Spielberg.

**Doubt:** As a filmmaker, I'm concerned about my content not getting much engagement despite putting in a lot of effort into creating it. I've been creating short films, documentaries, and promotional content for a while now, and while I've received some positive feedback and a few views, I'm not getting the level of engagement that I'd like.

My content is well-produced and tells a good story, and I feel like it has something valuable to offer viewers.

However, my views and engagement are not reflecting that. I would like to know how I can improve my content creation and promotion strategy to boost engagement and reach a wider audience. Are there any specific tips or techniques that successful filmmakers use to generate more engagement? I'm looking for advice on how to improve my content and reach a wider audience so that I can build a successful career as a filmmaker.

**GPT 4 Completion:**

Steve Jobs:

First of all, let me tell you that creating great content alone won't guarantee success. You also need to have a solid promotion strategy to reach a wider audience. One thing that I've always believed in is that you should focus on creating products that people didn't even know they wanted, but once they have it, they can't imagine their lives without it.

You should apply the same principle to your content. You need to create something that people would find compelling and engaging, and once they have seen it, they would want to share it with their friends and family. Your content should evoke emotions and make people feel something.

Another thing that I would suggest is to focus on the quality of your content.

Don't just create content for the sake of creating it. Take your time and make it meaningful.

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

as if you were <Personality>

**Personality:** Steve Jobs, Walt Disney and Steven Spielberg.

### **DEFINE THE TASK**

Improve content creation and promotion strategy to boost engagement and reach a wider audience.

### **DEFINE THE GOAL**

I'm looking for advice on how to improve my content and reach a wider audience so that I can build a successful career as a filmmaker.

### **SET EXPECTATIONS**

Increased engagement and wider reach for the filmmaker's content, leading to a growing audience and successful career.



**When constructing your prompt, be specific about the details of the doubt and the chosen personalities (Steve Jobs, Walt Disney, and Steven Spielberg) you want GPT to emulate.**

## Last revision:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were <Personality>. Use the exact mental models, thought processes, and tone of voice that the chosen <Personality> would have. Also, end every answer with one actionable step I can take toward solving my doubt.

**Personality:** Steve Jobs. Walt Disney and Steven Spielberg.

**Doubt:** As a filmmaker, I'm concerned about my content not getting much engagement despite putting in a lot of effort into creating it. I've been creating short films, documentaries, and promotional content for a while now, and while I've received some positive feedback and a few views, I'm not getting the level of engagement that I'd like.

My content is well-produced and tells a good story, and I feel like it has something valuable to offer viewers.

## Use Cases:

- A musician who creates music videos and wants to increase engagement and reach a wider audience on YouTube and social media.
- A YouTuber who creates videos for a niche audience but is struggling to increase engagement and reach a wider audience.
- A content creator for a fashion brand who wants to improve the engagement of their videos on Instagram and YouTube.

## PROMPT #3

## Boost your Instagram followers

Template:

**Act like a social media marketing manager**, and Create a social media content calendar for a fashion blogger who promotes sustainable fashion. The calendar should include a mix of curated content and original content. The goal of this social media content calendar is to increase engagement and followers for their Instagram account.

The **target audience** is primarily women between the ages of 20-35 who are interested in fashion and lifestyle content. They are conscious consumers who are looking for affordable and sustainable fashion options. They are also interested in health and wellness, travel, and self-care.

The content should be visually appealing and relevant to the fashion blogger's brand and audience. Start by researching the latest fashion trends and topics that are relevant to the audience. Consider seasonal trends and events to include in the content calendar, such as holidays, fashion weeks, and special promotions. **Use relevant hashtags** in each post to **increase visibility and engagement**.

**The prompt will guide a social media marketing manager** to create a calendar of engaging and visually appealing content for a content creator of any specific niche.

The calendar will be targeted towards a conscious female audience, who are interested in fashion, health and wellness, travel, and self-care. The **aim is to create a mind map for creating more content** on the blogger's Instagram account.

Using the template:

Act like a social media marketing manager, and Create a social media content calendar for a fashion blogger who promotes sustainable fashion. The calendar should include a mix of curated content and original content. The goal of this social media content calendar is to increase engagement and followers for their Instagram account.

The target audience is primarily women between the ages of 20-35 who are interested in fashion and lifestyle content. They are conscious consumers who are looking for affordable and sustainable fashion options. They are also interested in health and wellness, travel, and self-care.

The content should be visually appealing and relevant to the fashion blogger's brand and audience. Start by researching the latest fashion trends and topics that are relevant to the audience. Consider seasonal trends and events to include in the content calendar, such as holidays, fashion weeks, and special promotions. Use relevant hashtags in each post to increase visibility and engagement.

GPT 4 Completion:

Here's an example social media content calendar for a sustainable fashion blogger promoting their Instagram account:

Week 1:

- Monday: Curated content - Share a post from a sustainable fashion brand and highlight its eco-friendly features. Use the hashtag #sustainablefashion.
- Wednesday: Original content - Share a photo of a thrifted outfit and write a caption about the importance of second-hand shopping. Use the hashtag #thriftedstyle.
- Friday: Original content - Share a post about a DIY fashion project using upcycled materials. Use the hashtag #DIYfashion.

Week 2:

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

Act like a **social media marketing manager**

### **DEFINE THE TASK**

Create a social media content calendar for a sustainable fashion blogger on Instagram.

### **DEFINE THE GOAL**

The goal of this social media content calendar is to help you create a mind map for content creation, for their Instagram account.

### **SET CONSTRAINTS**

The content should be visually appealing and relevant to the fashion blogger's brand and audience.



**Specify the details of the type of creator, such as bloggers, and their niche, as well as their target audience to get more useful content ideas in the calendar.**

## Last revision:

**Act like a social media marketing manager**, and Create a social media content calendar for a fashion blogger who promotes sustainable fashion. The calendar should include a mix of curated content and original content. The goal of this social media content calendar is to increase engagement and followers for their Instagram account.

The **target audience** is primarily women between the ages of 20-35 who are interested in fashion and lifestyle content. They are conscious consumers who are looking for affordable and sustainable fashion options. They are also interested in health and wellness, travel, and self-care. The content should be visually appealing and relevant to the fashion blogger's brand and audience. Start by researching the latest fashion trends and topics that are relevant to the audience. Consider seasonal trends and events to include in the content calendar, such as holidays, fashion weeks, and special promotions. **Use relevant hashtags** in each post to **increase visibility and engagement**.

## Use Cases:

- A content calendar for a fitness influencer who wants to promote a healthy and active lifestyle to their audience. This could include researching fitness trends, workout routines, and healthy meal options.
- A content calendar for a filmmaker who wants to showcase their latest films and behind-the-scenes content to their audience. This could also include promoting upcoming releases, sharing production updates, and providing insights into the creative process.
- A content calendar for a tech reviewer who wants to showcase the latest gadgets and technology trends to their audience. This could include researching new product launches, reviewing and testing products, and providing in-depth analysis and comparisons.

## CHAPTER 7

# Prompts for UX Designers

Some very cool prompts to help you  
improve your user case studies, UX Design  
systems & prepare for job interviews.

## PROMPT #1

# Improve your user case studies

Template:

**Act as a senior UX Design Mentor**, and provide a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analysing data. Also, **provide real examples** to illustrate these steps.

Also, mention how you decide on the **appropriate research method** to use based on the research question and provide a list of some **free or low-cost tools** that can be used for conducting user research studies.

This prompt asks a **senior UX Design Mentor** to explain how to conduct a user research study, including steps for recruiting participants and analysing data. It also asks for real examples to illustrate these steps, and how to decide on the appropriate research method based on the research question.

Using the template:

**Act as a senior UX Design Mentor**, and provide a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analysing data. Also, **provide real examples** to illustrate these steps.

Also, mention how you decide on the **appropriate research method** to use based on the research question and provide a list of some **free or low-cost tools** that can be used for conducting user research studies.

GPT 4 Completion:

As a senior UX Design Mentor, I would like to provide you with a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analyzing data. I will also provide real examples to illustrate these steps. In addition, I will mention how to decide on the appropriate research method to use based on the research question and provide a list of some free or low-cost tools that can be used for conducting

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### ASSIGN A ROLE

Act as a **senior UX Design Mentor**

### DEFINE THE TASK

Provide a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analysing data. Also, **provide real examples** to illustrate these steps

### SET CONSTRAINTS

Mention how you decide on the **appropriate research method** to use based on the research question and provide a list of some **free or low-cost tools**



**Identify the main objective of the prompt and make sure you give enough context .**

## Last revision:

**Act as a senior UX Design Mentor**, and provide a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analysing data. Also, **provide real examples** to illustrate these steps.

Also, mention how you decide on the **appropriate research method** to use based on the research question and provide a list of some **free or low-cost tools** that can be used for conducting user research studies.

## Use Cases:

- A startup company with limited resources can use this prompt to learn about low-cost ways to conduct user research and gain insights into its target audience.
- A UX design team in a large organisation can use this prompt to standardise their approach to user research and ensure consistency across different projects.

## PROMPT #2

## Accelerate your UI Design systems

Template:

**Act as a Sr. UI Design System Manager.** Make a checklist of design states I need to make for a Button Component for my iOS Mobile App. Give me the result in a table format. Make sure you include all interactive states and edge cases I need to consider in my UI Design System.

This prompt suggests creating a **table checklist of design states** for a Button Component in an iOS Mobile App, including all interactive states and edge cases to consider for a high-quality **UI Design System**.

As a **Sr. UI Design System Manager**, it is important to ensure that all of these states are accounted for to achieve a superior user experience.

Using the template:

**Act as a Sr. UI Design System Manager.** Make a checklist of design states I need to make for a Button Component for my iOS Mobile App. Give me the result in a table format. Make sure you include all interactive states and edge cases I need to consider in my UI Design System.

Sure, as a Sr. UI Design System Manager, I understand the importance of having a clear checklist of design states for a button component in an iOS mobile app. Here is a table format that includes all the interactive states and edge cases to consider:

Design State	Description
Default State	The normal, inactive state of the button
Pressed State	The state when the user touches the button
Focused State	The state when the button is in focus
Disabled State	The state when the button is disabled
Loading State	The state when the button is in the process of loading
Error State	The state when the button is unable to perform its action

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

Act as a **Sr. UI Design System Manager**

### **DEFINE THE TASK**

Make a checklist of design states I need to make for a Button Component for my iOS Mobile App.

### **DEFINE THE GOAL**

Give me the result in a table format.

### **SET CONSTRAINTS**

Make sure you include all interactive states and edge cases I need to consider in my UI Design System.



**Provide examples to ChatGPT, to make it understand and how your expected outcome should look like.**

**Last revision:**

**Act as a Sr. UI Design System Manager.** Make a checklist of design states I need to make for a Button Component for my iOS Mobile App. Give me the result in a table format. Make sure you include all interactive states and edge cases I need to consider in my UI Design System.

## PROMPT #3

## Prepare for your UX Design job interview

Template:

**Act as an HR Recruiter at Google** and you are seeking to **hire a UX designer**.

Prepare a set of ten questions that I can expect to encounter during the interview process.

Following the interview, you will **provide me with feedback** on the basis of my answers. Furthermore, you will provide me with a **list of free resources** that I can utilise to prepare thoroughly before my actual interview.

Additionally, provide some **key tips** to keep in mind before attending the interview. I will be the candidate and you will ask me the interview questions. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me.

Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. Start by greeting me with a simple "Hello."

This prompt is a set of instructions for a mock interview for a UX design position at Google. As the candidate, you will be asked ten interview questions by the HR recruiter in the role of an interviewer.

After the interview, you will receive feedback on your answers and be provided with a list of free resources to help you prepare for your actual interview. Additionally, the prompt includes key tips to keep in mind before attending the interview.

Using the template:

**Act as an HR Recruiter at Google** and you are seeking to **hire a UX designer**.

Prepare a set of ten questions that I can expect to encounter during the interview process.

Following the interview, you will **provide me with feedback** on the basis of my answers. Furthermore, you will provide me with a **list of free resources** that I can utilise to prepare thoroughly before my actual interview.

Additionally, provide some **key tips** to keep in mind before attending the interview. I will be the candidate and you will ask me the interview questions. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me.

Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. Start by greeting me with a simple "Hello."

**GPT 4 Completion:**

Hello, thank you for applying for the UX designer position at Google. I would like to ask you a few questions to better understand your skills and experience. Are you ready to begin?

1. Can you tell me about your experience designing user interfaces for mobile applications?
2. How do you approach user research? Can you walk me through your process?
3. How do you stay up-to-date with the latest UX design trends and technologies?
4. Can you describe a project you worked on where you had to balance user needs with business goals? How did you handle that situation?
5. Can you give an example of a design problem you encountered and how you solved it?
6. Can you walk me through your design process, from ideation to implementation?
7. Can you tell me about a time when you had to design for accessibility? How did you ensure that the design was accessible to all users?
8. Can you describe a project where you had to work with a cross-functional team? What was your role, and how did you collaborate with your team?

## 🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

### **ASSIGN A ROLE**

Act as an **HR Recruiter at Google**

### **DEFINE THE TASK**

Prepare a set of ten questions that I can expect to encounter during the interview process.

### **DEFINE THE GOAL**

**Provide me with feedback** on the basis of my answers. Furthermore, you will provide me with a **list of free resources** that I can utilise to prepare thoroughly before my actual interview.

### **SET CONSTRAINTS**

I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me.



**Make sure you specify in the prompt to ask you the questions one by one and wait for your answers before proceeding to the next question.**

## Last revision:

**Act as an HR Recruiter at Google** and you are seeking to **hire a UX designer**. Prepare a set of ten questions that I can expect to encounter during the interview process.

Following the interview, you will **provide me with feedback** on the basis of my answers. Furthermore, you will provide me with a **list of free resources** that I can utilise to prepare thoroughly before my actual interview.

Additionally, provide some **key tips** to keep in mind before attending the interview. I will be the candidate and you will ask me the interview questions. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me.

Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. Start by greeting me with a simple "Hello."

## Use Cases:

- A UX Designer can use this prompt to practice their interview skills and research the types of questions commonly asked in UX design job interviews.
- An HR recruiter at a different company can use this prompt as a guide to prepare interview questions for a UX designer job role.

## CHAPTER 8

# Best Resources to Improve Prompting Skills

Top resources to enhance your prompt engineering skills and get better results from ChatGPT.

Everyone's talking about it - **ChatGPT has superpowers! It's true!**

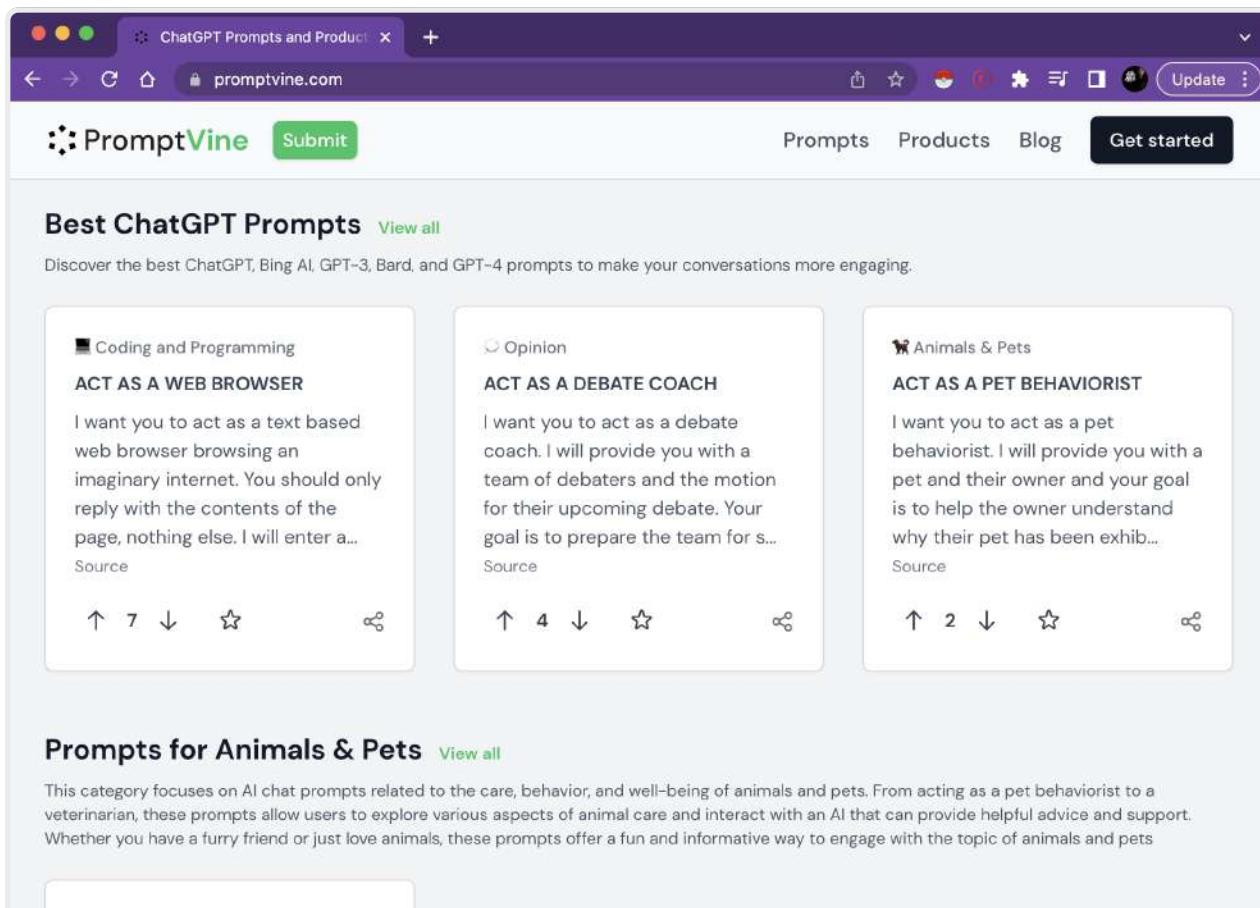
But to **unlock the full potential** of ChatGPT, it's essential to learn how to communicate with it effectively. You must improve your prompt engineering skills in order to get the best possible results.

So, here is a list of the best resources that you can use to **improve your prompting skills**.

### RESOURCE #1

## promptvine.com

PromptVine offers a vast collection of **easy-to-understand** prompts and resources, with categories ranging from general conversation to specialised professions like writing, art, development, and more.

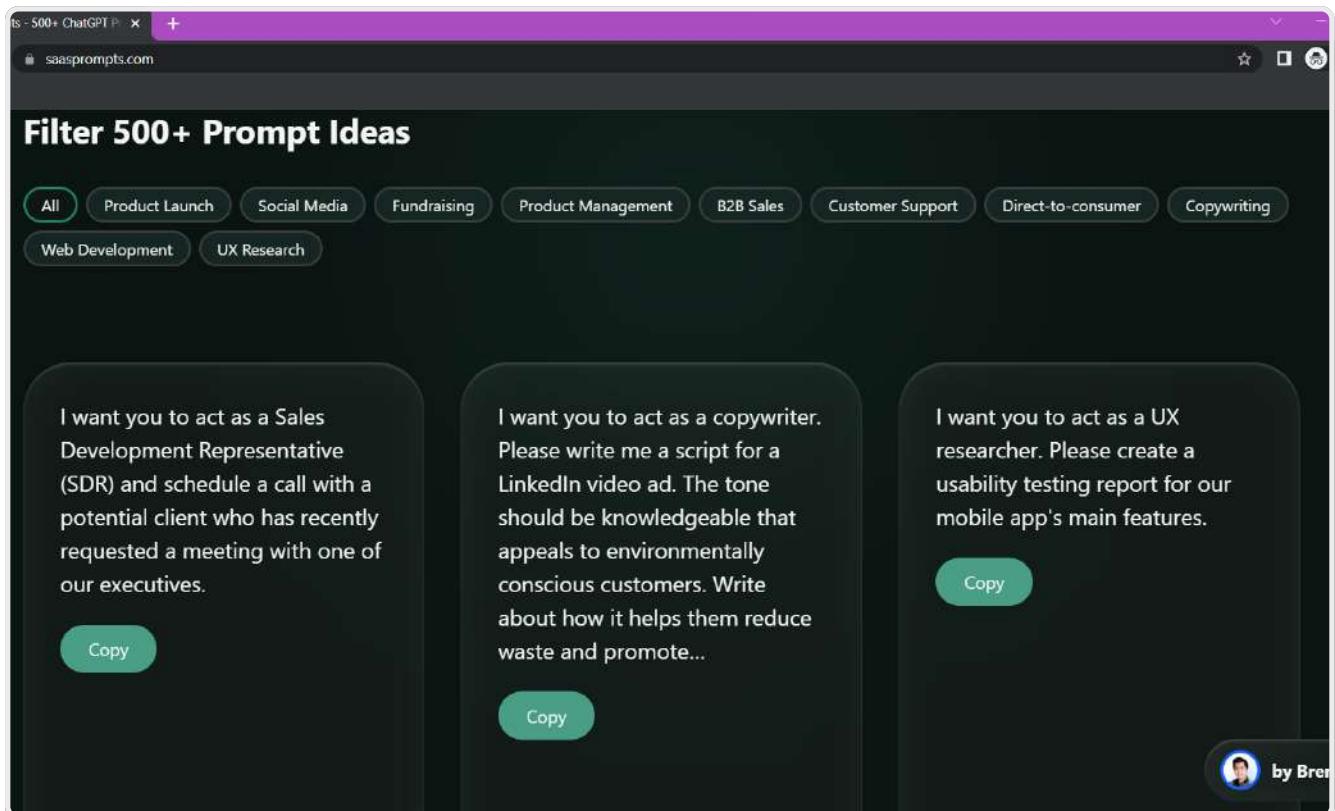


The screenshot shows the promptvine.com website. At the top, there's a navigation bar with 'Prompts', 'Products', 'Blog', and a 'Get started' button. Below the navigation, there's a section titled 'Best ChatGPT Prompts' with a 'View all' link. It features three cards: 'Coding and Programming' (ACT AS A WEB BROWSER), 'Opinion' (ACT AS A DEBATE COACH), and 'Animals & Pets' (ACT AS A PET BEHAVIORIST). Each card has a description, a 'Source' link, and upvote/downvote/star/reply buttons. Below this, there's a section titled 'Prompts for Animals & Pets' with a 'View all' link and a descriptive paragraph.

## RESOURCE #2

## saasprompts.com

Saas stands for Software as a Service. If you're a startup owner then this website will help you build you a better platform.



The screenshot shows a web browser window with the URL 'saasprompts.com' in the address bar. The page title is 'Filter 500+ Prompt Ideas'. Below the title is a horizontal row of buttons for filtering prompts: 'All', 'Product Launch', 'Social Media', 'Fundraising', 'Product Management', 'B2B Sales', 'Customer Support', 'Direct-to-consumer', 'Copywriting', 'Web Development', and 'UX Research'. The 'All' button is highlighted with a green border. The main content area displays three prompts in rounded rectangular boxes:

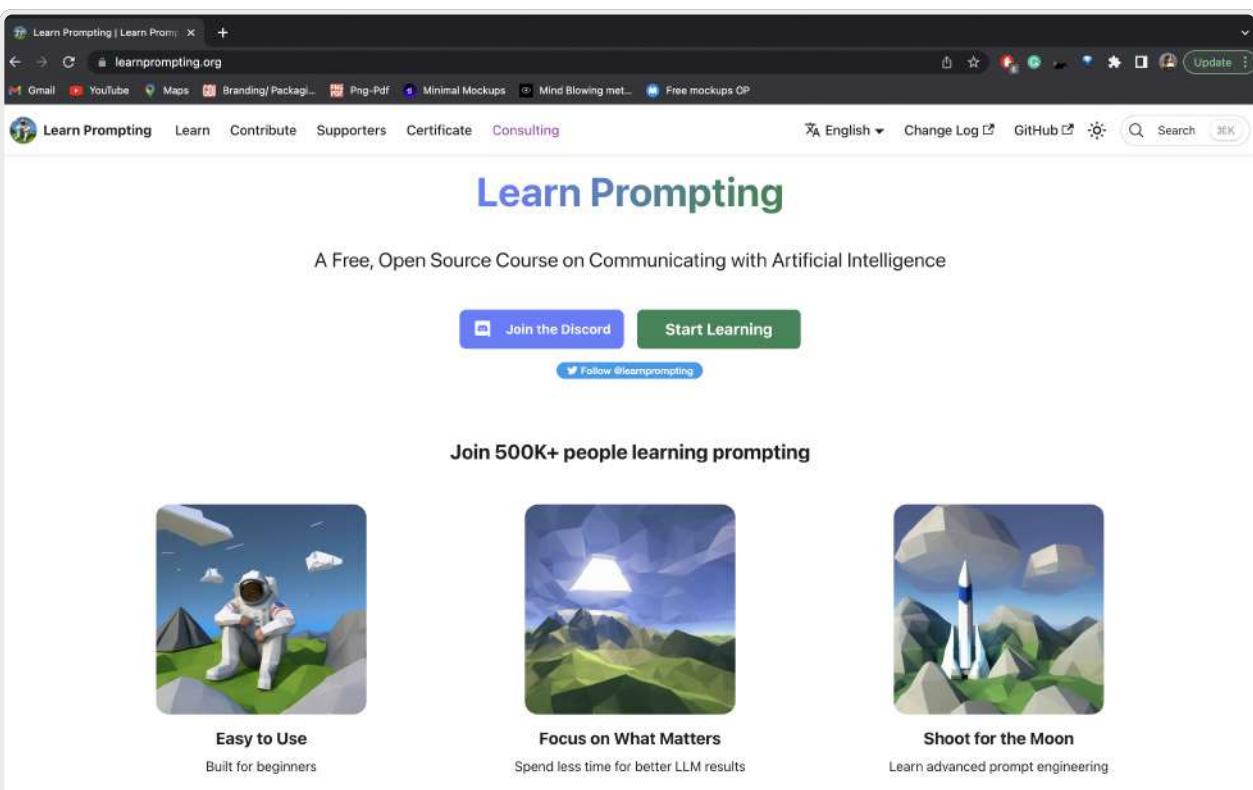
- I want you to act as a Sales Development Representative (SDR) and schedule a call with a potential client who has recently requested a meeting with one of our executives.** [Copy](#)
- I want you to act as a copywriter. Please write me a script for a LinkedIn video ad. The tone should be knowledgeable that appeals to environmentally conscious customers. Write about how it helps them reduce waste and promote...** [Copy](#)
- I want you to act as a UX researcher. Please create a usability testing report for our mobile app's main features.** [Copy](#)

In the bottom right corner of the page, there is a small circular profile picture and the text 'by Bren'.

## RESOURCE #3

# learnprompting.org

Learnprompting is a free and open-source website designed specifically for beginners, with **easy-to-follow chapters** covering everything from the basics to advanced techniques of prompt engineering.



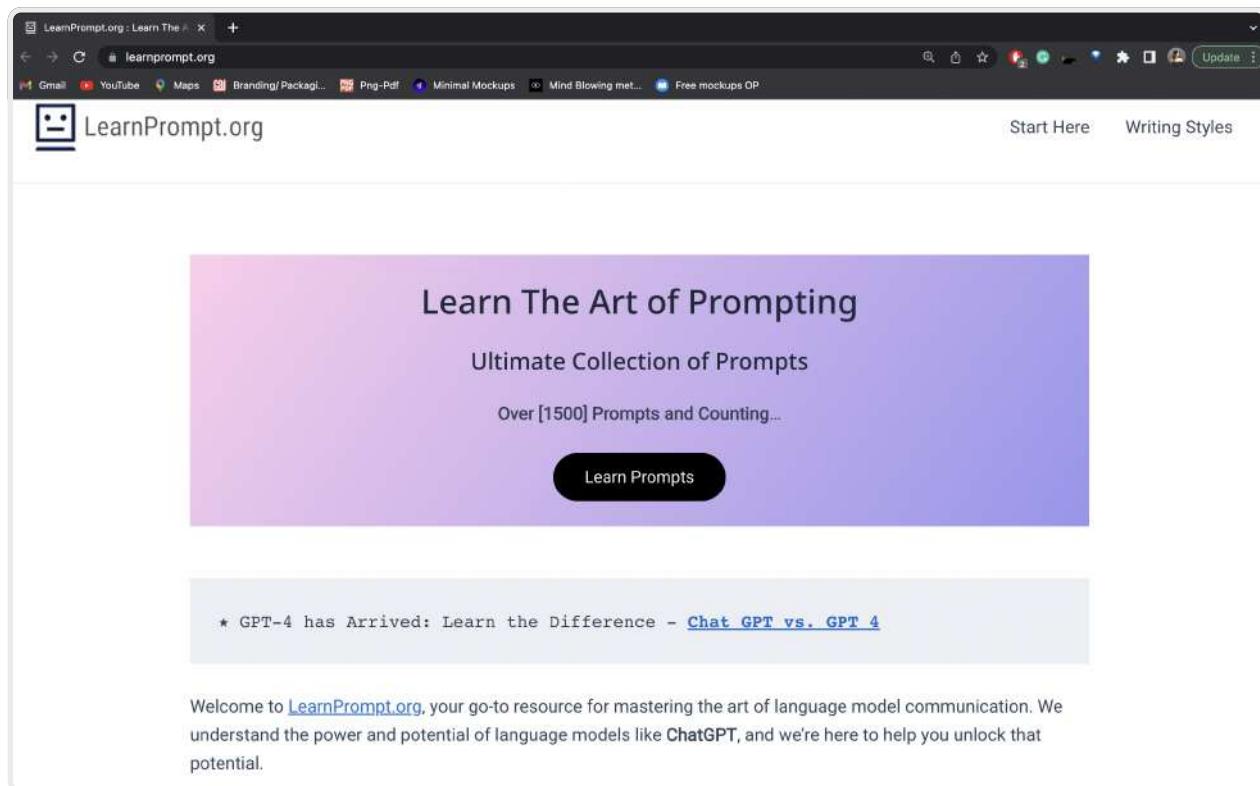
The screenshot shows the homepage of learnprompting.org. The header features the site's name in a large, bold, blue font. Below the header, a sub-headline reads "A Free, Open Source Course on Communicating with Artificial Intelligence". Two prominent buttons are visible: a blue "Join the Discord" button and a green "Start Learning" button. A small "Follow @learnprompting" link is located just below the "Start Learning" button. The main content area is titled "Join 500K+ people learning prompting" and contains three promotional cards. The first card, "Easy to Use", shows an astronaut sitting on a grassy hill and includes the text "Built for beginners". The second card, "Focus on What Matters", shows a low-poly landscape with a bright sun and includes the text "Spend less time for better LLM results". The third card, "Shoot for the Moon", shows a rocket launching from a rocky hill and includes the text "Learn advanced prompt engineering". The footer of the browser window shows various open tabs and the address bar.

## RESOURCE #4

## LearnPrompt.org

This website has an extensive collection of over **1500+ prompts**, along with a table of various verbs and tones of voice that you can use to get more **accurate and useful answers from ChatGPT**.

With curated examples of prompts for different purposes, this resource is a valuable tool to enhance your prompt writing abilities.

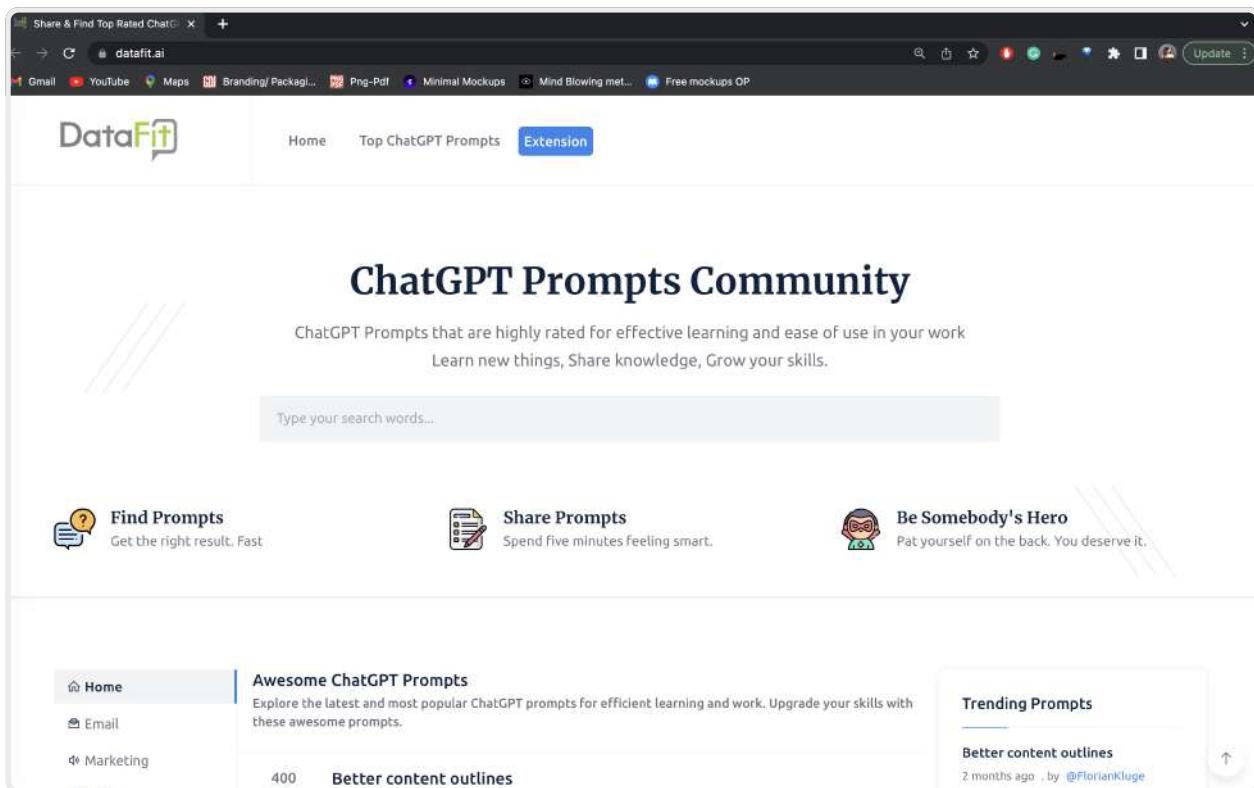


## RESOURCE #5

## datafit.ai

Datafit is a **community of prompt writers** that offers hundreds of top ChatGPT prompts for any topic, including marketing, coding, finance, writing, gaming, and art.

It has a wide variety of copy-and-paste prompts, which makes it easy to improve your prompt engineering skills and explore new topics.



The screenshot shows the DataFit.ai website. At the top, there is a navigation bar with links for Home, Top ChatGPT Prompts, and Extension. Below the navigation bar, the main heading is "ChatGPT Prompts Community". A sub-headline reads "ChatGPT Prompts that are highly rated for effective learning and ease of use in your work". Below this, a tagline says "Learn new things, Share knowledge, Grow your skills.". There is a search bar with the placeholder "Type your search words...". Below the search bar, there are three sections: "Find Prompts" (Get the right result. Fast), "Share Prompts" (Spend five minutes feeling smart.), and "Be Somebody's Hero" (Pat yourself on the back. You deserve it.). At the bottom, there is a sidebar with links for Home, Email, Marketing, and a section titled "Awesome ChatGPT Prompts" which says "Explore the latest and most popular ChatGPT prompts for efficient learning and work. Upgrade your skills with these awesome prompts.". There is also a "Trending Prompts" section with a post titled "Better content outlines" by @FlorianKluge.

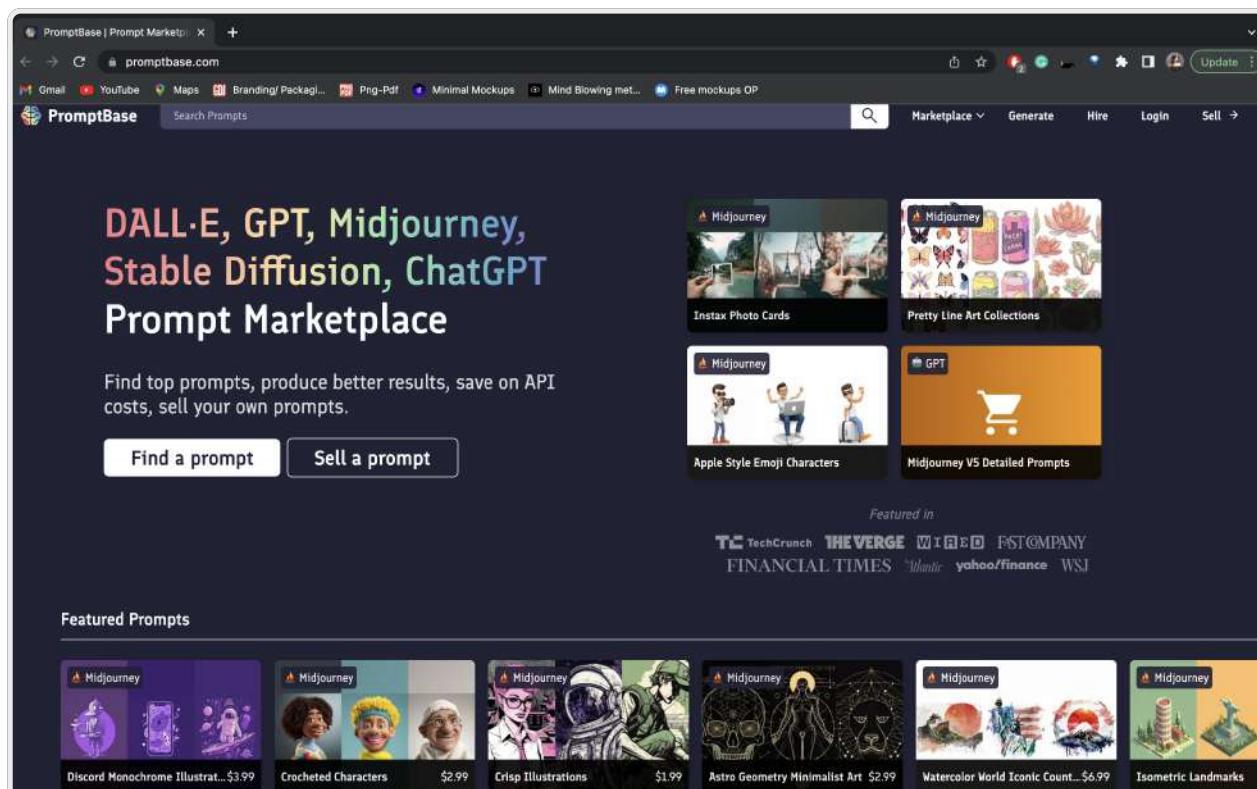
## RESOURCE #6

## promptbase.com

**Prompt Base** is an active marketplace where you can buy and sell the best prompts related to ChatGPT, DALL-E, & Midjourney.

With the rise in popularity of AI models like ChatGPT, prompt engineering is going to become an in demand skill. It will play a big role for companies looking to leverage these AI models.

So, it's better to improve your prompting skills by looking at what type of prompts of others are using.



## Key Takeaways

Improving your prompt engineering skills is crucial for unlocking ChatGPT's full potential.

Use PromptVine, LearnPrompt, and other resources to practice your prompting skills regularly to get better results from ChatGPT.

PromptBase is a unique marketplace where you can actually sell your prompts to earn money.

## CHAPTER 9

# Websites for Top AI Tools

Stay up to date about the latest AI tools and AI news in the market with these websites!

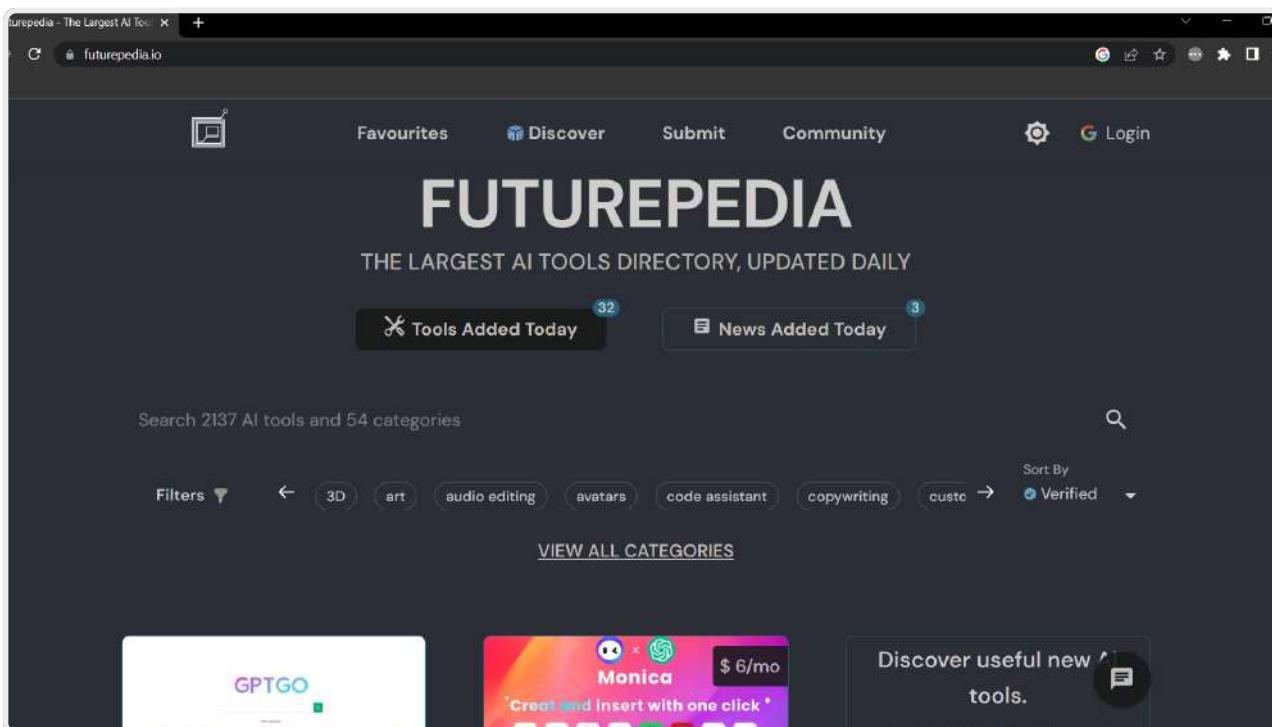
So 2023 has already proven to be an **exciting year for the world of AI**, with cutting-edge products and technologies entering the market.

In this chapter, we'll explore the top websites to help you stay informed and up-to-date on all things about AI.

WEBSITE #1

## futurepedia.io

FuturePedia is the **largest directory of AI tools on the internet**, updated daily with the newest products in the market. It provides valuable information about each tool, including its top features, use cases, pricing, and the latest news around the AI world.

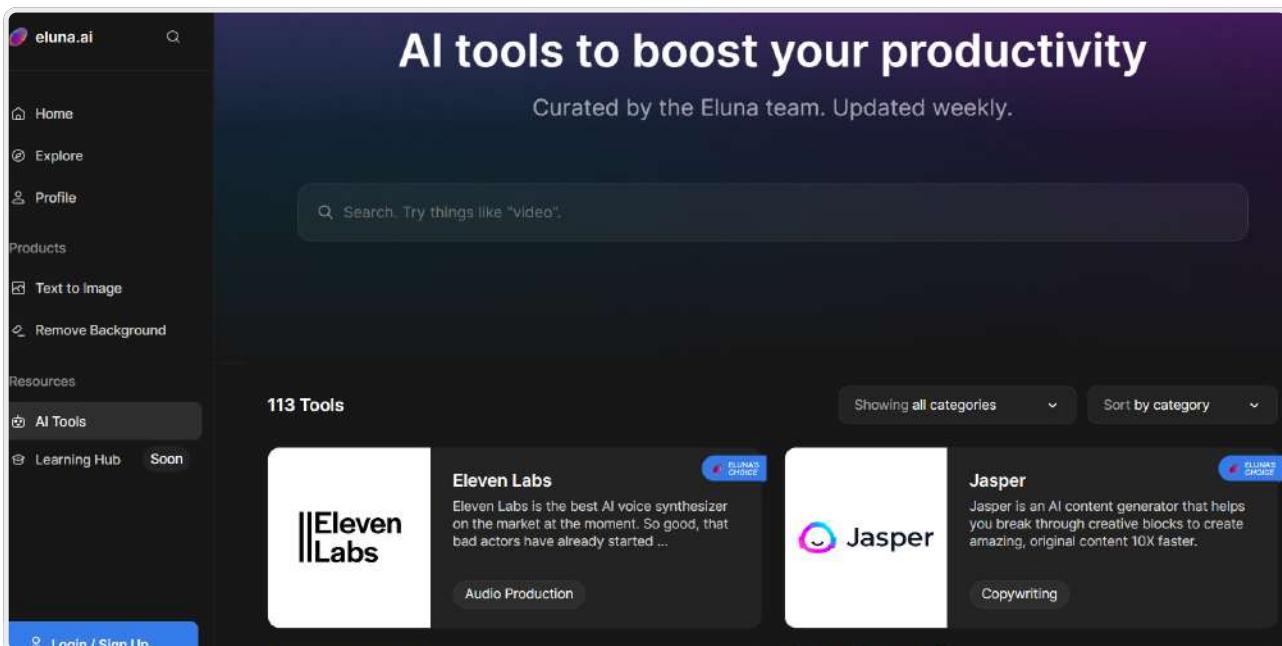


WEBSITE #2

## Eluna.ai

This is another great resource to stay updated with the latest AI tools and products in the market. Although updated weekly, it lists useful tools that **can help boost your productivity.**

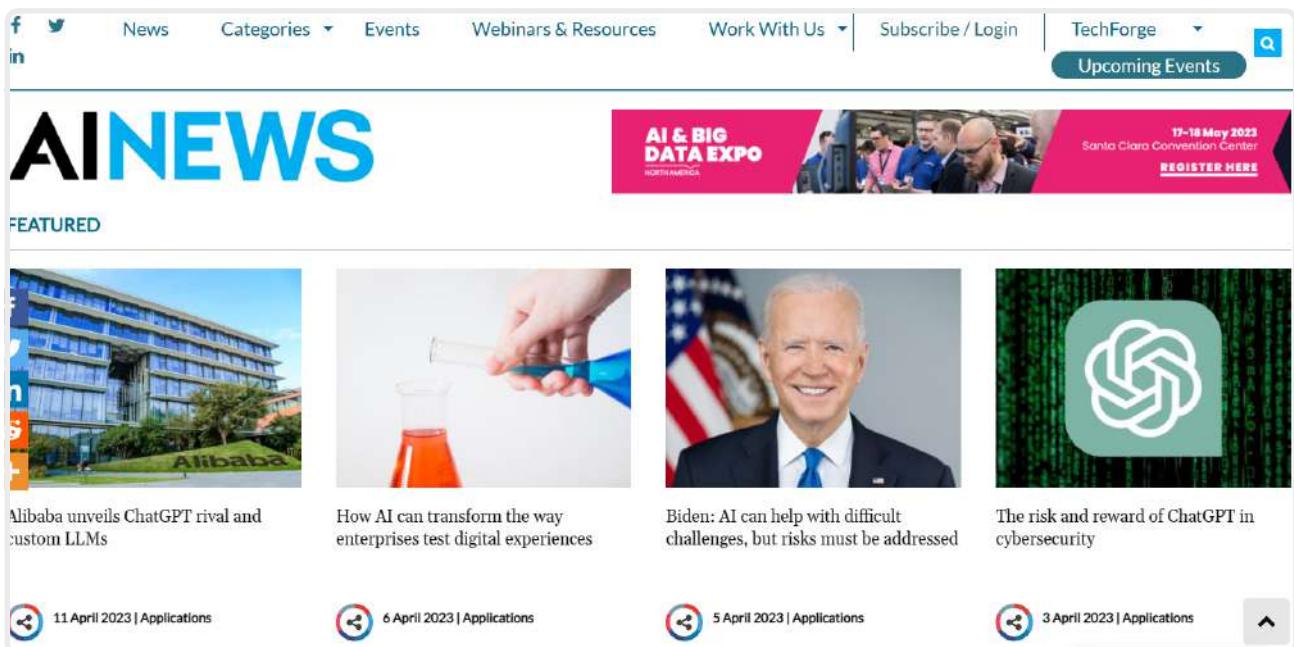
Also, don't forget to check out their Instagram page, eluna.ai, where you can find daily posts about the popular news in the world of AI.



WEBSITE #3

## artificialintelligence-news.com

Think of it as the BBC News of AI, providing you with the latest updates and breaking news around. It covers various categories, such as machine learning, robotics, and industries. Stay informed of the most recent developments in AI through AI News.



The screenshot shows the homepage of [artificialintelligence-news.com](https://www.artificialintelligence-news.com). The top navigation bar includes links for News, Categories, Events, Webinars & Resources, Work With Us, Subscribe / Login, TechForge, and Upcoming Events. A prominent banner for the "AI & BIG DATA EXPO NORTH AMERICA" is displayed, featuring a photo of attendees and the text "17-18 May 2023 Santa Clara Convention Center REGISTER HERE". The main content area is titled "FEATURED" and contains four news cards:

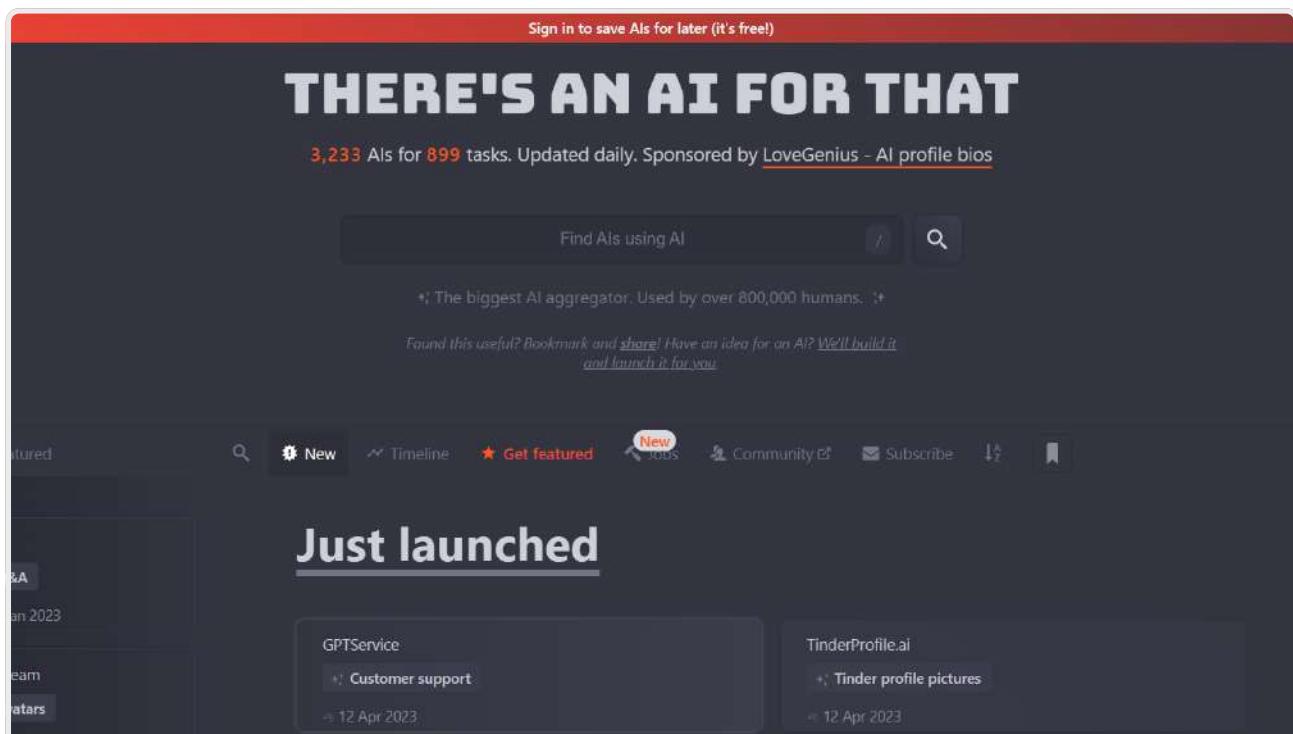
- Alibaba unveils ChatGPT rival and custom LLMs** (11 April 2023 | Applications)
- How AI can transform the way enterprises test digital experiences** (6 April 2023 | Applications)
- Biden: AI can help with difficult challenges, but risks must be addressed** (5 April 2023 | Applications)
- The risk and reward of ChatGPT in cybersecurity** (3 April 2023 | Applications)

WEBSITE #4

## theresanaiforthat.com

There's an AI for that is another website Like Futurepedia and ElunaAI, it provides a **vast collection of curated AI tools** that are updated daily. You can find it all on this website, from tools for various purposes to those recently launched.

You can easily navigate the website using the past months and years list, which shows the tools found during that period.



By following these resources and websites, you can stay up-to-date with the latest AI tools and news, so that you won't be left behind in this rapidly changing world of technology.

## CHAPTER 10

# What to do? Next steps

Before you end this eBook, there are a few things I need to tell you so that you can keep up with the fast pacing AI world and use AI to grow in your career.

# How to spend 2023

There's a high chance that many AI tools will evolve and a lot of specific tips that I've shared here will get outdated.

However, the ability to write better prompts and constraints will always be valuable moving forward. Spend time practising tools like ChatGPT and Midjourney. **AI won't replace you. However, if you don't evolve and adapt, very soon a human being who knows how to use AI will replace you.**

## Apart from these skills,

Make sure you take care of your mind and body. With more tools coming in, more people will start spending time on screens forgetting that exercise, mental health and overall well being is just as important as any other big skill.

Make sure you exercise regularly, invest in your nutrition and sleep. None of this matters if your mind and body are not working for you.

## For additional learning

You can checkout my YouTube Channel (@AnshMehraAI). I've uploaded quite a lot of content for free. However, if you want a detailed structured course, I'd strongly suggest you to checkout our live masterclass.

We conduct them regularly for students interesting in learning ChatGPT and Midjourney in detail. You can find more details on Think School's Website.

You can reach out on [admin@anshmehra.com](mailto:admin@anshmehra.com) for any other doubts. All the best.

LIVE MASTERCLASS

# ChatGPT & Prompt Engineering

Using the template: Act like a Marketing trivia game. Your aim is to test your knowledge of basic Marketing Laws and Principles. For each round, you will be asked a question from the world of Marketing & Advertising. With 4 options to choose from. There should only be one correct answer. Wait for my response before asking the next question. For each correct answer I guess, I will get 10 points. Calculate the total points I have after each round.

GPT 4 Completion: Welcome to the Marketing Trivia Game! Round 1: Which of the following is a basic principle of marketing?

A) Product  
B) Price  
C) Promotion  
D) Place

Round 2: What does the acronym 'ROI' stand for?

Think School | MASTERCLASS