How to Organize Your Work with ChatGPT Projects

For PR professionals managing multiple clients, campaigns, or coverage reports

What Are Projects in ChatGPT?

Projects are dedicated workspaces inside ChatGPT where you can:

- Store chats, files, and notes in one place
- Upload documents and PDFs for reference
- Keep context across sessions without starting from scratch
- Collaborate on client campaigns, media prep, crisis planning, and more

Think of a Project like a digital binder for everything AI-related to a client, campaign, or initiative.

Setting Up a Project: Step-by-Step

1. Create a New Project

- In the ChatGPT interface, click **Projects** in the left sidebar
- Hit **"+ New Project"**
- Name it something useful, like:
    - Q3 Media Coverage – [Client Name]
    - Narrative Messaging – New Product Launch
    - AI-Powered PR War Room – Crisis Prep

Tip: Use consistent naming so it's easy to search and sort.

2. Upload Your Files

Inside the project, click **"Upload Files"** to add:

- PR strategy decks
- Messaging docs
- Coverage PDFs
- Executive bios
- Q&A documents
- Competitive analysis or social transcripts
- Brand tone guides

GPT will be able to reference and reason through the files in future chats.

3. Start Smart Conversations

You can now chat inside the Project just like normal, but it will **remember** your files and previous context.

Try prompts like:

- "Summarize this coverage and extract 3 story angles for tech reporters."

- "Rewrite this pitch for retail lifestyle media using the uploaded Q&A."
- "Based on the coverage, what narrative themes are emerging around the product launch?"
- "Pull key points from the briefing deck and write talking points in bullet form."

Pro Tip: Start the chat with a clear role:
"Act as a senior PR strategist evaluating earned media for a CPG client."

4. Maintain Memory for Deeper Context

ChatGPT can remember important details in the Project thread. To strengthen that:

- Refer to file names directly
- Reference earlier outputs ("Use the angle you suggested in message 3")
- Build on previous prompts ("Now turn that angle into a headline for Ad Age")

5. Clean, Reset, or Reorganize

- Remove outdated files or rename them for clarity
- Use Projects to separate workflows (e.g. don't mix media training with coverage reports)
- Archive completed projects or duplicate them for future cycles

Use Case Ideas for PR Pros

Project Name	What You Can Do in It
Executive Media Prep – CEO	Upload past interviews, draft talking points, prep Q&A
Brand Narrative Refinement	Workshop messaging frameworks, get new campaign language
Crisis Simulation – [Scenario]	Simulate stakeholder reactions, generate media holding lines
Q2 Media Analysis – [Client]	Summarize coverage, extract themes, compare competitors
AI Prompt Library – PR Tasks	Store useful prompt templates for team reuse

Bonus Tips

- **Pin useful prompts** to the top of the chat for fast reuse.
- Use **files + chat** like a mini newsroom: rapid content drafting, real-time analysis.
- Set up **separate projects** per client to keep tone, files, and context clean.
- Projects are **only visible to you** (unless you're using a shared Enterprise environment).