

UNLOCK THE POWER OF GENERATIVE AI...

10 PROMPTS TO GET THE BEST OUT OF CHATGPT

Applying New AI Tools to Drive Business Success



BE THE EXCEPTION

10 PROMPTS TO GET THE BEST OUT OF CHATGPT

1

SOURCE MATERIAL

Feed it the source material you want it to work with.

EXAMPLE PROMPT:

Write a 500-word motivational essay about [XYZ topic].
Use the following essay as inspiration for the voice, tone, and structure.
Match the sentence length and structure as closely as possible.

[paste]



TIP: You are limited by the amount you can feed into ChatGPT.
You can feed your source material over several prompts.

EXAMPLE PROMPT:

I will share a whole video transcript on [XYZ subject] with you.
I want you to read it and memorize everything, so I can ask you questions later.
Only answer "yes" once you have accomplished your task.
This is the first part of the whole transcript:

[paste section]

Keep doing that until the entire script is inserted.
Then ask it to produce what you want.

2

AUDIENCE/AVATAR

You tell ChatGPT you are creating an Audience Avatar.

EXAMPLE PROMPT:

We will create an Audience Avatar that will later be referred to as {{XYZ Avatar}}.

The demographics of this Avatar are: [paste]

Their main fears are: [paste]

Their main desires are: [paste]

Their main objections are: [paste]

Digest and memorize all that.
Let me know you have by responding 'yes!'



3

VOICE

Now you want to build a Voice prompt.

EXAMPLE PROMPT:

We will create a Voice that will later be referred to as {{XYZ Voice}}.

Analyze the following text and describe the writing style, tone, and personality.

Memorize this description as our {{XYZ Voice}} for future work.

EXAMPLE PROMPT TYING 1, 2, AND 3 TOGETHER:

Use the following [research report] and write [a 5-minute (150 words per minute) video script] about [XYZ topic] in {{XYZ Voice}} to {{XYZ Avatar}}:

[paste research report]

4

CONTENT STYLE GUIDE

You can build a complete Content Style Guide that becomes a regular prompt you put between double curly brackets or define it differently for each creation.

EXAMPLE PROMPT:

Write a 1200-word blog post on [XYZ topic].

Use these strategies as your content style guide:

- Use strong persuasive language
- Ask questions to transition between paragraphs
- Back up main points with evidence and examples
- Speak in a casual tone
- Write in first-person
- Write for 8th-grade reading level
- Write for {{XYZ Avatar}}
- Use NLP techniques to keep the reader engaged

5

SIMULATION

You can tell ChatGPT to “Act like...”, “You are...”, “Write in the style of...”

EXAMPLE PROMPT:

Act like a [New Yorker Magazine article writer].

EXAMPLE PROMPT:

You are a 30-year veteran in the field of [XYZ].

EXAMPLE PROMPT:

Write in the style of [David Ogilvy].



6

SHAPING

**Rarely is the first result going to be any good.
Keep pushing back on ChatGPT.**

EXAMPLE PROMPT:

Try again by adding more of how people can use these learnings for their own good.

EXAMPLE PROMPT:

Use simple and direct English. Confront people with their presumed ideas. Be emotional and dramatic. Your goal is to go viral. Shocking people works.

EXAMPLE PROMPT:

Now make it longer. 1200 words total. Add two powerful quotes from the research report. Explain what the {{XYZ Avatar}} should be taking away from the content.

EXAMPLE PROMPT:

Improve copy to be more persuasive, using more powerful and convincing language to leave the reader no choice but to take action.

EXAMPLE PROMPT:

Improve copy to be more descriptive with more evocative, descriptive language that paints a vivid and unforgettable picture in the reader's mind.

7

CHALLENGE

EXAMPLE PROMPT:

For [XYZ topic], give examples that contradict the dominant narrative. Generate an outline for thought-provoking content that challenges assumptions.

8

UNCONVENTIONAL

EXAMPLE PROMPT:

What are the counterintuitive opinions on [XYZ topic]?
What would I not think of on this topic?
What's something that most people believe that's untrue?

EXAMPLE PROMPT:

Write a poem about [XYZ topic].

EXAMPLE PROMPT:

Write it as a poem in the style of Maya Angelou (or Jules Verne).

EXAMPLE PROMPT:

Write it in the form of a Monty Python sketch.

EXAMPLE PROMPT:

Write it as a song by Bob Dylan (or Bob Marley or Prince).



9

PULL TOGETHER

EXAMPLE PROMPT:

- The topic is [XYZ]
- You are {{XYZ Voice}}
- Talking to {{XYZ Avatar}}
- You are writing [blog, video script, email, etc.]
- Give it context and constraints [word count, use quotes, challenge/unconventional, etc.]
- The goal is [CTA, emotion, education]

10

PERSUASION TRIGGERS

EXAMPLE PROMPT:

Write a promotional email using Social Identity Theory to appeal to the [Significance Identity] of {{XYZ Avatar}}. Highlight the benefits and outcomes they will experience using our [XYZ product] and how it aligns with their social identity and values. Include examples of others in their social group using the product successfully to create a sense of belonging and positivity.

EXAMPLE PROMPT:

Using the 'Attribution Bias' framework, write a customer email to someone trying to return our [XYZ product], attributing the successes or failures of our product to internal factors. Emphasize the internal qualities of our product and how it can help {{XYZ Avatar}} achieve their goals.



THE DO'S AND DON'TS OF USING CHATGPT

DO'S

- DO** clearly define your question or topic before asking ChatGPT. You must have a clear vision for what you want to be created first.
- DO** provide as much relevant context as possible to help ChatGPT understand your question.
- DO** use simple and clear language when asking your question.
- DO** break down complex questions into smaller, more specific ones to get more accurate and relevant answers.
- DO** proofread your questions for spelling and grammar errors to help ChatGPT understand your questions.
- DO** ask your questions in various ways, asking for multiple angles on the same subject. You are looking for ideas and inspiration more than finished work.
- DO** understand that it is a calculator of sorts. Use it like one. It's not a genie in a lantern. It's not a sentient pretend friend.
- DO** use it to generate new ideas, inspirations, and perspectives you may not have considered before.

DON'TS

- DON'T** feed or ask ChatGPT to provide personal or confidential information. Remember, everything you input and output is not private.
- DON'T** use slang or jargon language that may be confusing or unclear.
- DON'T** rely on ChatGPT's responses without further research, analysis, and improvement. It is starter copy. Often you are only brainstorming ideas. It's up to you to make it human-worthy content or communication.
- DON'T** ask ChatGPT medical, tax, or legal advice and rely on it without verifying it with a professional. It is often inaccurate and does make up information.
- DON'T** become overly reliant on it. It's always going to spit out a kind of echo chamber—recycling the average of its dataset.

REMEMBER:

ChatGPT doesn't understand the human condition.
You have to bring your human experience to the work.

ChatGPT doesn't have consciousness and self-awareness.
You have to bring your human consciousness to the work.

ChatGPT doesn't understand emotional experiences.
You have to bring the human heart, soul, spirit, and experience to the work.





DARREN HARDY
BUSINESS MASTER CLASS

3-DAY MBA: MASTERY IN BUSINESS ACCELERATION

500+ PROFIT PRODUCING STRATEGIES

Revealed in this fast-paced and intensive virtual Business Master Class

HERE'S WHAT YOU'LL GET WHEN YOU ENROLL:

BUSINESS DOMINANCE

This Business Master Class is for those unusually driven business builders with an audacious ambition to pursue massive growth and make a big positive impact.

This is for leaders with the passion and obsessive drive to be industry transformers, market authorities, or community changers. Those who want to play a huge game and are serious about building an enterprise of consequence.

You'll gain the breakthrough strategies needed to rise through the ranks to dominate your market.

MARKET AUTHORITY

Learn the specific branding, communication, and positioning strategies to become your industry's most envied and respected leader. You'll never have to chase clients again; they will seek you out as the market's most trusted authority.

RAVING FANS

Drawn from the playbooks of Apple, Nike, Harley, Starbucks, and other cult brands, you'll learn how to convert prospects into clients and clients into a community of raving fans. There is a specific psychological process. You'll be given the exact formula.

WOW STRATEGIES

Through cutting-edge, high-tech, and high-touch automated marketing systems, you'll learn how to multiply your existing database of clients and exponentially expand your reach, relationships, revenue, and profits while reducing liability and expenses.

BADASS TEAM

You'll be given a step-by-step recruiting system proven to recruit anyone you want—a complete guide on finding, hiring, vetting, onboarding, and driving A-players in every position in your company and building a high-performance growth culture.

DARREN'S BONUS GIFTS

Only available by registering here... **NOW**

PERSUASIVE COMMUNICATION

Whether it's video, audio, written or in-person, learn to master the art of influential presentations and compel clients to step forward, buy, buy more, tell their friends, and champion your cause.

SHOCK & AWE PROMOTION

A five-phase campaign framework for both launching new external promotional programs in the marketplace and driving internal team performance, presented in a clear step-by-step approach.

BEST-SELLING AUTHOR TRAINING

Significantly accelerate your success as an author by gaining the editorial, packaging, publishing, and marketing process insights Darren has learned as a publisher and successful bestselling author.

DARREN'S REFERRAL GIFT

As promised, Darren is contributing \$2,000 toward your enrollment into this Business Master Class to further help support you during these challenging but opportune times.

To gain your access, secure your seat in the Business Master Class.

Go to: DHBMC.com