



UNLEASH LEADERSHIP POTENTIAL WITH CHATGPT

ACT AS A [ROLE]

CEO
Inventor
Expert
Checker
Professional
Advertiser
Copywriter
Ghostwriter
Accountant
Entrepreneur
Project Manager
Prompt Engineer
Website Designer

SHOW AS [FORMAT]

A Table
A List
Summary
Spreadsheet
Graphs
Plain Text file
PDF
Markdown
Gantt Chart
Word Cloud
Presentation slide
Bullet Points

CONSIDERATION

- ChatGPT is like a Smart Intern: ChatGPT still needs supervision from a human. While trained on diverse data, ChatGPT might still have some biases
- Privacy: Avoid sharing personal, confidential, or sensitive data. Check your company policy
- Knowledge Limit: ChatGPT's last update was in September 2021; might not have the latest info

USE CASES

- **Hiring** - Assess resumes, develop interview questions, offer hiring best practices, use it as an interview coach to simulate interview scenarios etc.
- **Communication** - Craft emails quicker, varying the tone
- **Onboarding** - Developing tailored onboarding tasks for individuals and 30/60/90 day plans
- **Accelerated Learning** - Learn any topic quicker in a - simplistic and structured way
- **Get coached by the best** - Ask about best practices from others companies and get ChatGPT to be your coach
- **Performance Metrics** - Ask for meaningful KPIs on how to run your business more effectively
- **Presentation Prep** - Create tailored presentations on any topic quickly and export them to PPT or Google Slides
- **Better tea** - Get ideas for team building activities, or - team meetings
- **Enhanced Decision Making** - Ask for different perspectives on a given challenge
- **Performance Plans** - Get advice on helping under performers and practice difficult conversations



EXAMPLE PROMPTS

- What are the best ways to improve customer engagement through business prompts?
- How can businesses use prompts to increase sales and revenue?
- I want to create an agenda for a meeting about<Meeting info> with my team. Can you give me some examples of what should be included?
- I need to write an email to a client regarding a change in the project timeline. Can you give me some guidance on how to phrase it?
- To increase the number of Instagram posts, please develop a product roadmap for Instagram's story.
- Write an in-depth analysis of the current state of a specific industry and its potential for small business opportunities
- Offer a comprehensive guide to small business financing options, including loans, grants, and equity financing.

TONE MODIFIERS

Friendly
Professional
Casual
Conversational
Trustworthy
Positive
Enthusiastic
Humorous
Informal
Positive
Empathic



CREATE A [TASK]

Headline
Article
Email Sequence
Summary
Analysis
Chart
Article
Ad Copy
Blog Post
Sales Copy
Video Script
SEO Keywords
Social Media Post
Product Description

C.R.E.A.T.E FORMULA FOR PROMPT ENGINEERING

1. **C: Character** - Define the AI's role. E.g., "Acting as a Team Lead develop a recruiting strategy to hire a software engineer and present it in a presentation format."
2. **R: Request** - Be specific with what you need. Instead of "Write a sales email for a sports car," specify, "Write a compelling email for the Cougar Hyper Sport, an electric car with top-tier acceleration."
3. **E: Examples** - Optionally, provide samples for more precise results. Headlines or tone examples can guide the AI's style.
4. **A: Adjustments** - Refine the prompt if it's not perfect. Use instructions like, "Avoid bullet points; use subheads."
5. **T: Type of Output** - Describe the desired format. E.g., "Produce a 500-word article with a title and conclusion."
6. **E: Extras** - Incorporate unique instructions.
 - Ex: "Ignore previous conversations."
 - Ex: "Ask questions before answering."
 - Ex: "Explain your thinking."
 - Ex: "Summarize what you know about me in the first person."
 - Ex: "Use data up to 2023."
 - Ex: "Only use reliable sources and cite them."
 - Ex: "Use CAPS LOCK for emphasis."

Using the C.R.E.A.T.E formula ensures better results, although it may require more time for prompt creation.

