

ChatGPT Guide

Overview

ChatGPT is a fantastic resource to help any user write copy for websites, social media posts, blogs and much more. It is a complex program that requires a lot of trial and error in order to get the proper results. It all depends on how you prompt the application, you want to be as specific as possible in order to achieve the results that you want. There are many other AI tools in this day and age but ChatGpt is great for beginners, you want to make sure to proofread each piece of text that is generated by ChatGPT to ensure that the information you are putting on your website or social media platforms is accurate and truthful. It is typically recommended that you do not use an exact copy of what ChatGPT produces as a lot of individuals will know that your content is AI written. Try putting your own spin on each piece of text to make it your own.

Prompting

Prompting is the most important part of ChatGPT. A big part of getting the results you want is how you talk to this application. Below you will find some guidelines on best practices for prompting in order to make the most out of your time while working on your business. If at first you don't succeed, prompt, prompt & prompt again always assume you can do better with different approaches and techniques.

Text Prompting ChatGPT

1. Task
2. Subject/Key Points
3. Audience
4. Voice

Task - What is the task you want ChatGPT to perform? Is it to write a company description? a Facebook caption? A blog post? Make sure to be specific and mention how long the text should be. Ex. 200 words, 3 paragraph's, 2 sentences.

Task - Subject and key points are where you will want to be as detailed as possible, what elements do you want ChatGPT to mention? It could be specific details about your business or just something you want to highlight at that particular time. Make sure you add all of the necessary info so that the app doesn't miss anything.

Audience - This is where you will want to be specific about the demographic you are the demographic you are targeting. Evaluate your business and figure out who you are writing for.

Voice - For the last part of the prompt you want to be specific about what tone you want your piece of writing to have. There can be many things a few examples include: persuasive, informative, professional, cheerful and much more, make sure to add this so that the writing ChatGPT produces has its own unique twist.

Examples

Below you will find an example of how to effectively prompt ChatGPT using the steps from the image above. Make sure to be extremely specific about what you want and try different ways of prompting to see what best fits your business's voice.

write a 2 paragraph website description that highlights a cleaning service called spic and span that does commercial and residential cleaning mention at least 5 different services for people ages 20-65 with a professional and persuasive tone



write a 2 line Facebook caption for a company My5 HR Group that talks about the benefits of having somebody manage the external hiring process with a inviting tone

