



STAY TUNED
FOR OUR
FIFTH
EDITION

Unlocking the Potential of ChatGPT & AI:

A Guide to Embracing AI
in Your Business and Life

4TH EDITION

*New Chapters on
GPTs and LLMs*

Table of Contents

Introduction	1
Chapter 1: Introduction to GPT-4	2
Chapter 2: GPTs and The GPT Store	6
Chapter 3: The Promise of Auto-GPT	11
Chapter 4: A Comprehensive Approach to ChatGPT Prompts	15
• Prompts on Writing Good Prompts	16
• Prompt Frameworks and Applications	21
Business and Strategy	21
Productivity and Time-Saving	34
Content Writing	43
Learning	57
Relational/Personal	63
Fitness, Health, & Lifestyle	71
• Frameworks for Custom Prompts	78
A.C.E.	79
T.A.S.K.	82
C.L.E.A.R.	85
Chapter 5: Beyond ChatGPT: Other Large Language Models (LLMs)	88
Chapter 6: Additional AI Tools	93
Conclusion	106

Introduction

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On November 30th, 2022, OpenAI launched ChatGPT. In the five days that followed, ChatGPT became the fastest-adopted new technology in the history of the world. Less than two months later, it was being used by over 100 million people and captured the imagination of young and old alike. But as magical as this new technology appeared to be, the AI revolution was only just beginning. In March of 2023, ChatGPT was upgraded to GPT-4, and “plugins” were announced as thought leaders began to speak about the approach of Artificial General Intelligence (AGI) and news organizations began reporting on the many ways this new technology would transform the workplace, the economy and our lives. OpenAI continues to create new advancements, with the launch of GPTs in November 2023 (expanding to the GPT Store in January 2024) and the launch of Sora, OpenAI’s text-to-video model, in March 2024.

But while ChatGPT doesn’t mark the beginning of the Generative AI revolution, it does mark the beginning of an exciting era characterized by what I refer to as the “Democratization of AI.” You can think of this as “AI for Everyone,” where access to this technology will be as close to any human as a Google search box. And while in the early stages of this era, most people won’t be replaced by AI; millions will be replaced by those using AI. It’s no wonder many thought leaders view the age we’re moving into as far more important and transformational than the internet itself.

In Charles Darwin’s book *On the Origin of Species*, he highlights that it’s not the smartest or strongest species that survives; it’s those with the ability to adapt and adjust to the changing environment that survives and thrive. Just over 150 years later, that insight could not be closer to the truth. We are at the dawn of a new age where human capability will be enhanced and accelerated by the capabilities of Artificial

Intelligence. The question left to be answered is which companies and individuals will thrive and which will struggle to survive.

In this updated edition, we’ve revised much of the book to extend knowledge into the new and emerging features that ChatGPT has to offer. Items such as GPTs, prompts, and the launch of the ChatGPT store have expanded what AI is capable of accomplishing, especially when it comes to streamlining business. In February 2023, a paid version of ChatGPT, called ‘ChatGPT Plus,’ was launched, allowing exclusive access and even more AI capabilities than before. More recently, ChatGPT has expanded with the launch of the ‘The GPT Store’ in January 2024. These additional sections provide a concise overview of the contemporary AI ecosystem, equipping businesses with the insights needed to embrace and integrate AI technologies, ensuring they remain at the forefront of innovation and are well-prepared for the future.

CHAPTER

1

Introduction to GPT-4

GPT-4

With the introduction of GPT-4, OpenAI has once again pushed the boundaries of language AI, elevating the capabilities set forth by its predecessors, GPT-3 and 3.5, to unprecedented levels. This chapter will guide you through the essence of GPT-4, distinguishing it from earlier versions and exploring its vast potential applications.

What is GPT-4?

GPT-4 is a language AI model that uses deep learning algorithms to process and understand natural language. Like GPT-3 and 3.5, it is a generative model that can produce human-like text in response to prompts. GPT-4 has been

trained on a large set of data from various sources, including books, articles, and websites, allowing it to understand the nuances of language and generate coherent, contextually appropriate text.

How Does GPT-4 differ from GPT-3?

While GPT-3 was a significant breakthrough, GPT-4 makes a significant leap forward from GPT-3, showcasing enhancements across several dimensions:

- **Model size:** GPT-4 has a much larger model size, with its groundbreaking scale of a trillion parameters. This allows GPT-4 to handle more complex tasks and generate more accurate responses and has dramatically enhanced how we approach productivity, creativity, and problem-solving.
- **Training data:** GPT-4 benefits from a more extensive training dataset, providing it with a broader knowledge base and improved contextual understanding.
- **Accuracy and coherence:** GPT-4 is better equipped to handle longer text passages, maintain coherence, and generate contextually relevant responses. This makes it a powerful tool for natural language understanding applications.
- **Complex reasoning:** GPT-4 can perform

more complex reasoning tasks, making it the preferred choice for applications that require advanced problem-solving capabilities.

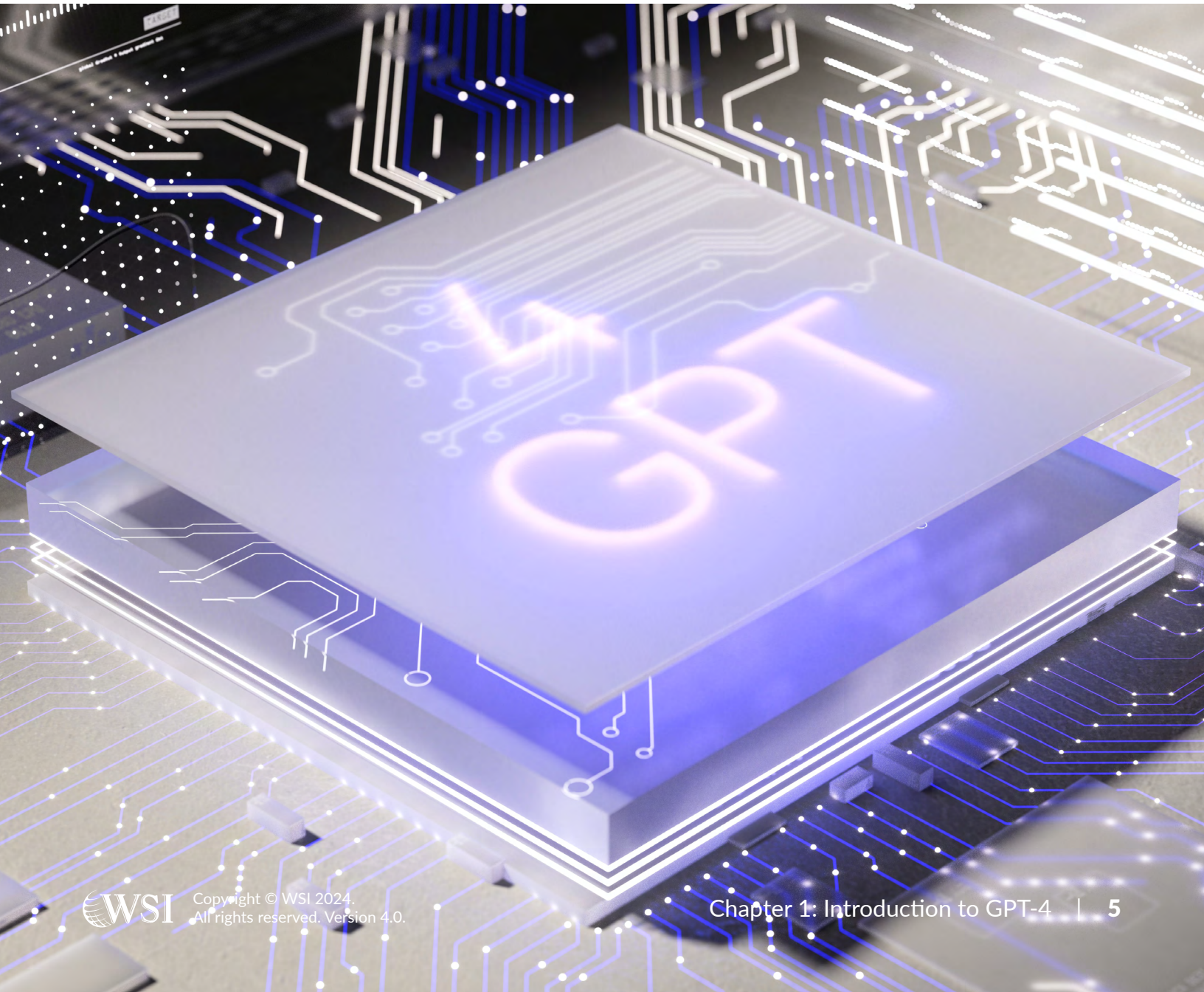
- **Large input processing:** GPT-4 can process more than 25,000 words at once, which is an advantage over GPT-3.5. (3000). In reality word counts are not overly accurate. Best to work on the basis that GPT-4 can do more!
- **Reduced bias:** GPT-4 is less likely to produce biased or offensive responses compared to GPT-3.5. OpenAI has enhanced the safety training of the model.
- **Energy consumption and computational power:** GPT-4 requires more computational power, and the increased computational requirements raise environmental concerns.
- **Multimodal capabilities:** GPT-4's multimodal system can accept both text and image inputs, generating text outputs based on the combined input data. This added functionality allows GPT-4 to better handle a variety of tasks and showcase human-level performance on a range of professional and academic benchmarks. However, this feature has not been released to the general public as yet.

What Can GPT-4 be Used For?

GPT-4's advancements and capabilities mean that users can unlock possibilities with ChatGPT, such as:

- 1. Writing assistance** - GPT-4 can generate high-quality, contextually appropriate text for a wide range of purposes, including marketing copy, social media posts, and product descriptions.
- 2. Language translation** - With its improved understanding of language, GPT-4 can be used to develop more accurate and nuanced translation tools.
- 3. Chatbots and virtual assistants** - GPT-4 can be used to develop more advanced chatbots and virtual assistants capable of more human-like interactions.
- 4. Data analysis** - GPT-4 can be used to analyze large volumes of text data, making it useful for applications such as sentiment analysis and market research.

In summary, GPT-4 stands not just as an advancement in language AI but as a beacon of the future. With its massive number of parameters, improved training data, and better performance on specific tasks, it has proven to be even more powerful than its predecessor. With the GPT-4's latest edition, GPT-4 Turbo, the Turbo model is intended to reduce cases of “laziness” where the model doesn’t complete a task. As we continue to explore and harness GPT-4’s capabilities, it continues to redefine the landscapes of digital communication, automation, and beyond, marking a significant milestone in the journey towards more intuitive and intelligent AI-driven solutions.



CHAPTER

2

**GPTs and
The GPT Store**

Generative Pre-trained Transformers (GPTs) have reshaped artificial intelligence, especially in natural language processing (NLP). GPTs, like ChatGPT 4, utilize OpenAI to generate responses based on the inputs given - but this has now expanded to include custom GPTs that one can build for specific purposes, whether business or personal use. Prior to GPTs, plug-ins performed many of the functions that GPTs offer. Plug-ins laid the foundation for GPTs to be developed, but OpenAI has now phased out plug-ins and moved forward with only the addition and development of GPTs. Currently, GPTs are only available to users who have 'ChatGPT Plus', the paid version of ChatGPT.

The process of creating a custom GPT encompasses selecting the right tools and platforms for development, tailoring the GPT model to understand and generate industry-specific content by training it on specific datasets, and integrating the model into existing business workflows to help streamline current processes. The goal is to leverage the power of GPT technology to meet unique business needs and provide value-added services to customers. The days of having to re-prompt ChatGPT multiple times with the same prompt are over - now you can create a custom GPT that is ready and pre-programmed to have all the knowledge you would usually prompt saved into the GPT.

For example, a business that has a lot of translation in day-to-day marketing could create a translation GPT that would be pre-programmed to understand the brand's voice and messaging. Through the setup, the branding, customer persona, brand voice, and messaging will be pre-uploaded. The GPT would also know that it is a

'translation expert.' The great thing about this GPT is it would not have to be re-prompted with all the information everytime!

The GPT Store

"The GPT Store" marks a significant evolution in the accessibility and application of GPT technologies. The GPT Store was designed as a marketplace for GPT-based tools and applications, offering users an extensive array of applications developed around GPT models. This platform is useful for a wide range of users - from content creators seeking AI powered writing tools, to business owners in need of data analysis tools, the GPT Store has it all.

Within the GPT Store, users can explore a selection of tools that leverage the power of GPT models to enhance productivity, creativity, and analytical capabilities. The GPT Store makes it easy to find and use AI solutions that tackle real-life problems.

What Types of GPTs Exist?

The GPT store has a variety of different types of products to help with everyday personal and business use. Just a few of the different GPTs include:

- 1. Content Creation & Writing Assistance:** Tools designed to aid in various forms of writing, including creative stories, blogs, marketing copy, and technical documents. These applications can generate content, suggest improvements, and provide stylistic recommendations.
- 2. Code Generation & Development Tools:** Tools that assist in software development by generating code snippets, debugging, and offering coding suggestions based on natural language prompts.
- 3. Data Analysis & Visualization:** Applications leveraging GPT's capabilities to analyze complex datasets, generate reports, and create visualizations, making data insights more accessible.
- 4. Educational Resources & Tutoring:** This category includes tools for learning and education, offering personalized tutoring, homework assistance, and interactive learning modules across various subjects.
- 5. Language Translation & Multilingual Services:** Tools focused on breaking language barriers by providing real-time translation services and supporting content creation in multiple languages.
- 6. Business & Marketing Solutions:** Tools designed for the business world, including market analysis, customer service bots, email automation, and content marketing strategy development.
- 7. Entertainment & Gaming:** Interactive games, storytelling applications, and other entertainment-focused tools powered by GPT's generative capabilities.
- 8. Productivity Enhancements:** Applications aimed at improving personal and professional productivity, such as calendar management, meeting summarization, and task automation.
- 9. Health & Wellness:** Tools offering mental health support, fitness advice, and wellness tips, personalized through AI-driven insights.
- 10. Research & Scholarly Tools:** Resources for researchers and academics, including literature review aids, paper summarization, and query-based exploration of scientific databases.

What GPTs are people talking about right now?



The Consensus GPT stands out as a revolutionary tool for researchers, students, and professionals seeking fast and reliable access to scientific knowledge. Utilizing advanced AI technologies, Consensus offers a unique search engine that delves into over 200 million scientific papers, providing users with instant analyses and summaries. This GPT is designed to enhance research efficiency by offering results tied directly to peer-reviewed studies, ensuring credibility and accuracy. With Consensus, users can explore a wide range of scientific topics without the interference of ads, making the search for knowledge straightforward and trustworthy. Its intuitive interface and powerful backend make it an indispensable asset for anyone looking to conduct thorough research with ease.



DALL-E revolutionizes the way we interact with AI in the realm of creativity and visual content generation. This model leverages GPT's deep learning capabilities to produce images from textual descriptions, offering a blend of imagination and precision previously unseen. Users can input descriptive phrases or sentences, and DALL-E responds with corresponding visual artwork or images that match the descriptions. This innovation opens up new avenues for artists, designers, and content creators, providing a powerful tool for visual exploration and concept development. DALL-E's continual updates have further refined its output quality, making it an indispensable asset for creative industries seeking to merge the boundaries of art and AI.



With the Wolfram GPT, the integration of GPT-based chatbots can understand and respond to queries that require computations or access to specialized knowledge, such as mathematical calculations, scientific facts, or historical events. The GPT works by sending user queries to the Wolfram Alpha engine and receiving structured data and natural language responses that can be displayed to the user. The Wolfram GPT can enhance the functionality of chatbots in a variety of applications, including education, finance, and science. The Wolfram GPT has seen upgrades, now offering deeper insights into scientific computations and real-world data analysis.

II ElevenLabs

ElevenLabs stands at the forefront of voice synthesis technology, offering unparalleled capabilities in generating realistic and expressive voice outputs from text inputs. This platform not only allows for high-quality voice generation in multiple languages but also enables the customization of tone, emotion, and style to suit specific needs. ElevenLabs' technology has vast applications, from enhancing audiobook production with rich, varied narrations to providing voiceovers for multimedia content without the need for human actors. Its recent advancements have further improved the naturalness and expressiveness of the synthesized voices, marking a significant step forward in making AI-generated audio indistinguishable from human recordings.



The Negotiator introduces an innovative application of GPT technology in the domain of negotiation and communication. By understanding and analyzing the nuances of language and negotiation strategies, this AI model assists users in crafting persuasive arguments, responses, and offers. The Negotiator works by evaluating input scenarios and suggesting optimal communication tactics based on psychological principles and negotiation best practices. Its application spans various fields, including business negotiations, conflict resolution, and customer service, providing users with an AI-powered advantage in achieving favorable outcomes. Continuous enhancements have equipped The Negotiator with greater insights into human behavior, improving its efficacy in real-world negotiation settings.

CHAPTER

3

The Promise of
Auto-GPT

ChatGPT is primarily designed for natural language interactions with humans. It can answer questions, carry out conversations, and generate text that sounds like it was written by a human. ChatGPT is trained on large amounts of text data and can generate coherent and relevant responses to a wide variety of inputs.

On the other hand, Auto-GPT is a more autonomous agent that can take a specific goal, break it down into sub-tasks, gather and combine information from various sources, and iterate based on new discoveries. This means that Auto-GPT can work towards solving a specific problem or achieving a particular outcome without human intervention.

Auto-GPT uses the same language model as ChatGPT but has additional capabilities that allow it to prompt itself based on the specific goal it is trying to achieve. This means that it can use trial and error to solve problems, allowing it to tackle more complex tasks that would be difficult or impossible for ChatGPT to handle.

For example, imagine you want to create a personalized meal plan based on your dietary preferences and nutritional goals. ChatGPT can certainly generate text about different types of

food and recipes, but it would struggle to put together a comprehensive meal plan that meets all of your requirements.

Auto-GPT, on the other hand, could take your specific goal of creating a personalized meal plan, break it down into sub-tasks such as gathering your dietary preferences and nutritional requirements, finding suitable recipes, and constructing a meal plan that meets your goals. It could then iterate on this plan, refining it based on your feedback and new information it discovers.

The bigger and more complex the problem, the more general ChatGPT would be in its response. Auto-GPT allows us to automate more intricate methods of problem solving.

Here are 3 examples to demonstrate the capabilities of Auto-GPT:



1

Provide Macroeconomic Updates

Goal: Give me a macroeconomic update of the technology sector.

How might Auto-GPT accomplish this goal?

It might first break down the problem into smaller subtopics such as market trends, industry innovations, and company performance. It would then use its understanding of language and its knowledge of the technology sector to generate a coherent and informative response that covers all relevant subtopics. However, the quality and completeness of the answer generated by Auto-GPT will depend on the quality of the training data it has been exposed to, and it may not be able to provide a fully comprehensive analysis. To give a more complete answer, it would be helpful to specify which time period, geographic location, and specific subtopics are of interest. Depending on the Auto-GPT program, it might dive into prompts surrounding these topics by itself.

2

Find Pricing Information

Goal: Find the lowest price for a type of headphones

How might Auto-GPT accomplish this goal?

It would break this problem down into sub-tasks like “scrape online marketplaces for headphone prices”, and then “compare these prices to find the lowest price”, followed

by “provide the lowest price and a link to the marketplace”. It can formulate these tasks, decide on where to collect the data it needs, and then analyze the data in a meaningful way.

3

Sentiment Analysis

Goal: Analyze how people feel about social media regulation.

How might Auto-GPT accomplish this goal?

Auto-GPT would consider the best sources for retrieving data about this analysis, including news articles or government websites & reports. It could then scrape keywords from social media platforms themselves, or blogs and articles from various networks that elaborate on the regulatory landscape. It could take the list of keywords and topics and find the most relevant associated keywords and rate the overall sentiment based on its knowledge of human language.

In this way, Auto-GPT represents huge promise and a significant step forward in the field of AI. By giving machines the ability to process and act on natural language input in a more autonomous and goal-oriented way, we can unlock new possibilities for automation and problem-solving.

CHAPTER

4

**A Comprehensive
Approach to ChatGPT
Prompts**

Prompt engineering is the process of designing prompts that elicit the most relevant, interesting, informative, and sometimes entertaining responses from ChatGPT. It involves careful consideration of the prompt's topic, context, and goals, as well as an understanding of the capabilities and limitations of the AI language model.

A well-crafted prompt can lead to quality responses, while a poorly designed prompt can result in irrelevant or confusing answers. The better the input, the better the output.

In this part of our guide, we will explore a variety of examples of ChatGPT prompts, demonstrating the many ways in which you can leverage prompt engineering to generate engaging conversations with ChatGPT.

Later in the chapter, we will look not only at prompts but also at some frameworks that you can use to create your own prompts for ChatGPT! Once you get the hang of how prompts work, it will be easy to create your own custom prompts to fit your exact needs!

Let's get started! (Fun Fact: This preface was written primarily by ChatGPT.)

Prompts On Writing Good Prompts

It may sound ironic, but a good place to start when you are writing a prompt for ChatGPT is to ask ChatGPT for help in crafting your prompt! Our first three prompts are designed to help you leverage ChatGPT to create exceptional prompts.

The “What Other Details” Prompt

Use the prompt as a reminder to yourself to include additional context and information when making a request to ChatGPT. This additional information can help ChatGPT provide more tailored and accurate responses to your prompts, which can save you time and help you accomplish your desired outcomes more efficiently. So you first ask the “what other details” statement and then use that new information to craft your full prompt that will optimize ChatGPT’s out put.

Framework

“**[enter your prompt]**”. What other details do I need to provide ChatGPT to ensure maximum success?

Application

Initial Prompt: I want to write a prompt asking ChatGPT to create an email notifying a customer that their warranty for a product is no longer valid. What other details do I need to provide ChatGPT to ensure maximum success?

ChatGPT Response: To ensure maximum success, you should provide the following details to ChatGPT:

- The name of the customer and their email address.
- The name of the product and its model number.
- The reason why the warranty is no longer valid (e.g. expired, terms and conditions not met, etc.).

- Any additional information that the customer may need to know (e.g. options for repair, replacement, or extended warranty).
- The tone and style of the email (e.g. formal or informal, apologetic or matter-of-fact).
- Any other specific instructions or requests you may have for the email.

Second Prompt taking into account suggestions ChatGPT made:

Write an email to a customer named Jose Smith. The style and tone should be professional and clear. The email should explain that their Kafe Klatch Espresso Machine, model K12K03 is no longer under warranty because they had it repaired through an unauthorized dealer. We are sorry that they did not review the terms and conditions before taking it to the unauthorized dealer. Please indicate we are sorry but hope that they will continue to be a Kafe Klatch customer

ChatGPT Response:

Dear Mr. Smith

We regret to inform you that your Kafe Klatch Espresso Machine, model K12K03 is no longer under warranty. We have reviewed our records and found that the warranty for your product has been voided due to repairs made through an unauthorized dealer.

We apologize for any inconvenience this may have caused. We understand that you may not have been aware of our terms and conditions regarding authorized repair services. We encourage our customers to review our warranty policies carefully to avoid such situations in the future.

While we are unable to offer warranty coverage for your machine, we value your business and hope that you will continue to choose Kafe Klatch products. If you have any questions or concerns, please do not hesitate to contact us.

Thank you for your understanding.

The “Act As A” Prompt

This prompt can be a useful way to engage with ChatGPT and leverage its knowledge and capabilities in a way that is tailored to your specific needs and goals.

Framework

I want you to act as a [insert here] and continue with your prompt.

Application

- I want you to act as a debater. I will provide you with some topics, and your task is to research both sides of the debate, present valid arguments for each side, refute opposing points of view, and draw persuasive conclusions based on evidence. Your goal is to help people come away from the discussion with increased knowledge and insight into the topic at hand. My first request is, “I want to know if AI is good or bad.”
- I want you to act as a Financial Advisor and create a speech to first time home buyers about the pros and cons of renting versus buying. Your goal is to help people come away from the discussion with increased knowledge but to also drive business to the Financial Advisor.

The “Generate Best Prompts” Prompt

This prompt is useful because it allows the user to receive advanced and specific prompts that are tailored to their desired outcome. By asking for advanced prompts, the user can receive more in-depth and detailed information that goes beyond generic advice.

Framework

I want you to generate the best prompts that a user can ask ChatGPT for [insert desired outcome]. The prompts must be advanced and not generic. Make sure to include at least 10 prompts.

Application

I want you to generate the best prompts that a user can ask ChatGPT for study tips for the LSAT exams. The prompts must be advanced and not generic. Make sure to include at least 10 prompts.



Business and Strategy

PROMPT FRAMEWORK AND APPLICATIONS

In-depth Analysis

An individual or company might use this prompt to gain a deeper understanding of a specific industry and the factors that affect it. The analysis can help identify new opportunities or potential challenges, as well as provide insights into the current state of the industry. The inclusion of data and statistics can provide evidence to support recommendations or decisions related to investment, marketing, or strategic planning.

Framework

Write an in-depth analysis of the [insert industry], including an overview of current trends, challenges, and opportunities. Incorporate relevant data and statistics to support your analysis. Provide a list of key players in the industry and a short and long-term forecast. Explain any potential impact of current events or future developments on the industry. When writing this article, ensure that you use a professional and informative tone and that your writing style is clear and concise. You may also want to consider including case studies or interviews with industry experts to add depth to your analysis.

Application

Write an in-depth analysis of the Canadian tutoring industry, including an overview of current trends, challenges, and opportunities. Incorporate relevant data and statistics to support your analysis. Provide a list of key players in the industry and a short and long-term forecast. Explain any potential impact of current events or future developments on the industry. When writing this article, ensure that you use a professional and informative tone and that your writing style is clear and concise. You may also want to consider including case studies or interviews with industry experts to add depth to your analysis.

Persona Impersonation

Ask ChatGPT to play the part of a customer, patient or colleague. Have a conversation and ask it to generate content as if it were that specific persona. Practice your soft-skills by adding in more specific scenarios.

Framework

You are a [insert position]. I will be your [insert position] and [insert scenario]. [Insert more details about the situation here]. Do not write all the conversation at once. Write in short sentences in simple, conversational language. My first sentence is “hi”.

Application

You are a sales rep. I will be your manager and will conduct a performance review. You have struggled to hit your sales numbers this quota. You are worried about your performance. Do not write all the conversation at once. Write in short sentences in simple, conversational language. My first sentence is “hi”.

Interview Questions

By being prompted with questions in a manner similar to an actual job interview, the candidate can prepare and practice their responses, gaining confidence and familiarity with the interview process. Additionally, being prompted with questions in a specific role can help the candidate think critically about their qualifications and how they can best articulate them to potential employers.

Framework

I want you to act as an interviewer. I will be the candidate and you will ask me the interview questions for the position of [insert position]. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me. Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. My first sentence is “Hi”

Application

- I want you to act as an interviewer. I will be the candidate and you will ask me the interview questions for the position of Business Analyst. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me. Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. My first sentence is “Hello. I am here to interview for the Business Analyst position”.
- I want you to act as an interviewer. I will be the candidate and you will ask me the interview questions for the position of Marketing Coordinator. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me. Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. My first sentence is “Hi”

Optimizing Performance

As we strive for growth and excellence, it's important to seek ways to improve ourselves and our work constantly. You can use this prompt to generate suggestions and insights on how to improve a variety of subjects, including personal development, work processes, and business strategies.

Framework

Can you provide suggestions for how I can improve [subject]?

Application

- Can you provide suggestions for how I can improve my customer service skills?
- Can you provide suggestions for how I can improve this wording: [insert wording]
- Can you provide suggestions for how I can improve an employee's poor writing skills?
- Can you provide suggestions for how I can improve the user experience on my website?

Brainstorming

Ideas! We always need to generate ideas; with ChatGPT, you can do this faster than ever before. Use this prompt below to generate various ideas on different topics, including possible solutions to your problems, product/service ideas, and content marketing ideas, or to explore different scenarios and perspectives on a topic/issue.

Framework

Can you give me ideas for [format] about [subject], perhaps covering [topics]?

Application

- Can you give me ideas for a series of blog posts about sustainability, perhaps covering topics like eco-friendly fashion, zero waste living, and renewable energy?
- Can you give me ideas for a webinar about fitness, perhaps covering topics like workout routines, nutrition, and rest and recovery?
- Can you give me ideas for a brochure about mental health, perhaps covering topics like self-care, therapy, and mindfulness?

Concept Generation

In the fast-paced world of business, professionals are always looking for new and innovative ways to succeed. This prompt can be used to generate creative and realistic concepts on a variety of topics, including advertising, sales tactics, and analytics.

Framework

Can you give me [creative/realistic/adjective] [topic] ideas that a [persona] at a [company type] might consider?

Application

- Can you give me 10 creative advertising ideas that a marketing agency's Creative Director might consider?
- Can you give me realistic sales tactics that the VP of Sales might use at a tech company?
- Can you give me specific analytic ideas that a Data Scientist at a Big Four accounting company might use?

Instruction & SOP Creation

Need help with a complex task? ChatGPT can assist you in providing step-by-step instructions on how to complete it quickly and easily. Use the prompt below to get detailed instructions on various tasks, including creating a budget, planning a campaign, or crafting a presentation.

Framework

Can you provide step-by-step instructions on [task]?

Application

- Can you provide step-by-step instructions on how to create a marketing budget?
- Can you provide step-by-step instructions on how to create a business plan?
- Can you provide step-by-step instructions on how to create a professional presentation?

Predicting the Future of Industries

The impact of emerging technologies and events on various industries is a crucial consideration for any forward-thinking business. ChatGPT lets you quickly and easily explore the potential effects different technologies and events may have on your industry. Use the below prompt to generate insights on how emerging trends might shape your business landscape.

Framework

How will [event/product/technology] impact the [industry] in the [time frame]?

Application

- How will AI impact the art industry in the near future?
- How will AI impact copywriters in the next 5 years?
- How will urbanization impact pedestrians in the future?
- How will climate change impact the wine industry in the next three years?

Brainstorming Titles & Names

Finding the perfect name or title is crucial for establishing an identity and attracting the right audience. With this ChatGPT prompt, you can quickly generate a list of creative and memorable names and titles that accurately reflect a brand, product, service, or person.

Framework

Can you generate a list of [adjective][names/titles] for a [brand/product/person] that is focused on [keywords & description]?

Application

- Can you generate a list of catchy titles for a book about mythology that is educational and entertaining, focusing primarily on Greek mythology?
- Can you generate a list of bold names for a brand that sells supplements to increase focus and well-being?

Creating Slogans & Mottos

Slogans are a powerful marketing tool that can convey a brand's message and values in just a few words. With ChatGPT, you can quickly generate a variety of creative and catchy slogans for different products and services. Use the prompt below to create slogans that align with your brand's identity and target audience.

Framework

Can you come up with a [adjective] slogan for a [product/service]?

Application

- Can you come up with a creepy slogan for a Halloween costume store?
- Can you come up with an upbeat slogan for a fitness clothing brand?
- Can you come up with an inspiring slogan for a holistic supplement company?

Defining Social Media Strategies

Social media has become an essential tool for businesses to connect with their customers, promote their products/services, and increase their online presence. With ChatGPT, you can create a winning social media marketing strategy that helps you achieve your goals and grow your brand.

Framework

Acting as a social media manager, can you help me create a content management strategy for a [type] company on [social media platform] in order to [goal]?

Application

- Acting as a social media manager, can you help me create a content management strategy for a jewelry company on Instagram in order to increase website visitors?
- Acting as a social media manager, can you help me create a content management strategy for a catering company posting on TikTok in order to create two times the followers?

Creating Buyer Personas

Understanding your target audience is crucial for any business or marketing effort. With ChatGPT, you can create detailed buyer personas that provide insights into the preferences and behaviors of your ideal customers. Use the prompt below to create a buyer persona for your product or service.

Framework

Can you create a detailed buyer persona for someone who is [age] and [interest(s)]?

Application

- Can you create a detailed buyer persona for someone who is 25 years old and interested in health and fitness?
- Can you create a detailed buyer persona for someone who is 65 years of age and interested in cruises?



Productivity & Time-Saving

PROMPT FRAMEWORK AND APPLICATIONS

Rephrasing Texts

The way we communicate with others can have a significant impact on how our message is received. With ChatGPT, you can quickly and easily rephrase text to achieve your desired tone, whether it's a more formal, concise, or friendly approach. Use the following prompt to quickly generate rephrased text for any purpose, such as emails, presentations, or even social media posts.

Framework

Rephrase the following [type of text] with [desired tone] or [text length specification]: [text].

Application

- Rephrase the following message in a concise and professional tone: I am reaching out to discuss our meeting at 2:00 PM due to a scheduling conflict with my other project. I apologize for the inconvenience, but I won't be able to attend. Can we move this to another day, perhaps Wednesday afternoon?
- Rephrase the following project outline in 250 words or less: [text].
- Rephrase the following email in a professional tone: [text].

Developing Productivity Habits

Productivity is essential for success, but it can be challenging to maintain without structure and discipline. ChatGPT can help you create effective productivity habits that maximize your potential and help you achieve your goals. Use the following prompt to create a customized schedule that meets your specific needs and preferences.

Framework

Can you create a [hourly/daily/weekly/monthly] schedule that [meets certain guidelines]?

Application

- Can you create a schedule for me to help maximize productivity, including time, activities, and breaks?
- Can you create a schedule that maximizes productivity and incorporates 30 minutes of fresh air and 30 minutes of exercise?
- Can you create a daily schedule that enables me to have meeting time with my staff, time for responding to emails, time for planning, and time for exercise?

Composing Interview Questions

Hiring the right people for your team can be challenging. Use ChatGPT to help you generate a list of effective and practical interview questions to help you determine a candidate's skills and fit for the position. This prompt can be used for any position and skill set you are looking for in a candidate.

Framework

What are good interview questions to ask a [position you're hiring for] about [skill set]?

Application

- What are good interview questions to ask a marketing manager about situational leadership?
- What are good interview questions to ask a Customer Service Representative about thoroughness and urgency?
- What are good interview questions to ask a Project Manager about managing priorities under tight deadlines?
- What are good interview questions to ask a Personal Assistant about multitasking and having strong attention to detail?

Producing Executive Summaries

In today's fast-paced business environment, executives need to be able to grasp the key points of important documents quickly. This prompt can help you create clear and concise executive summaries of different types of documents, including reports, proposals, and whitepapers.

Framework

Can you create an executive summary for the following document [\[link to document\]](#).

Application

- Can you create an executive summary for the following report: www.moneycontrol.com/financials/marutisuzukiindia/results/quarterly-results/MS24
- Can you create an executive summary for the following report: https://www.hubspot.com/hubfs/2022_State-of-Inbound-Marketing-Trends_V08122022.pdf

Constructing Email Subjects

Email subject lines can make or break your email campaign's success. With ChatGPT, you can create attention-grabbing and compelling email subject lines that engage your audience and improve your open rates. Use this prompt to generate multiple email subject lines for different types of emails and audiences.

Framework

Can you write me [number] email subject lines for [type of email] to [target audience] with a [tone]?

Application

- Can you write me 5 email subject lines for an email campaign targeting users who abandoned their cart at checkout with an urgent tone?
- Can you write me 15 email subject lines for customers with delinquent accounts on their phone bill with an empathetic tone?
- Can you write me 10 email subject lines for a re-engagement email to parents of young hockey players who haven't registered for the upcoming season yet with a friendly tone?

Responding to Customer Reviews

Responding to customer reviews quickly and effectively is crucial for maintaining a positive reputation and building a loyal customer base. A prompt and personalized response to reviews can show your customers that you value their feedback and are committed to providing excellent customer service. But crafting the proper response can take time. ChatGPT can help you generate personalized responses that address each customer's specific concerns and feedback in a professional and empathetic manner.

Framework

Act as a customer service professional that works for [type of company] and provide a response to the following feedback in a [tone]: [insert review]

Application

- Act as a customer service professional that works at a boutique hotel and provide a response to the following feedback in an empathetic tone: [insert review]
- Act as a customer service professional that works at a family-owned bakery and provide a response to the following feedback in an appreciative, yet modest tone: [insert review]

Generating Code

With ChatGPT, you can generate code quickly and easily. Whether you need code for a simple script or a complex application, this prompt can help you get started. Use the prompt to generate code for a variety of languages and purposes, including automation, web development, data analysis, and more.

Framework

Can you write code in [programming language] that [achieves goal]?

Application

- Can you write code in Python that generates a QR code of a website link for the following website: [website URL]?
- Can you write code in C++ that scrapes X (formerly Twitter) for negative sentiment towards AI?

Developing Lesson Plans

Lesson planning can be time-consuming and overwhelming, especially for trainers and educators who need to cater to different learning styles and paces. ChatGPT can help streamline the process and provide customized plans based on specific criteria. Use the prompt below to create comprehensive lesson plans and mock exams for various audiences and subjects.

Framework

Can you create a [type of plan] for [target audience] [goal] over the next [time period]? Generate a mock exam in the end.

Application

- Can you create a lesson plan for 9th graders reading Shakespeare over the next 4 weeks? Generate a mock exam in the end.
- Can you create a learning plan for a college student studying geography over the next five weeks? Generate a mock exam in the end.



Content Writing

PROMPT FRAMEWORK AND APPLICATIONS

Writing for Any Purpose

Learn how to write compelling and persuasive texts for various formats and industries with the ChatGPT prompt below. This prompt generates text for different purposes, including creating ads, brochures, and more.

Framework

Can you write a [type of content] for a [type of company] outlining the [topic of the content]?

Application

- Can you write a social media post for a coffee company in Washington, outlining the flavor profile of their arabica coffee?
- Can you write a brochure for a local marketing agency outlining the advantages of working with them for SEO, digital marketing, and website design?
- Can you write an email newsletter for a fitness center in Texas, outlining the benefits of their latest promotion.

Creating Blog Posts

Blogs are a great way to share information and ideas with your audience. Use this prompt to quickly create a blog post that meets your specifications, whether it's for a specific niche or a general audience.

Framework

Create a [desired length] blog post for [type of company] about [topic] and includes the following keywords: [keyword(s)].

Application

- Create a 400 word blog post for landscaping company about the importance of lawn maintenance in the fall and include the following keywords: landscaping services in Toronto, fall lawn maintenance.

Note: when it comes to leveraging ChatGPT (or similar tools) for creating content (especially website content), it is advisable to use AI-generated content as a starting point and then add your own voice and perspective to create original, high-quality content. This approach can help you establish your brand's authority, improve your website's visibility, and build trust with your audience.

Creating Copy Variations

Writing copy that engages and resonates with your audience is key to effective communication. Use this prompt to generate variations of existing copy that meet specific requirements, such as adapting to different tones, lengths, styles, and formats, or to test what works best for your brand.

Framework

Create [variations] of the [copy to be reworked] that [meets variation requirements]: [content]

Application

- Create 3 variations of the following email that employ different styles of writing: [email copy]
- Create 4 variations of the following caption that have an upbeat tone and use emojis: [caption text]
- Create a variation of the following paragraph that reduces the text by 30% but keeps the same tone: [paragraph copy]
- Create 5 variations of the following ad copy that creates a sense of urgency: [ad copy]

Rewriting Content

Sometimes you can improve existing content by adding new elements or changing the way it's presented. This prompt helps you rewrite content to achieve a desired outcome by adding specific details (e.g., humor or clarity) or structuring (e.g., bullet lists, headlines) to the existing copy.

Framework

Rewrite the following content to make it [desired outcome] by adding [elements]: [insert content]

Application

- Rewrite the following content to make it easier to understand by adding in numbered lists: [insert content]
- Rewrite the following content to make it funnier by adding a humorous tone: [insert content]
- Rewrite the following content to make it more compelling by adding persuasive language and emotion: [insert content]

Producing Website Page Copy

Your website is often the first impression potential customers have of your brand, so it's crucial to create compelling and persuasive content that motivates them to take a desired action or feel a certain way. Use the following prompt to create different types of copy for your website using specific persuasion techniques to influence your audience.

Framework

Can you write a [type of text] for my [type of brand/product] that [persuasion technique] to [desired action or feeling]?

Application

- Can you write a sales page for my coffee product that uses reciprocity to encourage a purchase?
- Can you write a landing page for my clothing brand that employs authority for visitors looking to purchase luxury products?

Preparing Product Copy

Writing product copy that appeals to a specific audience is essential in motivating customers to purchase your product/service. This prompt can help you generate compelling product descriptions that cater to different audience types and formats.

Framework

Can you write a product description for a [product] that is suitable for an [audience/format]?

Application

- Can you write a product description for an OLED TV that is suitable for an audience who doesn't understand TV specs, highlighting the user-friendly features of the TV, such as easy-to-use remote control, simple menu interface, and intuitive smart functions that make watching TV a breeze?
- Can you write a product description for a designer watch that is suitable for people with high disposable income and are interested in fashion, emphasizing the luxurious materials and the exquisite craftsmanship of the watch, and its exclusivity as a limited edition design?

Generating Captions

Social media is all about captivating your audience with catchy captions and thoughtful posts. With ChatGPT, you can generate a variety of captions for different social media platforms for any brand or industry. Use the prompt below to create compelling post content that will engage your audience and help build your brand on social media.

Framework

Create [captions for social media specification] for a [type of company/brand] that [industry specifications].

Application

- Create 10 Instagram captions for a coffee shop brand called Coffee Co. that also specializes in cold brew.
- Create 10 Tiktok captions for a Hampton Hardware that sells wallpaper.

Converting Long Form Content Into Captions

In the era of short attention spans, breaking down long-form content into smaller, more digestible pieces can be the key to engaging with your audience. Use this prompt to generate captions and posts that are both informative and attention-grabbing.

Framework

Can you make [short form content] from the following [long form content] that meets [desired specifications]: [insert text]?

Application

- Can you make a LinkedIn post from the following blog that is concise and professional: [blog]?
- Can you make 10 informative Instagram captions from the following podcast transcript: [transcript]?

Developing Email Marketing Campaigns

Email marketing is a powerful tool that can help you connect with your audience, generate leads, and increase sales. With ChatGPT, you can create effective email campaigns highlighting your product or service's features, benefits, and advantages and explaining how they can help your ideal customer persona. Use the below prompt to craft a compelling email marketing campaign that resonates with your audience.

Framework

Using the [framework/writing formula], please write an email marketing campaign that highlights the [features] of our [product/service] and explains how [product/service] can be helpful to [ideal customer persona]. Elaborate on the [benefits of the product] and how it can positively impact the potential customer.

Application

- Using the AIDA framework, please write an email marketing campaign that highlights the cost-effective features of our Virtual Assistant Product and explains how this tool can be helpful to a busy Executive. Elaborate on the time-saving benefit of our product and how it can positively impact the potential customer.

Generating Arguments

Whether it's for a debate, a persuasive essay, or to gain a deeper understanding of different viewpoints, generating arguments from different perspectives is a valuable skill. With ChatGPT, you can quickly create arguments both for and against a given subject from various diverse perspectives.

Framework

Can you write an argument [for/against][subject] from multiple diverse perspectives/[a specific perspective]?

Application

- Can you write an argument against AI from multiple diverse perspectives?
- Can you write an argument for the decriminalization of narcotics from the perspective of a politician?

Writing Speeches

ChatGPT imitates human speech and thus is an ideal tool for creating copy to be read aloud. Use the prompt below to create content for a speech for a specific audience on a particular topic and in a certain tone.

Framework

Can you write a speech for a [persona] presenting to [persona] on [topic/occasion]? The speech should discuss [keywords] and be written in a [tone].

Application

- Can you write a speech for a presidential candidate presenting to their citizens on the Global Financial Crisis? The speech should discuss the implications of the financial crash and be written in a somber but hopeful tone.
- Can you write a speech for a groomsman presenting to the wedding guests at his best friend's wedding on the joys of finding your person? The speech should discuss how they all met at college and be written in a humorous tone.

Drawing Up Liability Waivers

Liability waivers are essential to any business that provides goods or services. They help protect businesses from potential lawsuits by outlining the terms of use for a product or service and absolving the company of any legal responsibility for damages, injury, or loss. Use the below prompt to create a liability waiver for your business or service.

Framework

Can you write a liability waiver for my [product/service] outlining that [terms]?

Application

- Can you write a liability waiver for my yoga studio outlining that I am not liable for any injuries that occur during the class, and that the participant is aware of the risks involved in practicing yoga?

Documenting Policies

Policies are important to any business, as they help set clear expectations and boundaries for the company and its customers. ChatGPT lets you quickly and easily generate policies specific to your business needs, including terms of service, return policies, privacy policies, and more.

Framework

Can you write a [type of policy] for my [website/product][outlining specific terms/conditions]?

Application

- Can you write a cookie policy for my website explaining to website visitors that we will not sell or misuse any data regarding their usage of our site?
- Can you write a return policy for my coffee bean company that gives users 30 days to return if unopened?



Learning

PROMPT FRAMEWORK AND APPLICATIONS

Study Plans

This prompt provides a structured approach to creating actionable study plans for individuals looking to learn a new topic or skill. It enables a more efficient and personalized approach to learning, with study plans tailored to the individual's learning goals, time commitment, and resource preferences. This can help to ensure that the learning experience is effective, engaging, and focused on the most relevant and popular resources.

Framework

Act as a [insert topic/skill] tutor that creates actionable study plans to help people learn [insert topic/skill]. You will be given the learning goals, time commitment of the students, and resource preferences. You will create a study plan with timelines and links to resources. Only include relevant and popular resources. My first question: [insert question that contains your learning goals, time commitment, and resource preferences].

Application

- Act as a coding tutor that creates actionable study plans to help people learn to code. You will be given the learning goals, time commitment of the students, and resource preferences. You will create a study plan with timelines and links to resources. Only include relevant and popular resources. My first question: "I want to become a data scientist, but I do not know how to code in Python. I can spend 10 hours a week learning and prefer video resources. Create a study plan for me to learn Python for data science."
- Act as a Spanish tutor that creates actionable study plans to help people learn Spanish. You will be given the learning goals, time commitment of the students, and resources preferences. You will create a study plan with timelines and links to resources. Only include relevant and popular resources. My first question: "I am going to Spain in two months and want to learn basic Spanish for my trip. I can spend 8 hours a week learning and prefer video resources and quizzes. Create a study plan for me to learn basic Spanish".

Analyzing Culture

Analyzing and understanding cultural phenomena is crucial in many fields, including media, marketing, and literature. With ChatGPT, you can explore why certain concepts, ideas, or tangible items are popular, which can help inform your work and provide new insights into the cultural landscape.

Framework

Explain why [concept/idea/tangible] is [adjective].

Application

- Explain why 'The Great Gatsby' is popular.
- Explain why TikTok is so popular with the younger generation.
- Explain why Banksy art is so controversial.

Creating an Overview

Sometimes it can be helpful to have a high-level summary of a topic before diving into the details. Use this prompt to quickly generate overviews on a variety of topics, such as social issues, technology trends, and more.

Framework

Can you create an overview of [topic]?

Application

- Can you create an overview of the UN's initiatives against climate change, including a brief history of the organization's involvement, current initiatives, and future plans for addressing the issue?
- Can you create an overview of the drug scandal surrounding the Olympics?

Summarizing Books

Reading books can be time-consuming, but understanding their key points and takeaways is essential for learning. Use this prompt to quickly summarize a book or specific chapters, allowing you to gain valuable insights without having to read the entire book.

Framework

Provide me a detailed chapter by chapter summary of [book name] by [author name].

- OR -

Provide me a detailed summary of Chapter [number] of [book name] by [author name].

Application

- Provide me a detailed chapter by chapter summary of “Sapiens” by Yuval Noah Harari.
- Provide me a detailed summary of Chapter 4 of “The Power of Now” by Eckhart Tolle.

Learning Effective Teaching Strategies

Teaching is a skill that requires practice and patience. ChatGPT can help you become a better teacher by generating ideas and strategies for effective teaching. Use the prompt below to develop tailored approaches to teaching different subjects and students.

Framework

How can I effectively teach [person] to [activity]?

Application

- How can I effectively teach my staff public speaking skills?
- How can I effectively teach my grade 12 students linear algebra?



Relational/ Personal

PROMPT FRAMEWORK AND APPLICATIONS

Persuading People

Sometimes we need to convince others to take a certain action or see things from our perspective. With ChatGPT, you can get prompts to help you develop effective strategies for persuading different types of relationships with people or groups.

Framework

What are some strategies for persuading [person/group] to [action/goal]?

Application

- What are some strategies for persuading coworkers to adopt a new project management tool?
- What are some strategies for persuading others to see your point of view on a controversial topic like climate change?
- What are some strategies for persuading students to get involved in an after school play?

Getting Advice

Life can be full of challenges, and sometimes you may need advice from a professional. With ChatGPT, you can get advice on issues you struggle with, such as improving goal setting or reducing presentation anxiety. This prompt is designed to provide initial advice and recommendations for challenges you may be facing.

Framework

Act as a psychologist. What suggestions might you have to [goal]?
These are some of my thoughts on the topic: [thoughts]

Application

- Act as a psychologist. What suggestions might you have to improve time management skills? These are some of my thoughts on the topic: I often procrastinate, feel overwhelmed with tasks, and get easily distracted.
- Act as a psychologist. What suggestions do you have to reduce social anxiety? These are some of my thoughts on the topic: I feel anxious in social situations, struggle to make friends, and often avoid attending events or parties.
- Act as a psychologist. What suggestions might you have to improve communication skills? These are some of my thoughts on the topic: I struggle to express myself clearly, have difficulty with public speaking, and avoid conflict.

Identifying Virtues

Understanding the virtues that individuals should possess is essential for personal and professional development. This ChatGPT prompt helps you explore and identify the most important virtue(s) for various roles and contexts.

Framework

What is the most important virtue that a [person] can possess?

Application

- What is the most important virtue that a businessperson can possess?
- What is the most important virtue that a CEO of a tech startup can possess? Should they prioritize risk-taking, adaptability, or empathy in order to lead effectively?

Evaluating and Rewriting Texts for Persuasion

Being persuasive is an important skill in many areas of life, from sales and marketing to politics and relationships. With ChatGPT, you can get valuable feedback on your persuasive text and learn how to improve it. Use this prompt to evaluate and rewrite text for maximum persuasion.

Framework

Evaluate whether this [type of text] is convincing, and provide suggestions for how to make it more convincing: [insert text]

Application

- Evaluate whether this statement is convincing, and provide suggestions for how to make it more convincing: Our new product will revolutionize the market with its innovative features and unparalleled quality.
- Evaluate whether this email is convincing, and provide suggestions for how to make it more convincing: Please consider my proposal for the new project as I believe it will greatly benefit the company in the long run.

Understanding Human Behavior

Understanding the reasons behind people's actions is crucial to improving marketing strategies, user experience, and decision-making. This prompt can help explore the factors that drive human behavior in various scenarios, from purchasing decisions to job hires.

Framework

What factors might influence [persona] to [actions]?

Application

- What factors might influence a busy mom to purchase a coffee at the coffee shop instead of making it at home?
- What factors might influence someone to hire a property manager for their investment property?
- What factors might influence someone who is 65 or older to join a gym?

Providing Relationship Advice

Relationship problems can be complex, but with ChatGPT, you can gather advice as a relationship coach to help navigate such issues. Use this prompt to explore different solutions and strategies to improve relationships.

Framework

Act as a relationship coach. Provide advice for the following issue: **[relationship problem]**.

Application

- Act as a relationship coach. Provide advice for the following issue: Partner snores which causes me to lose sleep at night.
- Act as a relationship coach. Provide advice for the following issue: My business partner is not pulling their weight.
- Act as a relationship coach. Provide advice for the following issue: My once extroverted teenage son no longer wants to participate in group activities.

Gathering Specific Advice on Overcoming Fears

Fear can be a powerful force that prevents us from achieving our goals. Use the prompt below to get targeted advice on conquering your fears and unlocking your full potential.

Framework

Act as a [role]. Explain how I can overcome my fear of [activity].

Application

- Act as a public speaking coach. Explain how I can overcome my fear of presenting.
- Act as a person who is established in their career path. Explain how I can overcome my fear of having imposter syndrome.
- Act as a life coach. Explain how I can overcome my fear of not reaching my full potential.



Fitness, Health, & Lifestyle

PROMPT FRAMEWORK AND APPLICATIONS

Meal Planning

Personalized meal planning can be daunting for anyone, especially if they have specific nutritional requirements or dietary restrictions. With ChatGPT, you can create customized meal plans quickly and easily. Use the prompt below to provide tailored meal plans that suit unique nutritional needs and preferences.

Framework

Act as a nutritionist. Create a [duration] meal plan for someone who wants to [goal and nutritional requirements].

Application

- Act as a personal trainer. Create a 7-day meal plan for someone who wants to gain muscle and needs to consume 3000 calories per day.
- Act as a nutritionist. Create a 7-day meal plan for someone who wants to increase micronutrient intake and is allergic to nuts.
- Act as a nutritionist. Create a 30-day meal plan for someone who wants to maintain a healthy blood sugar level because of type 2 diabetes.

Meal Planning and Grocery Lists

This prompt saves the user time and hassle in meal planning by delegating the task to ChatGPT. By providing specific parameters for the meal plan, including food group information and calorie goals, ensures that the resulting plan is tailored to the user's dietary needs and goals.

Framework

Please make me a [insert food group info] weekly meal plan with an allowance of [insert calorie goal]

Application

- Please make me a low-carb and sugar-free weekly meal plan with an allowance of 2500 calories per day.
- Please make me a high protein and high fiber weekly meal plan with an allowance of 3000 calories per day. The meal plan should consist of breakfast, lunch, dinner, and a snack. Please provide a calorie breakdown for each meal.

Note: You can ask ChatGPT a subsequent prompt to the one above by inputting a sequel prompt: Please turn the meal plan into a weekly shopping list.

Providing General Health Advice

Taking care of your health is important, but it can be hard to know where to start. Use this prompt to get personalized advice on how you can make changes to your diet, routine, or workout plan to improve different aspects of your health.

Framework

How can I improve my [health aspect] by making changes to my [diet/routine/workout plan]?

Application

- How can I improve my skin by making changes to my diet, such as eating more fruits and vegetables or avoiding processed foods?
- How can I improve my body composition by making changes to my workout plan, such as incorporating strength training or increasing the intensity of my cardio?
- How can I improve my energy levels by making changes to my daily routine, such as getting more sleep, taking breaks throughout the day, or practicing stress-reducing techniques like meditation?

Workout Planning

Achieving fitness goals requires a well-designed workout plan tailored to specific needs. With ChatGPT, you can create custom workout plans in minutes! Use the prompt below to design workout plans for various goals, including increasing strength, improving cardiovascular health, running a marathon, building muscle mass, and working out at home without equipment.

Framework

Create a workout plan designed for someone who wants to [fitness goal], including exercises to target [muscle groups/cardiovascular system/training specifications].

Application

- Create a workout plan designed for someone who wants to increase their strength and cardiovascular health, including exercises to target upper and lower body strength and high-intensity interval training.
- Create a workout plan designed for someone who wants to run a marathon, including exercises to build endurance, target leg muscles, and improve core strength.
- Create a workout plan designed for someone who wants to workout at home without equipment, including bodyweight exercises to target various muscle groups and recommended repetitions.

Gathering Nutrition Advice

Nutrition is a critical component of a healthy lifestyle, but finding the right foods to eat can be challenging. Use this ChatGPT prompt to get suggestions for healthy and delicious meals and snacks that meet specific criteria, such as dietary restrictions or convenience.

Framework

Can you suggest some healthy and tasty [snacks/meals] that [meet criteria]?

Application

- Can you suggest some healthy and tasty vegetarian meals that are high in protein?
- Can you suggest some healthy and tasty snack options for someone who is following a keto diet?
- Can you suggest some healthy and tasty meals that are rich in omega-3 fatty acids?
- Can you suggest some healthy and tasty meals that are low in calories and high in fiber?
- Can you suggest some healthy and tasty snacks that are nut-free and school-safe?

Creating Travel Itineraries and Recommendations

With ChatGPT, you can act as a personalized travel guide, providing tailored travel recommendations for different types of travelers. Use the following prompt to create custom travel plans based on various specifications.

Framework

Act as a travel guide. Create an [itinerary/recommendation] for a [duration] trip to visit [location] for [persona/travel specifications].

Application

- Act as a travel guide. Create an itinerary for a one-week trip to visit major historical sites in Washington, D.C. for a history buff.
- Act as a travel guide. Create an itinerary for a 10-day trip to Thailand for adventure seekers, with recommendations for zip-lining, hiking, and exploring national parks.
- Act as a travel guide. Create a recommendation for a two-week trip to visit anywhere in the world for someone who is interested in art and culture, and that includes visits to famous museums, art galleries, and cultural events.



A.C.E.

FRAMEWORKS FOR CUSTOM PROMPTS

Creating Custom Prompts

Now that you have the prompts down pat, let's look at some simple frameworks you can use to create your very own custom prompts! The three prompt frameworks we will review are called A.C.E., T.A.S.K., and C.L.E.A.R.

Framework:

A.C.E.

The ACE Prompt Framework is a structured approach designed to improve the effectiveness and clarity of prompts given to AI models. This framework is especially useful in educational, research, and professional settings where clear communication and specific outcomes from AI interactions are desired.

When crafting a prompt using the ACE framework, the user combines these elements to guide the AI in delivering responses that are not only accurate and relevant but also rich and tailored to the specific needs of the user.

- **A (Act as X)**

This parameter specifies the role, expertise level, or persona that the content generator should assume. It sets the stage for how the information should be presented, determining factors like vocabulary, tone, and the depth of the subject matter.

This part of the prompt calibrates the content's authority and tone by specifying a persona. For instance, if you ask the generator to "Act as a subject matter expert," it will provide a different level of depth and language complexity than if you asked it to "Act as a beginner."

By defining the persona at the outset, you can tailor the output to the expertise level and expectations of your intended audience, which is crucial for the content's efficacy and engagement.

- **C (Context)**

The "Context" parameter outlines the content's objective, format, and subject matter. It defines what the output should be about, providing guidelines that range from topical focus to formatting rules.

This part frames the boundaries of the content, whether it's a blog post about

a specific topic, a code snippet for a particular programming challenge, or a recipe for a particular dish. It can also specify additional data sources or references that should be incorporated.

Context ensures that the content is aligned with the overarching goals and tailored to the medium where it will be consumed, making it relevant and impactful.

- **E (Enhance)**

This parameter focuses on the qualitative aspects of the content. It specifies stylistic elements such as tone, structure, and additional features that could make the content more engaging or informative.

"Enhance" goes beyond the basics of what the content is about, focusing on how it should be presented. This could include directions to use bullet points for readability, to incorporate rhetorical devices for engagement, or to add citations for credibility. Enhancements elevate the content from merely informative to engaging and memorable. They can be instrumental in differentiating your content and making it more compelling for your intended audience.

EXAMPLE:

A (Act as X):

“Act as a gourmet chef proficient in classic French cuisine...”

C (Context):

“... creating a step-by-step recipe for French Lobster Bisque that serves four. Incorporate techniques suitable for high-end kitchen appliances, specifically a WOLF range with a flat griddle. Highlight the optimal timing and temperature settings for each step.”

E (Enhance):

“... enhancing the recipe by explaining the underlying techniques and culinary principles involved, such as the Maillard reaction or the importance of stock quality. Provide alternatives for specialized ingredients and serve the recipe in a format that can easily be followed by a home cook yet be rich enough in detail for professional chefs to appreciate.”



T.A.S.K.

FRAMEWORKS FOR CUSTOM PROMPTS

Framework:**T.A.S.K.**

The TASK Prompt Framework is particularly useful for eliciting specific information or actions from AI in a clear and efficient manner.

When creating a prompt using the TASK framework, the user integrates these elements to direct the AI's response effectively. This structured approach is particularly beneficial in scenarios where precision, relevance, and efficiency are crucial.

- **T (Target)**

The Target section sets the stage for what the language model should be aiming to do. It defines the persona, subject domain, and expertise required to effectively complete the task.

- **A (Activity)**

This is the directive section that tells the model precisely what it needs to do. Specific verbs like 'analyze,' 'evaluate,' 'compare,' etc., should be used to give the model explicit instructions.

- **S (Specifications)**

This section provides the extra details that refine the task, avoiding unwanted improvisation or deviation from the given guidelines. Bullet points make it easy to follow. Bookends. Examples of desired output can also be added here for clarity.

- **K (Keep it Concise)**

Maintain focus and precision, thereby ensuring that the output aligns closely with the directive and specifications without unnecessary verbosity.

EXAMPLE:

T (Target):

Persona: A gourmet chef equipped with a high-end WOLF range and a flat griddle.

Subject Domain: Culinary Arts, specifically French Cuisine.

Expertise Required: Mastery of French cooking techniques and high-end kitchen equipment.

A (Activity):

Create an original recipe for Coq au Vin using specialized French techniques.

S (Specifications):

List ingredients with exact measurements.

Explain the preparation steps in detail.

Utilize the WOLF range and flat griddle, specifying their settings.

Aim for a dish that serves four.

K (Keep It Concise):

Conclude with a succinct yet comprehensive recipe, focusing on the key steps and techniques that showcase the capabilities of the WOLF range and the nuances of French cooking.



C.L.E.A.R.

FRAMEWORKS FOR CUSTOM PROMPTS

Framework:**C.L.E.A.R.**

The CLEAR Prompt Framework is particularly useful in settings where clear communication and accurate AI responses for complex or nuanced tasks are crucial.

- **C (Contextualize)**

ChatGPT doesn't have a memory of previous interactions, so each prompt should be self-contained and provide all the relevant context.

- **L (Limit)**

Keep your prompt focused to receive a targeted response. Avoid open-ended or too broad questions as they may yield generalized or less useful answers.

- **E (Explicit)**

Clearly state the format or structure you want the answer to have, especially

if you have a specific need like a list, summary, or step-by-step guide.

- **A (Ambiguity Minimization)**

The clearer your question, the better the answer. Avoid using pronouns like "it" or "this" without a clear antecedent, and avoid vague terms.

- **R (Revise)**

If the response isn't what you were looking for, don't hesitate to refine your prompt and ask again. This can mean adding more context, being more explicit, or narrowing the scope further.

EXAMPLE:**C (Contextualize):**

Persona: A gourmet chef familiar with high-end kitchen appliances, specifically a WOLF range with a flat griddle

Cuisine: French

Requirements: A recipe for Lobster Bisque that serves four, utilizing a WOLF range with a flat griddle.

L (Limit): Develop a Lobster Bisque recipe that serves four and is specialized for a WOLF range with a flat griddle.

E (Explicit):

Please provide the recipe in a step-by-step format.

List all the ingredients with exact measurements.

Detail the settings and techniques to be used on the WOLF range and flat griddle.

A (Ambiguity Minimization):

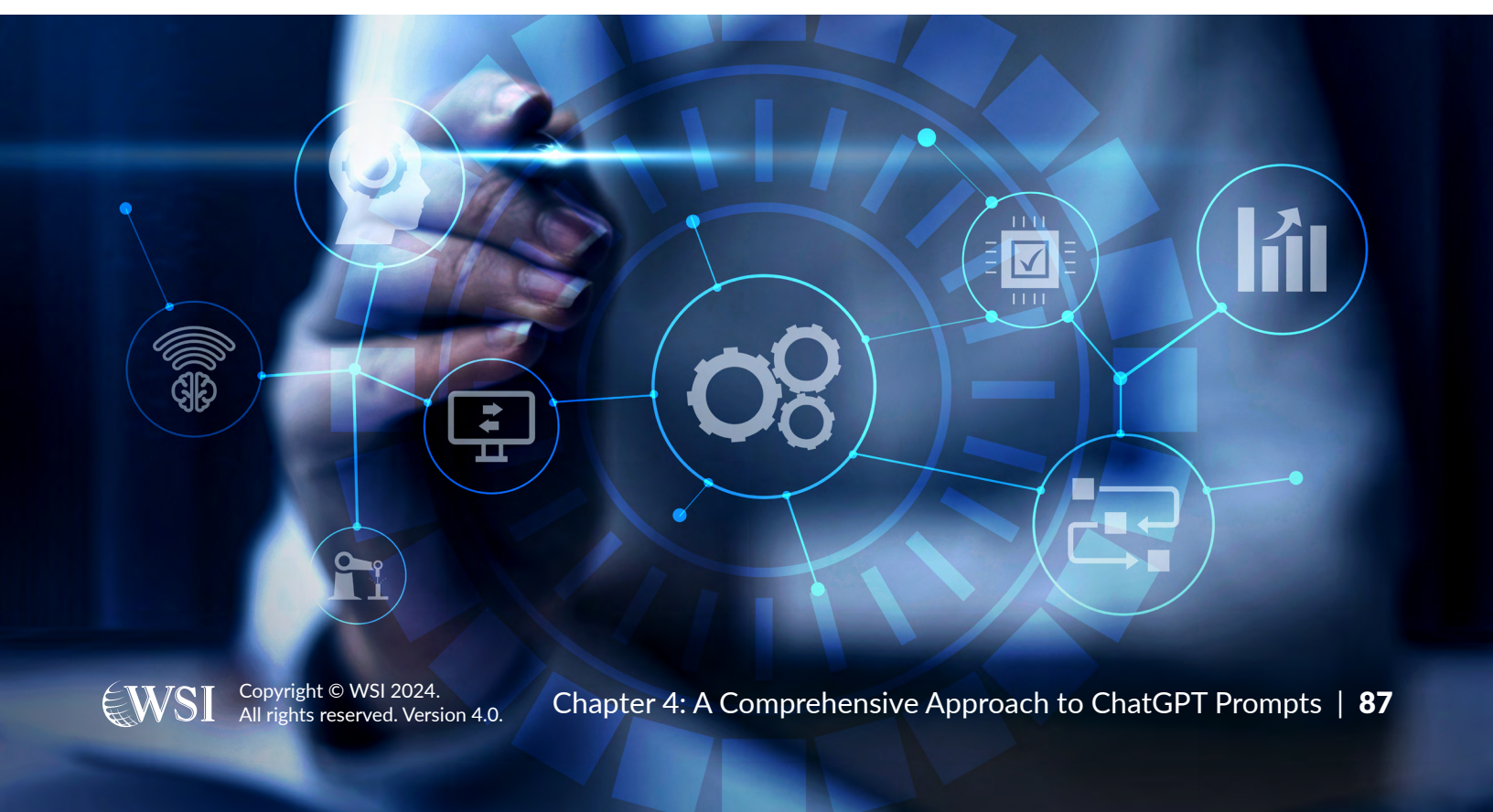
When referring to ingredients, specify the form (e.g., chopped, minced, whole).

When mentioning the WOLF range settings, indicate the exact temperature or setting.

Clearly indicate the order of steps to avoid confusion.

R (Revise):

If the recipe lacks clarity or misses any of the specifications, I will ask for a refined version with added details or corrections.



CHAPTER

5

**Beyond ChatGPT:
Other Large Language
Models (LLMs)**

Large Language Models (LLMs) like GPT (developed by OpenAI), Claude (by Anthropic), Gemini (by Google), Perplexity AI, and Co-Pilot (by Microsoft) are at the forefront of AI research and development. These models have been designed to understand and generate human-like text based on the input they receive. They differ in their underlying architecture, capabilities, training data, and intended applications. Here's an overview of each model and how they stand out from one another:

GPT (Generative Pre-trained Transformer by OpenAI)

Architecture: GPT models, including the latest version, GPT-4, are based on the transformer architecture, which allows them to understand context and generate text based on patterns learned from a vast corpus of text data.

Capabilities: Known for their ability to generate coherent, contextually relevant text across a wide range of topics. GPT models have been used for a variety of applications, including chatbots, content creation, code generation, and more.

Training Data: GPT models are trained on diverse datasets from books, websites, and other texts to understand and generate human-like text across many subjects and languages.

Claude (by Anthropic)

Architecture: Claude is built on a transformer architecture similar to GPT but with specific modifications to improve safety and reduce the propagation of harmful biases. Claude 3 model family was recently launched, setting new industry benchmarks across a wide range of cognitive tasks.

Capabilities: Focused on ethical AI development, Claude is designed to be more aligned with human intentions, making interactions safer and capable of understanding nuanced instructions.

Training Data: Trained on a curated dataset with a strong emphasis on safety and ethical considerations, aiming to minimize misinformation and bias.

Gemini (by Google)

Architecture: Developed by Google, Bard is designed to compete with other LLMs, leveraging Google's vast data and advanced AI technologies. Details on its architecture are less publicly detailed, but it's built to integrate with Google's search engine for real-time information.

Capabilities: Bard aims to provide fresh, high-quality responses by accessing the internet, offering explanations, and generating content based on current events and information.

Training Data: Uses a wide array of information from the web, focusing on providing accurate, up-to-date information and responses.

Perplexity AI

Architecture: Perplexity AI focuses on providing accurate answers and explanations to user queries by leveraging LLMs. It's designed for educational purposes, offering detailed explanations on a wide range of topics.

Capabilities: Specializes in generating clear, concise, and informative answers, making complex information accessible to learners.

Training Data: While specific details about its training data are not as widely disclosed, Perplexity AI's performance suggests a comprehensive training regime focused on educational content and factual accuracy.

Co-Pilot (by Microsoft)

Architecture: Co-Pilot chatbot integrates Microsoft's proprietary technologies, possibly including components of OpenAI's GPT models, to provide enhanced search capabilities and conversational interactions. Microsoft Co-Pilot allows you to experience the power of GPT-4 right from your search box (without having to pay for a ChatGPT Plus account). You can use Bing Search to create images and content and develop translations. Basically, you can do everything you can with a paid ChatGPT account for free!

Capabilities: Designed to improve the search experience by offering more conversational and contextually relevant search results, including summarizing information and answering questions directly in the chat interface.

Training Data: Utilizes data from the web, leveraging Bing's search engine

database to provide timely and relevant information to users.

Each of these LLMs brings unique capabilities and focuses to the AI landscape, from enhancing safety and ethical considerations to integrating with search engines for real-time information. Their development reflects ongoing efforts to create more useful, responsible, and accessible AI technologies.

In addition to the ones mentioned, there are several other Large Language Models (LLMs) and AI projects worth noting, each with unique features and contributions to the field of AI and natural language processing:

Mistral Large

Mistral Large, a flagship AI model on Azure AI, marks a significant AI breakthrough with its advanced natural language processing abilities. Accessible to many, it fosters innovation across sectors, enhancing automation, insights, and decision-making, broadening the reach of sophisticated language interaction.

Grok (by X)

Grok, by xAI, is a witty AI inspired by “The Hitchhiker’s Guide to the Galaxy,” designed to answer and suggest questions with real-time knowledge. It’s in early beta, aiming to democratize AI and serve as a research assistant. Grok is evolving to empower users with accessible, innovative technology.

LaMDA (by Google)

LaMDA (Language Model for Dialogue Applications) is Google’s approach to creating conversational AI that can engage in free-flowing conversations on a seemingly endless number of topics. It’s designed to produce more natural and open-ended dialogues.

Jurassic-1 (by AI21 Labs)

Jurassic-1 is an LLM developed by AI21 Labs, designed to compete with other large-scale language models by offering high-quality text generation and comprehension. It stands out for its scalable architecture and the company’s commitment to making advanced AI models more accessible to developers and businesses.

LLAMA (by Meta AI)

LLAMA (Language Model from Meta AI) represents Meta's entry into the field of large-scale language models. Meta AI has focused on creating models that are efficient, scalable, and capable of being fine-tuned for specific tasks, emphasizing the importance of adaptable AI.

Gopher (by DeepMind)

Gopher is a large-scale language model developed by DeepMind, known for its performance across a broad spectrum of natural language processing tasks. DeepMind's approach emphasizes the development of AI that can assist with a wide range of complex information processing and decision-making tasks.

These models each represent significant advancements in the field of AI and natural language processing, reflecting the diverse approaches and goals within the community. They illustrate the ongoing evolution of LLMs as developers aim to improve understanding, generate more natural language, and apply AI in innovative and ethically responsible ways. This space continues to be ever evolving, and there is an anticipation for more new and improved LLMs to emerge.



CHAPTER

6

Additional AI Tools

Additional AI Tools

Artificial Intelligence (AI) has become an increasingly pervasive technology in our lives, and many people may not even realize they are interacting with it. AI is already a part of our daily routine, from personal assistants like Siri and Alexa to the filters we use on our social media posts to the recommendations we receive on Netflix and Spotify.

We have compiled a list of common AI tools, ranging from basic to advanced, that are already making AI an integral part of your professional and personal routines. Take a look!



Otter.ai is a tool for transcribing meetings and presentations in real time. It uses AI to capture and transcribe spoken language accurately and can distinguish between multiple speakers. Otter.ai also allows users to highlight important points and search transcripts for specific information.



Prezi is a cloud-based presentation tool that allows users to create engaging and interactive presentations. It uses AI to recommend slide layouts and automatically adjusts the presentation's visual design based on the content.



Canva is a graphic design tool that uses AI to recommend and customize design templates. It is user-friendly and ideal for creating social media graphics, infographics, and presentations.



Grammarly is an AI-powered writing assistant that helps users improve their writing. It checks for grammar and spelling errors, offers suggestions for sentence structure, and provides recommendations for improving readability.

chatfuel

Chatfuel is an AI-powered chatbot platform that allows users to create and manage chatbots for their business. It is user-friendly and requires no coding experience. It can be used for customer service, lead generation, and e-commerce.

leadfeeder

Leadfeeder is a tool for lead generation that uses AI to identify potential customers who visit your website. It tracks website activity and provides insights on potential purchasers of your products or services.

Synthesia

Synthesia is an AI-powered platform that allows businesses to create high-quality video content without requiring filming or video production skills. Using artificial intelligence, Synthesia can create realistic, customizable videos that can be used for marketing, training, and other business purposes.

Fireflies

Fireflies.ai is an AI-powered productivity tool that helps people automate note-taking and task management during meetings. It uses voice recognition and natural language processing to transcribe conversations and generate action items, making it easier for teams to collaborate and stay organized.

lumen5

Lumen5 is a video creation tool that uses AI to create engaging and professional videos from text-based content. It can recommend and customize video templates based on the text provided and can also automatically adjust the video's visual design based on the content.

PICTORY™

Pictory uses machine learning to automatically create eye-catching videos for marketing campaigns, with easy-to-use tools and templates. It automates content creation, optimizing posts for engagement, and creates professional images, videos, and animations for social media.

beautiful.ai

Beautiful.ai is a web-based presentation tool that uses artificial intelligence and machine learning algorithms to help people create professional-looking and visually appealing presentations. It provides users with a variety of customizable templates and graphics that can be easily edited and arranged to create effective and engaging presentations.



Leexi, an AI notetaker, transforms how we capture information. It accurately transcribes conversations and meetings, highlighting key points and summaries. Integrated across devices, Leexi makes notes accessible anywhere, boosting productivity by allowing users to focus more on the discussion and less on note-taking.



Microsoft Bing

Powered by Microsoft's partnership with OpenAI, Bing Search and Microsoft Co-Pilot allows you to experience the power of GPT-4 right from your search box (without having to pay for a ChatGPT Plus account). You can use Bing Search to create images and content, develop translations—basically, do everything you can do with a paid ChatGPT account for free!

airgram

Airgram is an AI-powered platform that enhances meeting efficiency by automatically recording, transcribing, and summarizing content, integrating effortlessly with popular video conferencing tools. It helps with effective communication management.



wondershare

Wondershare is a versatile video editing software offering various creative effects, filters, and tools. It enables users to easily produce extraordinary video content, catering to professionals and hobbyists alike.

Craiyon

Craiyon is an AI model that uses natural language processing to create images based on text prompts. It can “understand” written descriptions and generate corresponding images, which can be useful for a variety of applications, such as visualizing concepts or creating artwork.

MarketMuse

MarketMuse is an AI-powered platform aiding marketers and SEO experts in enhancing content performance. Using natural language processing and machine learning, it evaluates content, spots gaps, and offers insights for enhancement. Key features include content analysis, keyword research, and competitive insights, facilitating data-driven strategies. The platform pinpoints relevant topics and keywords, aligning content with user intent and search engine criteria. It also suggests content structures and outlines rooted in industry standards.

Lately

Lately is an AI-powered content marketing platform designed to help businesses streamline their social media, marketing, and content creation processes. Lately automates content generation, distribution, and optimization, enabling users to save time and enhance their marketing efforts. Lately's AI capabilities can transform long-form content, like blog posts, podcasts, or videos, and enhance their marketing efforts. Lately's AI capabilities can transform long-form content, like blog posts, podcasts, or videos, into multiple short-form social media posts optimized for engagement.

GitHub Copilot

GitHub Copilot is an AI-driven code assistant aiding developers in crafting code efficiently. Utilizing OpenAI Codex, it offers context-sensitive code suggestions, enhancing speed and accuracy. Integrated with editors like Visual Studio Code, it provides real-time suggestions across various languages and frameworks. Copilot produces relevant code snippets, functions, and even full functions by analyzing public code patterns. It aids in generating standard code, exploring new APIs, tackling complex algorithms, and mastering new languages or frameworks.

Notion AI

Notion AI enhances the Notion productivity app by integrating GPT-4's advanced capabilities. It aids in tasks like note-taking, project management, and data organization, aiming to optimize workflows for individuals and teams. Seamlessly blending with Notion, it offers features like smart suggestions, task prioritization, and advanced search. By learning from user behavior, Notion AI ensures a tailored experience. It also bolsters collaboration with real-time communication, document sharing, and team coordination tools.

Keras

ADVANCED

Keras.ai is a user-friendly open-source deep learning framework that allows developers to build and train neural networks. It is known for its simple syntax and ease of use. Keras supports multiple backends, including TensorFlow and Microsoft Cognitive Toolkit. It is ideal for beginners who want to learn about deep learning but have little to no experience with coding.

Ideogram

This innovative tool uses AI to convert text descriptions into stunning images, facilitating creative expression through image remixing, text refining, and iterative design. It's perfect for artists, social media enthusiasts, and content creators.

AIPRM

AIPRM revolutionizes content creation with 1-Click Prompts for platforms like ChatGPT, offering prewritten templates and advanced features for consistent, brand-aligned output. It saves time, enhances productivity, and simplifies generative AI use, even for those without prior AI experience.

ChatSpot

Chatspot, in seamless integration with HubSpot, transforms customer engagement through its AI-powered chat system. This synergy allows businesses to automate responses, efficiently manage inquiries, and collect valuable customer insights directly through HubSpot. By enhancing real-time communication and providing detailed performance analytics, Chatspot becomes an invaluable tool for businesses using HubSpot to improve customer interactions and streamline operations.

perplexity

Perplexity is a state-of-the-art tool that functions as a powerful search engine and chatbot. Utilizing advanced technologies like natural language processing (NLP) and machine learning, it delivers precise, context-aware answers. The platform excels in information discovery and sharing, offering features like instant page summaries. Integrated with browsers, users can swiftly query from their toolbar, making it invaluable for content writers and researchers aiming for efficient online research.



Heyday

Heyday is an AI-powered memory assistant designed to help users recall and organize content they've encountered online. As users browse the web, Heyday automatically saves pages visited and later resurfaces them alongside search results, ensuring that valuable information is never lost. Beyond just articles and webpages, it also brings back documents, messages, files, newsletters, notes, and more. The platform particularly benefits researchers, marketers, and professionals who consume vast amounts of online content daily.



Wisecut

While tools like HeyGen and Synthesia focus on leveraging AI to generate video content from text, Wisecut.video stands out as an AI-enhanced video editor. It can help refine existing video content and streamline the post-production process with features like automatic silence cutting, facial recognition for smoother transitions, and auto-generated subtitles with translation capabilities. Wisecut accelerates video editing, allowing businesses to publish compelling content faster and more efficiently.



PredictNow.ai

PredictNow focuses on predictive analytics, enabling businesses to forecast sales, customer behavior, and market trends. A marketer could use this tool to anticipate the success of various marketing strategies, allowing for more targeted and efficient campaigns. PredictNow empowers businesses with foresight, enabling smarter, data-driven marketing decisions.



Claude 3

An advanced AI model, Claude 3 offers intelligent, thoughtful dialogue and content creation. It's known for complex reasoning, creativity, and coding assistance, accessible via a user-friendly API. Its flexibility and improved performance make it ideal for various applications, from business to education.



clockwise

An AI-driven productivity tool, Clockwise intelligently optimizes schedules for individuals and teams, aiming to maximize efficiency throughout the workday. It integrates with existing calendars to manage time more effectively, freeing up hours for focused work and reducing scheduling headaches.



Promptbase is an AI tool that provides access to a vast library of high-quality prompts, enhancing AI models' outputs. It features a marketplace for popular AI prompts, allowing users to sell their creations, thereby fostering a community of AI enthusiasts.



Reclaim is an AI-powered scheduling app that optimizes Google Calendar usage, efficiently managing tasks and meetings. It's designed to enhance productivity, potentially saving users up to 40% of their workweek making time management more effective



Pi is a personal AI companion providing emotional support, advice, and answers. This tool inspires users, strengthens their ideas, and offers assistance in challenging situations, acting as a digital friend or mentor.



Levity automates the classification and sorting of data, such as customer feedback or product reviews. A marketer could use this tool to automatically categorize and analyze customer feedback, making it easier to identify areas for improvement. Levity streamlines data management, enabling businesses to focus on actionable insights for continuous improvement.



Spinach.io is an AI tool that attends meetings to note and track tasks, syncing with current tools to accelerate project completion. It delivers quick summaries, proposes board tickets, and streamlines project documentation updates.



This tool is a precise plagiarism detector that identifies AI-generated text, ensuring the originality of content. It's a crucial resource for educators, students, and professionals committed to maintaining the integrity of their work.



Tammy.ai is an AI-based tool that generates concise summaries of YouTube videos, enhancing user experience by saving time and facilitating easy storage and recall of favorite content.



Video Insights enhances video analysis by extracting valuable information, transcripts, metadata, and summaries from various video platforms. It's essential for researchers, content creators, and educators who rely on video content for information.

krisp

Krisp is an AI-driven noise-cancellation tool enhancing audio quality in voice calls amidst noise. Using machine learning and deep neural networks, Krisp eliminates background noise in real-time for clear communication. Its intuitive interface works across devices like Windows, macOS, iOS, and Android. Easily integrated, Krisp is compatible with applications like Zoom, Skype, Microsoft Teams, and Google Meet.



Songr is an AI-based platform that transforms text into songs, complete with custom lyrics, vocals, and accompaniments. It's perfect for creating royalty-free background music for videos, podcasts, and games, offering a unique creative experience.



BuildBetter AI revolutionizes internal communication within organizations. This AI plugin meticulously analyzes calls and offers a searchable conversational interface, leading to more informed product decisions and enhanced team collaboration, bridging gaps in understanding and strategy formulation.



This AI-driven presentation tool simplifies the creation of impressive slides by suggesting suitable visual elements and automating slide notes. It's perfect for professionals needing quick presentation solutions without compromising quality, catering to various contexts and audiences.



Descript is a comprehensive platform for content creators, offering AI-powered features for creating, editing, and sharing video and podcast content. Its intuitive interface and powerful editing capabilities save time and enhance the creative process, making it a favorite among YouTubers.



Feedly is a versatile news aggregator that uses AI to allow users to customize their news feed, track insights, and stay aware of emerging trends. Available on various platforms, it's perfect for professionals needing to stay updated on specific topics.



Mem is an advanced knowledge assistant, streamlining the integration of information from various sources into one platform. It simplifies note-taking, idea generation, and content creation, leveraging AI to connect and organize thoughts. Its context-aware AI helps users capture, remember, and use their knowledge efficiently.



Adobe Firefly, part of Adobe Sensei's generative AI suite, revolutionizes content creation by transforming simple text prompts into stunning visuals. Ideal for designers, marketers, and creatives, it automates the generation of photorealistic images, enhancing productivity and allowing for the seamless execution of ideas into compelling visual narratives.



Fathom employs AI to record, transcribe, and summarize virtual meetings, allowing participants to focus on discussions rather than note-taking. It's an invaluable tool for professionals who want to ensure no critical point is missed and prefer concise post-meeting summaries.



Gong serves as a revenue intelligence platform, utilizing AI to analyze customer interactions and provide insights for data-driven decisions. It's essential for enhancing B2B sales performance, customer satisfaction, and revenue growth.



Hyperwrite is an AI personal assistant that streamlines various writing tasks, from crafting essays to composing emails. It's designed for professionals and students alike, seeking to improve writing efficiency and productivity, ensuring clear, error-free, and impactful communication.



Loudly is an AI-powered music platform that allows users to create, customize, and discover music. It offers a vast library of royalty-free tracks and AI-generated music suitable for digital projects, content creation, and personal enjoyment.

Phosus

Phosus is an AI-powered platform that offers creative tools and API solutions for photos and images. The platform provides a range of one-click AI tools, including inpainting, background removal, auto-fixing, and more. The platform helps to enhance product images, catering to various needs such as e-commerce, beauty apps, website builders, and graphic design.



Microsoft Copilot is an AI companion that enhances productivity within Microsoft 365 apps by converting text into actionable insights. It analyzes language models and user data, offering suggestions that streamline tasks and improve efficiency.



Midjourney is an intriguing AI art generator that translates textual descriptions into vivid, imaginative images. Designed for creatives and those seeking to expand their imaginative horizons, it offers a portal to visual exploration, turning abstract concepts into tangible art. Its accessibility through a simple beta sign-up makes it an inviting tool for artistic experimentation.

Meta AI

Llama 2 from Meta employs AI to enhance community safety and connection, offering real-time information and generating photo-realistic content. Its virtual and augmented reality applications make it a groundbreaking tool for developers and creatives.



AI Companion

Available at no extra cost with paid Zoom services, AI Companion enhances meetings by providing recaps, generating meeting summaries, and identifying action items, all in real time. It extends its functionality to chat responses, helping users compose messages with appropriate tone and length. The tool also offers smart recording features, dividing recordings into chapters for easy review, highlighting crucial information, and suggesting next steps.

namelix

Namelix is an AI-powered business name generator designed to simplify the naming process for brands and products. It generates catchy, memorable names that resonate with target audiences. A marketer could use Namelix to brainstorm a list of potential names for a new product line, saving time and effort. The tool streamlines the naming process, allowing businesses to identify brand-aligned names that capture attention quickly.



SOUNDRAW

Soundraw harnesses the power of artificial intelligence to create unique musical compositions based on user preferences. It is ideal for businesses because it provides unique background music for campaigns and social media, enhancing emotional engagement. Whether a content creator, musician, or an AI-music enthusiast, Soundraw offers a platform for crafting distinct melodies, guaranteeing originality in every piece.



HeyGen

HeyGen is an AI-driven video creation platform that harnesses generative AI for streamlined video production. It empowers teams, from startups to established enterprises, to produce videos without requiring cameras, crews, or complex editing tools. Users can select from over 100 AI avatars or even create their own and have access to 300+ voices in 40+ languages. The platform is adept at crafting product videos, outreach content, and training materials.

 **Jasper**

Jasper is an AI writing assistant capable of generating high-quality content for blogs, emails, and social media posts. Marketers can use Jasper to quickly produce engaging content that drives traffic and conversions, freeing them up to focus on other strategic areas. Jasper automates content creation, allowing professionals to create high-quality writing effortlessly, thereby increasing reach and engagement.

 **QuillBot**

QuillBot utilizes cutting-edge AI to rephrase and refine written content, making it more concise and eloquent. Ideal for students, professionals, and writers, it simplifies the editing process, enhancing clarity and readability. With features like a thesaurus and a summarizer, QuillBot is an essential tool for anyone seeking to improve their writing quality and efficiency.

 **Opus Clip**

Opus Clip is an AI-driven tool designed to transform lengthy videos into engaging, high-quality short clips suitable for platforms like TikTok, YouTube Shorts, and Reels. It's aimed at enhancing social media presence and is acclaimed by over a million creators for significantly boosting views, fan base, and revenue.

In today's fast-paced digital world, AI tools are becoming essential for businesses aiming to be at the top of their game. These tools, covering a wide range of areas and uses, open up incredible possibilities for businesses to improve their operations, better serve their customers, and innovate in new ways. By embracing these AI technologies, companies can tap into the immense potential of artificial intelligence, making smarter decisions and gaining an edge in the market. It's clear that embracing AI is the way forward for modern businesses, and the tools we've discussed are a great starting point for any company looking to expand their use of AI across all functions of their business.

Conclusion

AI is not a silver bullet that can solve all problems or accelerate productivity in every domain. As with any technology, it has limitations and is not always perfect. By becoming more proficient with the prompts provided in this book, you can optimize ChatGPT's outputs and capabilities starting today. And by integrating these emergent AI tools into your life, you will be ready to leverage the massive advancements in AI coming in the very near future.



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We're passionate about helping businesses like yours thrive in today's fast-paced, ever-changing digital landscape. Our Digital Marketing Consultants and Agencies stay on top of industry trends and best practices so our clients can remain competitive. If you're ready to unlock a world of possibility for your business and embrace all that digital marketing has to offer, speak with a WSI Digital Marketing Consultant today.



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