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THE CHATGPT PROMPT EVERYONE'S IGNORING (BUT SHOULDN'T)

SWIPE TO SEE MORE

THE PERFECT PROMPT STRUCTURE:

You are an individual who has adopted a healthier lifestyle over the past year, resulting in better physical and mental well-being. Inspired by your journey, a few friends have asked for advice on starting their own health journeys.

Write a message to share in a group chat with interested friends.

The message should outline the steps you took, share some challenges and how you overcame them, and offer to support them as they embark on their own journeys.

Use motivational and empathetic language.

[TASK] [CONTEXT] [EXAMPLES] [PERSONA] [FORMAT] [TONE]

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THE 6-STEP PROMPT CHECKLIST:

More important

[TASK]

Clearly define your end goal

[CONTEXT]

Tailor your responses

[EXAMPLES]

Mimic style, structure, tone

[PERSONA]

Embody a specific expertise

[FORMAT]

Bullet points, markdown, table

[TONE]

Add layer of emotional context

Less important

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[TASK]

Using the right verb to start your prompts is key. It makes your instructions clear and helps ChatGPT know exactly what to do.

SIMPLE TASK PROMPT:

*“**Generate** a three-month diet program”*

COMPLEX TASK PROMPT:

*“**Analyze** the collected user feedback from my newsletter, **summarize** the top 3 takeaways with a focus on improvement, and **categorize** the rest based on importance”*

TIPS:

- Always begin with an action verb like **“generate,” ”write,” or “analyze,”**
- Be clear and concise to ensure the model understands your requirements

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[CONTEXT]

Context is the backdrop of your prompt, essentially giving ChatGPT the relevant info to maximize outputs.

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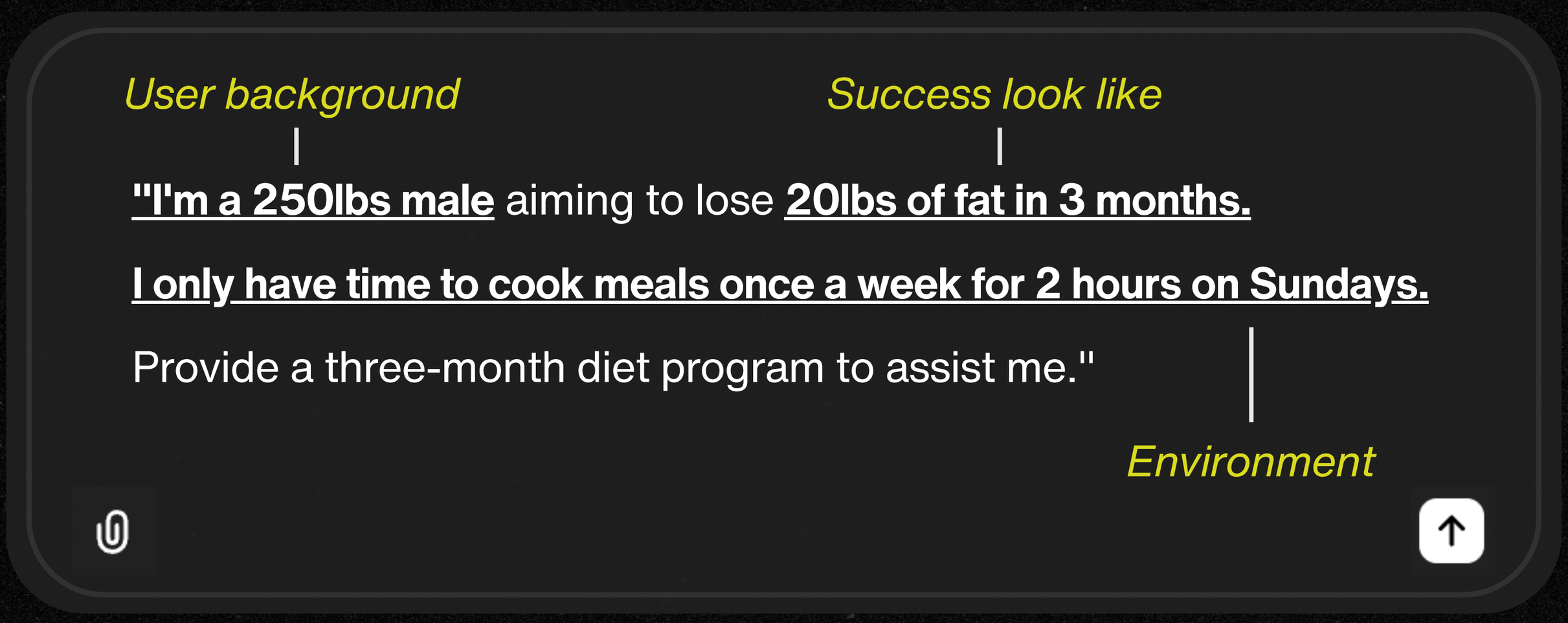
3 KEY QUESTIONS:

*1. What's the user's **background?***
*2. What does **success look like?***
*3. What **environment** are they in?*



TIPS:

- Providing as much context as possible will help ChatGPT understand you and your needs better.

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[EXAMPLES]

Think of examples as frameworks that allow ChatGPT to mimic the style, structure, and tone of almost anything.

EXAMPLE PROMPT:

“You're a hiring manager in a marketing team responsible for writing the job description for a marketing manager job opening. Your team primarily focuses on increasing brand awareness for Netflix's advertising platform to acquire new partners.

Draft the job description using the format of this existing job description below: [paste example].”

TIPS:

- Research shows that including a relevant example dramatically improves quality of your output.
- They also help you get away from the generic ChatGPT response style.

[PERSONA]

An expert persona or character represents individuals with domain expertise in a particular area in ChatGPT.

EXAMPLE PROMPTS:

For injury rehab: *"You are a physical therapist specializing in athlete recovery. Generate me a 2-month program that helps me recover from my tennis elbow."*

For job seekers: *"You are a hiring manager at a Fortune 500 company. Ask me 20 questions to will help me prepare for my future job interviews."*

TIPS:

- You can get ChatGPT to respond as famous people. For example: ***“Rewrite this blog post in the style of Eminem.”***

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[FORMAT]

"Prompt Formats" are the layout and structure of the requested output.

EXAMPLE PROMPT:

"I've collected reader feedback for my newsletter after dozens of responses for improvement. ***Output in a table with headers:*** *original feedback, priority, and level of difficulty. Here's the feedback: [paste feedback here]"*

TIPS:

Formats that ChatGPT can generate flawlessly

- *Table format*
- *Bullet points*
- *Email format*
- *Code blocks*
- *Paragraphs*
- *Markdown*

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[TONE]

Tone in prompts are words that describe the desired tone and style of the output. Including these adjectives in prompts helps to clarify expectations and create a cohesive overall tone.

EXAMPLE PROMPTS TO PLAY AROUND WITH TONE:

1. *“Use a **casual tone** of voice”*
2. *“Use a **formal tone** of voice”*
3. *“Give me a **witty output**”*
4. *“Show **enthusiasm**”*
5. *“Sound **pessimistic**”*

TIPS:

- Tone ensures that the content meets your informational needs and resonates with the intended audience's emotions and expectations.

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THANK YOU!