

# CHATGPT TUTORIAL

A CRASH COURSE  
ON HOW TO  
(REALLY) USE IT



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# LEARN HOW TO ASK

A **prompt** is the order you ask **ChatGPT**. A model. What you ask for. Effective ones are:

- ✓ **Clear:** Use simple, specific language without slang.
- ✓ **Focused:** Have a clear purpose and be laser focus.
- ✓ **Pertinent:** solve one problem from one perspective.

**Let's dive into 30 good vs. bad prompts together!**



# PROMPT EXAMPLES



How to be viral on LinkedIn?



Act like a personal branding expert and describe the most effective ways to showcase your personal brand on LinkedIn as a dentist.



I want to write a book. Help me.



Act like a ghostwriting expert and discuss the process for writing a fiction book from start to finish, including tips for character development and plot structure.



# PROMPT EXAMPLES



10 social media content for a copywriter.



Act like a copywriting expert and give 10 tips for writing compelling subject lines for email marketing campaigns in financial infographic.



Make a tweet on SEO and PPC.



Act like a marketing expert and explain the difference between search engine optimization (SEO) and pay-per-click (PPC) advertising, and provide tips for implementing each strategy.



# PROMPT EXAMPLES



Make a tweet on SEO and PPC.



Act like a marketing expert and explain the difference between search engine optimization (SEO) and pay-per-click (PPC) advertising, and provide tips for implementing each strategy.



How to start a business?



Act like an entrepreneurship expert and describe the key considerations for starting a LinkedIn agency business in Texas targeting car industry C-levels.



# PROMPT EXAMPLES



Create a personal brand strategy.



Act like a personal branding expert and outline the steps for creating a personal brand strategy that resonates with Gen Z Harry Potter fans on Reddit.



Why should you hire a ghostwriter?



Act like a ghostwriting expert and discuss the role of research in ghostwriting for international tennis athletes.



# PROMPT EXAMPLES



Give me headlines.



Act like a copywriting expert and provide examples of strong headlines and subheadings in print advertising for la Redoute.



What is positioning?



Act like a marketing expert and explain the concept of positioning in the context of a sports beverage business.



# PROMPT EXAMPLES



Tell me about business structure.



Act like an entrepreneurship expert and describe the different types of business structures and the pros and cons of each for a consulting firm.



Dos and Don't of personal brand.



Act like a personal branding expert and list the most common pitfalls to avoid when building a personal brand on Snapchat.



# PROMPT EXAMPLES



How to collaborate with a client?



Act like a ghostwriting expert and discuss the process for collaborating with a client on a ghostwriting project for the next Twilight book.



How to be unique?



Act like a copywriting expert and explain the concept of voice in copywriting and provide tips for developing a unique voice for Louis Vuitton.



# PROMPT EXAMPLES



Plan a successful marketing campaign.



Act like a marketing expert and describe the different types of marketing campaigns and provide tips for planning and executing a successful wedding agency campaign.



Do healthcare market research.



Act like an entrepreneurship expert and explain how to conduct market research for a new biotech business inventing the future of meat.



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# PROMPT EXAMPLES



Make a plan for my career.



Act like a personal branding expert and outline the steps for creating a personal brand plan that aligns with a CFO at Total career goal.



Why should I meet deadlines as a ghostwriter?



Act like a ghostwriting expert and discuss the importance of meeting deadlines in ghostwriting projects and provide tips for staying organized and on track.



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# PROMPT EXAMPLES



Give me 5 call to action for my coaching service.



Act like a copywriting expert and provide examples of strong calls to action in emails for my individual yoga coaching session next Friday during Black Friday.



How to get funding?



Act like an entrepreneurship expert and describe the different types of funding options for startups and provide tips for securing funding.



# PROMPT EXAMPLES



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# PROMPT EXAMPLES



Write my bio on YouTube.



Act like a personal branding expert and list the key elements of a personal brand statement on cooking videos for YouTube and provide tips for crafting a compelling story.



Get more clients and close deals?



Act like a ghostwriting expert and discuss the process for negotiating a ghostwriting contract and provide tips for effectively communicating with clients on LinkedIn.



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# PROMPT EXAMPLES



How to grow an email list on Tiktok?



Act like a copywriting expert and explain the concept of audience in copywriting and provide tips for tailoring your copy to Gen Z through TikTok.



I want to sell shoes for kids. Give ideas.



Act like a marketing expert and describe the different types of marketing channels and provide tips for choosing the most effective channels for a brick-and-mortar kid's shoe shop.



# PROMPT EXAMPLES



How to launch a Fintech?



Act like an entrepreneurship expert and explain how to create a financial plan for a new Fintech startup in Berlin, including tips for budgeting, forecasting, and managing cash flow.



How to be a TED speaker?



Act like a personal branding expert and outline the steps for creating a personal brand vision and provide tips for setting and achieving personal branding goals as a wannabe TED public speaker.



# PROMPT EXAMPLES



How to be brand aligned as a ghostwriter?



Act like a ghostwriting expert and discuss the importance of maintaining a consistent writing style in ghostwriting projects and provide tips for achieving consistency.



Sell my HDMI cables?



Act like a copywriting expert and provide examples of strong calls to action in social media posts for an Amazon product selling high-tier HDMI cables.



# PROMPT EXAMPLES



Target K-pop fans.



Act like a marketing expert and explain the concept of marketing mix and provide tips for developing an effective marketing mix for a Korean cosmetic targeting K-pop fans.



I need money for my labeling cable startup.



Act like an entrepreneurship expert and describe the different types of business models and provide tips for choosing the most appropriate model for a labeling cable startup.

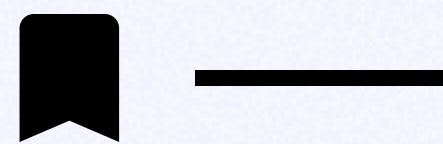


# VOILÀ!

Now you know how to make **better prompts** on ChatGPT to get the best results.

But how should you use the results? I have a **live Chat GPT workshop tomorrow**, with a **Q&A**!

**Friday 6th Jan, 3pm CET.**



**Follow me only if you want to steal my daily hacks for LinkedIn growth & becoming a profitable ghostwriter.**