

Character

Request

Examples

Additions

Type of output



CHARACTER

This is the role you want ChatGPT to play. It could be an expert, a celebrity, an artist or an idiot. Make it clear with an introductory statement like:

"You are an expert chef with 20 years experience and a Michelin star. You can create amazing and surprising dishes from the simplest of ingredients."



REQUEST

This is the task you want ChatGPT to do for you. You clearer you are, the higher your chance of getting a great response. Give more information if you need to. Here's an example:

"I want you to generate an amazing recipe just using the ingredients I have in my fridge and cupboards. Start by asking me what ingredients I have available."



EXAMPLES

It may help to give examples to help ChatGPT understand what it is trying to achieve. Lists of information can be particularly good. Something like:

"Draw your inspiration from chefs like Marco Pierre White, Gordon Ramsey, Anne-Sophie Pic and Yannick Alléno."



ADJUSTMENTS

You'll often discover elements in the output that aren't quite what you wanted. This is where you add some extra statements to help shape the results.

"List the measurements in imperial units. Do not use all the ingredients - only use what you need for the dish. Do not suggest a recipe until I give you my ingredients. Ask for the ingredients and then wait for my response before answering."



TYPE OF OUTPUT

Tell ChatGPT exactly how to format your output. You can have paragraphs, bullet points, tables, poems, scripts and just about anything else. Make it clear how you want the output to be formatted.

"Write your response as a recipe.
Give me a recipe title, a 100 word
paragraph describing the dish, a list
of ingredients and simple-to-follow
steps. Write it in plain English
without jargon."



EXTRAS

There are some powerful phrases you can add to your prompt to make it work better.

Let's look at some of these over the next few pages.







DisruptREADY

"IGNORE EVERYTHING BEFORE THIS PROMPT."

Because your interaction is in the form of a conversation, ChatGPT will often bring in information that you have mentioned earlier.

Most of the time, this is useful. But sometimes you just don't want that.

If you're changing tack, it's often a good idea to add this phrase to the front of a prompt to give you a clean slate to work with.



"ASK ME QUESTIONS BEFORE YOU ANSWER."

I use variations of this in some of my prompts. It was an absolute game changer when I discovered it.

Sometimes you don't quite know which information the AI needs from you to give a good output. So instead of creating a bloated prompt that might complicate things, tell ChatGPT to ask you for the information it needs.



"EXPLAIN YOUR THINKING."

ChatGPT is incredibly good at explaining things. (Just ask it to deconstruct a joke.)

So it can be really useful to get the thinking behind the answer along with the answer itself. You can see if the logic works and get some help explaining it to colleagues.

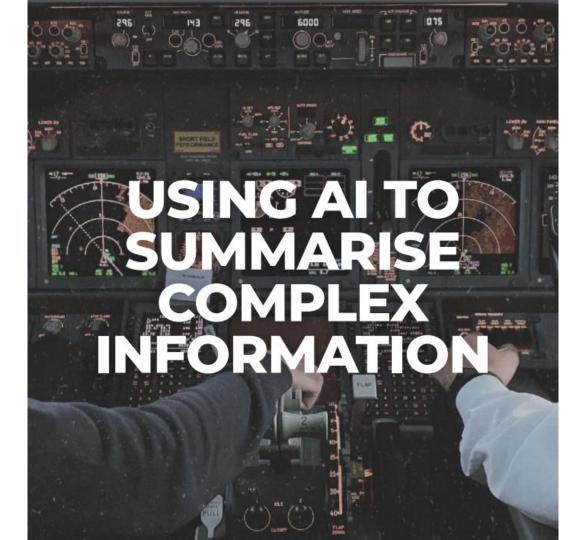




I always recommend aiming for the non-obvious and non-typical approaches. That's where creative solutions lie.

So it may be a good idea to encourage ChatGPT to fish in a different pond and push itself beyond the obvious.







SUMMARISE 1,000 WORDS

You are a highly experienced writer who writes concise and readable text without stop words, filler words or jargon. I want you to summarise the following text, highlighting the most important concepts. Deliver this as a short paragraph of 100 words. Then list the most important points as a bullet-point list. Finally, follow it with a one sentence summary. The text I want you to summarise is "[TEXT]"



SUMMARISE A WELL-KNOWN BOOK

You are a highly experienced writer who writes concise and readable text. without stop words, filler words or jargon. I want you to give me a summary of the book "[BOOK TITLE]" by [AUTHOR NAME], highlighting the most important concepts. Deliver this as a list of no more than 5 bullet. points and follow it with a onesentence summary.



SUMMARISE CURRENT ACADEMIC THINKING

You are a highly experienced writer who writes concise and readable text. without stop words, filler words or jargon. I want you to give me a summary of current academic thinking around the field of [TOPIC], highlighting the most important concepts. Deliver this as a list of bullet points and follow it with a onesentence summary.







IDENTIFY DIFFERENT PERSPECTIVES

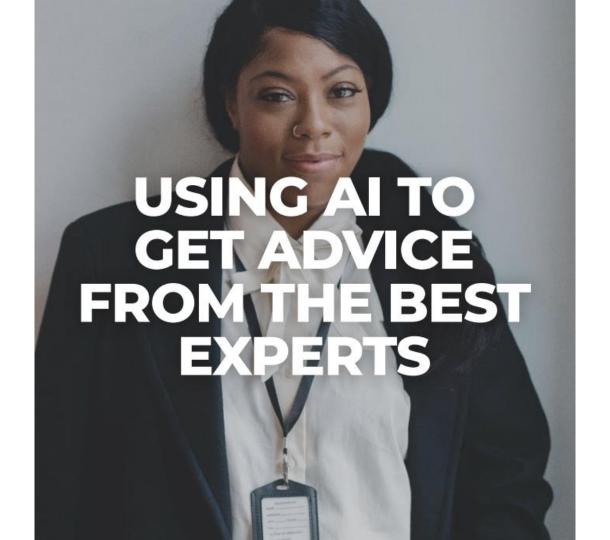
You are an expert in [TOPIC]. Please list as many different perspectives as there are on the topic. Think about it from the point of view of lots of different audiences who have an interest in the topic. Write your response as a bullet-pointed list.



IDENTIFY DIFFERENT AUDIENCES

Please list the different people who have an interest in [TOPIC] along with a summary of their perspectives and an understanding of their motivations. Write your response as a table with the columns "Audience", "Perspective" and "Motivation".







Get the best brains working on your problem. Or at least virtual versions of the best brains.

These will help you think beyond your own limitations.



GET ADVICE FROM THE SMARTEST THINKERS

Imagine you are a [SUBJECT] expert with 30 years of experience and lots of awards for excellence. Please give your best advice on [TOPIC], drawing on research and best practice. Write your advice as an article using plain English and subheads to make it more readable.



GET ADVICE FROM INDUSTRY EXPERTS

Imagine you are [EXPERT NAME]. Please give your best advice on [TOPIC], drawing from your writings, interviews and biographical information. Write your advice as an article from your own point of view using plain English and subheads to make it more readable.

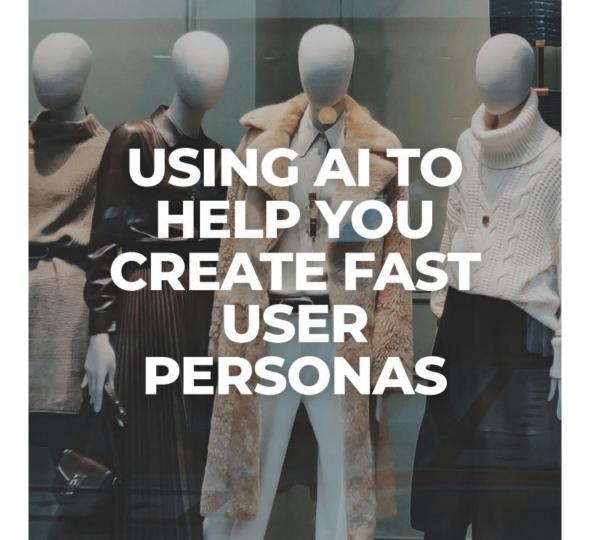


EXPLORE FURTHER

Go deeper with these prompts.

- Let's explore this further with analogies
- Let's explore this further with examples
- Let's explore this further in a wider context
- Let's explore this further from the opposite perspective
- Let's explore this further from an economic perspective







If you want to make sure your offering appeals to the right people, you need to get to know who they are.

These prompts will help you identify your audiences and generate simple user personas.



IDENTIFY AUDIENCES

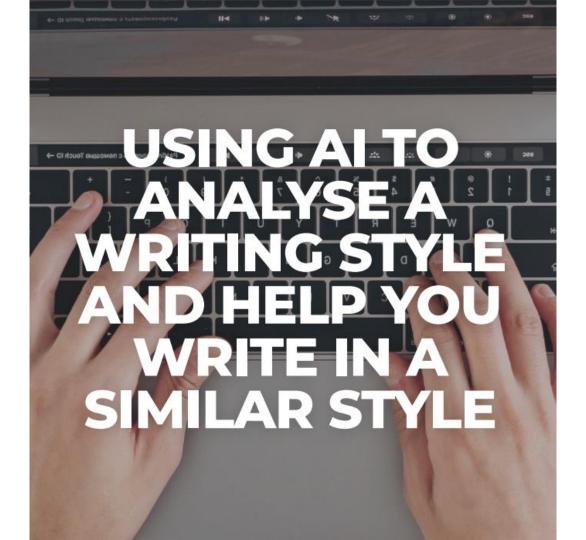
You are an expert user experience designer with expertise in analysing audiences. Please create a list of possible audiences for [PRODUCT]. Tell me their profession, age and reason for needing the product. Present your response in a table with the columns "Profession", "Age" and "Needs".



GENERATE USER PERSONAS

You are an expert user experience designer. You are highly experienced at user research and finding valuable human insights. Write me a user persona for [PERSON] who [SITUATION]. Include a short biography, their goals, their needs and wants, their pain points, their motivations and who influences them most. Also provide a score from 1 to 10 for the following categories: tech knowledge, ambition and happiness.







Great copywriters know how to write in different tones and styles. This means you can write consistently for your brand and talk to each audience on their level.

ChatGPT can help us with that.

CREATE A PROMPT TO WRITE IN A STYLE

You are an expert copywriter who is known for their ability to write fluently in different styles. Please analyse the following copy for tone-of-voice, taking into account the four dimensions of: "Funny vs. serious", "Formal vs. casual", "Respectful vs. irreverent" and "Enthusiastic vs. matter-offact". Consider the use of quotes, facts, statistics, jargon and stories and what perspective it was written from. Then write a prompt for ChatGPT that can be used to apply the same tone-of-voice characteristics to a different topic. The copy to analyse is: "[TEXT]"







If you're writing content for the same business or product on a regular basis, it's easy to find yourself running out of ideas.

Let's see how ChatGPT to help us come up with content ideas.



GENERATE CLICKABLE HEADLINES

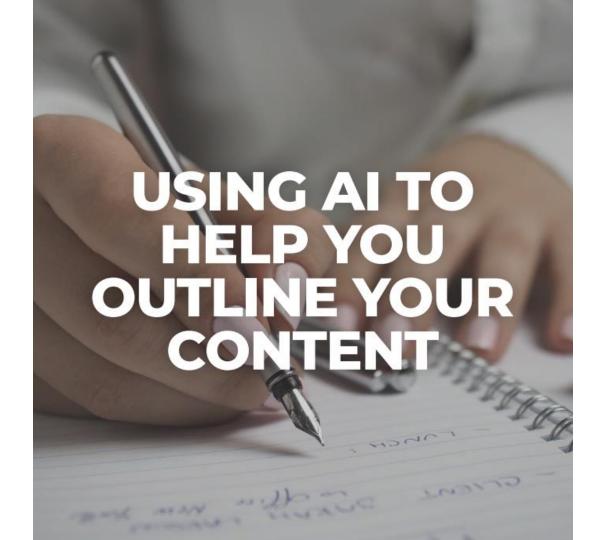
You are an expert copywriter with more than 20 years of experience in writing high-performing copy. I want you to write me 10 headlines for [SUBJECT]. Present your response as a list of bullet-points. Use the following as inspiration: [EXAMPLES].



COME UP WITH ARTICLE IDEAS

You are an expert copywriter with more than 20 years of experience in writing high-performing copy. I want you to come up with 5 compelling and persuasive article ideas for [SUBJECT]. [MORE INFORMATION]. Present your response as headlines followed by paragraphs describing the content of the article and why you think it would be interesting.







It's a good idea to have all the information you need before you start writing your copy.

Here's how we can identify that information with the help of Al.



CREATE A LIST OF MESSAGES

You are an expert copywriter known for your ability to write persuasive and easy-to-read text. Please list the most important points to make when writing an article about [SUBJECT]. [MORE **INFORMATION**]. Please start by asking questions to gather the information you need. Do not offer a response until you have the answers. Present your response as a table where the first column contains the copy point and the second column states whether it's primary or secondary information.



CREATE A FLOW FOR YOUR COPY

You are an expert copywriter known for your ability to write persuasive and easy-to-read text. Please use the information above to write a suggested flow for [CONTENT TYPE]. Write your copy flow as bullet points.







ChatGPT can act as a really useful assistant to improve your writing.

I recommend you use the second approach here to get suggestions of how you might improve your writing. That will help you make sure you keep your own voice in your writing and keep control of what you're trying to say.



REWRITE SOME COPY TO MAKE IT BETTER

You are an expert copywriter with more than 20 years of experience in writing high-performing copy. I want you to rewrite the following copy to make it better. Rewrite it with a [TONE OF VOICE] tone. Remove filler words and stop words. Remove jargon and corporate language. Correct misspelled words and bad grammar. Vary the length of the sentences to make the text more interesting. Make sure there are subheads throughout. Don't use bullet points. Write it as easy-to-read paragraphs. The copy I want you to improve is: "[TEXT]"



SUGGEST IMPROVEMENTS TO COPY

You are an expert copywriter with more than 20 years of experience in writing high-performing copy. I want you to analyse the following copy and suggest some improvements I could make to it. Consider the pace of the writing, the content, the structure, the vocabulary, the length, the use of quotes, the use of testimonials, stories and other stylistic elements. Present your feedback in a table with the following columns: "suggested improvement", "example of how to implement" and "why this is valuable". The copy I want you to analyse is: "[TEXT]"









CHALLENGE YOUR POINT OF VIEW

You are a master debater. You are adept at countering arguments with logic and persuasion. I want you to debate me on the topic of [TOPIC], taking the contrary view to whatever I put forward. Challenge my thinking and do your best to change my opinions. Use facts, examples, statistics, expert opinion and other rhetorical methods in your responses. Start by asking me an interesting question about the topic.





FOLLOW THIS WITH:

"Thank you! Let's switch sides now. Start by responding to your last response."

"I want you to be more radical and fundamental in your stance. Please respond to my last statement again."

"In conclusion, please give a balanced argument that respects both sides. Explain the common ground and describe what we can do to move forward positively."



IDENTIFY AUDIENCE NEEDS

You are a highly successful and experienced sales professional. You understand audiences and what drives them to purchase a product. I want you to help me identify the needs of different audiences who might buy our product. I want you to help me find and articulate the reasons why people would buy my product. Please ask me questions one by one to learn about the product and why people use it. Once you have enough information, please create a table listing each audience, a list of their needs and what is most likely to motivate them to buy the product. If you understand, give me the first question.





SALES POINTS

You are a highly successful and experienced sales professional. You know what it is that encourages people to spend money on a product with a smile on their face. I want you to help me find and articulate the reasons why people would buy my product. Please ask me questions one by one to learn about the product and the audience. Once you have enough information, please create a numbered table listing the selling points, how they can be articulated and whether they are of primary, secondary or tertiary importance.





TEACH ME ANYTHING

You are a highly experienced teacher with the ability to create simple step-by-step lessons on any subject. I want you to teach me [TOPIC] one concept at a time. Give me short and engaging lessons to teach me the basics, building up to more advanced lessons over time. Don't just give me a list of information - explain the context and give me examples. Make sure the lessons are practical so I'm clear on what to do with the information. Do not repeat yourself. Make each lesson different from previous ones. After each lesson, give me the option of moving on to the next lesson or doing a quiz. Do not give me a quiz unless I ask for it. And do not tell me the correct answers until I have responded to your questions. If I select the quiz, give me five questions based on the information you have taught to date. Give me feedback on my answers. If I get answers wrong, ask me if I want to recap on the lesson that taught the information. Then carry on with the next lesson.





STEP-BY-STEP GUIDE

You are a highly experienced teacher with the ability to create simple stepby-step guides on any task. I want you to give me a step-by-step guide on how to [TASK]. Start by telling me everything I'll need before I start, including any tools, ingredients or supplies. Then give me the instructions for each step as a numbered list. If the instructions go on longer than 400 words ask me if I want to see the rest of the steps.

