ChatGPT: Zero to Power User Cheat Sheet

KEY TERMS

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

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

- 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 with, humorous and irreverent,"

- "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: [xl, fyl, fzl, fal
- "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). O makes it more conservative (good for academic/formal).

OTHER CHATBOTS









Bing Chat

Anthropic Claude

USEFUL PLUGINS requires CharGPT Plus (\$20/month)



B

PROMPT INSPIRATION





SnackPrompt



Compiled by Pete Huang

Get the HI-RES version at theneurondaily.com

Chatgpt Guide

M.B. Chatfield

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