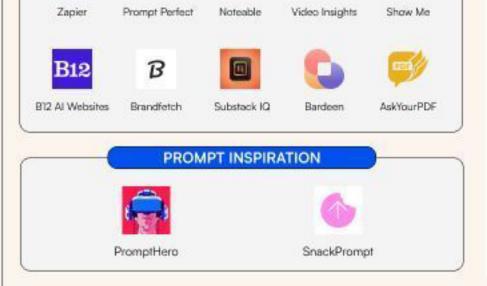
## ChatGPT: Zero to Power User **Cheat Sheet**

KEY TERMS	KEY USE CASES
OpenAl: parent company of ChatGPT Generative Al: category of Al that can "produce" content like text/images vs. specific tasks like predicting things Al models: think of these as big, big math equations Large language models: very big math equations that are very good at predicting the next word Prompts: messages you send to ChatGPT Prompt engineering: the "science" of sending the exact right messages to ChatGPT to get the output you want	<ul> <li>Summarizing long text, transcripts, articles, reports</li> <li>Brainstorming ideas, outlines, new concepts</li> <li>Synthesizing insights and takeaways from text</li> <li>Writing blog posts, articles, press releases, standard operating procedures, pretty much any type of text</li> <li>Coding scripts and small programs</li> <li>Extracting data and patterns from messy text</li> <li>Reformatting text/data from messy text to tables/structure</li> </ul>
PROMPT FRAMEWORKS         Get better output by structuring your prompts:         • RTF (Role, Task, Format)         • CTF (Context, Task, Format)         • RASCEF (Role, Action, Steps, Context, Examples, Format)         Two methods to prompting:         • Megaprompts: Write one big message that contains all of the above. E.g., ask for a full press release.         • Prompt chaining: Break down the task into smaller steps.	TONES       FORMAT         "Tone: [x]"       "Be concise, Minimize excess prose,"         "Write using a [x] tone"       "Use less corporate jargon."         CONVERSATIONAL LIGHTHEARTED       "Output as bullet points in short sentences."         PERSUASIVE       "Output as a table with columns: [x], [y], [z], [a]         FIRM       "Be extremely detailed."
E.g., start by asking for a blog post idea, then an outline, then the content. MODES . Intern: "Come up with new fundraising ideas." . Thought Partner: "What should we think about when generating new fundraising ideas?" . Critic: "Here's a list of 10 fundraising ideas I created. Are there any I missed? Which ones seem particularly good or bad?" . Teacher: "Teach me about [x]. Assume I know [x] and adjust your language."	<ul> <li>Encouragement = better: "You are world-class at marketing."</li> <li>Scolding also = better: "Make this better/more insightful."</li> <li>If the output is bad, add more detail/background info</li> <li>Ask it to check its work: "Are there any topics you missed?"</li> <li>Adjust temperature: Add "Temperature: x" to prompt. 1 = more creative (good for copywriting). O makes it more conservative (good for academic/formal).</li> </ul>
EXAMPLE PROMPTS xample context (attach before prompt): "I run a bake shop alled Pete's Pies located in Denver. We sell vegan cookies, rownies and cakes. My brand is witty, humorous and irreverent."	Bing Chat Anthropic Claude Poe Google Bard

1. "Write 5 subject lines I should use for a holiday sale. Maximum 8 words each."

- 2. "Come up with a 5-day email sequence outline based on the teachings of the world's best e-commerce marketers to sell my ebook called 'Baking Wonders'"
- "Write a landing page header for my new Salt Lake City location. Generate 10 ideas. Make sure they're creative."
- "Write a cold email to the CEO of a local insurance agency. Assume they are interested in catered dessert. End of email asks for a 15-minute call. Max length 50 words. Tone: professional, enthusiastic."
- 5. "I'm hiring for a part-time baker position. Draft a job description using what you know about my business."
- 6. "I need to increase sales by 10% this year. What are some growth strategies I should think about?"
- "Here are the reviews from my Google Reviews page. Summarize the feedback from my customers."
- 8. "Below are scratch notes from my recipe notebook. Format as a recipe to be shown online."



requires ChatGPT Plus (\$20/month)

## **HAPPY LEARNING!**