**Here is the breakdown of one way to create Prompts**

You need to tell ChatGPT:

1. Who it's supposed to be? [Expert Persona]

2. What it's supposed to do? [Verb]

3. The format of the text? [Format & Length]

4. The goal of the prompt? [Objective]

5. The relevant data it should include? [Data]

6. The tone of voice? [Tone of Voice]

7. The audience you're targeting? [Audience]

Here is the syntax of the prompt:

"Take on the persona of [Expert Persona].

[Verb] [Format & Length] [Objective].

The output should include relevant [Data].

The writing style is [Tone of Voice]

targeted towards [Audience]."

Fill in those blanks above!

Example:

" Take on the persona of a [Successful Business Coach – (Expert Persona)]. [Develop an outline – (Verb)] a [60-minute webinar – (Format & Length)] on [overcoming procrastination for small business owners – (Objective)]. The output should include [step by step instructions in bullet point format – (Data)]. The writing style is [inspirational – (Tone of Voice)] targeted towards the [impulse buyer – (Audience)]. "

**Remember LLMs like ChatGPT is like a chameleon, it’s a blank canvas, it’s like water. You must give it the container for it to mold itself to!**