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

**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
- Reformattting text/data from messy text to tables/structure

**PROMPT FRAMEWORKS**
- **RTF**: Role, Task, Format
- **CTF**: Context, Task, Format
- **RASCEF**: Role, Action, Steps, Context, Examples, Format
- **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.

**TONES**
- **“Tone: [x]”**
- “Write using a [x] tone”
- **CONVERSATIONAL**
- **LIGHTHEARTED**
- **PERSUASIVE**
- **SPARTAN**
- **FORMAL**
- **FIRM**

**TIPs**
- **“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).

**FORMATTING**
- **Bing Chat**:...  
- **Anthropic Claude**:...  
- **Poe**:...  
- **Google Bard**:...  

**OTHER CHATBOTS**

**USEFUL PLUGINS**
- **Zapier**: requires ChatGPT Plus ($20/month)
- **Prompt Perfect**:...
- **Notable**:...
- **Video Insights**:...
- **Show Me**:...
- **B2B AI Websites**:...
- **BrandPanda**:...
- **Substack RD**:...
- **Bardian**:...
- **AskYourPDF**:...

**PROMPT INSPIRATION**

**Example Prompts**

1. **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.”

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