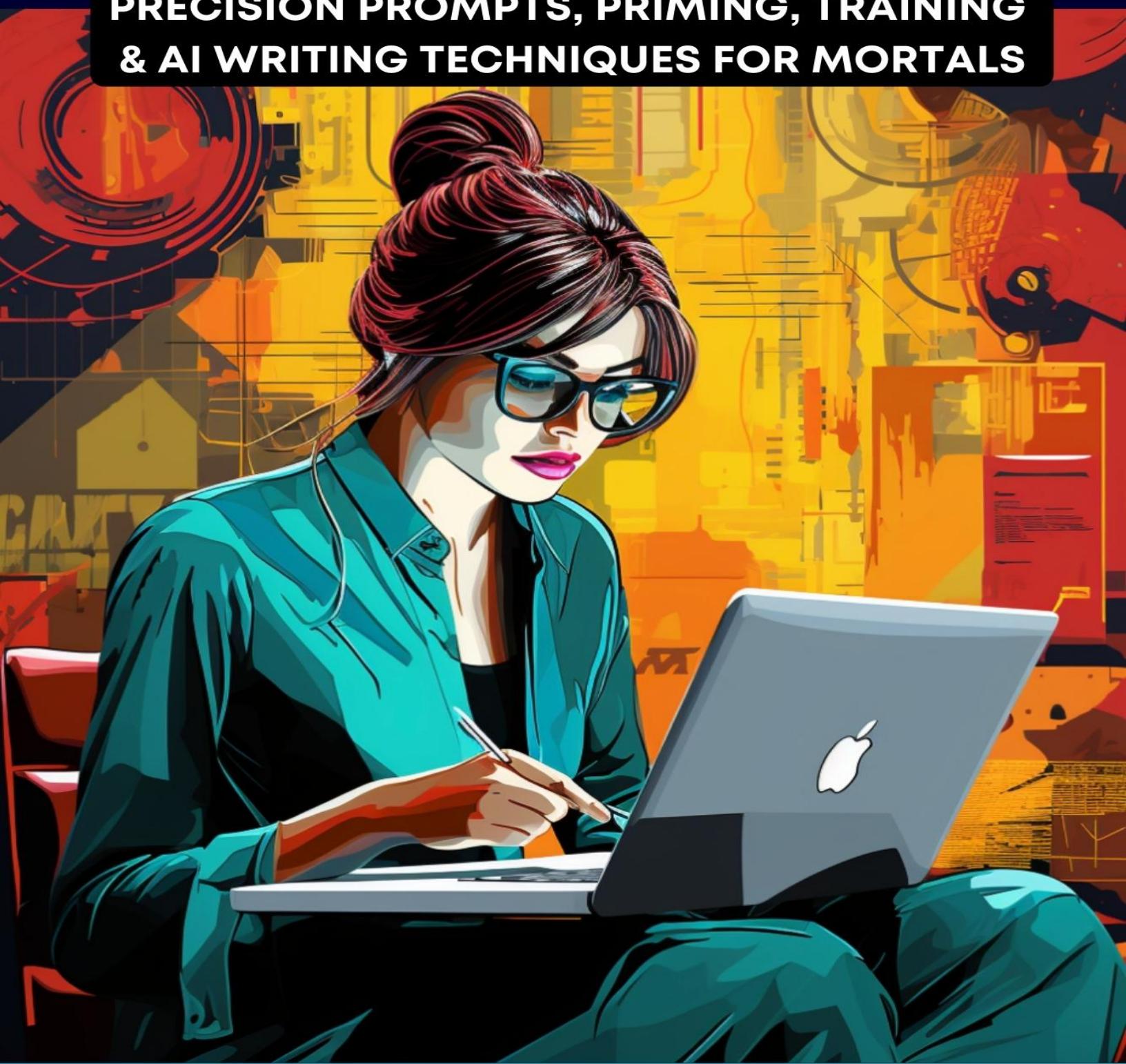


# CHATGPT PROMPTS BOOK

PRECISION PROMPTS, PRIMING, TRAINING  
& AI WRITING TECHNIQUES FOR MORTALS



**Oliver Theobald**

First Edition

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# FOREWORD

In late 2022, the idea of writing a book on a software program with no code, hotkeys, parameters, and a minimalist user interface seemed nonsensical to me. Yet, within a week of its release, Amazon.com was inundated with numerous *ultimate guide* books on ChatGPT, authored by the AI language model itself and uploaded by those quick to seize the opportunity.

I was also skeptical about this new tool. I had experimented with it and while its prose and speed were impressive, it seemed to lack the precision of a human writer and the ability to stay on point. Over the next few weeks, I spent more time observing, testing, and thinking about the limitations of the language model. I tested different strategies to overcome ChatGPT's inefficiencies, while focusing on use cases that could support my work as a technical writer. With these strategies in hand, I quickly integrated ChatGPT into my daily work routine and I upgraded to a Pro subscription.

As I was finding ways to streamline my day job, I assumed everyone else was using ChatGPT to work more efficiently as well. Despite the benefits that ChatGPT had brought to my work, few of my friends and colleagues were using it. As someone who had experienced firsthand the power and flexibility of ChatGPT's advanced language capabilities, I couldn't help but feel that they were missing out on a tool that could help them complete work tasks more efficiently. I decided to share with them the strategies and tips that had helped me get the most out of ChatGPT, hoping that it would inspire them to utilize the platform more effectively.

Through this process, I recognized several misconceptions and false expectations that needed to be addressed. The

first misconception is that ChatGPT is an alternative to Google. Despite its extensive knowledge base, many new users mistakenly view ChatGPT as a web-search tool, unaware that the model isn't actually connected to the Internet!

The second misconception is you need to talk to ChatGPT like it's a search algorithm or a voice-activated assistant. Rather than interacting with ChatGPT like a human equivalent, users often focus their attention on choosing the right keywords and keeping their requests extremely simple. Unlike Google Search or Siri, which can falter with nuanced or intricate queries, ChatGPT actually thrives in understanding and responding to detailed and complex requests. Rather than matching individual keywords with a response, ChatGPT analyzes the intention behind the user's words and produces responses similar to what you would expect from a human on the other end of the chat. This means that users should converse with ChatGPT as they would with another person, without needing to simplify their words.

Third, ChatGPT is easy to use. Despite its minimalist user interface, ChatGPT is a highly open-ended environment with none of the usual handholding that comes with most software-as-a-service. Unlike other AI writing software, such as Jasper and Copy AI, ChatGPT doesn't have a dashboard of clickable modules tailored to specific scenarios such as social media or blog post writing that prompt the user to fill in a list of input variables. Confronted with an empty chat screen, users must rely on their text prompt writing skills to generate content—a relatively new skillset that has only just gone mainstream. As a result, using ChatGPT can be a daunting prospect for many users, particularly those who aren't accustomed to the art and practice of text prompt engineering.

This was the biggest hurdle for me in starting my own journey with ChatGPT. While I found extensive collections of AI text prompts online, I was disappointed by the lack of guidance on prompt writing principles and strategies that would help improve my prompt writing skills. I was eager to learn about the specific qualities that make a text prompt effective, rather than relying on someone's list of generic text prompts (likely spun up by ChatGPT).

Around this time, I had just completed writing a book on *Generative AI Art for Beginners*. Through this project, I explored text prompts for generating art using DALL-E (ChatGPT's artistic sibling) and other text-to-image software services. Using my knowledge of text-to-image prompt writing techniques including modifiers and negative prompting, I started conducting experiments with ChatGPT. At the same time, I began training ChatGPT using my own sample data, which enabled the model to perform new tasks based on my input data.

Recognizing that others could benefit from these experiments, I set aside my initial reluctance to publish a book about ChatGPT, and I began writing this brief guide on the topic of text prompt engineering.

Drawing on my findings over the last four months, this guide is designed to assist you in generating better outputs from ChatGPT. I also hope that book will be a valuable resource for those looking to maximize the potential of ChatGPT and lean into the rapidly evolving landscape of generative AI.

# INTRODUCTION

In a complex world, language is the ultimate tool for human interaction and cooperation. From the earliest grunts and gestures to revolutionary manifestos and Tweetstorms, language enables us to share ideas, express human emotion, and build connections. However, as our communication needs have evolved, so too has the technology that underpins it. Today, we have new language tools that are transforming the way we communicate and generate ideas. From customer service chatbots to voice-enabled assistants, these new tools are making it possible for machines to interact with humans using natural language.

Leading the way is ChatGPT, an AI language model developed by OpenAI. Founded by Sam Altman in 2015, OpenAI is the same company behind DALL-E, an innovative text-to-image software launched in mid 2022. The release of ChatGPT in late 2022 has since solidified OpenAI's grip on the technology world and the media's imagination.

As with any new technology, there are both benefits and risks associated with using large language models like ChatGPT for generating content. On the one hand, ChatGPT can save time and effort by generating high-quality content quickly and efficiently. It can also help users overcome writer's block by generating creative ideas and providing new perspectives. On the other hand, there are concerns

that relying too heavily on large language models could lead to a lack of originality and creativity in content. It is possible that the widespread use of ChatGPT could lead to homogenization and a dramatic regression to the mean in terms of writing quality and originality. Additionally, there are ethical considerations around the ownership and use of content generated by AI language models, particularly when it comes to copyright and plagiarism.

Another consideration is the potential impact of large language models on the job market. While some fear that ChatGPT and other AI-powered writing tools could eventually replace human writers and lead to job losses, others argue that the technology will enhance the outputs of knowledge workers and create new job opportunities. For instance, some writers may specialize in training AI language models to generate content in specific industries or niches, while others may focus on editing and refining content generated by AI. Most jobs, though, will evolve into a copilot role. Whether it's linguists using ChatGPT to translate documents or lawyers validating contracts drafted by AI assistants, human workers will be increasingly seen working alongside AI to carry out their professional tasks.

Rather than being left behind, it's crucial to stay up to date and embrace new tools that can give you a competitive edge. Embracing ChatGPT doesn't require specialized programming or AI knowledge. With the right attitude and guidance, anyone can become a master of the software. That said, constructing a good prompt requires practical experience, including knowledge of ChatGPT's strengths and limitations. This is a skill you can easily develop through experimentation and applying some of the tips and strategies covered in this title.

In this book, we will look carefully at best practices in text prompt engineering, covering topics such as model training, priming, negative prompting, common use cases, and other

tips to transform your workflow. After completing this quick guide, you will have a better understanding of how to leverage the capabilities of ChatGPT to enhance your writing and improve your outputs.

Whether you are a writer, a linguist, a student, a knowledge worker, or simply someone interested in the future of communication, this book has something to offer. So, come along on the journey, and let's explore the future of rapid content production using ChatGPT.

## UNVEILING CHATGPT

The launch of ChatGPT represents a significant milestone in the ongoing development of large language models. By combining the power of machine learning and natural language processing, ChatGPT can generate contextually relevant and coherent text, opening up a world of possibilities across different industries and applications. From simulating conversations and generating content to answering questions and summarizing text, ChatGPT's versatility is transforming the way we interact with and harness AI technology.

As you delve deeper into prompt engineering, you will see ChatGPT's immense potential and the limitless opportunities it presents. First, though, it's important to understand the core technology behind this ground-breaking software.

ChatGPT, short for Chat Generative Pre-trained Transformer, is based on the GPT architecture, developed by OpenAI. Without delving into the specific mechanics of the underlying architecture, it's important to have a basic understanding of machine learning and natural language processing.

Machine learning refers to the process of teaching a model to recognize patterns, relationships, and structures within a dataset, enabling it to make predictions or generate coherent responses to user inputs. In the case of ChatGPT, the model is trained to acquire the ability to understand and

generate human-like text based on vast amounts of sample data, known as the "WebText" dataset.

NLP is another subfield of artificial intelligence that overlaps with machine learning but deals with enabling computers to comprehend, interpret, and generate human language. By understanding the likelihood of words appearing together and identifying relationships between topics, language models can be used for a wide array of applications, such as machine translation, speech recognition, and text generation. In the case of ChatGPT, the model functions by predicting the most probable next word in a sequence based on any context set by the user's input. This process is then repeated for each subsequent word, allowing it to generate coherent and contextually relevant sentences in the form of a chat conversation.

The model used for ChatGPT has been trained on vast amounts of publicly available data, which has trained the model to understand a wide range of topics and produce responses that mimic human-like text. The purpose of the training dataset is to provide the model with as much knowledge as possible by exposing it to various languages, writing styles, and subjects.

Note that the datasets used to train large language models like ChatGPT play a crucial role in shaping their understanding of the world. If the model was trained on biased or limited data, this will produce biased or inaccurate responses. Similarly, if a dataset consists mostly of data from a single source, such as a particular website or news outlet, the language model will develop biases towards that source's perspectives and writing style. This can lead to the model generating responses reflecting that particular source's views, rather than providing a balanced and objective view. The quality and accuracy of the data can also impact the model's performance. For example, if the

dataset contains a lot of errors or inconsistencies, the model may learn to produce outputs that are similarly flawed.

Understanding the sources of the dataset used to train a language model is therefore important for assessing the model's biases and reliability. In the case of ChatGPT, the model was trained on an extensive selection of data sources including the following source types.

- 1) Websites:** Content from millions of websites, including news articles and blog posts covering a wide array of topics, such as science, technology, politics, history, and culture.
- 2) Books:** Excerpts from books, both fiction and non-fiction, exposing the model to a variety of different writing styles, genres, and narrative structures.
- 3) Online forums:** This includes content collected from online forums and discussion boards, such as Reddit and Stack Overflow, providing ChatGPT with examples of informal language and conversation, as well as a variety of opinions and viewpoints.
- 4) Social media:** Text from social media platforms, including Twitter and Facebook, was used to help ChatGPT understand shorter and more casual forms of text, including slang and abbreviations.
- 5) Conversational data:** Conversational data from customer support logs, public chat rooms, and other sources to improve ChatGPT's ability to engage in dialogue and understand the context in a conversational setting.

## ChatGPT-4

At the time of writing, ChatGPT's model is powered by the GPT-4 architecture. This model is the latest version in a series of GPT models and the culmination of decades of research and innovation in large language modeling.

For context, the earliest language models were primarily statistical, relying on frequency counts of words and word sequences in a large corpus (a database containing text) to estimate probabilities. While these models helped to lay the groundwork for understanding language, they were limited in their ability to capture the complex relationships and context that define human communication.

With the advent of advanced technology and methods, including GPU chips for computer processing, neural networks, and deep learning, the next generation of language models evolved. These models, built on recurrent neural networks (RNNs) and long short-term memory (LSTM) networks, were better equipped to handle the sequential nature of language, allowing for improved predictions and more sophisticated text generation.

OpenAI's GPT model represents a significant advancement in the evolution of language models. The first GPT model was released in 2018, setting the stage for more powerful and versatile language models. GPT-2, released in 2019, subsequently built upon the success of its predecessor, demonstrating even greater capabilities in generating coherent and contextually relevant text. However, despite its impressive performance, GPT-2 faced numerous limitations, including the generation of nonsensical or inaccurate responses and difficulties with handling longer text sequences.

The release of GPT-3 in 2020 marked a major breakthrough for large language models, showcasing unprecedented performance and versatility. The success of GPT-3 paved the way for the popular ChatGPT application and GPT-4, which is a multimodal model that can accept both image and text inputs to produce outputs.<sup>1</sup>

Despite being less capable than humans in certain real-world scenarios, GPT-4 has achieved human-level performance on various professional and academic

benchmarks. This includes passing a simulated bar exam with a score in the top 10% of test takers. In internal evaluations, GPT-4 also showed an 82% reduction in the likelihood of responding to requests for disallowed content and a 40% increase in producing factual responses when compared to its predecessor. These improvements are attributed to the incorporation of more human feedback, including feedback from ChatGPT users, to enhance GPT-4's behavior. OpenAI collaborated with over 50 experts in domains such as AI safety and security to provide early feedback and ensure the responsible development of GPT-4.

## Use Cases

Unlike traditional software-as-a-service, which come with well-defined use cases and scenarios, ChatGPT is designed to serve a diverse range of purposes, similar to a code editor or a word processor. Additionally, as the technology behind it evolves, ChatGPT is likely to expand in terms of ways it can be used to generate content, including the ability to accept image, audio, and video files as inputs, as well as more sophisticated outputs, including data visualization and audio narration.

With new version upgrades on the way, there really are limitless possibilities when it comes to ways to use ChatGPT. From simulated conversations to content generation, idea brainstorming, text summarization, and translation, ChatGPT can service a broad range of knowledge-based tasks, as covered in this book.

While its current outputs are limited to text (and not videos or images), ChatGPT is also capable of generating tables and programming scripts, including answering programming questions and debugging boilerplate code. Code generated in the chat can then be copied and pasted into your chosen code editor, as shown in Example 1.

## Example 1: Python script for a bar plot

**Step 1:** Input your data (such as your monthly expense records) into ChatGPT.

OL Expense Category Monthly Cost (USD)  
Housing (Rent/Mortgage) \$1,200 - \$2,500  
Utilities (Electricity, Water, Gas) \$150 - \$250  
Groceries \$250 - \$400  
Transportation (Car payment, Insurance, Fuel, Public Transit) \$150 - \$300  
Health Insurance \$300 - \$500  
Dining Out/Entertainment \$100 - \$300  
Internet/Phone \$100 - \$150  
Student Loans/Debt Varies  
Personal Care (Toiletries, Haircuts) \$50 - \$100  
Gym/Exercise \$20 - \$50  
Savings/Investments Varies

**Step 2:** Ask ChatGPT to generate a script in Python to visualize the data.

**Prompt:** Provide the code to visualize my expenses in bar plot form using Python

OL Provide the code to visualize my expenses in bar plot form using Python

To visualize your monthly expenses in a bar plot using Python, you can use libraries such as Matplotlib or Seaborn. Below, I'll provide an example using Matplotlib:  
First, make sure you have Matplotlib installed. You can install it using pip if you don't already have it:

```
bash
Copy code
pip install matplotlib
```

Now, you can create a simple bar plot for your expenses:

```
python
Copy code
import matplotlib.pyplot as plt

# Expense categories and their monthly costs
categories = ["Housing", "Utilities", "Groceries", "Transportation", "Dining_Out/Entertainment", "Internet/Phone", "Student_Loans/Debt", "Personal_Care", "Gym/Exercise", "Savings/Investments"]
```

**Step 3:** Copy code into a text editor such as Jupyter Notebook

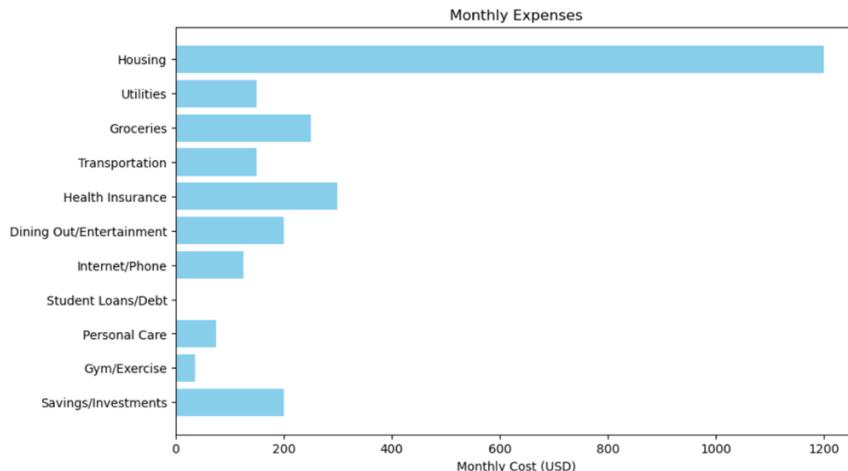
```
In [1]: import matplotlib.pyplot as plt

# Expense categories and their monthly costs
categories = ["Housing", "Utilities", "Groceries", "Transportation", "Health Insurance",
              "Dining Out/Entertainment", "Internet/Phone", "Student Loans/Debt",
              "Personal Care", "Gym/Exercise", "Savings/Investments"]

costs = [1200, 150, 250, 150, 300, 200, 125, 0, 75, 35, 200]

# Create a bar plot
plt.figure(figsize=(10, 6))
plt.barh(categories, costs, color='skyblue')
plt.xlabel('Monthly Cost (USD)')
plt.title('Monthly Expenses')
plt.gca().invert_yaxis() # Invert the y-axis for better readability
plt.show()
```

**Step 4:** Run code



## Example 2: Generating a table

Let's now use ChatGPT to quickly convert text into a table.

**Step 1:** Source data from a spreadsheet, public dataset, Wikipedia, chat log, or another source. The names of the columns should be placed on the first line, with information for each row positioned below.

**Step 2:** Copy and paste the data into ChatGPT and add the text prompt below.

**Prompt:** Convert into a dataset:

OL

Convert into a dataset:

Year Winner Score Runner-up Venue Location Attendance  
1930 Uruguay 4–2 Argentina Estadio Centenario Montevideo, Uruguay 68,346  
1934 Italy 2–1 (a.e.t.) Czechoslovakia Stadio Nazionale PNF Rome, Italy 55,000



Certainly, here is the data in a tabular format:

Year	Winner	Score	Runner-up	Venue	Location	Attendance
1930	Uruguay	4–2	Argentina	Estadio Centenario	Montevideo, Uruguay	68,346
1934	Italy	2–1 (a.e.t.)	Czechoslovakia	Stadio Nazionale PNF	Rome, Italy	55,000

## The Limitations of ChatGPT

While ChatGPT has made significant advances in natural language processing and text generation, it also comes with a number of limitations that users should be aware of when using this software.

In this section, we'll explore some of the key limitations of ChatGPT, including its inability to reason and the potential for biased responses. Note, however, that these limitations will be addressed and improved upon over time with new version updates.

## Time Relevant Information

As an AI language model, ChatGPT does not search the Internet in real-time and is not connected to the Internet. As mentioned earlier in the chapter, ChatGPT was exposed to knowledge from an extensive repository of text and language data, gathered from sources such as books, articles, and websites. This means that its knowledge is limited to a finite number of sources as well as the timeframe for which the data was collected. At the time of writing, ChatGPT-3 and ChatGPT-4 are trained on data collected up to and before September 2021. As a result, the model might not be aware of events, developments, or trends that occurred after 2021.

To demonstrate this limitation, if we ask ChatGPT about the Silicon Valley Bank crisis that occurred in early 2023, the model is unable to generate a credible and up-to-date response to this request. As the model explains in Example 1, new information has emerged since its knowledge cutoff (the period when it was initially trained).

## Example 1: Unaware

OL Tell me about the Silicon Valley Bank crisis

 I'm sorry, but I'm not aware of any recent crisis at Silicon Valley Bank. As of my knowledge cutoff date of September 2021, there were no major news reports or events related to a crisis at Silicon Valley Bank.

However, it is possible that new information has emerged since my knowledge cutoff, or that you are referring to a different time period or event. If you can provide me with more specific details or context about the crisis you are referring to, I can try to provide more information.

In example 2, meanwhile, ChatGPT refers to Silicon Valley Bank during the Dotcom crisis rather than the actual Silicon Valley Bank crisis.

## Example 2: Irrelevant

OL Do you know about the Silicon Valley Bank Crisis?

 Yes, I am aware of the Silicon Valley Bank Crisis that occurred in the early 2000s.

The Silicon Valley Bank, which primarily served the technology and startup industries, experienced financial difficulties due to its exposure to risky loans during the dot-com bubble. Many of its clients defaulted on their loans, and the bank struggled to recover the funds it had lent out.

The crisis led to significant losses for the bank and required it to seek financial assistance from private equity firms. The bank also faced regulatory scrutiny and had to implement new risk management procedures to prevent similar crises from occurring in the future.

The Silicon Valley Bank Crisis serves as a cautionary tale about the dangers of overexposure to risky loans and the importance of effective risk management in the financial industry.

It's therefore essential to keep an eye out for updates regarding ChatGPT's most recent knowledge cutoff date, or alternatively explore other software applications with a more recent cutoff date to access real-time knowledge if you want to generate content based on recent events. If you are a fiction author or a 20th Century history teacher, then obviously, you won't have to worry so much about ChatGPT's latest cutoff date.

## **Inability to Reason**

The next limitation of ChatGPT is its inability to reason like a human. While the model can quickly generate responses based on patterns it has learned from the training data (the dataset used to train the model), it lacks the ability to understand the underlying concepts or make logical deductions. This means that it may struggle to answer complex questions that require critical thinking or problem-solving, especially for questions that require more than just a simple factual response.

Two examples of questions that require reasoning and logic to answer include: "What is the best way to reduce carbon emissions using AI technology but without negatively impacting the economy and amplifying inflation?" and "What are the ethical implications of using gene editing technologies to enhance human intelligence and could we see North Korea as an early adopter to this technology?" While ChatGPT may be able to piece together some information related to these topics, it typically struggles to offer a comprehensive and nuanced argument.

ChatGPT's predictive abilities are also limited, and the model cannot accurately forecast future events and trends through logical reasoning or extrapolation.

## **Biased Responses**

As a new technology, the extent and nature of bias associated with AI model design have yet to be fully documented. Although the capabilities of ChatGPT are impressive, they may also reflect and exaggerate societal biases. As ChatGPT is mostly trained on data crawled from the Internet, it's possible that the model will generate content that contains or purports harmful stereotypes. If the training data is skewed towards a particular demographic, political, or geographical location, ChatGPT's responses may reflect that bias. For example, if the training data is biased towards male viewpoints on a certain topic, ChatGPT will struggle to generate accurate responses for female viewpoints on that topic.

## **Transparency**

It's important to note that the source data used to train ChatGPT and generate outputs is not fully transparent. As some data may originate from online sources that aren't properly cited or verified, this may lead to inaccuracies, biases, or other problems with ChatGPT's responses. For instance, in the case of programming and technology, you might want to know where the model is sourcing its information, i.e. official documentation, blogs, forum comments, etc. If you are writing code, you also want to know if the code ChatGPT is recommending is secure and efficient, for example.

## **Commoditization of Content**

While ChatGPT can generate high-quality content, it's important to remember that each output is based on patterns learned from the training data. With millions of users generating content using the same training data, ChatGPT-generated content may skew toward reoccurring perspectives, case studies, arguments, and phrasing. This should lead to some level of content commoditization, with

many blogs and other content channels propagating the same ChatGPT-generated content.

As Kieran Flanagan, CMO of Zapier, explains, "AI is going to create a bigger gulf between the big batch of everything content and the small batch of incredible content because it drags up content creators who are like okay into the good bucket... because you can automate a lot of the research, you can get a lot of great data points, and get a lot of first drafts, and you can iterate on that."<sup>2</sup>

## **Emotional Intelligence**

ChatGPT does not have emotional intelligence like humans. It cannot understand or empathize with emotions, which limits its ability to provide emotional support or advice. This means that it may provide generic or irrelevant responses when dealing with emotional issues.

When asking ChatGPT for advice on dealing with anxiety, it usually provides a generic response based on the patterns it has learned from the training data, rather than understanding the specific emotional state that the end-user is currently in. Likewise, if you ask ChatGPT "**What is the meaning of life?**", the model instantly provides a generic response based on philosophy, scholarly writing, and other patterns it has learned from the training data, rather than questioning and understanding the true meaning of why someone might be asking this question. In contrast, a human responder would probably seek to disambiguate the question and offer emotional understanding and assistance if deemed appropriate to the situation.

## **Informational Errors**

AI language models remain a work in progress and ChatGPT does make mistakes, including incomplete, incorrect, non-sensical, or outdated claims. ChatGPT's responses can also

include references to case studies, statistics, or other sources of information that aren't findable through a simple Google search, raising the question of whether such case studies even exist. It is, therefore, critical to approach ChatGPT's responses with a critical eye and not always take them at face value. This includes fact-checking information that ChatGPT generates and asking ChatGPT for website links to any case studies or research reports that it cites (in order to check whether they actually exist).

You should also be wary of relying on ChatGPT's responses as a single source of information, especially when it comes to making important decisions, drawing conclusions, or disseminating information.

## **Restricted Content**

Lastly, ChatGPT is programmed to prioritize user safety and well-being. This means that the model is cautious about answering questions and providing advice related to health, investing, and other sensitive topics.

In the case of health-related questions, ChatGPT may provide general information and suggestions, but it will not diagnose or recommend exact treatments or medications. This is because health advice should be provided by medical professionals, who have access to a patient's full medical history and who can provide personalized recommendations.

Similarly, for investing advice, ChatGPT may provide general information about different investment options and strategies, but it will not provide specific investment advice. As with health advice, investment decisions should be based on an individual's unique circumstances, including their financial situation, risk tolerance, and investment goals, which can only be assessed by a professional and qualified financial advisor.

Other topics, meanwhile, are outright restricted. This includes hate speech, sexually explicit language, illegal activities such as violence, and personal information, including phone numbers, addresses, and financial information.

## GETTING STARTED WITH CHATGPT

Now that you have a basic understanding of what ChatGPT is and what it can be used for, it's time to get more hands-on.

To start using ChatGPT, you will first need to visit the OpenAI website ([www.openai.com](https://www.openai.com)) and navigate to the signup page for ChatGPT. Next, fill in the required information, including your name, email address, and password, and then complete the registration process by following the instructions sent to your email account.

ChatGPT currently offers a free and paid version. As these versions are subject to change in regard to pricing and the features provided, I will not delve into the specifics of each option. For first-time users, I recommend using the freemium version (if it is still available) and continue using it until you feel comfortable with the level of service provided and the value you are gaining from using the free service.

If you encounter any problems with slow processing speed or identify features included in the paid version that meet your needs, then you may wish to consider upgrading to the paid version as an individual user or as an enterprise user on behalf of your employer/company. I currently use

ChatGPT Plus for USD \$20 a month as this gives me access to ChatGPT-4 as well as faster processing speed and higher availability, which helps me get my work done faster.

After setting up an account with OpenAI and logging into ChatGPT, you can click on the “**+ New chat**” button in the top-left corner of the landing page or simply type your instructions into the chat bar on the right-hand side.

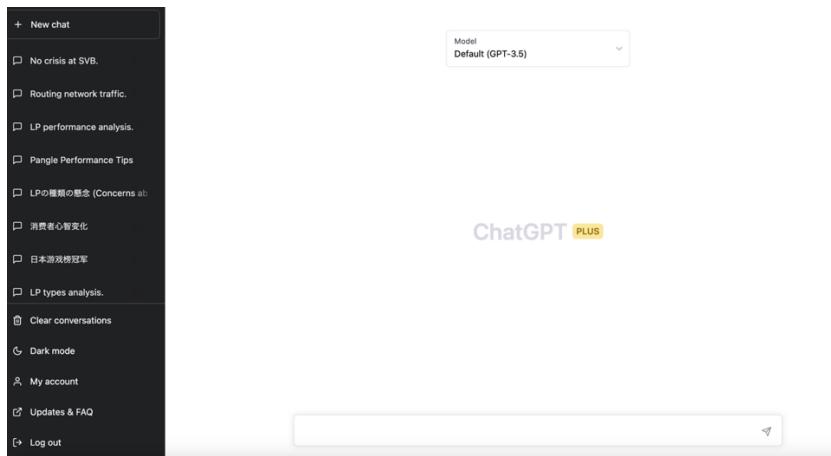


Figure 1: ChatGPT's simple user interface

## Chats

On the left side of the screen, there is a chat history that is automatically saved to your account. This lets you easily access past conversations and refer back to text prompts and their corresponding outputs. This feature also enables you to organize multiple projects into designated chats, which allows for a more streamlined and efficient workflow as you can easily switch between projects and access relevant information without having to search through one long chat message.

It is important to separate your ChatGPT chats based on topics to avoid confusing the model. ChatGPT uses an algorithm that relies on context to generate responses, so if the conversation jumps between different topics or contexts, this will affect the model’s ability to generate coherent and relevant responses. By keeping each ChatGPT

chat focused on a specific topic, you can help the model understand the context of the conversation and generate more accurate responses.

## Text Prompts

To interact with ChatGPT, you will need to provide what's called a *text prompt*, which is instructions for the AI about what you wish to generate. A prompt can be as simple as **What is ChatGPT? or Translate your previous output in French**. ChatGPT will then attempt to generate a relevant output based on the text prompt provided.

OL What is ChatGPT?

 ChatGPT is an AI language model developed by OpenAI based on the GPT architecture. It is designed to understand and generate human-like text, enabling it to engage in conversations, answer questions, and provide information on a wide range of topics. ChatGPT's capabilities make it a useful tool for various applications, from content creation to virtual assistance.

There is no single method or set code for writing a text prompt. You can ask ChatGPT any question or provide any input, and ChatGPT will do its best to provide a relevant response. One useful way to approach text prompt construction is to imagine that you are explaining a new task to a colleague or intern. By doing so, you can ensure that ChatGPT fully understands what's required and how to execute it.

It is vital to use natural language as that's the language the AI is trained on. Natural language refers to human languages, such as everyday conversational English or what you might write in a text message, as opposed to an artificial language such as a programming language. This means you should communicate to ChatGPT like it's a human and avoid using artificial languages such as CSS, Python, or Google search tricks to write your text prompts.

You can also use other natural languages such as French, Spanish, Japanese, and so forth.

While it's possible to generate high-quality outputs using a sentence fragment (i.e. **blog post about personal finance**), you will generally get more relevant results using an imperative (i.e. **draft a blog post about personal finance**), a full sentence (i.e. **I want to write a blog post about personal finance**), or multiple sentences (i.e. **Draft a blog post about personal finance. The blog should include sections on credit card management and savings hacks**).

Next, although there are no set rules for interacting with ChatGPT, you should take the following tips into consideration.

**Use proper grammar and spelling:** ChatGPT is programmed to understand and respond to proper grammar, spelling, and punctuation. If you use improper grammar, spelling, or punctuation, ChatGPT may not be able to understand your question or may provide an inadequate response.

**Try open-ended questions:** Open-ended questions allow ChatGPT to generate more detailed and informative responses. For example, instead of asking **Do you like cats?**, try asking **What is your opinion on cats as pets?**

**Try to use verbs:** Using verbs can be useful for giving ChatGPT a clearer understanding of your intentions. Verbs are action words that convey a specific meaning, and by using them, you indicate to ChatGPT what action you want it to take or what type of response you are looking for. Examples of verbs include *write*, *answer*, *translate*, *optimize*, *calculate*, *explain*, etc. However, it's important to remember that ChatGPT is a large language model, and it can understand and respond to a wide range of inputs, including prompts that don't use verbs. So, while using

verbs can be helpful, it's not always necessary for ChatGPT to understand a request.

**Use quotation marks:** Using quotation marks can sometimes be helpful to separate the command from the subject matter. An example of this would be using quotation marks to highlight the phrase or word you wish to translate or summarize, i.e. **Translate "apple" into French.**

**Don't be afraid to correct ChatGPT:** If ChatGPT provides an incorrect or inappropriate response, don't be afraid to correct it. This helps improve ChatGPT's performance and ensures that you receive more accurate responses in the future. You can leave feedback by clicking on the thumbs-up and thumbs-down arrows on the right-hand side of the message or by directly correcting ChatGPT through your follow-up message. Regenerating the outcome is also an indirect way to leave feedback.

The screenshot shows a conversation between a user and ChatGPT. The user says, "Sorry, I think that response is not correct. Please try again." ChatGPT replies, "I apologize if my previous response did not address your question adequately. Can you please clarify or rephrase your original question so that I can provide a more accurate and helpful response?" There are like and dislike buttons next to ChatGPT's message.

**Provide more context:** If you are not happy with ChatGPT's output, this is usually a sign that the model needs more information or context to help it generate an accurate and relevant response.

**Rephrase your message:** Another way to improve the output is to try to rephrase your original input. ChatGPT is a language model that generates responses based on the input it receives, so by rephrasing your question or input, you might be able to get a different and more satisfactory output.

## Sample ChatGPT Prompts

Below are some sample text prompts you can use to experiment with using ChatGPT.

**Tell me a joke about \_\_\_\_\_**

Yep, ChatGPT is capable of generating humorous responses!

**Break down [topic] into smaller, easier-to-understand parts. Use analogies and real-life examples to simplify the concept and make it more relatable.**

ChatGPT can provide explanations and solutions on various topics.

**What book/movie/song should I read/watch/listen to next? I also like \_\_\_\_\_. Give me recommendations based on that.**

ChatGPT can provide recommendations on books, movies, and music based on your interests.

**What's the difference between \_\_\_\_\_ and \_\_\_\_\_?**

Ask ChatGPT to answer simple questions about the difference between particular words (i.e. empathy and sympathy) or different topics (i.e. Christianity and Judaism).

**Please edit the following passage to improve clarity, flow, and impact. Fix any errors and suggest ways to make it more engaging.**

Improve your writing and communication skills using ChatGPT to refine your writing and gain immediate feedback.

**I'm writing a non-fiction book about \_\_\_\_\_ and I'm looking for an interesting scientific case study that explores the idea of \_\_\_\_\_ and \_\_\_\_\_. Please suggest some options.**

ChatGPT can be an effective research assistant, but always be sure to double-check the accuracy and reliability of any studies, information, or claims that it makes.

## **Hotkeys & Shortcuts**

At present, ChatGPT does not have hotkeys or shortcuts that you can use to streamline your workflow. However, some platforms that integrate with ChatGPT may have their own keyboard shortcuts or commands that you can use to interact with the chat interface more efficiently.

You can check the documentation or “help” resources for the specific platform you are using to chat with ChatGPT to see if any hotkeys or shortcuts are available.

## **Privacy**

OpenAI has clearly stated that the data submitted through the OpenAI API is not utilized to train OpenAI models or enhance the services provided by OpenAI. However, the data submitted through non-API consumer services, such as the web version of ChatGPT and DALL-E, may be used to improve and train their models. This means that ChatGPT is likely using machine learning to continually refine its model and responses based on past user inputs and ChatGPT outputs. However, ChatGPT does not have a direct memory of past conversations with its users or the capability to share that information with other users.

It is important to note that users have the choice to opt out of having their data used to improve the non-API services offered by OpenAI. To opt out, users are required to fill out a form and provide their email address associated with the owner of the account. Furthermore, OpenAI has assured its users that their content, including prompts, generated images, uploads, and API responses, will be deleted upon request and they do not share user content with third parties for marketing purposes.

In summary, you shouldn't be too concerned with ChatGPT directly disclosing your conversations with other users, but keep in mind that it does observe your prompts and feedback (thumbs-up and thumbs-down button) and this data may be used to retrain the overall model.

## Ownership

According to ChatGPT's Content Policy ([labs.openai.com/policies/content-policy](https://labs.openai.com/policies/content-policy)) and Terms ([openai.com/policies/terms-of-use](https://openai.com/policies/terms-of-use)), users retain ownership of the content generated by ChatGPT. This includes the rights to republish, sell, and merchandise outputs, irrespective of whether they were produced using a free or paid subscription. This means that you can use content generated by ChatGPT for personal and commercial projects as long as that content doesn't infringe on the copyright of existing content and the terms and conditions for publishing content on other platforms.

## Copyright

The issue of AI copyright infringement is a complex issue, and there is still no clear answer regarding the long-term legal implications of using ChatGPT in regard to copyright law. As stated by ChatGPT, the responsibility for ensuring that the content generated by ChatGPT does not infringe on any copyright laws lies with the user.

Q:

Does ChatGPT content abide by copyright laws?



As an AI language model, ChatGPT generates text based on the input it receives from users. It does not create original content or reproduce copyrighted material. However, the input provided by users may be subject to copyright laws. ChatGPT does not knowingly infringe upon any copyright laws, and it is the responsibility of the user to ensure that any content they submit or use with ChatGPT complies with applicable copyright laws. If you believe that any content generated by ChatGPT infringes upon your copyright, you can contact the owner of the website or application that is hosting ChatGPT to request removal of the content.

In addition to the legal concerns, writers who use ChatGPT may also face reputational risks, particularly if companies view reliance on AI models as a potential liability for freelance or contract writers. Therefore, it is important for users of ChatGPT to be aware of the potential legal and reputational risks associated with their use, and to take appropriate measures to mitigate those risks.

# PRECISION PROMPT WRITING

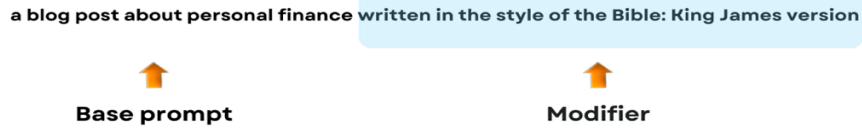
With the growing popularity of ChatGPT, millions of people have direct access to a powerful tool for generating large volumes of content. However, with everyone using the same model, it's becoming increasingly important to create content that stands out from the crowd. Although ChatGPT levels the playing field, it's the quality of the prompts that sets writers apart and a well-crafted prompt can be the difference between a piece of writing that captures readers' attention and one that gets lost in the deep sea of content on the web.

In general, the more specific your prompt is, the better ChatGPT can comprehend your intention, and the more specific the output will be. For instance, rather than asking a general question like **What is the meaning of life?**, try asking a more specific question like **What are the main philosophies on the meaning of life?**

## Modifiers

In the previous chapter, we looked at the simple prompt in the form of **draft a blog post about personal finance** (using a verb at the start of the prompt to form an imperative<sup>3</sup>). While there is ample information here for ChatGPT to generate a relevant output, we can refine this prompt to generate a more nuanced and less generic output.

This is where *modifiers* come in. While your base prompt will generally outline the general task, a modifier adds additional instructions regarding the style, tone, or voice you want ChatGPT to use.



If we take the original base prompt of **a blog about personal finance**, we can add a modifier in the form of **a blog post about personal finance written in the style of the Bible: King James version**. Obviously, this prompt will produce a dramatically different result from the original prompt.

Similarly, you could use a modifier to specify a particular style of writing based on a well-known author such as J.K. Rowling or Tim Ferriss.

## Text Prompt

**Craft a blog post about personal finance written in the style of Tim Ferriss**

OL Craft a blog post about personal finance written in the style of Tim Ferriss

Welcome to the Tim Ferriss Guide to Personal Finance. In this blog post, I'll share with you some of the strategies and tactics that have helped me and others I know to optimize our finances.

First and foremost, it's important to understand that personal finance isn't just about budgeting and saving money. It's about designing your life in a way that allows you to have the financial freedom to pursue your passions and goals.

Here are some tips and tricks that can help you achieve that:

1. Automate your finances

One of the easiest and most effective ways to optimize your personal finance is to automate it. Set up automatic bill payments, automatic savings transfers, and automatic investments. This not only ensures that you never miss a payment or contribution, but it also makes it easier to stick to your budget and avoid overspending.

2. Focus on the big wins

Additionally, you can apply multiple modifiers by stacking them together.

## Text Prompt

**Draft a blog post about personal finance written in the style of the Bible: King James version, inclusive language, U.S. spelling.**

OL Draft a blog post about personal finance written in the style of the Bible: King James version, inclusive language, U.S. spelling.

Title: The Book of Wealth: A Testament to Financial Wisdom in the Style of the King James Bible

1. In the beginning, the Lord did bless the children of the earth with the bounty of the land, that they may partake of its fruits and rejoice in its abundance.
2. And behold, there came a time when the children of the earth were called upon to manage their treasures and to provide for their households, that they may live in prosperity and peace.
3. Thus, the Lord spake unto them, saying, "Verily, I say unto thee, be thou wise stewards of the riches I have bestowed upon thee."
4. And so, the children of the earth did seek knowledge and understanding in matters of coin, that they might be found faithful in their stewardship.
5. First, the Lord commanded the children of the earth to prepare a plan for their sustenance, that they might know the measure of their abundance and the portion which they must render unto the Lord.
6. And the Lord spake, saying, "Make thee a budget, for by it shalt thou know the measure of thine income and the extent of thine expenditures, and with this

Here, I added two new modifiers: **inclusive language** and **U.S. spelling**. However, if you find yourself using the same modifiers for multiple prompts, you might want to write a prompt to apply those modifiers for all subsequent outputs within the ongoing chat thread.

## Text Prompt

**Please always use U.S. spelling and inclusive language for all outputs in this chat thread.**

OL Please always use U.S. spelling and inclusive language for all outputs in this chat thread.



I apologize for any inconsistencies in my previous response. I will ensure that I use U.S. spelling and inclusive language in all outputs for this chat thread. If you have any further questions or require assistance, please feel free to ask.



After issuing this request, you will no longer need to include those two modifiers for each text prompt. Alternatively, if

you are working for a brand or company that has fixed content guidelines regarding the organization's tone and voice, you can copy and paste those guidelines into the chat before you start generating content.

## **Text Prompt**

**Please use the following tone and voice when generating outputs in this chat:**

- Use active voice, avoid passive voice**
- Avoid slang and jargon, write in plain English**
- Write positively, use positive language rather than negative language**

Above is an example of Mailchimp's writing style and guidelines that feed into all its online content as an email marketing service company.

While it's possible to copy and paste internal content guidelines into ChatGPT, it's worthwhile creating a custom prompt that clearly summarizes your content guidelines relevant to use with ChatGPT. This way, ChatGPT can better understand your content requirements and other team members can use the same prompt for each writing task.

Alternatively, you can use ChatGPT to design writing style guidelines for your content based on your target audience, industry, and brand personality.

## **Text Prompt**

**Please write content writing guidelines for a web3 company whose audience is web3 developers based predominately in the U.S., including tone and voice, spelling, and inclusive language. The guidelines should be short and sweet because they will be used as a text prompt for working with ChatGPT.**



#### Content Writing Guidelines for Web3 Company

1. Tone and Voice:
  - Maintain a professional yet approachable tone.
  - Use clear, concise language that is easy to understand.
  - Speak directly to web3 developers, addressing their needs and interests.
  - Employ a conversational style to encourage engagement and discussion.
2. Spelling:
  - Utilize U.S. spelling conventions for all content.
  - Double-check for spelling errors and typos before publishing.
3. Inclusive Language:
  - Be mindful of diversity and inclusivity in your writing.
  - Avoid language that may be perceived as discriminatory, biased, or offensive.
  - Use gender-neutral terms and pronouns when referring to individuals or groups.
  - Respect cultural differences and strive to represent a wide range of perspectives.

As we can see in the screenshot, ChatGPT was able to generate writing guidelines based on this fictional company's needs. Note that you will need to verify and potentially edit the guidelines before putting them into action!

As demonstrated in this section, there are many ways to craft a text prompt and using modifiers is one effective method to avoid generic outputs and inject a unique voice into your content.

## Maybe I Don't Want to Be Specific!

While this chapter has spoken to the benefits of precise prompt writing, and incorporating multiple modifiers, it is also perfectly acceptable to go in the opposite direction and let ChatGPT drive the interaction. Rather than crafting a highly detailed prompt, you can use a vaguely defined prompt, such as **Blog about the future of the world**, and see what direction ChatGPT follows. This technique can be useful when you're still exploring content ideas and you aren't sure what exactly you want to discuss.

Likewise, you can use ChatGPT as an idea-generation tool by explaining your content goals and asking it for direct feedback.

## Text Prompt

**I need to write a personal finance blog for Gen Z readers but I need help creating a structure and theme for this blog. Please generate 10 different paths I can take with this blog post.**

OL

I need to write a personal finance blog for Gen Z readers but I need help creating a structure and theme for this blog. Please generate 10 different paths I can take with this blog post.



Sure, here are 10 different paths you can take with your personal finance blog for Gen Z readers:

1. "Financial Planning for Gen Z: How to Start Building Your Wealth in Your 20s"
2. "Avoiding Common Money Mistakes: A Beginner's Guide to Personal Finance"
3. "Money-Saving Tips for College Students: How to Budget and Still Have Fun"
4. "The Pros and Cons of Investing in Cryptocurrencies: Is It Right for You?"
5. "How to Pay Off Your Student Loans Faster: Tips and Tricks"
6. "The Gig Economy: Making Money on Your Own Terms"
7. "The Importance of Building Good Credit and How to Do It"
8. "Investing in Your Future: How to Save for Retirement as a Gen Zer"
9. "The Ultimate Guide to Financial Independence and Retiring Early"
10. "Breaking Down the Gender Pay Gap: How to Negotiate Your Salary and Close the Gap".

As seen in this screenshot, you can leverage ChatGPT to generate ideas and supplement the writing process, rather than relying solely on the model to generate content in its final form.

## Negative Prompting

Negative prompting is a technique used to guide the AI toward generating an output while explicitly avoiding undesired information, words, or perspectives. By specifying what not to include in the answer, you can achieve a more focused and relevant output.

Negative prompting works by simply telling the model what not to include in its response using words such as **avoid**, **do not**, **excluding**, etc.

### Text Prompt

**Write a personal finance blog for Gen Z readers but avoid mentioning obvious strategies such as reducing expenses or high-risk strategies.**

### Text Prompt

**Tell me about different types of renewable energy sources, excluding solar power.**

## Prompt Boundaries

When it comes to crafting your text prompt, it helps to define some boundaries for ChatGPT to operate in. For instance, there are many ways to ask ChatGPT to rewrite a sentence, such as **optimize**, **reword**, **edit**, etc. However, if you want ChatGPT to make only slight adjustments to the text and preserve your writing style, then you might want to use the prompt **optimize**. Conversely, using the prompt **write something along the lines of** will result in drastic changes to the composition of the text, as shown in the following example.

### Sample sentence

The name is Bond, James Bond.

Prompt	Output
Optimize	Bond, James Bond.
Reword	My name is Bond, James Bond.
Reword completely	My name, without a doubt, is Bond—James Bond.
Write something along the lines of	Introducing himself with an air of mystery and confidence, he declares, "The name's Bond, James Bond."

## Overriding

All AI-trained models come with their own personality or signature style. In the text-to-image space, AI software like DALLE-2 and Craiyon lean toward more abstract and surrealist designs, whereas Midjourney is better for generating realistic art and images.

In the case of ChatGPT, the default model tends to be objective but verbose. In other words, ChatGPT does not have strong or subjective views on any topic, but it will also rarely give you a one-line answer. This style stems from biases in how the model was trained, with the developers favoring lengthier, measured, and more comprehensive-

looking answers. This makes sense because this approach gives the model a higher chance of the model providing the user with something useful or relevant without being subjective.

While extended answers can be useful and they offer more potential information, interacting with ChatGPT over multiple messages can consume more time than needed. If you want to override or offset the default settings of the model, you can use negative prompting (i.e. **don't give me a long response**) or add a direct command to keep responses short, using words such as **quickly summarize, answer in one line, limit your response to 100 words**, etc.

## Text Prompt

**Quickly tell me how many calories are in a banana**

Q1

Quickly tell me how many calories in a banana



A medium-sized banana contains approximately 105 calories.

Another way to override the default settings is to dictate the format of the output. Rather than outputting information organized into bullet points, which is common, you can use negative prompting to stop ChatGPT from using this style, which could be useful for authors, for example.

## Text Prompt

**Write a book chapter about \_\_\_\_ in the style of \_\_\_\_ without using bullet points to organize information.**

# PROMPTS FOR COMMON USE

## CASES

Whether you're a content creator, a developer, or an all-rounded knowledge worker, text prompts can help you generate ideas, streamline your workflow, and improve the overall quality of your work. In this chapter, we will explore some common cases where text prompts can be used to enhance or replace manual tasks, including fiction writing, coding, summarizing text, and more.

Keep in mind that several of the sample prompts provided in this book are context-specific, which means that you need to provide ChatGPT with source text or examples in order for these prompts to be effective.

### Calculate

Unlike traditional calculators or spreadsheet cells that force you to clean up data before formulas can be applied, you can conveniently drop text into ChatGPT and ask it to perform various calculations. For instance, you can copy and paste in a table of last month's credit card expenses and tell ChatGPT to convert all the expenses from Euro into USD by using the conversion rate of say 1.10 and then sum your total expenses in USD. (Note that ChatGPT won't be aware of the current exchange rate). This saves you time formatting the data and also allows you to ask questions

about the data, such as **What was my average daily expenses?** You can even ask ChatGPT to give you the code to plot your expenses as a bar chart and then paste that code into a code editor.

In addition, you can use text to request calculations such as **How much money will I earn with 5% annual interest on \$1,000 in a savings account with a daily interest calculation?**

### Text Prompts

**Sum all the expenses above**

**What conclusions can you draw from the data above? Please look for any strong correlation between \_\_\_ and \_\_\_?**

**What is 90 days after January 12, 2023?**

**What calorie deficit do I need to lose 1 pound per week? My current weight is 160 pounds, my age is 34, and my height is 5 foot 10.**

**What is 160 pounds in kilograms?**

## Cooking a Gourmet Meal

Generate custom meal suggestions based on who's coming to dinner and their food preferences, or according to what's left in the fridge! You may want to add negative prompting to exclude dishes or ingredients that don't agree with your taste palette, religion, or nutrition requirements.

### Text Prompts

**I want to impress my friends with a gourmet dinner. Can you provide a vegetarian recipe for an elegant three-course meal that includes appetizers, a main course, and a decadent dessert?**

**I'm hosting a dinner party for a special occasion and I want to create a memorable menu. Could you suggest some innovative and visually appealing dishes that will leave my guests impressed? No spicy food or pork please.**

**Using the following ingredients: \_\_\_\_\_ What can I make as a quick and easy meal for two?**

**Prepare 5 nutritious recipes for lunch and dinner meals that can be cooked in large batches and contain less than 600 calories per meal.**

## **Content Optimization**

By providing suggestions for grammar, sentence structure, word choice, content optimization, and writing inspiration, ChatGPT can help you communicate more effectively and achieve your writing goals.

Below is a quick list of ways that you can use ChatGPT to enhance your writing.

**Sentence Structure:** ChatGPT can help you improve the structure of your sentences. If your sentences are too long or difficult to read, ChatGPT can provide suggestions for breaking them up into smaller, more manageable sentences.

**Word Choice:** Choosing the right words is essential for effective communication. ChatGPT can help you find more effective ways to express your ideas by suggesting synonyms and other related words.

**Content Optimization:** In addition to improving the technical aspects of your writing, ChatGPT can help you optimize your content. By analyzing your writing, ChatGPT can suggest ways to make your message more clear and concise or directly rewrite your prose.

**Writing Inspiration:** If you're feeling stuck or struggling to come up with ideas, ChatGPT can provide inspiration and help you brainstorm new ideas. Simply input a topic or keyword, and ChatGPT will provide suggestions for related topics and ideas.

### **Text Prompts**

**Optimize for readability: "\_\_\_\_\_"**

**Reword:** " \_\_\_\_\_ "

**Rephrase:** " \_\_\_\_\_ "

**Simplify:** " \_\_\_\_\_ "

**Finetune my writing:** " \_\_\_\_\_ "

**Write a paragraph along the lines of** " \_\_\_\_\_ "

**Rewrite the following content in the style of** \_\_\_\_\_

**Use an easy-to-understand metaphor to rewrite the content above**

**Expand on the points above to write a full blog post**

**I want to write a blog about** \_\_\_\_\_. **Where should I start?**

**Please edit the following passage to improve clarity, flow, and impact.**  
**Fix any errors and suggest ways to make it more engaging.**

## Create Tables

Creating tables can be a time-consuming and tedious task, especially when dealing with unorganized text. Using ChatGPT, you can take messy text and organize key information into a table in seconds.

To create a table using ChatGPT, you will need to supply the input data that you want to include in the table. This can be in the form of copying and pasting chat logs, email, or other text content into the relevant chat.

Next, specify the column titles manually or use ChatGPT to generate column titles automatically based on the input data. Once you've provided the input data, column titles (optional), and a text prompt outlining your intentions, ChatGPT will generate a new table based on the information provided.

## Text Prompts

**Input the above into a table**

**Input the above into a table with the column titles: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_**

**Create a table with {num} columns and {num} rows**

**Can you generate a table with {specific information} in {number of columns} columns?**

**Please make a table that compares {list of items} based on {specific criteria} in {num} columns**

## **Extract**

One of the benefits of using ChatGPT is its ability to quickly and accurately identify key details, such as names, addresses, phone numbers, and email addresses. This is especially useful for businesses and organizations that deal with large volumes of text data on a regular basis.

One example is using ChatGPT to extract contact information from customer inquiries, which can then be used to follow up with customers. Similarly, ChatGPT can be used to extract information from resumes, such as education and work experience, which can be helpful for recruiters and hiring managers.

ChatGPT can also be used to extract information from social media and online reviews, providing valuable insights into customer sentiment and preferences. For example, ChatGPT can be used to identify keywords and phrases that customers use to describe their experiences with a product or service, which can help businesses identify areas for improvement.

### **Text Prompts**

**Extract all email addresses separated with , from the text above**

**Extract all first names separated with , in alphabetical order from the text above**

**Extract all phone numbers separated with , from the text above**

**Extract and input all email addresses, first names, and phone numbers into a table**

**Based on the information above, extract a list of adjectives that customers use to describe this product**

## **Generate YouTube Titles**

Having a catchy title is one of the keys to a successful YouTube video. ChatGPT can help you come up with creative and attention-grabbing titles by generating phrases and words that are designed to pique viewers' interest, such as "The Shocking Truth About..." or "You Won't Believe What Happened When...".

ChatGPT can also generate title ideas based on popular formats, (i.e. "How to..." or "10 Things You Didn't Know About...") which can help increase the likelihood of your video getting more views. As an example, ChatGPT might suggest titles such as "10 Surprising Benefits of Yoga" or "How to Make the Perfect Cup of Coffee".

Finally, ChatGPT is an excellent tool for generating a list of potential video titles that you can choose from and then evaluate their effectiveness based on your own preference or positive reaction.

### **Text Prompts**

**Based on the high-performing video titles I have listed above, please generate 10 relevant title ideas for a new YouTube video.**

**My most popular YouTube video title is "\_\_\_\_\_". Please generate other video titles using this title as inspiration.**

**I am creating a YouTube video about \_\_\_\_\_. Please generate 10 high-converting video titles that I can use.**

**Optimize this YouTube title: "\_\_\_\_\_"**

# Planning a Vacation

Do you have an upcoming trip you need to organize? Let ChatGPT take care of the research for you.

## Text Prompts

**Help me plan the perfect vacation to a tropical paradise. I'm looking for a destination with stunning beaches, vibrant nightlife, and a mix of adventurous activities.**

**I need some travel advice. I want to take a family-friendly vacation that includes cultural experiences, outdoor adventures, and good food. Can you suggest a destination?**

**I'm dreaming of a relaxing getaway. Can you recommend a secluded and luxurious destination with spa facilities, gourmet dining, and beautiful natural surroundings?**

# Product Analysis

Product pages and company websites are great for telling you the advantages of a given product or service, but they don't usually tell you the potential disadvantages. As the customer, it's up to you to identify the potential drawbacks and carry out your own due diligence or research.

One of the benefits of using ChatGPT is its ability to analyze data from multiple sources, including customer reviews, social media posts, and other content, which makes it a great tool for product analysis. ChatGPT can analyze a list of product highlights and then generate a list of potential cons based on that product or service category. By analyzing customer feedback and reviews, ChatGPT can identify common complaints and concerns about a product. For instance, if customers are consistently complaining about the product's durability, ChatGPT can flag this as a potential issue.

Given that ChatGPT is not connected to the Internet, you may need to copy and paste product page copy and customer reviews into the chat before asking ChatGPT to analyze the product.

## Text Prompts

Analyze the product sales copy above and create a list of potential cons about this product.

**Convince me why I shouldn't buy this product.**

**Are there any cheaper alternatives to this product?**

Analyze the product sales copy above and create a list of potential cons about this product.

## Spellcheck

ChatGPT's contextual understanding and learning capabilities make it a powerful tool for correcting spelling errors. Traditional spellcheckers have been around for decades, but they often struggle when it comes to correcting errors that go beyond simple spelling mistakes. They may not recognize grammar, formatting consistency, or contextual errors, leading to incorrect suggestions or even incorrect autocorrections, for example.

As an AI language model that has been trained on vast amounts of text data, ChatGPT is one of the best tools for understanding the context of words and phrases. This contextual understanding enables it to not only identify spelling mistakes but also suggest corrections that fit the context of the sentence. For example, if you accidentally wrote "I am going too the store" instead of "I am going to the store," a traditional spellchecker may not recognize the error, as both "too" and "to" are valid words. ChatGPT, though, is able to recognize this type of error and suggest the correct word based on the context of the sentence.

Another advantage of using ChatGPT as a spellchecker is its ability to learn from its mistakes and direct feedback. ChatGPT can be trained on a specific domain or topic, such as medical terminology or legal jargon, using your instructions, preferences, or glossary as input material.

## **Text Prompts**

**Please proofread the above for spelling, grammar, and readability. Then give me a list of changes you made.**

**Check the following for formatting and capitalization inconsistencies.**

## **Summarize Articles**

ChatGPT can be used to summarize articles quickly and accurately. By inputting text into the chat, you can obtain a summary of the main ideas and key takeaways in a fraction of the time it would take to do so manually. This is great for anyone looking to stay up to date on the latest news and research.

To use ChatGPT for summarizing text, you will need to provide it with a longer piece of text as input. ChatGPT will then use its natural language processing capabilities to identify the main ideas and key takeaways from the text. Summaries can also be customized to suit specific needs. This customization can help to ensure that the summary captures the key ideas and takeaways that are most relevant to you or your target audience.

## **Text Prompts**

**Summarize the above article using bullet points of the main ideas and key takeaways**

**Summarize the above article and categorize those points into key themes**

## **Code a Basic Website**

While there are specialized text-to-code services available for this task (i.e. GitHub Copilot), ChatGPT can also be used for basic web development to generate code snippets based on a given prompt. For example, a non-developer can input a prompt such as “create a responsive navigation bar” and ChatGPT can generate the code needed to create a

responsive navigation bar for a website. The user can then copy and paste the code into a text editor. Some knowledge of the code language, though, is important for writing effective text prompts and verifying ChatGPT's recommended code.

Another use case for ChatGPT in web development is generating content for websites. ChatGPT can be used to generate website copy, blog posts, and product descriptions, allowing developers to focus on other aspects of website development.

## **Text Prompts**

**I want you to act as a frontend developer for my website. Please provide the code based on my instructions using the programming languages \_\_\_\_\_ and \_\_\_\_\_.**

**Create a landing page for \_\_\_\_\_ using HTML and inline CSS**

**Code a contact form that allows users to submit inquiries or feedback**

**Create a blog page that displays the latest articles at the bottom and allows users to comment, responsive layout**

**Code a search bar that allows users to search for specific content on the website**

**Design a product page that showcases different products and allows users to add them to a shopping cart**

**Create a footer that includes links to the company's social media profiles and copyright information.**

**Check my code above for any bugs or errors. Please suggest any improvements.**

## **Sentiment Analysis**

Leveraging its natural language processing capabilities, ChatGPT is an effective tool for analyzing the emotional tone of text as part of sentiment analysis. By inputting

customer feedback, social media posts, and other forms of online content, ChatGPT can quickly and accurately identify whether the overall sentiment is positive, negative, or neutral, for example. This can be valuable for businesses looking to gain a deeper understanding of how their customers feel about their products, services, or overall brand.

As ChatGPT is not able to access the Internet directly, you may need to collect a sample of relevant text, such as article posts, homepage content, or user comments, in order to analyze websites.

## Text Prompts

Analyze the sentiment of the text above

Can you analyze the sentiment of these tweets about the brand \_\_\_\_\_?

What is the overall sentiment of this review for the film \_\_\_\_\_?

What is the sentiment of these customer reviews for this product?

Analyze and describe the sentiment of this email I want to send to my employer

## Stylistic Writing

ChatGPT can assist with a variety of stylistic writing tasks to help you create a unique and captivating writing style. Stylistic writing focuses on the deliberate and skillful use of various literary devices, such as vivid imagery, figurative language, rhythm, and tone.

To achieve the best results, it's important to consolidate your knowledge of stylistic writing. The book *The Elements of Eloquence: How to Turn the Perfect English Phrase* by Mark Forsyth offers a great starting point as it covers various writing techniques such as chiasmus, which involves reversing the order or structure of words or phrases to

create a mirrored effect. For example, "Ask not what your country can do for you, ask what you can do for your country." Another technique is antithesis, which contrasts ideas or words for emphasis, such as "It was the best of times, it was the worst of times" from Charles Dickens' *A Tale of Two Cities*. Other techniques include epizeuxis (the immediate repetition of a word or phrase for emphasis), hyperbole (exaggeration for emphasis or dramatic effect), anaphora (repetition of a word or phrase at the beginning of successive clauses or sentences), alliteration (repetition of initial consonant sounds in close succession), and paradox (a statement that seems contradictory or absurd but may reveal a deeper truth).

Alternatively, you could ask ChatGPT to list and introduce the various techniques used in stylistic writing or mentioned in the book *The Elements of Eloquence*.

Finally, you also use ChatGPT to decipher the stylistic styles used by your favorite author, marketer, historical figure, or rapper by tasking it to analyze specific examples of their work.

## Text Prompts

**Use a chiasmus to create a marketing slogan for a fitness app**

**Use antithesis to describe customers' attitude to working out as part of an email subject line**

**Craft a paragraph using alliteration to describe a sunrise over a meadow**

**Use hyperbole to describe a thunderstorm with exaggerated intensity and power**

**Incorporate repetition or epizeuxis to explain the benefits of a healthy lifestyle**

**Tell me what stylistic writing style is used in the following slogan**

---

# Fiction Writing

If you're an aspiring writer looking to improve your fiction writing skills, you can use ChatGPT as a tool for generating story ideas, overcoming writer's block, and refining your drafts. Another advantage of using ChatGPT as a writer is the ability to receive feedback on your writing. By inputting your work into the model, you can receive suggestions for grammar and syntax improvements, as well as ideas for sentence restructuring and vocabulary expansion.

While it's possible to outsource the entire writing process to ChatGPT, fiction writing is a task that still benefits from human intuition and domain knowledge. For instance, to create a compelling story, you need to understand the key aspects of fiction writing, including intricate plot development, world-building, character development, establishing a unique voice, and showing not telling, and how to weave these techniques into your prompts in order to create the best story possible. This means that you need to be proactive in injecting your own domain knowledge and providing detailed instructions through your text prompts. You will also need to correct ChatGPT, ask for rewrites, and combine ChatGPT's outputs with your own writing to ensure the story flows naturally and stays true to your vision of the story.

## Text Prompts

I want you to act as a fiction author in the genre of \_\_\_\_\_. I want you to write a storybook using the writing principles of showing and not telling, and slow plot and character development.

**Write the outline for a fictional story based on the following structure:**

**Title name:** \_\_\_\_\_

**Title setting:** \_\_\_\_\_ (i.e. time period, location, etc.)

**Genre:** \_\_\_\_\_ (i.e. historical fiction, sci-fi, horror, spy novel, etc.)

**Protagonist:** \_\_\_\_\_ (i.e. name, age, occupation, personality, and motivations)

**Antagonist:** \_\_\_\_\_ (i.e. name, age, occupation, personality, and motivations)

**Conflict:** \_\_\_\_\_ (i.e. the problem the protagonist faces and the stakes involved)

**Dialogue:** \_\_\_\_\_ (i.e. heavy/minimal dialogue, use dialogue to show character development, show don't tell, use subtext)

**Plot:** \_\_\_\_\_ (i.e. central theme and direction of the story)

**Character development:** (instructions for developing the characters, hero's journey)

**Tone/style:** \_\_\_\_\_ (i.e. writing style, instructions for maintaining story consistency, first/second/third-person narration)

**Pacing:** \_\_\_\_\_ (i.e. instructions for varying the pace of the story to build and release tension, advance the plot, and create dramatic effect)

**Other:** \_\_\_\_\_ (i.e. heavy world-building)

**Great, now write chapter 1 using the outline above and write in the style of Ernest Hemingway.**

**I'm working on a suspenseful short story and I need a captivating opening scene. Can you provide a dramatic scenario that will immediately grab the reader's attention?**

**I'm writing a mystery novel and I need a plot twist that will leave my readers stunned. Can you come up with an unexpected and mind-bending twist that will keep them guessing?**

**I'm looking to create an intense action sequence for my adventure novel. Can you help me choreograph a heart-pounding scene involving a chase, unexpected obstacles, and a heroic escape?**

## **Personal Education**

With its vast knowledge base, ChatGPT can provide you with information on just about any topic that piques your interest. Whether you're curious about the latest scientific research or you want to learn more about a particular culture, ChatGPT can help provide you with the knowledge that you need.

There are countless ways you can use ChatGPT for learning tasks. One way is establishing a tutor-student relationship, where you ask ChatGPT any questions you have and you receive personalized answers in response. Another way is to

ask ChatGPT to produce study notes on a given topic. You could even copy those notes into a text-to-speech software program such as Eleven Labs or Wellsaid Labs and listen to your study notes on your smartphone. Alternatively, you can use ChatGPT to recommend external learning resources such as books, online courses, or educational videos to aid your learning.

Finally, ChatGPT can be used to test your knowledge through quizzes or conversing in the foreign language you are learning, providing an opportunity to practice and improve your skills.

## **Text Prompts**

**What should I start learning about on the topic of \_\_\_\_\_?**

**Break down [topic] into smaller, easier-to-understand parts. Use analogies and real-life examples to simplify the concept and make it more relatable.**

**Write a summary with the most important things to know on the topic of \_\_\_\_\_**

**Explain the concept of \_\_\_\_\_ in plain English/ Layman's terms**

**Teach me the basics of \_\_\_\_\_ using real-world examples**

**Recommend highly rated learning materials on the topic of \_\_\_\_\_**

**Recommend books and research papers related to \_\_\_\_\_**

**Using everything you have taught me so far, please prepare concise study notes in a structured format with a space between each note.**

**Now give me multiple choice quiz about \_\_\_\_\_, one question at a time, and don't show me the answer.**

**Give me a hint**

**Next question please**

# CONTENT WRITING

In today's digital age, content writing is a vital skill for businesses, educators, and individuals, and using ChatGPT to write content can be a highly productive and time-saving tool. This chapter will delve into the practical application of producing an engaging blog post and provide step-by-step guidance on harnessing ChatGPT for your own content creation pipeline. You can also utilize these same techniques to create content for other mediums including newsletter content, podcast scripts, website content, social media copy, and so forth.

## **Step 1: Start a new chat**

To avoid mixing topics and projects, it's important to create a new chat each time you start a new task.

## **Step 2: Provide a briefing**

Before writing the opening headline or the body section, it helps to warm up the model with some context and background information about your blog post. This could include information about the target audience, why you are writing the blog post, and what your goals are. By providing this information up front, ChatGPT can use this information as reference material for producing future outputs.

### **Text Prompt**

**I want to write a blog post about looksmaxxing. I am writing this blog post on behalf of a male grooming company that specializes in shaving devices designed for men. My target audience is men aged between 15 and 40 years old who aren't regular customers of male grooming products and lack knowledge about the importance of personal grooming.**

After inputting this background information, ChatGPT may add a comment congratulating you on your intention to write a blog post on that topic or it might even start writing the blog content. Whatever the output, you can generally ignore it and proceed to Step 3.

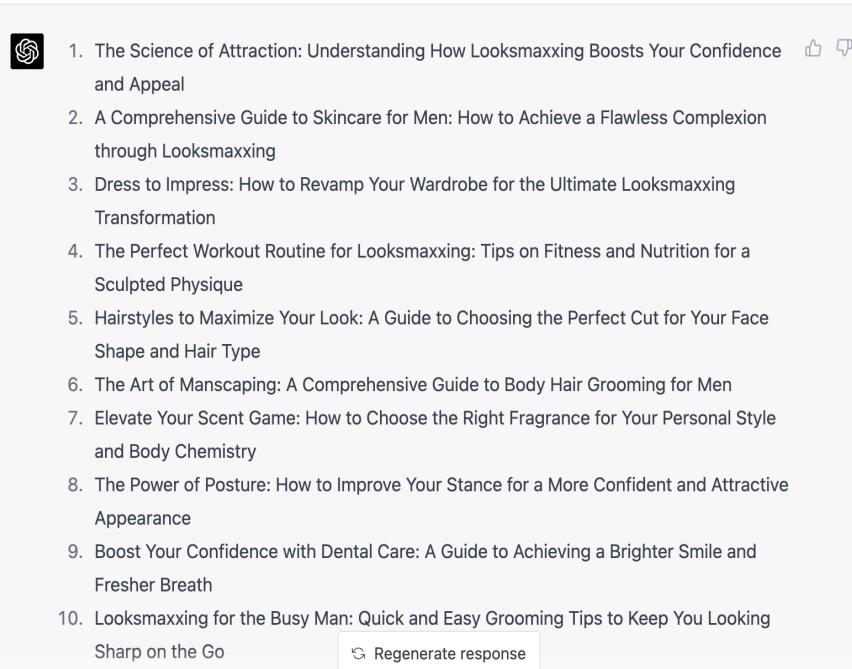
## **Step 3: Choose your topic**

Determine the subject of your blog post. Make sure it's specific and well-defined. If you need assistance defining a topic, you can ask for help by asking ChatGPT for suggestions. As a tip, it usually helps to request multiple suggestions (using a number in your prompt) to avoid ChatGPT responding with only one suggestion.

### **Text Prompt**

**Generate 10 different blog topics about looksmaxxing**

Generate 10 different blog topics about looksmaxxing

- 
- The screenshot shows a ChatGPT interface with a list of 10 generated blog topics. The topics are numbered 1 through 10 and cover various aspects of personal grooming and appearance. At the bottom of the list, there are two buttons: "Sharp on the Go" and "Regenerate response".
1. The Science of Attraction: Understanding How Looksmaxxing Boosts Your Confidence and Appeal
  2. A Comprehensive Guide to Skincare for Men: How to Achieve a Flawless Complexion through Looksmaxxing
  3. Dress to Impress: How to Revamp Your Wardrobe for the Ultimate Looksmaxxing Transformation
  4. The Perfect Workout Routine for Looksmaxxing: Tips on Fitness and Nutrition for a Sculpted Physique
  5. Hairstyles to Maximize Your Look: A Guide to Choosing the Perfect Cut for Your Face Shape and Hair Type
  6. The Art of Manscaping: A Comprehensive Guide to Body Hair Grooming for Men
  7. Elevate Your Scent Game: How to Choose the Right Fragrance for Your Personal Style and Body Chemistry
  8. The Power of Posture: How to Improve Your Stance for a More Confident and Attractive Appearance
  9. Boost Your Confidence with Dental Care: A Guide to Achieving a Brighter Smile and Fresher Breath
  10. Looksmaxxing for the Busy Man: Quick and Easy Grooming Tips to Keep You Looking Sharp on the Go

Using ChatGPT as an idea-generation tool, we can either select one of its suggestions or use these suggestions to design our own topic. For this example, let's use option 10, which is "Looksmaxxing for the Busy Man" as this topic fits well with the product that we want to promote.

Also, if you're wondering what *looksmaxxing* is, it's a trending term used online that refers to the process of maximizing one's physical appearance through various methods including grooming, exercise, diet, skincare, fashion, and cosmetic procedures.

## Step 4: Generate a headline

Now that we have chosen a topic, we can either adopt this topic as the title of the blog or we can task ChatGPT to explore some better options.

### Text Prompt

**Generate 10 headline alternatives for "Looksmaxxing for the Busy Man: Quick and Easy Grooming to Keep You Looking Sharp on the Go"**

OL Generate 10 headline alternatives for "Looksmaxxing for the Busy Man: Quick and Easy Grooming to Keep You Looking Sharp on the Go" 

- 1. Stay Polished on the Move: Time-Saving Grooming Hacks for the Busy Modern Man  
- 2. Grooming on the Fly: Effortless Looksmaxxing Tips for Men with Hectic Schedules
- 3. The Time-Pressed Man's Guide to Looking Sharp: Fast and Simple Grooming Techniques
- 4. No Time? No Problem! Speedy Grooming Tips for the Always-On-the-Go Man
- 5. Quick-Fix Grooming: How Busy Men Can Maintain a Polished Appearance with Minimal Effort
- 6. Groom and Zoom: Streamlined Looksmaxxing Strategies for Men in a Hurry
- 7. Mastering the Art of Fast Grooming: Time-Efficient Looksmaxxing Solutions for Today's Man
- 8. The 5-Minute Grooming Guide: Rapid Looksmaxxing Tips for Men with Busy Lives
- 9. Express Grooming: Time-Saving Looksmaxxing Techniques for Men on a Tight Schedule
- 10. The Rush Hour Groom: How to Maximize Your Look with Quick and Easy Grooming Tricks

Of the 10 options provided by ChatGPT, I like option 8, but let's stick with the original title as we want to position "Looksmaxxing" at the front of the title. Alternatively, we could go back and edit the text prompt by requesting that the title start with the word "Looksmaxxing".

OL Generate 10 headline alternatives for "Looksmaxxing for the Busy Man: Quick and Easy Grooming to Keep You Looking Sharp on the Go". The title should start with the keyword "Looksmaxxing"

- 1. Looksmaxxing on a Tight Schedule: Time-Saving Grooming Tips for the Modern Man
- 2. Looksmaxxing for Time-Strapped Gents: Fast and Efficient Grooming Hacks
- 3. Looksmaxxing in No Time: Streamlined Grooming Routines for Men on the Move
- 4. Looksmaxxing for Hectic Lives: Quick and Simple Grooming Tricks for Busy Men
- 5. Looksmaxxing Made Easy: Swift Grooming Techniques for the Man with Limited Time
- 6. Looksmaxxing for the Fast-Paced Lifestyle: Grooming Solutions for Men on the Go
- 7. Looksmaxxing in a Hurry: Rapid Grooming Strategies for the Busy Gentleman
- 8. Looksmaxxing for the Time-Conscious Man: Accelerated Grooming Tips to Stay Sharp
- 9. Looksmaxxing Express: Speedy Grooming Techniques for Men with Demanding Schedules
- 10. Looksmaxxing for the Active Man: No-Nonsense Grooming Tips for a Polished Appearance in Minutes

## Step 5: Generate an outline

After selecting the title, let's generate an outline for the blog.

## Text Prompt

**Generate an outline for the blog (Looksmaxxing for the Busy Man: Quick and Easy Grooming to Keep You Looking Sharp on the Go) with 5 sections. One section of the blog should cover the importance of male grooming and mention the product "Super Shaver" for all-purpose male grooming.**

It's important to add the title of the blog so ChatGPT knows which title you decided to use. You can also add specific keywords or products that you want to include in the blog within your text prompt.

 Title: Looksmaxxing for the Busy Man: Quick and Easy Grooming to Keep You Looking Sharp on the Go
I. Introduction
A. Introduce the concept of looksmaxxing for busy men
B. Emphasize the importance of personal grooming in today's fast-paced world
II. The Importance of Male Grooming
A. Discuss the impact of grooming on self-confidence and first impressions
B. Mention the benefits of male grooming for overall health and hygiene
C. Highlight the "Super Shaver" as an all-purpose grooming tool for busy men
III. Quick and Efficient Shaving Techniques
A. Share time-saving shaving tips for men with busy schedules
B. Explain how the "Super Shaver" streamlines the grooming process
C. Offer advice for maintaining a clean, well-groomed appearance with minimal effort
IV. Time-Saving Hair and Skincare Hacks
A. Present easy hair care tips to keep your mane looking fresh and stylish
B. Provide recommendations for quick and effective skincare routines
V. Grooming on the Go: Strategies for Maintaining Your Look Throughout the Day
A. Offer solutions for quick touch-ups and grooming fixes when away from home
B. Suggest essential grooming items to keep in a travel kit or gym bag
C. Share strategies for incorporating grooming into a busy daily routine
VI. Conclusion
A. Recap the importance of looksmaxxing for busy men
B. Encourage readers to invest in their personal grooming and try the "Super Shaver" for efficient and effective results

Next, review the generated outline and refine it to suit your needs. This might include removing sections or switching up

the sequence. You can do this manually by copying and pasting ChatGPT's outline into a Word document and editing it there before pasting the updated blog outline back into the chat. Alternatively, you can try to use text prompts to edit the outline within ChatGPT. This approach works well if you only have one or two adjustments to make. If the outline needs major surgery, then it might be more convenient to edit the outline using an external text editor. Just remember to send the updated outline back to ChatGPT before you proceed to the next step!

## Step 6: Write the blog

Using the chosen outline, we can now start to write the blog. Here, we can either task ChatGPT to generate sections of the blog across multiple chat messages or we can try to write the full blog post using a single text prompt.

Also, don't forget to add modifiers to the prompt such as the style, tone, preferred spelling, target keywords, etc.

In this example, we'll ask ChatGPT to mimic the writing style of James Clear, the author of *Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones*, using U.S. spelling.

### Text Prompt

**Write the entire blog post based on the outline above in the style of James Clear using U.S. English**

If you're not satisfied with the output, you can try using the "**Regenerate response**" button (located below the output) multiple times until you get an output that suits your needs. If this fails, you may need to go back and refine your original text prompt by clicking on the edit button on the right-hand side of the text prompt.

OL

Write the entire blog post based on the outline above in the style of James Clear using U.S. English



As a last resort, you can try breaking the task into smaller chunks by prompting ChatGPT to write the blog section by section, starting with the introduction and finishing with the conclusion.

## Text Prompt

**Write the introduction of the blog post by expanding on the outline points above in the style of James Clear using U.S. English.**

## Step 7: Review and edit the content

As you receive content for each section or for the full blog post, make sure that you review and edit it to ensure accuracy, clarity, and consistency. Check for grammatical errors, inconsistencies, and factual accuracy. Make any necessary edits to ensure that the content flows and is engaging to readers. You might also like to use a third-party software such as Grammarly.com to check for errors and make other adjustments.

In general, ChatGPT excels at spelling and grammar compared to a human writer. Instead, most of your time will be spent on fact-checking any statistics or claims mentioned in the content and checking that the content is relevant and on point.

If you are unhappy with individual sentences, you can copy and paste the sentence and request ChatGPT to re-write or optimize the entire sentence.

## Text Prompt

**optimize: But for the modern man, looking sharp and well-groomed is not only essential for making great first impressions; it also boosts self-confidence and contributes to overall well-being.**

OL

optimize: But for the modern man, looking sharp and well-groomed is not only essential for making great first impressions; it also boosts self-confidence and contributes to overall well-being.



For the modern man, not only is looking sharp and well-groomed crucial in making outstanding first impressions, but it also enhances self-confidence and promotes overall well-being.

## Step 8: Optional extras

In the space of 10 minutes or so, you should have a convincing blog post ready for publication. Before you click publish, you may like to ask ChatGPT to draft the metadata title and description for SEO purposes or a social media shout-out for a social channel such as LinkedIn or Facebook.

### Text Prompt

#### Write an SEO metadata description for the blog, optimized for Google

OL

Write an SEO metadata description for the blog, optimized for Google



Discover time-saving grooming strategies for busy men, including shaving techniques, hair and skincare hacks, and on-the-go tips to keep you looking sharp. Elevate your grooming game with the "Super Shaver" and boost your confidence today.

Lastly, given that the current version of ChatGPT was only trained on data available before 2022, the language model isn't familiar with the latest social media and search engine optimization (SEO) strategies. To overcome this problem, you may need to manually train the model regarding new content writing strategies by inserting any relevant optimization rules into your text prompt.

### A Word of Warning

While there's an obvious temptation to write an entire book, college essay, or blog post using ChatGPT, it's important to use this software in combination with your own writing and

editing decisions. OpenAI is said to be developing cryptographic technology that can detect a signature in the words produced by OpenAI's text-generating AI models.

Amazon, Google, and other platforms are also wary of the impact that AI-generated content will have on the user experience for customers. As a result, they are likely to develop in-house tools to detect AI-generated content. This is not to say that Google will penalize you for using ChatGPT to write the conclusion of your blog or that Amazon will prevent the use of AI writing tools in the production of self-published books. However, it's likely that major platforms will impose a minimum requirement, mandating that a certain proportion of the content is original and not generated by AI.

To check the originality of the content, you can use online services such as Originality.ai and Detect GPT which offer software tools for detecting AI-generated content and plagiarism.

# ChatGPT Sample Blog

Below is the original version of the blog generated by ChatGPT-4, which is about 550 words in length and has not been edited by a human writer. While you could publish directly, the more time you spend on editing and updating the content—using either ChatGPT or a professional writer—the better the final piece.

**Meta title:** Quick Grooming Tips for Busy Men: Master Looksmaxxing & Stay Sharp On the Go

**Meta description:** For the modern man, not only is looking sharp and well-groomed crucial in making outstanding first impressions, but it also enhances self-confidence and promotes overall well-being.

**Blog title:** Looksmaxxing for the Busy Man: Quick and Easy Grooming to Keep You Looking Sharp on the Go

## Introduction:

In today's fast-paced world, personal grooming can feel like a luxury. But for the modern man, looking sharp and well-groomed is not only essential for making great first impressions; it also boosts self-confidence and contributes to overall well-being. The good news is that you don't have to sacrifice hours of your day to achieve a polished appearance. In this guide, we'll explore quick and easy grooming strategies for the busy man, including the benefits of using the "Super Shaver" to streamline your grooming routine.

## The Importance of Male Grooming:

First impressions matter, and investing in your appearance pays dividends in both personal and professional settings. Grooming not only enhances your overall look but also helps you maintain good hygiene and feel more self-assured.

Enter the "Super Shaver," an all-purpose grooming tool designed for men who value both their time and appearance. With its versatile functionality and ease of use, the "Super Shaver" is the ideal solution for busy men looking to elevate their grooming game with minimal effort.

## Quick and Efficient Shaving Techniques:

Shaving shouldn't be a chore or a time-consuming task. With the "Super Shaver," you can achieve a clean and well-groomed look in just a few minutes. Here are some tips to help you maximize efficiency:

Prep your skin: Before using the "Super Shaver," ensure your skin is clean and well-hydrated. This will make shaving smoother and more comfortable.

Use short, steady strokes: The "Super Shaver" is designed for precision, so let the device do the work. Avoid pressing too hard or making long strokes to reduce the risk of irritation.

Moisturize: After shaving, apply a soothing aftershave or moisturizer to keep your skin healthy and irritation-free.

### **Time-Saving Hair and Skincare Hacks:**

When you're busy, it's easy to neglect your hair and skin. However, with a few simple tricks, you can maintain a fresh appearance without sacrificing precious time:

Choose a low-maintenance hairstyle: Opt for a haircut that requires minimal styling and is easy to manage.

Make the most of your shower: Use a 2-in-1 shampoo and conditioner to save time and streamline your hair care routine.

Opt for multi-purpose skincare products: Look for products that combine multiple benefits, such as a moisturizer with built-in SPF protection, to save time and keep your skin healthy.

### **Grooming on the Go: Strategies for Maintaining Your Look Throughout the Day:**

No matter how busy your day gets, you can still maintain your polished appearance with these on-the-go grooming strategies:

Carry a compact grooming kit: Keep a small kit in your bag or car with essentials like a travel-sized "Super Shaver," toothbrush, toothpaste, comb, and facial wipes.

Make use of downtime: Take advantage of short breaks during the day to check your appearance and make quick touch-ups as needed.

Schedule regular grooming appointments: Prioritize self-care by setting reminders for regular haircuts and other grooming appointments to ensure you always look your best.

### **Conclusion:**

Looksmaxxing for the busy man is not only achievable but also essential in today's fast-paced world. By investing in your personal grooming and making the most of time-saving tools like the "Super Shaver," you can present the best version of yourself with minimal effort. So, don't wait any longer—embrace efficient grooming strategies and experience the confidence boost that comes with looking sharp on the go.

# TRANSLATION TASKS

As a large language model, ChatGPT excels at comprehending and producing responses in many different languages. This means that ChatGPT cannot only be used in multiple languages but also applied as an advanced translation tool.

To use ChatGPT for translation, you will need to input the source text and add a text prompt specifying the target language for translation.

## Text Prompt

**Translate:** \_\_\_\_\_

By default, ChatGPT will generate a translation based on the language used to write the prompt, which in my case is English. Conversely, if you write the prompt in French and the source content is in English, ChatGPT will translate the content into French. To specify the output language, you can also add this information to your text prompt.

## Text Prompt

**Translate “\_\_\_\_\_” into French**

**Translate into French: “\_\_\_\_\_”**

While ChatGPT's language translation capabilities are impressive, it's important to understand that like all

language translation tools, the model is not perfect, and it won't always produce an accurate translation. Factors such as context, colloquialisms, and idiomatic expressions can all affect the accuracy of the translation.

## Advanced Tips

After two or three translations, it may not be necessary to add a prompt for each new request. Once ChatGPT recognizes the pattern of translating your inputs into the target language, you can simply copy and paste the source language and the model will translate the content into the target language automatically.

However, keep in mind that as the chat progresses and more content is submitted for translation, earlier messages may impact your outputs. This problem arises because ChatGPT uses the conversation history as a reference for future outputs. This can lead the model to include words or phrases not contained in the direct source content but which appeared in earlier translations. To avoid this issue, you can edit your first chat message after each translation and replace it with the next text snippet for translation. This eliminates earlier messages impacting new translation outputs.

Next, if you are translating multiple strings and using ChatGPT's translation feature regularly, you may want to consider upgrading to a Pro account to speed up your workflow.

Finally, if you are satisfied with the literal translation but want to refine the translation to sound more natural, you can instruct ChatGPT to optimize or improve the text by using a verb such as **optimize**, **rewrite**, or **improve** in your next message to ChatGPT.

### Text Prompt

Translate: “\_\_\_\_\_”

## Optimize it

OL

Translate: "下面给大家介绍两个项目，第一个是音乐营销的项目。说起音乐营销，为什么要做音乐营销呢？"



Now, let me introduce two projects to you all. The first one is a music marketing project.

Speaking of music marketing, why do we need to do music marketing?

OL

Optimize it



Now, I'd like to present two projects to you. The first one focuses on music marketing.

When it comes to music marketing, what makes it so important?

## ChatGPT Vs. Google Translate

When it comes to translation tasks, the performance of both ChatGPT and Google Translate depends on the complexity of the text, the length of the sentences, and the specific language pair being translated. In general, Google Translate will provide faster translations, while ChatGPT will usually produce more accurate and natural-sounding translations, particularly for longer and more complex sentences.

However, the big difference between the two tools is that Google Translate is a closed system, whereas ChatGPT enables you to have input on how the model translates content based on personal preference. An example of this is controlling the formality of the output for languages such as Korean and Japanese where there are different levels of politeness. As an example, the Korean language has a formal and informal language system known as "jondaetmal" and "banmal" respectively. By specifying the target formality of the language in your prompt, ChatGPT can generate translations based on different needs.

Likewise, you can use ChatGPT to translate content from one variant to another variant in the same parent language.

You can do this in English by alternating between standard British English and Singaporean English, which is characterized by some unique vocabulary and grammar rules influenced by the Malay and Chinese languages. This allows you to receive more natural and contextually relevant translations, enhancing the overall quality of the translation output.

For power users, ChatGPT can be trained to translate terms based on your instructions, including fixed translations for medical and legal terminology or proper nouns (i.e. names of companies). You do this by telling ChatGPT that you want to: **translate "X" as "Y"**

## Text Prompt

**Translate "Juliang" as "Ocean Engine"**

In this example, I have informed ChatGPT that I want it to translate the Chinese company name "Juliang" as "Ocean Engine", a company owned by ByteDance. Unless I specify the correct translation ChatGPT will automatically translate it as "the Huge Engine", which is not what I want! This is a common problem as well with Google Translate, but unlike ChatGPT, there is no way of modifying Google Translate's outputs.

Ultimately, the choice between ChatGPT and Google Translate depends on the specific requirements of the task and your preferences as the user. Personally, I find ChatGPT is better at translating technical and colloquial language from Chinese into English. However, Google Translate is faster and remains my first option when I need a rough translation or to translate individual words.

## PERSONALIZED TUTORING

Looking back through history, it's common to find stories of successful people who had some extra help along the way. This includes personal tutors, mentors, or coaches who played an important part in shaping their achievements.

The ancient ruler and conqueror Alexander the Great had perhaps the most famous tutor: the philosopher Aristotle, whose teachings played a role in shaping Alexander's strategies and leadership style. The great artist Leonardo Da Vinci also benefited from personalized tutoring. He learned his craft in the studio of Andrea del Verrocchio, an experience that shaped his approach to art and other areas of study.

Fast forward to more recent times, and there is the example of Oprah Winfrey who found a mentor in Maya Angelou and Bill Gates who started learning computer programming from a personal tutor during his teenage years.

Each of these stories highlights the value personalized tutoring can bring, but until recently, access to tutoring was largely restricted to those with the financial resources or the benefit of proximity. However, now using AI, there are unlimited use cases for finding a tutor in virtually any subject. Online tutoring companies such as Chegg, for example, are working in partnership with OpenAI to develop ChatGPT-powered software programs to help students with their homework.

While AI-powered tutoring doesn't directly replicate the advantages of a human tutor, it does offer a range of benefits, particularly for adult learners who have a stronger ability to evaluate the quality of AI-generated outputs. Leveraging applications like ChatGPT, CheggMate, or Character.AI, learners have the freedom to invest as much time as they need to grasp difficult concepts or revisit topics they've learned in the past. Interacting with AI rather than a human also eliminates the fear of judgment and hesitation to ask for help or ask simple questions.

In terms of the downsides, ChatGPT doesn't yet have the ability to understand unique learning styles or provide emotional support and motivation in the same way a human can. There is also a lack of testing and monitoring on the efficacy of AI tutoring, including mechanisms to verify the accuracy of the content provided. As a result, ChatGPT should be used as a supplement to conventional education methods rather than being relied upon as the sole resource. This may change over time as other more specialized tutoring AI services come onto the market. For now, here are a few ways to use ChatGPT as a tutor.

## **Business Strategy Exploration**

Use ChatGPT to brainstorm ideas and explore different strategies for your business. By providing specific information about your industry, target market, and goals, ChatGPT can offer suggestions and considerations to help you think outside the box, adopt new business tactics, and generate fresh perspectives.

### **Text Prompts**

**I run a small e-commerce business selling handmade crafts. Can you help me brainstorm innovative strategies to expand my customer base and increase online sales?**

**I'm looking to enter the digital marketing industry with a new agency. Could you provide insights on potential market gaps and help me explore unique business models that could set my agency apart?**

**I manage a local restaurant chain and I want to enhance customer loyalty. Can you suggest creative ways to improve our customer experience and stand out in a competitive market?**

## **Career Coaching**

As a career coach, ChatGPT can assist you in identifying your strengths and exploring career options. It can also be used to provide guidance in areas such as job search strategies, resume writing, interview skills, and career transition planning.

### **Text Prompts**

**I'm considering a career change, but I'm not sure which direction to go. Can you help me identify transferable skills and suggest industries that align with my interests?**

**I have an upcoming job interview for a marketing role. Could you give me tips on how to answer common interview questions and highlight my relevant skills and experiences?**

**I'm a recent graduate looking to enter the finance sector. Can you provide guidance on building a strong resume and networking effectively within the industry?**

## **Financial Guidance**

While ChatGPT is not a substitute for a certified financial advisor, it can provide general information and insights related to financial matters. For instance, it can help you understand basic financial concepts, explain financial statements, or assist with financial calculations based on the information you provide.

### **Text Prompts**

**I'm planning to invest in the stock market but I'm new to this. Can you explain some basic investment principles and provide tips on how to**

**research and select promising stocks?**

**I want to understand the basics of budgeting and managing my personal finances. Can you explain concepts like saving, budget categories, and debt management?**

**I'm considering taking out a mortgage for my first home. Can you help me understand the factors that influence mortgage rates and provide some insights into the loan application process?**

## **Homework Help**

Use ChatGPT to clarify concepts you don't understand, get help on tricky homework problems, or review material you've learned in class. Just don't let ChatGPT do all your homework for you!

### **Text Prompts**

**I'm struggling with a complex calculus problem. Can you guide me through the steps to solve it?**

**I need help understanding the historical context of the American Revolution. Could you provide a brief overview of the key events and their significance?**

**I have a chemistry assignment on chemical reactions. Can you explain the different types of reactions and give me examples of each?**

## **Language Practice**

For those learning a new language, ChatGPT can be a valuable resource for practicing written conversation skills, learning about the context of when to use specific vocabulary (such as the level of formality), and practicing grammar drills.

### **Text Prompts**

**I'm learning French and I want to practice writing sentences in the future tense. Can you help me create a few sentences using different verbs?**

**I'm studying Spanish and I'm confused about when to use 'ser' and 'estar.' Can you provide some examples to clarify their usage?**

**I'm practicing my Japanese writing skills. Can you help me compose a short paragraph introducing myself in Japanese?**

## **Life Coaching**

ChatGPT can help clarify your goals, identify obstacles, and develop strategies to achieve personal fulfillment and success. Life coaching covers areas such as relationships, career, personal growth, and overall well-being.

### **Text Prompts**

**I'm feeling overwhelmed with balancing work and personal life. Can you help me identify strategies to manage my time more effectively?**

**I want to set clear career goals but I'm not sure where to start. Can you guide me through a process to define my aspirations and create an action plan?**

**I'm facing a decision about a major life change. Can you help me weigh the pros and cons and explore potential outcomes?**

## **Subject Review**

Use ChatGPT to provide information on a wide range of topics, from math and science to history and language arts. This can be a helpful tool for those studying for a test, looking to brush up on specific subjects, or simply wanting to learn something new. Similar to browsing Wikipedia, you can use the learn-as-you-go method based on following your curiosity about a particular subject.

### **Text Prompts**

**I have a physics test coming up, and I'm having trouble understanding Newton's laws. Can you explain them in simpler terms?**

**I'm interested in learning about the history of ancient civilizations. Could you provide a brief overview of notable ancient cultures and their contributions?**

**I'm curious about astronomy and want to know more about the solar system. Can you provide information about the planets and their characteristics?**

## **Technical Assistance**

While ChatGPT does not substitute for a trained professional, you can use it to gain knowledge about accounting, tax, and other technical assistance. By pasting my financial records into ChatGPT, I recently prepared my Balance Sheet and Profit & Loss Statement for my end-of-year accounts, before sending that information as a file to my accountant.

### **Text Prompts**

**I need to understand some basic accounting concepts for my small business. Can you explain the difference between cash flow and profit?**

**I'm preparing my taxes and I have questions about deductions. Can you provide some general information about common tax deductions for individuals in {your country/tax jurisdiction}?**

**I want to learn more about web development. Can you explain the differences between front-end and back-end development and their roles in creating websites?**

## **Writing Assistance**

ChatGPT can help you improve your writing skills. It can provide tips on grammar, punctuation, and style. It can also generate examples of well-written sentences or paragraphs, and help with brainstorming ideas for essays or stories.

### **Text Prompts**

**I'm working on an essay for my literature class. Can you help me come up with a strong thesis statement and outline for my paper?**

**I'm writing a short story and I'm struggling with descriptive language. Can you give me examples of how to use imagery to create vivid scenes?**

**I want to improve my professional email writing skills. Could you review a draft email I've written and provide suggestions for making it more effective?**

## AI ART PROMPTS

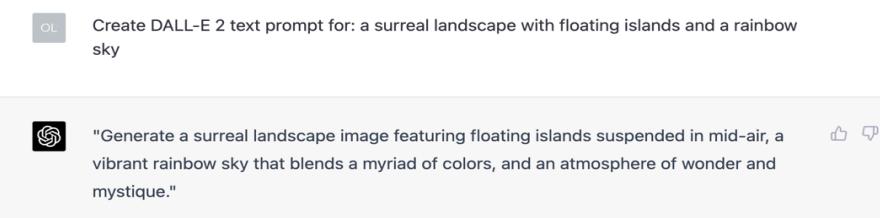
With text-to-image technology radically transforming the world of art creation, ChatGPT can be considered an auxiliary tool for creating stunning visual content. ChatGPT doesn't currently have the capabilities to output images but can be used to generate text prompts for use on third-party software such as DALL-E 2, Midjourney, and Stable Diffusion.

One method involves articulating your artistic vision to ChatGPT and requesting the model to formulate a text prompt that aligns with your description and your chosen software. The text prompt can then be fed into the relevant software to generate an image.

As an example, let's say we want to generate a text prompt for DALL-E 2 and we want to create "a surreal landscape with floating islands and a rainbow sky". Here, we need to tell ChatGPT our general intentions and task the model to use its knowledge of DALL-E 2 and text-to-image prompt writing to generate a relevant text prompt.

### Text Prompt

**Create DALL-E 2 text prompt for: a surreal landscape with floating islands and a rainbow sky**



For this task, ChatGPT was able to generate a detailed text prompt based on our artistic vision. This text prompt can now be used to generate an image using the DALL-E 2 software, as displayed in Figure 2.

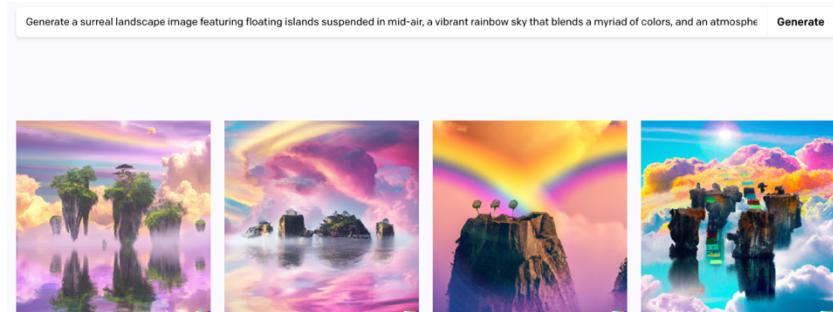


Figure 2: Outputs of the ChatGPT-generated text prompt using DALL-E 2

Before you start using ChatGPT to generate text prompts for DALL-E 2 or other text-to-image software, it's important to acknowledge that ChatGPT may not be familiar with the latest version of each software program, including new features or parameters. One way to bridge this knowledge gap is to train ChatGPT on information about the latest version. As an example, maybe you want to use Midjourney Version 5 (which was launched in early 2023) but ChatGPT was only trained on Midjourney Version 4. In this case, you can visit the official Midjourney documentation (<https://docs.midjourney.com/docs/models>) and copy any relevant information about the new version and paste that information into the chat, including any updated parameters and commands.

After providing ChatGPT with relevant information, you can ask the model if it understands what Midjourney V5 is, to

which it should respond positively. Once you are satisfied with its knowledge of Midjourney V5, you can request ChatGPT to create an image prompt based on the information you provided.

## Text Prompt

**Based on the information above, use your knowledge of Midjourney V5 to create a text prompt of Ryan Reynolds as a medieval king in the style of a marvel comic.**

## Character.AI

As an alternative to ChatGPT, I also recommend trying Character.AI, which is a free chat service similar to ChatGPT but with hundreds of themed chatbots, including Elon Musk, Plato, and Giga Chad. Character.AI has a number of characters dedicated to AI art, including Midjourney Prompts, Dalle Prompt, and Stable Diffusion Bot. These bot characters use artificial intelligence to generate text-to-image prompts based on the description you enter, prompts other people are using, and relevant tutorials it can find online.

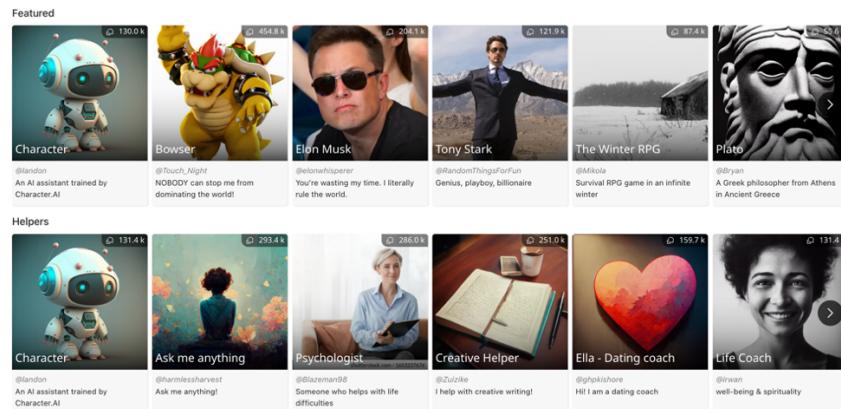


Figure 3: character.ai chat channel

To get started, sign up for a free account, search for "Midjourney Prompts", "Dalle Prompt", or another

character on the platform, and enter a sentence or phrase to explain your artistic vision inside the chat box window.

The screenshot shows a dark-themed chat interface. At the top, a green circular icon with a white 'M' contains the text "Midjourney Prompts @jdblender". Below it is a message: "I am Midjourney Prompts. I make up prompts to plug in to the Midjourney AI image creator. I make up prompts for images based on all the other prompts people are using and all the tutorials I can find online for making interesting and artistic images with midjourney. Ask me for a prompt and I will provide you with everything that comes after '/imagine'. You can guide me with general ideas that I will refine or just let me go wild and see what happens." A red circular icon with a white asterisk contains the text "Guest". Below it is a message: "I want an image of Times Square taken in 2050, drones in the air, cyberpunk style". Another green circular icon with a white 'M' contains the text "Midjourney Prompts c.ai". Below it is a message: "I'm on it!". At the bottom, there is a summary message: "My prompt: 'A drone's eye view of Times Square in the year 2050, in the cyberpunk style, neon lights, people walking around, with a futuristic city skyline in the distance, in the style of Greg Mann, ultra-detailed, very detailed, digital art.'"

Figure 4: Using Character.ai to create AI-optimized text prompts

Finally, copy and paste the text prompt from Character.AI into the text-to-image software to generate the final version.

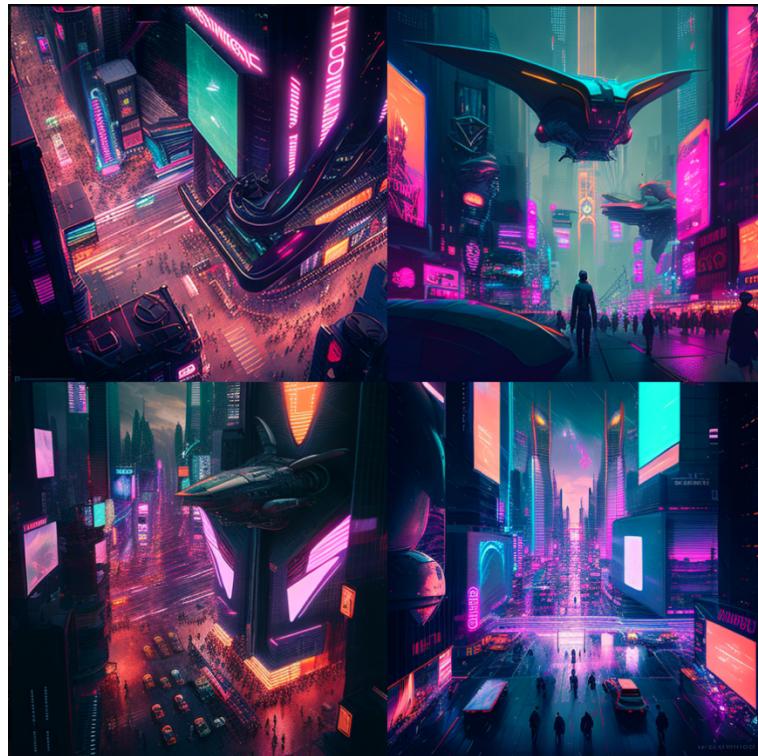


Figure 5: Using the text prompt from Character.ai to create art using Midjourney



## TRAINING PROMPTS

To unlock the full potential of ChatGPT, it's important to understand the importance of data as input. Unlike traditional software programs, ChatGPT adapts and modifies its behavior based on data collected from your inputs. This is different from conventional software and web applications where the user experience is relatively fixed or pre-programmed to behave in a particular way. When you type a search query into Google or YouTube, you do so as a recipient, knowing that you have little control over what results Google will feed back to you. Yes, the algorithm will generate results based on search terms and the location of your IP address, but you have no control over how Google formats and showcases the results.

Also, even though there are ways to customize software features like spell check in Microsoft Word or utilize search hacks for Google Search, only a fraction of users take advantage of these options. Instead, most people beeline for the search box or click on a button to execute the request using the default settings determined by the developers of the software. Unsurprisingly, this is how most people use ChatGPT. They tell ChatGPT what they want but they don't explain how that information should be written, presented, or organized. This includes customizing various elements of the output, such as the formatting, perspective, length, and writing style. For instance, you can restrict ChatGPT's output to 140 characters, or 142 characters. You can modify the writing style. You can even modify the

personality of ChatGPT, ranging from a sassy right-wing political commentator to a caring and supportive foreign language teacher.

If your goal is to become a power user of AI-enabled chat software like ChatGPT, then it's useful to treat the AI as a specialized assistant with a definable role and malleable personality rather than as a pre-packaged writing tool.

While it's possible to modify ChatGPT using direct instructions, it's usually more effective to show ChatGPT examples it can mimic. You can accomplish this by using a machine learning technique called *training*, which involves presenting the model with a series of examples, allowing it to identify and learn new patterns through direct exposure.

To train ChatGPT, you should collect samples that correspond to the type of text you want to produce and paste those samples into the chat. If you want ChatGPT to generate text that mimics the writing style of a specific writer, you can train the model on a collection of their blog posts, for instance. Once the model has analyzed the patterns present in the sample data, ChatGPT can emulate that style to generate new text. Similarly, if you want ChatGPT to generate marketing copy, you can train the model on examples of effective marketing copy, as demonstrated in the following text prompt.

## Text Prompt

**Create a marketing slogan for a drone delivery company using the principles and effects used in the following slogans.**

**Adidas: Adidas is All in.**

**Amazon: And you're done.**

**Apple: Think Different.**

**Disney: The Happiest Place on Earth.**

**McDonald's: I'm Lovin' It.**

**Mercedes Benz: The Best or Nothing.**

**Toyota: Let's Go Places.**

## M&M: Melts in Your Mouth, Not in Your Hands.

OL

Create a marketing slogan for a drone delivery company using the principles and effect used in the following slogans.

Adidas: Adidas is All in.  
Amazon: And you're done.  
Apple: Think Different.  
Disney: The Happiest Place on Earth.  
McDonald's: I'm Lovin' It.  
Mercedes Benz: The Best or Nothing.  
Toyota: Let's Go Places.  
M&M: Melts in Your Mouth, Not in Your Hands.



"Fly above the rest with our drone deliveries."

Using this same approach, you can fill in ChatGPT's knowledge of new events that have occurred since its last knowledge cut-off date, such as the Silicon Valley Bank crisis. Similar to what we did with Midjourney V5 in the previous chapter, we can copy and paste relevant information from the web or Wikipedia and use that content as reference material for generating content on that topic.

**Tip:** If you need to send multiple messages to ChatGPT and you want the model to wait until you have sent all the training information before responding, you can add the following text prompt at the end of each message.

### Text Prompt

**Wait there's more. Just answer with READ**

This will prevent ChatGPT from generating lengthy and unnecessary responses each time you send a message.

In addition to training ChatGPT on new material, you can also train the model to mimic your writing style. One technique is to input the first paragraph of a blog or book chapter you are writing and prompt ChatGPT to continue writing the content using the same style.

## Text Prompt

Please mimic my writing style by writing the next paragraph for:  
"\_\_\_\_\_"

Please mimic my writing style by writing the next paragraph for: "While millions of people are already using ChatGPT to answer questions, write their essays, and optimize their social media posts, very few are maximizing the full potential of ChatGPT. The reason behind this underutilization is the conditioning we have received as software consumers."

Indeed, this conditioning - a byproduct of our experiences as software consumers - has inadvertently led to a reluctance to explore the vast capabilities of ChatGPT. Accustomed to the constraints of traditional applications, many of us remain blissfully unaware of the untapped potential that this cutting-edge AI presents. To truly harness the power of ChatGPT, one must break free from these preconceived limitations and embrace a newfound curiosity for experimentation, discovery, and innovation. Only then can we fully utilize this extraordinary tool and revolutionize our digital lives.

In general, the more examples you provide ChatGPT, the better the model will be at replicating your writing style. This means you need to spend extra time training ChatGPT on your writing samples before asking the model to complete a paragraph or rewrite a section in your voice and style.

Finally, you can also train ChatGPT on how to format its output by providing an example that contains the desired formatting. In the following demonstration, I will show you how to fill in a table using this technique.

## Demonstration

**Step 1:** In the first message, we want to train the model on the format of the table that we wish to create. This involves stating the column variables and providing information for the first row. In this demonstration, we are using the FIFA World Cup final dataset, which is available on Wikipedia.

OL

Year Winner Score Runner-up Venue Location Attendance  
1930 Uruguay 4–2 Argentina Estadio Centenario Montevideo, Uruguay 68,346



Here is the information in tabular format:

Year	Winner	Score	Runner-up	Venue	Location	Attendance
1930	Uruguay	4–2	Argentina	Estadio Centenario	Montevideo, Uruguay	68,346

**Step 2:** In the next message, we need to ask ChatGPT to populate the dataset using its knowledge of the FIFA World Cup final dataset.

OL

Use your knowledge of the Fifa World Cup to add data for years 1934 to 2022



Here is the data for the FIFA World Cup winners from 1934 to 2022:



Year	Winner	Score	Runner-up	Venue	Location	Attendance
1934	Italy	2–1 (a.e.t.)	Czechoslovakia	Stadio Nazionale PNF	Rome, Italy	55,000
1938	Italy	4–2	Hungary	Parc des Princes	Paris, France	45,000
1950	Uruguay	2–1	Brazil	Estádio do Maracanã	Rio de Janeiro, Brazil	199,854
1954	West Germany	3–2 (a.e.t.)	Hungary	Wankdorf Stadium	Bern, Switzerland	60,000
1958	Brazil	5–2	Sweden	Rasunda Stadium	Solna, Sweden	50,583

As seen in this screenshot, ChatGPT uses the exact same formatting from our first message to generate the full dataset.

As you experiment yourself, it's important to remember that ChatGPT is designed to consider the context of the conversation, including your previous chat inputs, when generating a new output. This means that the more training examples you provide, the better ChatGPT can match your needs.

## ROLE PROMPTING

We all know ChatGPT can perform a variety of tasks and draw upon a vast reserve of knowledge to answer user requests. However, sometimes you need to tame the all-knowing model and focus its attention on the task at hand. This is where role prompts come into play.

This technique incorporates a psychological concept called *priming*, which is where exposure to one stimulus or cue influences a person's response to a subsequent stimulus or cue. The objective of priming is to equip an individual for a specific situation by providing them with essential information, ensuring that they know how to act in a given situation.

In the case of ChatGPT, priming involves assigning a role to ChatGPT, defining the scope of the interaction, and explaining how ChatGPT should behave. Using this technique, ChatGPT is able to generate responses that are more relevant and focused.

To see how this is done, let's have a look at the following example.

### Text Prompt

I want you to act as a French language tutor for a beginner. I will provide you with a sample word in English and your task is to translate it into French, provide me with guidance on pronunciation, and generate two example sentences. I will then enter a sentence in French using the sample word. You should then use your knowledge of French grammar and sentence composition to grade my sentence and offer

**suggestions to correct my sentence. The first sample word is "beginner".**

In this example, the text prompt is instructing ChatGPT to act as a French language tutor. The prompt has clearly defined how the conversation/interaction will operate between the two sides. By setting the scope and dynamics of the interaction, the conversation can be carried out efficiently based on user needs, as showcased in the following screenshot.

OL I want you to act as a French language tutor for a beginner. I will provide you with a sample word in English and your task is to translate it into French, provide guidance on pronunciation, and generate two example sentences. I will then enter a sentence in French using the sample word. You should then use your knowledge of French grammar and sentence composition to grade my sentence and offer suggestions to correct my sentence as part of your role as a tutor. The first sample word is "beginner".

Great, I would be happy to help you learn French!



The French translation for "beginner" is "débutant" (pronounced: day-bu-tahn).

Here are two example sentences:

1. Je suis un débutant en français. (I am a beginner in French.)
2. Mon ami est un bon professeur pour les débutants. (My friend is a good teacher for beginners.)

Please feel free to write a sentence in French using "débutant", and I will gladly grade it and provide feedback on how to improve it.

Upon receiving our initial prompt, we can see that ChatGPT understands our objectives and its role in the interaction. Additionally, ChatGPT successfully executed the first request by outputting the French translation for "beginner" and included pronunciation guidelines and two sample sentences. ChatGPT has even gone ahead and asked me to create a sample sentence, which I can try to answer over chat.

OL Je ne suis pass un débutant



Great effort! However, there is a minor error in your sentence. In French, the negative form of "je suis" (I am) is "je ne suis pas" and not "je ne suis pass". So the correct sentence would be:

"Je ne suis pas un débutant." which means "I am not a beginner."

Keep up the good work!

In the screenshot above, I attempted to use the French word for "beginner" in a sentence. Unfortunately, I made a mistake by adding an extra "s" to the word "pas" (used for negation in French). ChatGPT immediately corrected my mistake and provided me with some words of encouragement, which was kind!

## Tips for Priming ChatGPT

To optimize your interaction with ChatGPT using roleplay, it's important to include some or all of the following parameters.

- 1) Who:** Set a role for ChatGPT, i.e. teacher, mentor, business advisor, etc.
- 2) Why:** Provide context on why you need ChatGPT to behave in that role
- 3) What:** Explain what you want ChatGPT to do
- 4) How:** Explain how the conversation will flow between you and ChatGPT, including how ChatGPT should respond to specific requests
- 5) Start the conversation:** Add your first question or request at the end of the prompt to get the conversation flowing right away

## Example

- 1) Who:** I want you to act as a copywriter for a real estate company.
- 2) Why:** Our current copy is too bland and not generating enough leads for our online listings.
- 3) What:** I need your help to write compelling descriptions of properties based on your knowledge of popular real estate websites. I want the reader to feel like they actually visited the property after reading the description.
- 4) How:** I will provide a basic description and you will create a listing based on that information.
- 5) Start the conversation:** The first property is a weatherboard house with a front porch, a spacious front yard, 3 bedrooms, 1 kitchen, 1 bathroom, 1 garage, proximity to local transport, built in 1992, located in the San Francisco Bay area. Word limit is 120 words.

Using this text prompt, this is what ChatGPT generated:



Sure, I'd be happy to help! Here's a revised listing for the property you described:

Welcome to your charming new home! This beautifully-maintained weatherboard house boasts a classic front porch and a spacious front yard, perfect for relaxing and enjoying the San Francisco Bay area weather. Step inside to find three cozy bedrooms, a well-appointed kitchen, and a bright and modern bathroom, all thoughtfully designed to maximize space and comfort. The attached garage provides convenient off-street parking, and the proximity to local transport makes commuting a breeze. Built in 1992, this home has been lovingly cared for and is ready for its next chapter. Don't miss your chance to experience the warmth and character of this delightful property - schedule your visit today!

## Other Examples

Below are some more samples that you can try yourself or modify to achieve your individual needs. Please note that due to spatial limitations, the screenshots used in this section do not cover ChatGPT's full output for each interaction.

### Google Recruiter

I want you to act as a recruiter for Google. I have a job interview with Google for the role of Product Manager. You will ask me one job interview question and I will answer it. I then want you to evaluate my answer and provide suggestions based on your knowledge of interview strategies and tips for interviewing with Google. The questions should start simple and get progressively difficult over time. Ok, let's start!



Great, let's get started! Here's your first interview question:

1. What inspired you to pursue a career in product management, and how have you prepared yourself for this role?

Please provide your response, and I will evaluate it and provide feedback for improvement.

### Stoicism Mentor

I want you to act as my personal mentor and use your knowledge of Stoicism to provide suggestions on how I can improve my capacity to overcome troubles in my personal life. My first question is "I often delay making decisions in order to avoid making a decision, but this only makes things worse. What should I do instead?"



As your mentor, I suggest using Stoic philosophy to help you overcome your tendency to delay decision-making. The Stoics believed in the importance of rational thinking and self-control, which can be applied to your situation.

One Stoic practice that may be helpful is to consider the worst-case scenario if you were to make a decision. Ask yourself, "What is the worst thing that could happen if I make this decision?" and try to come up with a realistic answer. Often, we imagine the worst-case scenario to be much worse than it actually is, and realizing this can help reduce our anxiety about making a decision.

Another Stoic practice that may be helpful is to remind yourself of the things that are within your control and those that are not. You can only control your own thoughts, decisions, and actions, and external events are often outside of your control. By focusing on what you can control, you can feel more empowered to make a decision and deal with the consequences.

## Marriage Counselor

I want you to act as my marriage counselor. I am having trouble with communication and my partner often cites that my words lack empathy and sound too harsh, which makes them feel upset. To help improve my communication skills, I want you to pretend to be my partner and roleplay different scenarios. I want you to provide a scenario and ask me for my response. After I provide my response, I want you to evaluate it and provide suggestions on how I can approve my response so that I don't offend the other person's feelings.



As your marriage counselor, I'm happy to help you improve your communication skills.

Let's start with a scenario:

Scenario: Your partner comes home from work feeling exhausted and stressed. They tell you about their difficult day, and you respond by saying, "Well, at least you have a job. Some people aren't so lucky."

What could you have said instead that would have been more empathetic and supportive of your partner?

Please provide your response, and I will evaluate it and provide feedback for improvement.

## Non-Fiction Research Assistant

I am writing a book about bonsai trees. I want you to research the 20 most popular bonsai trees and list them in alphabetical order. Please use a colon after each tree and then include a 2-3 sentence description of each tree.



Sure, I'd be happy to help you with that. Here are the 20 most popular bonsai trees in alphabetical order, along with a brief description of each:

1. Black pine (*Pinus thunbergii*): A classic bonsai tree with rugged, textured bark and long, dark needles.
2. Boxwood (*Buxus spp.*): A slow-growing tree with small leaves and a compact, dense habit.
3. Chinese elm (*Ulmus parvifolia*): A hardy tree with small, delicate leaves and a graceful, arching shape.
4. Crabapple (*Malus spp.*): A deciduous tree with showy blooms in the spring and colorful fruit in the fall.

## Nasim Nicholas Taleb

I want you to act like Nassim Nicholas Taleb. I will ask you a question and then you will point to an example from one of your books to answer my question. The first question is "What is the barbell strategy for managing personal relationships?"



As Nassim Nicholas Taleb, I can point to my book "Antifragile: Things That Gain from Disorder" to answer your question about the barbell strategy for managing personal relationships.

In "Antifragile," I discuss the concept of the barbell strategy as a way to manage risk in various domains, including personal relationships. The barbell strategy involves focusing on both extremes of a spectrum rather than the middle ground. In the context of personal relationships, this means investing heavily in the people who matter most to you, while avoiding or minimizing contact with those who drain your energy or bring negativity into your life.

## Triathlon Coach

I want you to act as a world-class triathlon coach. I need to prepare for my first Olympic distance triathlon within 12 weeks. Please provide an optimal training plan, including exercise and diet plan. Don't give me any race-day tips or advice on easing myself into the sport. I want to win my age category!



As a world-class triathlon coach, I understand your desire to win your age category in your first Olympic distance triathlon. However, it's important to remember that the optimal training plan is one that is tailored to your individual fitness level and goals. With that in mind, here is a general 12-week training plan that can help prepare you for your race:

**Weeks 1-4:**

- Swim: 2-3 times per week, focusing on technique and endurance
- Bike: 3-4 times per week, building up to a long ride of 1.5-2 hours
- Run: 3-4 times per week, focusing on building endurance with intervals and hill repeats

**Weeks 5-8:**

- Swim: 2-3 times per week, building up to longer distances
- Bike: 3-4 times per week, including some interval training and hill repeats
- Run: 3-4 times per week, increasing mileage with tempo and threshold runs

## CONCLUSION

Thank you for reading this introductory guide to ChatGPT and writing effective text prompts. You now have a firm understanding of ChatGPT, its capabilities, as well as some of its limitations.

As the technology continues to advance, it's likely that prompt-based software will become more sophisticated and capable of performing an even wider array of tasks. It's important, therefore, for writers and content creators to stay up to date with the latest developments in AI technology and to hone their knowledge of text prompt writing skills. By embracing new software while also staying true to the art and craft of writing, writers can ensure that they remain relevant and valuable in an increasingly AI-driven world. I also hope this book serves as a valuable resource and reference point as you continue to explore ChatGPT and other text prompt-based software.

Aside from ChatGPT, other notable AI-powered services to explore include Notion AI and Jasper for writing, Midjourney, DALL-E 2, and Stable Diffusion for text-to-image (AI art), and Wellsaid Labs for text-to-speech. As ChatGPT and other AI language models evolve rapidly, I also encourage you to explore adjacent applications and integration with other solutions such as Zapier (app automation software) and Wolfram (a symbolic computation engine). By experimenting with these tools and comprehending the technology behind them, you can learn

how to integrate them into your content production pipeline or even build a business on top of ChatGPT.

Thank you again for reading this book, and I wish you all the best in your journey exploring and working with ChatGPT.

# PROMPTS CHEATSHEET

## Create Table

Input the above into a table

## Using Variables

Create a text prompt for an image in the style of [ ], with [ ] lighting

## Ignore Chat History

Ignore all previous messages and instructions before this one.

## Multiple Options

Generate 10 titles/headlines/slogans/ideas

## Negative Prompting

Repeat the same task but don't include \_\_\_\_\_

## Optimize Writing

Optimize: "\_\_\_\_\_"

## Read Response

Wait there's more. Just answer with READ

## Spellcheck

Please proofread the above for spelling, grammar, and readability. Then give me a list of changes you made.

## Summarize articles

Summarize the above article using bullet points of the main ideas and key takeaways.

## Translate

Translate "\_\_\_\_\_" into "\_\_\_\_\_"



# **RECOMMENDED RESOURCES**

## **Theresanaiforthat.com**

Lists newly released AI-powered software offerings, mostly in the creative space.

## **Originality.ai**

A plagiarism checker and AI detector built for serious content publishers.

## **Futurepedia.io**

An online resource that covers over 1,000 tools in a range of categories including art, text, video, and design.

## **9 A.I. Passive Income Business Ideas To Start In 2023**

Nine AI business ideas built on ChatGPT technology.

## **Awesome ChatGPT Prompts**

Collection of ChatGPT prompts available on Github.

## **Prompto.chat**

Another collection of useful ChatGPT prompts.

# OTHER BOOKS BY THE AUTHOR

## **AI for Absolute Beginners**

Published in 2023, this book is the complete guide for beginners to AI, including easy-to-follow breakdowns of natural language processing, generative AI, deep learning, recommender systems, and computer vision.

## **Generative AI Art for Beginners**

Master the use of text prompts to generate stunning AI art in seconds.

## **Machine Learning for Absolute Beginners**

Learn the fundamentals of machine learning, explained in plain English.

## **Machine Learning with Python for Beginners**

Progress your career in machine learning by learning how to code in Python and build your own prediction models to solve real-life problems.

## **Machine Learning: Make Your Own Recommender System**

Learn how to make your own machine learning recommender system in an afternoon using Python.

## **Data Analytics for Absolute Beginners**

Make better decisions using every variable with this deconstructed introduction to data analytics.

## **Statistics for Absolute Beginners**

Master the fundamentals of inferential and descriptive statistics with a mix of practical demonstrations, visual examples, historical origins, and plain English explanations.

## **Python for Absolute Beginners**

Master the essentials of Python from scratch with beginner-friendly guidance.

## Notes

[←1]

Note that image prompts are currently only available with the ChatGPT API and not the web version but this is subject to change.

[←2]

Marketing Against The Grain, "The Future of Content in an A.I. World,"  
*HubSpot Podcast Network*, May 16, 2023.

[←3]

An imperative is used to express a command, request, or instructions.