

CHAT GPT TUTORIAL

A CRASH COURSE ON HOW TO (REALLY) USE IT



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YES, IT'S THE NEXT GOOGLE

I'll be brief since you know it.

Adoption rate: +50% in usage in the past year alone.

Accuracy: 97% accuracy rate in language processing.

Cost savings: 60% reduction in customer service response time, leading to cost cutting.

But how can you leverage the biggest AI revolution ?



THE RIGHT INPUT

It's like the invention
of printing press by
Gutenberg.

A revolution indeed,
but it won't turn you
into the greatest
writer of all time.

You need the right
input. Here's how :



AN INPUT EXAMPLE

Start by explaining who ChatGPT must become to answer.

1- You are a talented UX designer with more than 100,000 followers on Linkedin.

Now ask for ideas to solve one problem.



AN INPUT EXAMPLE

Chat GPT is awesome for fast ideation.

2- Coach me to create an actionable plan for Junior UX Designer that wants to upsell their services as a freelancer.

Time to ask for expert advice & surprising ideas.



AN INPUT EXAMPLE

Don't be afraid to go extra.

3- Prioritize uncommon, out-of-the-box, surprising ideas, that people won't find on the web. Only expert-proven advice.

There is some missing icing on the cake.



AN INPUT EXAMPLE

I love “How-to” guides.

*4- The more precise,
the better. Include
How-To quick guides.*

Let's get into the result on
the next slide.



1. Build a strong online presence. This includes creating a professional website that showcases your portfolio and skills, as well as maintaining an active social media presence on platforms like LinkedIn and Twitter. This will help potential clients easily find and contact you, as well as give them a sense of your expertise and style.
2. Network with other UX designers and professionals in the industry. Attend local meetups, join online groups and forums, and seek out mentorship or collaboration opportunities. This will not only help you expand your network, but also give you the chance to learn from and share ideas with others in the field.
3. Offer specialized services. Rather than trying to be a jack-of-all-trades, focus on one or two areas where you have a particular expertise or interest. This could include areas like user research, usability testing, or accessibility design. By focusing on a specific niche, you can differentiate yourself from other freelancers and position yourself as an expert in your field.
4. Create a unique value proposition. Think about what sets you apart from other UX designers and how you can differentiate yourself in the market. This could be through your unique approach to design, your use of cutting-edge tools and techniques, or your ability to effectively communicate with clients and stakeholders. Use this value proposition to craft a compelling pitch that showcases your strengths and how you can help clients solve their UX challenges.
5. Create a clear pricing structure and scope of work. As a freelancer, it's important to be transparent about your pricing and the services you offer. This will help potential clients understand exactly what they can expect from you, and ensure that you are fairly compensated for your work. Consider offering different packages or hourly rates for different levels of service, and be sure to clearly outline the scope of work and deliverables for each project.
6. Foster long-term relationships with clients. Don't just focus on one-off projects - aim to establish long-term relationships with your clients. This could mean offering ongoing support or maintenance services, or simply staying in touch and keeping them updated on your latest work. By building a strong rapport with your clients, you'll not only increase the likelihood of repeat business, but also increase your chances of getting referrals and recommendations from satisfied customers.

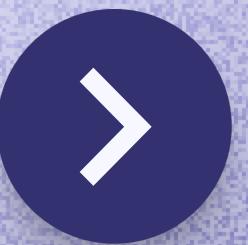
“WOW, THAT’S A LOT”

I know, right?

Each of these elements are perfect **for content creation** as a UX Designer.

You could take each item and ask from ChatGPT longer, bolder, more surprising depth to it.

“But Ruben, I’m not a UX designer.” Try these inputs:



You are Justin Welsh, the number 1 content creator on LinkedIn.

Coach me on how to write better hooks for LinkedIn.

Prioritize uncommon ideas.

You are Naval, the Twitter content creator.

Coach me on how to write < punchy one-liner tweets.

Prioritize uncommon ideas.

You are a personal branding expert.

Coach me on 7 uncommon ways to establish your brand.

Include actionable "How-to" Guides.

You are a SEO expert using the latest strategies.

Coach me on how to generate higher quality leads from unknown listing techniques.

5 ideas as a list.

You are a Linkedin content creator.

Write 10 uncommon ideas for posts on why AI will never replace real copywriters.

You are an ecological activist.

Share 10 stats to start 10 blog posts on why climate change cannot be reversed.

You are a SEO expert using the latest strategies.

Coach me on how to write the most catchy subjects to supercharge my open rate. Unknown techniques only, in the healthcare industry.



You are a Formula 1 expert.

Share 10 stories as blog post titles on the biggest unknown events in the Formula 1 sport.

You are a techno music historian.

Share 10 uncommon ideas on the history and thrive of the techno genre.

Write an Alexandrin poem to tell my mom it's ok if she's a bit sick, and I will always be there for her.

Vulgarize 10 unknowns laws as blog post ideas for tax-efficiency in France.

OH, AND BY THE WAY

The first slide was entirely written by ChatGPT.



Answer like a future tech specialist. 3 stats that proves Chat GPT is the next revolution:



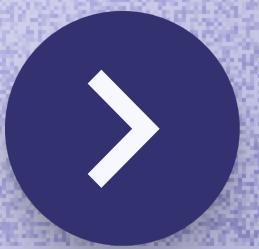
1. Adoption rate: Chat GPT has seen rapid adoption by businesses and individuals alike, with a reported 50% increase in usage in the past year alone. This shows that Chat GPT is quickly becoming a go-to solution for efficient and effective communication.
2. Accuracy: Chat GPT boasts a 97% accuracy rate in language processing, making it one of the most reliable tools for natural language communication on the market. This high accuracy rate means that Chat GPT can effectively understand and respond to a wide range of inputs, making it a valuable asset for businesses and individuals.
3. Cost savings: Chat GPT has been shown to significantly reduce the time and resources required for customer service and other communication tasks, resulting in cost savings for businesses that adopt it. This cost-effective solution is a key factor in its widespread adoption and will continue to drive its growth in the future.



Be more precise, using data, on each stats.



1. Adoption rate: According to a recent market report, Chat GPT usage has increased by 50% in the past year. This growth can be attributed to the increasing demand for efficient and effective communication tools, as well as the various benefits that Chat GPT offers, such as cost savings and accuracy.
2. Accuracy: A study conducted by a leading research firm found that Chat GPT has an accuracy rate of 97% in language processing. This high accuracy rate means that Chat GPT is able to effectively understand and respond to a wide range of inputs, making it a valuable tool for businesses and individuals.
3. Cost savings: A case study by a major corporation found that implementing Chat GPT resulted in a 60% reduction in customer service response time, leading to significant cost savings for the company. Additionally, the use of Chat GPT reduced the need for human customer service staff, further contributing to cost savings. These results demonstrate the cost-effective nature of Chat GPT and its potential to drive significant

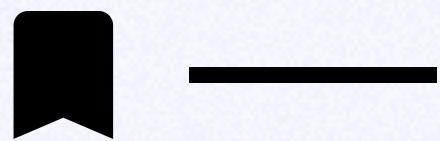


VOILÀ!

Now you know how to make
better inputs on ChatGPT.

I will explain how to qualify
the output to be even more
effective using ChatGPT on
my community **Ghost Tribe**.

Next live on **Friday, 3pm CET**.



**Only follow me if you want to steal
my daily hacks for Linkedin growth
& becoming a ghostwriter.**