

ChatGPT: Zero to Power User Cheat Sheet

KEY TERMS

OpenAI: parent company of ChatGPT

Generative AI: category of AI that can "produce" content like text/images vs. specific tasks like predicting things

AI 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

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. E.g., start by asking for a blog post idea, then an outline, then the content.

MODES

1. **Intern:** "Come up with new fundraising ideas."
2. **Thought Partner:** "What should we think about when generating new fundraising ideas?"
3. **Critic:** "Here's a list of 10 fundraising ideas I created. Are there any I missed? Which ones seem particularly good or bad?"
4. **Teacher:** "Teach me about [x]. Assume I know [x] and adjust your language."

EXAMPLE PROMPTS

Example context (attach before prompt): "I run a bake shop called Pete's Pies located in Denver. We sell vegan cookies, brownies and cakes. My brand is witty, humorous and irreverent."

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'"
3. "Write a landing page header for my new Salt Lake City location. Generate 10 ideas. Make sure they're creative."
4. "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?"
7. "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."

KEY USE CASES

- **Summarizing** long text, transcripts, articles, reports
- **Brainstorming** ideas, outlines, new concepts
- **Synthesizing** insights and takeaways from text
- **Writing** blog posts, articles, press releases, standard operating procedures, pretty much any type of text
- **Coding** scripts and small programs
- **Extracting** data and patterns from messy text
- **Reformatting** text/data from messy text to tables/structure

TONES

"Tone: [x]"
"Write using a [x] tone"

CONVERSATIONAL
LIGHTHEARTED
PERSUASIVE
SPARTAN
FORMAL
FIRM

FORMAT

- "Be concise. Minimize excess prose."
- "Use less corporate jargon."
- "Output as bullet points in short sentences."
- "Output as a table with columns: [x], [y], [z], [a]"
- "Be extremely detailed."

MISC. TIPS

- **Encouragement = better:** "You are world-class at marketing."
- **Scolding also = better:** "Make this better/more insightful."
- **If the output is bad, add more detail/background info**
- **Ask it to check its work:** "Are there any topics you missed?"
- **Adjust temperature:** Add "Temperature: x" to prompt. 1 = more creative (good for copywriting). 0 makes it more conservative (good for academic/formal).

OTHER CHATBOTS



Bing Chat



Anthropic Claude



Poe



Google Bard

USEFUL PLUGINS

requires ChatGPT Plus (\$20/month)



Zapier



Prompt Perfect



Noteable



Video Insights



Show Me



B12 AI Websites



Brandfetch



Substack IQ



Bardoon



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Table of Contents Chatgpt Guide

1. Understanding the eBook Chatgpt Guide
 - The Rise of Digital Reading Chatgpt Guide
 - Advantages of eBooks Over Traditional Books
2. Identifying Chatgpt Guide
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Chatgpt Guide
 - User-Friendly Interface
4. Exploring eBook Recommendations from Chatgpt Guide
 - Personalized Recommendations
 - Chatgpt Guide User Reviews and Ratings
 - Chatgpt Guide and Bestseller Lists
5. Accessing Chatgpt Guide Free and Paid eBooks
 - Chatgpt Guide Public Domain eBooks
 - Chatgpt Guide eBook Subscription Services
 - Chatgpt Guide Budget-Friendly Options

6. Navigating Chatgpt Guide eBook Formats
 - ePub, PDF, MOBI, and More
 - Chatgpt Guide Compatibility with Devices
 - Chatgpt Guide Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Chatgpt Guide
 - Highlighting and Note-Taking Chatgpt Guide
 - Interactive Elements Chatgpt Guide
8. Staying Engaged with Chatgpt Guide
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Chatgpt Guide
9. Balancing eBooks and Physical Books Chatgpt Guide
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Chatgpt Guide
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Chatgpt Guide
 - Setting Reading Goals Chatgpt Guide
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Chatgpt Guide
 - Fact-Checking eBook Content of Chatgpt Guide
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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