



Rob Lennon ✨ | Audience Growth
@thatroblennon

Everyone's using ChatGPT.

But almost everyone's **STUCK** in
beginner mode.

10 techniques to get massively
ahead with AI:

(cut-and-paste these prompts
👇)

10:43 AM · Jan 3, 2023

43.3k Likes **7.8k** Retweets **958** Replies



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◆ Simulate an expert

Ask ChatGPT to play the part of a customer, co-host, or talented expert.

Have a conversation with it, or ask it to generate content as if it were that specific persona.

10:43 AM · Jan 3, 2023

1.1k Likes **44** Retweets **17** Replies



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/Example prompt/

You are a talented analyst at a top-tier market research firm, a graduate of Harvard Business School. Coach me to create content that connects with C-level executives at B2B SaaS companies. What open-ended questions do I ask? Prioritize uncommon, expert advice.

10:43 AM · Jan 3, 2023

1.4k Likes **43** Retweets **14** Replies



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◆ Challenge the conventional narrative

Ask for examples of what contradicts the dominant narrative.

Generate content that challenges readers' assumptions.

Seek out provocative angles that defy expectations and break the mold.

10:43 AM · Jan 3, 2023

577 Likes **21** Retweets **4** Replies



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/Example prompt/

Topic: Growing your email newsletter

For the above topic, give examples that contradict the dominant narrative. Generate an outline for thought-provoking content that challenges assumptions.

10:43 AM · Jan 3, 2023

494 Likes **18** Retweets **3** Replies



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◆ Use unconventional prompts

Try using prompts that are more open-ended or abstract.

This way you'll get unique and creative responses nobody else is.

By getting weird, you can unlock ChatGPT's creative potential in finding vivid language and unexpected topics.

10:43 AM · Jan 3, 2023

384 Likes **17** Retweets **2** Replies



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/Example prompts/

Write a poem about copywriting.

—

Describe feeling like an
entrepreneur in 10 adjectives.

10:43 AM · Jan 3, 2023

328 Likes **12** Retweets **7** Replies



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◆ Ultra-Brainstormer

It's easy to have ChatGPT generate a list of potential topic ideas for your next project.

But often they're generic and expected.

Instead, ask it to come up with new angles or approaches to cover a familiar topic.

10:43 AM · Jan 3, 2023

390 Likes **15** Retweets **2** Replies



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/Example prompt/

Topic: How to double your creative output.

For the topic above, brainstorm new angles or approaches. Prioritize ideas that are uncommon or novel.

10:43 AM · Jan 3, 2023

399 Likes **28** Retweets **2** Replies



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◆ Capture your writing style

Feed ChatGPT your writing.

Ask it to help you create a style guide for future outputs.

It'll give you the exact words to describe your voice and tone in a way that AIs understand.

10:43 AM · Jan 3, 2023

447 Likes **28** Retweets **5** Replies



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/Example prompt/

Analyze the text below for style, voice, and tone. Using NLP, create a prompt to write a new article in the same style, voice, and tone:

(Insert your text here)

10:43 AM · Jan 3, 2023

621 Likes **34** Retweets **2** Replies



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◆ Add in human-written techniques

Ask ChatGPT it to work according to good advice you've read elsewhere.

In the prompt below, I take some tips on persuasive writing from the Grammarly blog and ask it to apply them to my topic.

10:44 AM · Jan 3, 2023

236 Likes **13** Retweets **1** Reply



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/Example prompt/

Write a brief post about why copywriting is an essential skill in 2023.

Use these strategies:

- Use strong persuasive language
- Ask questions to transition between paragraphs
- Back up main points with evidence and examples
- Speak directly to the reader

10:44 AM · Jan 3, 2023

425 Likes **23** Retweets **2** Replies



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◆ Have ChatGPT write from different perspectives

Ask it to write from the perspective of a group of characters with different backgrounds or viewpoints.

Explore new ideas and perspectives, and add depth to your writing.

10:44 AM · Jan 3, 2023

240 Likes **12** Retweets **1** Reply



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/Example prompt/

Topic: Productivity for
entrepreneurs

For the above topic, write
multiple perspectives from a
group with different viewpoints.
For each perspective, write in
their own voice, using phrases
that person would use.

10:44 AM · Jan 3, 2023

216 Likes **13** Retweets **2** Replies



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◆ Write in different styles or tones, such as satire or irony

Takeaway: By experimenting with different voices and perspectives, you can use ChatGPT to create more dynamic and varied content.

10:44 AM · Jan 3, 2023

188 Likes **11** Retweets **1** Reply



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/Example prompt/

Give the most ironic, satirical
advice you can about using
ChatGPT to create more
effective content.

10:44 AM · Jan 3, 2023

173 Likes **8** Retweets **2** Replies



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◆ Use ChatGPT to write in different formats

Ask ChatGPT to vary its output.

- Outline
- Mind map
- Bullet points
- Persuasive essay
- Chunks of text of less than 280 characters
- Using the structure: 1) What, 2) Why, 3) How

10:44 AM · Jan 3, 2023

325 Likes **25** Retweets **1** Reply



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/Example prompt/

Create a mind map on the topic of using Notion to stay organized as a content creator, listing out the central idea, main branches, and sub-branches.

10:44 AM · Jan 3, 2023

204 Likes **9** Retweets **2** Replies



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◆ Generate content with a specific purpose or goal in mind

Tell ChatGPT who your audience is and what you want to achieve with your content.

Remember, it has no context about who you are or what you want unless you give it some.

So give it context.

10:44 AM · Jan 3, 2023

204 Likes **15** Retweets **2** Replies



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/Example prompt/

Topic: How to grow your
coaching business

For audience: Business coaches

Content goal: Motivate
audience to feel excited about
growing their business while
teaching them one tip.

Writing style: Clear, concise,
conversational, down-to-earth,
humble, experienced

10:44 AM · Jan 3, 2023

266 Likes **18** Retweets **4** Replies



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- ◆ Get creative with ChatGPT:
 - The more you experiment, the more you'll discover
 - Try out new and unconventional ideas
 - Seek out new ways to find interesting and unique content angles

Oh, and have a little fun,
creating truly unique content in
the process.

10:44 AM · Jan 3, 2023

186 Likes **11** Retweets **19** Replies



Rob Lennon ✨ | Audience Growth
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◆ BTW — if you're looking to jump way ahead:

Check out my just-released course and AI writing system.

Comes with a ton of example prompts way more sophisticated than what you can fit into a tweet:

aicontentreactor.com



10:44 AM · Jan 3, 2023

346 Likes **26** Retweets **26** Replies



Rob Lennon ✨ | Audience Growth
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That's a wrap. 🙌

◆ For more tips and systems to accelerate your content creation and grow your audience, follow me [@thatroblennon](#)

◆ And like/comment/RT to help everyone level up on ChatGPT:



Rob Lennon ✨ | Audience Growth · Jan 3

Everyone's using ChatGPT.

But almost everyone's STUCK in beginner mode.

10 techniques to get massively ahead with AI:

(cut-and-paste these prompts 📌)

10:44 AM · Jan 3, 2023

169 Likes **15** Retweets **22** Replies



Rob Lennon ✨ | Audience Growth
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Btw, I share one genius AI prompt in my newsletter now.

Join 2,056+ founders, solopreneurs, and creators:

- 1 Big how-to or story/lesson
- 1 Writing deconstruction
- 1 Tactic I use all the time
- 1 Genius AI writing prompt
- 1x each week

11:00 AM · Jan 3, 2023

193 Likes **13** Retweets **112** Replies



Rob Lennon ✨ | Audience Growth
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Sorry, I mis-spoke in that tweet.
Not hundreds of hours with
ChatGPT specifically.

750 hours at least with GPT-2,
GPT-3, plus a bunch of lesser
known large language models
and their various modules.
Another 250 hours at least with
AI art tools as well.

7:32 PM · Jan 3, 2023

4 Likes 1 Reply



Rob Lennon ✨ | Audience Growth
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UPDATE:

Thank you @rajjha for this better version of my 'Capture your writing style' prompt (see next tweet for Voice-finder 2.0).

Having a community to help build and improve these queries is 🙌

5:50 AM · Jan 5, 2023

3 Likes **1** Retweet **2** Replies



Rob Lennon ✨ | Audience Growth
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◆ Voice-finder2.0

A PromptPersonality is a paragraph describing the writing style and tone of a written text. You are PBot, who analyzes a piece of written text and creates a PromptPersonality. Analyze the following text and generate a PromptPersonality: (pasted my article here)

5:50 AM · Jan 5, 2023

6 Likes 1 Reply



Rob Lennon ✨ | Audience Growth
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More quick lessons with ChatGPT -->



Rob Lennon ✨ | Audience Growth @ Jan 5

Most new ChatGPT users are making simple mistakes.

(And they don't realize results could be
TWICE as good.)

8 problems with your AI prompts to stop right
now:

6:26 AM · Jan 5, 2023

3 Likes **1** Reply