



# FREE CHATGPT PROMPT BOOK FOR MODERN MARKETERS

Updated in July, 2023

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# CONTENTS

- Prompt engineering techniques and templates
  - N-shot
  - Chain of thought
  - Feedback-based
  - Self-ask
  - Training the model within a conversation
  - Universal marketing prompt template
  - Most Useful Prompt Refinements





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# BRIEF INTRO

This free course gives you an overview and templates for highly usable ChatGPT prompt engineering techniques.

Thanks for choosing my course, and I hope it opens new ways of looking at that blank GPT interface.

Cheers,  
Leo



# N-SHOT PROMPT USE-CASES

- Generating quick ideas.
- Simple Q&A
- Translation
- Proofreading and editing
- Writing social media posts
- Summarization

# N-SHOT PROMPT FORMULA

- Zero Shot: No previous data given.
- **One Shot:** One piece of data or guideline given.

Given: '[One piece of data]'.

Prompt: '[Action you expect from GPT]'.

# N-SHOT PROMPT FORMULA

- **One Shot:** One piece of data or guideline given.

Given: '[One piece of data]'.

Prompt: '[Action you expect from GPT]'.

# N-SHOT PROMPT FORMULA

- **Few Shot:** Multiple pieces of data or guidelines given before completing a request.

Given: [Entry one]

[Entry two]

[Entry three]

Prompt: '[Your prompt]'



# ZERO-SHOT PROMPT EXAMPLES

- Suggest ways to increase website traffic during Thanksgiving season
- ‘Describe the unique selling points for a modern, AI-powered video editing software’

# ONE-SHOT PROMPT EXAMPLES

Using this my notes as reference, write a TikTok script for my marketing education channel.

My notes:

# WHY USE CHAIN OF THOUGHT

1. Clarity
2. Transparency
3. Educational purposes

# HOW TO USE CHAIN OF THOUGHT

Add 'Let's think step by step' in your prompt. You can either suggest the steps or leave it as it is.



# SELF-ASK/ASK-BEFORE-ANSWER FORMULA

1. Your typical prompt. E.g. Few-shot, chain of thought prompt or any other technique from this course.

2. In the end add this:

if there's any ambiguity, feel free to ask me 3-5 questions before delivering the plan.

# FEEDBACK-BASED PROMPTING TECHNIQUE

1. Prompt as usual
2. When you get the result, ask to get provide a feedback on what could be improved.

# BASIC UNIVERSAL PROMPT TEMPLATE

Act as [marketing role].

I'll provide you with [type of your input].

You'll respond with [describe the response you expect].

You can't [set a negative rule].

My data:

Updated in June, 2023

# BASIC PROMPT TEMPLATE FOR PLUGINS

Act as [marketing role].

I'll provide you with [type of your input].

Use [Plugin name] to [describe the response you expect].

You can't [set a negative rule].

My data:



# CHATGPT RESULT REFINEMENTS

- Regeneate response
- Rate a response
- Be concise
- Provide additional examples
- Rewrite from the perspective of \_\_
- Rewrite in a table/bulleted/markdown format
- Put the most likely keywords in bold
- Elaborate on option number [N] (for lists)
- Rewrite in simple English

# GPT TOOL SHORTLIST

- [AI PRM](#) - AI prompt marketplace. You can find many decent prompts if you look for them long enough. Product is actively updated with new features.
- [Perplexity AI](#) - research based tool + GPT4 + Copilot
- [ElevenLabs](#) - text-to-speech that can clone your voice
- [ChatPDF](#) - ask questions to your PDF
- [ChatGPT for Google](#) - add GPT to google search. The downside: your GPT conversations can get flooded too soon.
- [Superpower GPT](#) - Organizer for your ChatGPT interface and more awesome features like programmable buttons, tone modifiers, etc
- [Canva](#) - yes, the good old canva has received lots of cool AI updates and new AI apps within it.

# IF YOU HAVE ANY QUESTIONS:

- ask in the Q&A section of the course
- send me a message
- connect with me on LinkedIn:

<https://www.linkedin.com/in/leo-pavlovsky/>

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