



3 STEPS TO IMPROVE YOUR CHATGPT PROMPTS

Still getting your head around the potential of ChatGPT? Here's how you can get the most out of the tool in three steps.

STEP 1: Set up a 'master' prompt with context and helpful information

ChatGPT is essentially learning as it goes, so provide it with suitable background information so that you can get the most relevant end result. This is known as a 'master prompt'. Some considerations to include:

- Your business/position
- Your audience
- Key points to make, including the specific angle you want to take
- Output (HTML code, csv file, text etc.)
- Word count if applicable

E.g. "Write a blog post about succeeding in business." *"I am a small business owner. Write a 500-word blog with 5 tips for people starting their own business about what it takes to run a successful business. Include the following points: make a business plan, join networking groups."*

STEP 2: Give feedback

Just because ChatGPT delivers a result doesn't mean you can't refine it to make it work better for you!

If you need to add more detail based on, say, an article you read, ask ChatGPT to incorporate more information from said article and copy and paste the text in full right after it.

If you think the output would work better as a different format (such as a table), then ask the tool to do just that.

You can even request more suggestions if what was delivered first time isn't what you're after. Just be sure to share examples of what you like so that the tool can revise and deliver what you wanted.

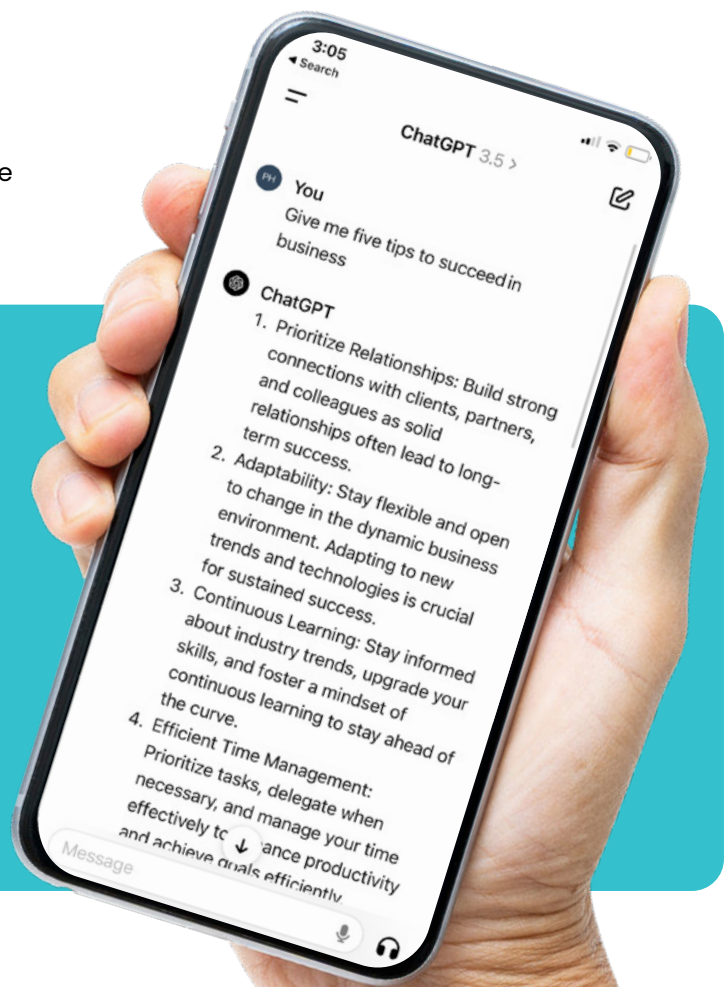
STEP 3: Test different prompt approaches

ChatGPT is acquiring new information and learning more daily, so may respond to the same sort of prompt if it was delivered slightly differently. Examples of what you could test to compare results include:

- Keywords
- Word counts/limits (you might find it better to give ChatGPT bigger limits so that you can cut things down as you see fit)

IMPORTANT:

While ChatGPT is a great tool to summarise information, generate content or code, and more, it's important to note that if you're creating factual and/or branded content, you will still need to do a thorough check to verify sources and edit to ensure that your content is in line with your brand tone of voice. Need some help with that? Get in touch with us!





Learn 3 Key Steps To Improve Your ChatGPT Prompts



FREE DOWNLOADABLE GUIDE

Learn how to set up master prompts, give ChatGPT accurate feedback and more with our new free guide.

Visit our resource centre to access it now.