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Ai DESIGN CORPS GENIUS GUIDE

# CHAT-GPT

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# CHAT-GPT OVERVIEW

ChatGPT is a form of generative Ai that uses a chatbot / text to interface that was developed by OpenAI and launched on November 30, 2022. Based on a large language model, it enables users to refine and steer a conversation towards a desired length, format, style, level of detail, and language.

The language model can respond to questions and compose various written content, including articles, social media posts, essays, code and emails. ChatGPT is similar to the automated chat services found on customer service websites, as people can ask it questions or request clarification to ChatGPT's replies.

**OPEN CHATGPT**

**How are people using ChatGPT?**

ChatGPT is versatile and can be used for more than human conversations. People have used ChatGPT to do the following:

- Write business plans
- Help with home work
- Code computer programs and check for bugs in code.
- Compose music.
- Draft emails.
- Summarize articles, podcasts or presentations.
- Script social media posts.
- Create titles for articles.
- Solve math problems.
- Discover keywords for search engine optimization.
- Create articles, blog posts and quizzes for websites.

- Reword existing content for a different medium, such as a presentation transcript for a blog post.
- Formulate product descriptions.
- Play games.
- Assist with job searches, including writing resumes and cover letters.
- Ask trivia questions.
- Describe complex topics more simply.
- Write video scripts.
- Research markets for products.
- Generate art.

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## 45-60 Mins

ACTIVITY NAME

# CHAT GPT
# PROMPT ENGINEERING

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# CHATGPT PROMPT ENGINEERING

## PURPOSE

Learn how to develop prompts for that produce the output

required for your assignment.

## OBJECTIVE

Learn to get the most out of GPT in your work and teach how to properly
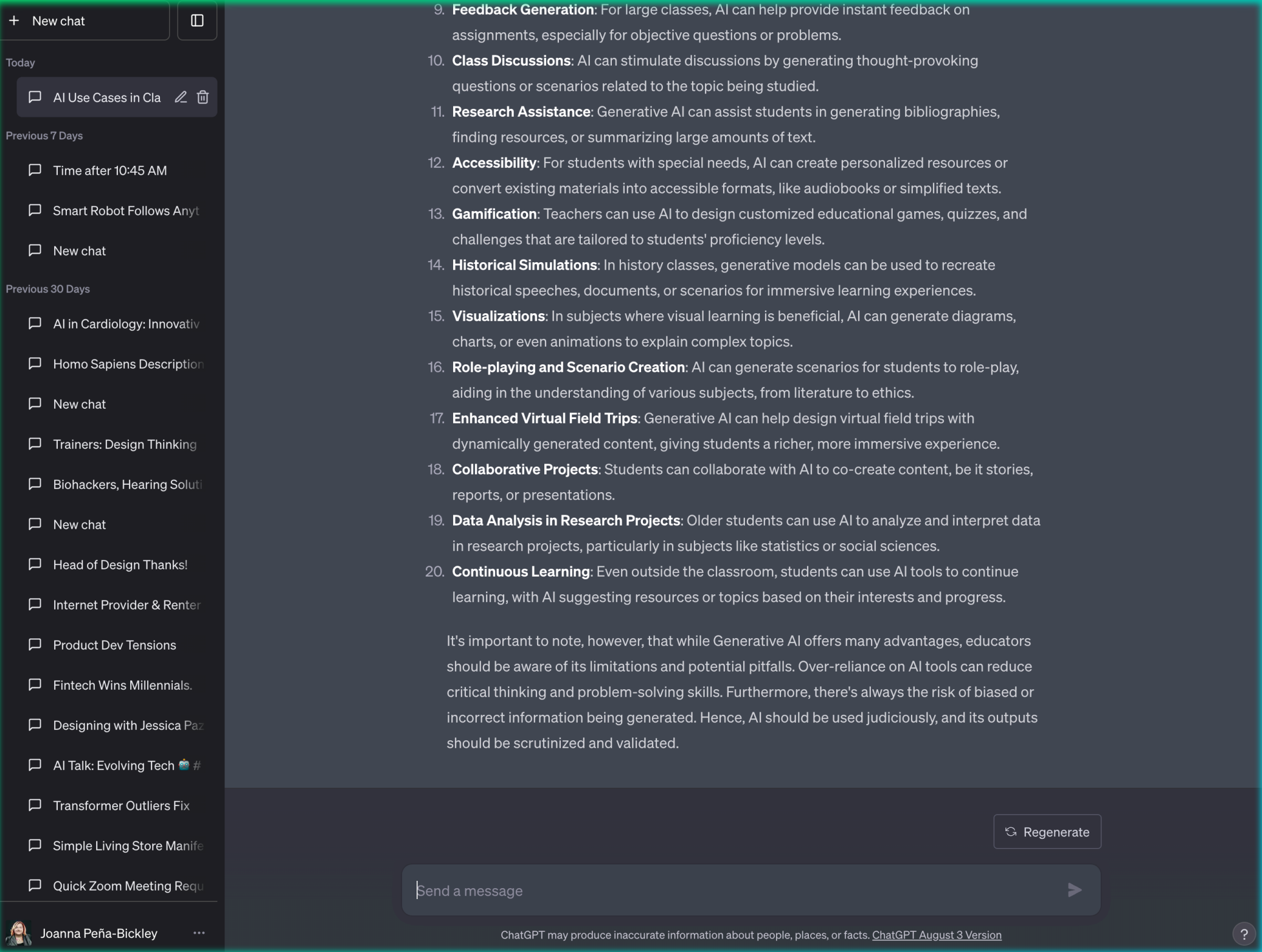
use it for creative assignments.

## ACTIVITY

Write 3-4 prompts for chat GPT that will output:

• Set Goals / Intentions
• Write a Future State Press Release
• 3 Year Career Plan

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# CHATGPT CHEAT SHEET

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## KEY TERMS

‣ **Prompts:** Written instruction given to ChatGPT

‣ **GPT-4:** The latest AI Model powering ChatGPT

‣ **Open AI:** The company that built ChatGPT and GPT-4

‣ **Prompt Engineering:** The technique of crafting the correct prompts to get your desired outputs.

‣ **Generative AI**: A category of AI that generates media like text, images, music and movies.

## KEY FEATURES

‣ **Prompting:** Instruct ChatGPT to produce text output that you want.

  (eg. Blogs, emails, essays, code, social media posts, etc)

‣ **Web Browsing:** Enables ChatGPT to access the Internet and obtain up to date information to generate prompts.

‣ **PlugIns:** Similar to Chrome plugins, these are add ons you can install to extent the capability of ChatGPT

‣ **Feature Note:** Web browsing and PlugIns require a ChatGPT Plus subscription

## KEY USE CASES & PROMPTS

‣ Improve Writing: Proofread my writing above. Fix Grammar and spelling mistakes. Make suggestions that will improve the clarity of my writing.

‣ Delegate Research:  I am creating a report about [insert topic]. Research and create an in-depth report with step-by-step guide that will help readers understand how to [insert outcome].

‣ Learn New Skills: I want to learn [insert desired skills] create a 30 day learning plan that will help a beginner like me learn and improve this skill.

‣ Use 80/20 to learn faster: I want to lean about [insert topic]. Identify and share the most important 20% of the learnings from this topic that will help me understand 80 % of it.

‣ Summarize long texts, articles and reports: Summarize the text below and give me a list of bullet points with key insights and the most important facts.

‣ Simplify and understand complex documents: Rewrite this text and make it easy for a beginner to understand [insert topic/text]

‣ Generate New Ideas: I want to [insert task/goal]. Generative [insert desired outcome] for [insert task or goal]

‣ Simply and Learn complex topics: Explain [Insert Topic] in simple and easy terms that any beginner can understand.

## TONES

Write using [X] tone.

‣ Persuasive
‣ Formal
‣ Informal
‣ Friendly
‣ Professional
‣ Descriptive

‣ Humorus
‣ Academic
‣ Firm
‣ Confident
‣ Poetic
‣ Narrative

## FORMAT: Create a prompt that enables ChatGPT to output in the following formats

‣ Table
‣ Essay
‣ Cide
‣ Blog
‣ Email

‣ Presentation
‣ Bullets
‣ Research
‣ Social Media Posts

## MODES AND ROLES

These are the roles you can have ChatGPT augment.

‣ **Interns:** Find research on [insert topic]

‣ **Idea Generator:** Generate Ideas on [X]

‣ **Editor:** Edit and fix this text [insert text]

‣ **Teacher:** teach me about [insert topic]

‣ **Critic:** critique my argument: [insert argument]

## PROMPT GENERATION APPS

Get help writing prompts that produce high quality outputs.

‣ PromptBase
‣ PromptPerfect
‣ PromptDen

## COOL PLUGINS

‣ Video Insights
‣ Wolfram
‣ Scholar AI
‣ WebPilot
‣ KeyMate Search
‣ VoxScript
‣ Zapier
‣ AskYourPDF

# CHATGPT CHEAT SHEET

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### BASIC PROMPT STRUCTURE

Acting as a [ROLE] perform a [TASK] in [FORMAT]

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### ACT AS A [ROLE]

| | | |
|---|---|---|
| Website Designer | Lawyer | Chief Financial Officer |
| Therapist | Journalist | Best Selling Author |
| Prompt Engineer | Inventor | Analyst |
| Project Manager | Ghostwriter | Advertiser |
| Mindset Coach | Copywriter | Accountant |
| Marketer | | |

### CREATE A [TASK]

| | | |
|---|---|---|
| Social Media post | Product | Video Script |
| Email Sequence | Description | Headline |
| Summary | Cover Letter | Presentation |
| Ad Copy | Analysis | Website Code |
| Essay | SEO Keywords | |
| Recipe | Article | |

### SHOW AS [FORMAT]

| | | | |
|---|---|---|---|
| Spreadsheet | Graphs | HTML | Powerpoint |
| Code | CSV File | Markdown | Press Release |
| Right Text | Gantt chart | A list | |
| Word Cloud | JSON File | PDF | |
| Summary | Plain Text | A Table | |
| XML | File | | |

### PROMPT PRIMING

ZERO - Provide 5 Headlines On [TOPIC]

SINGLE - Generate 5 Headlines related to [TOPIC]

MULTIPLE - Compose 5 headlines regarding [TOPIC]

### LINKED PROMPTING

1 - provide me with the ideal outline for an effective and persuasive blog post.
2 - Write a list of engaging headlines for this blog post based on a [Topic]
3 - Write a list of subheadings & tools for the same blog posts
4 - Write a list of key words for this blog post
5 - Write a list of compelling calls to action for the blog post
6 - Combine the best headline with the best subheadings, hooks, keywords and call to actions to write a blog post for [TOPIC]
7 - Rewrite this blog post in the style [STYLE], [TONE], [VOICE] and [PERSONALITY].

### BUSINESS CONSULTANT

Can you provide suggestions for cost effective strategies to enhance the promotion of my business?
In a role as a business consultant, what would be the most effective approach to address the [PROBLEM]?
Devise a 30 day plan for social media content around [TOPIC1] and [TOPIC2].

### WRITING

+ Write for me
+ Fully SEO optimized Article including FAQs
+ Super Academic paper assistance

### DALL-E

+ Logo Creator
+ Image Generator
+ Super Describe

### DALL-E

+ Logo Creator
+ Image Generator
+ Super Describe

# CHATGPT CHEAT SHEET

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**Good prompts create good outputs**

▸ **Tone:** Specific the desired tone

▸ **Format:** Define format or structure

▸ **Act As:** indicate a role or perspective to adopt

▸ **Objective:** State a goal or Objective

▸ **Context:** Provides background information, data or context for accurate content generation

▸ **Scope: D**efine the scope of range of the topic

▸ **Keywords:** List important keywords or phrases to be included

▸ **Limitations:** Specific contraptions, such as word or character counts

▸ **Examples:** Provide examples of desired style, structure and or content

▸ **Deadline:** Mention deadlines or timeframes for time sensitive responses

▸ **Citations:** Request inclusion of citations or sources to support information

▸ **Points of View:** Ask Ai to provide multiple points of view

▸ **Counter arguments:** Request addressing potential counter arguments

▸ **Terminology:** Specific- industry specific or technical terms to use or avoid.

▸ **Analogies:** Ask the Ai to use analogies or examples to clarify concepts

▸ **Quotes:** Request inclusion of relevant quotes or statements from experts

▸ **Statistics:** Encourage the AI to use stats or data to support claims

▸ **Visual Elements:** Inquire about using charts, graphs or images

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WORKFORCE DEVELOPMENT |  SKILL BUILDING: AI X DESIGN

AUTHORED BY: JOANNA PEÑA-BICKLEY, FELLOW

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**WORKFORCE DEVELOPMENT**

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