

# Your AI Assistants: Quick Start Guide



## ✓ 1. Be Specific – Vague In, Vague Out

**Poor Prompt:** “Tell me about business.”

**Better Prompt:** “Explain 3 simple ways a new online business can attract its first 100 customers without spending much money.”

**Why?** ChatGPT works best when it knows exactly what you want.

## ✓ 2. Set the Style and Tone

Want it formal, casual, persuasive, funny, or technical? Tell it!

“Explain SEO in simple terms, like you’re talking to a 10-year-old.”

“Write this sales email with humour and a cheeky tone.”

## ✓ 3. Give Context for Better Answers

Example: “I’m a dentist in Sydney targeting anxious patients. Write me a friendly, reassuring homepage intro.” The more background you provide, the more accurate and personalised the output.

## ✓ 4. Break Big Tasks into Steps

If the job feels too big, split it up.

Start with: “Help me outline a 5-email welcome sequence.”

Then: “Great, now write Email #1 in a warm, conversational tone.”

## ✓ 5. Don’t Be Shy—Ask for Revisions!

“Make that funnier.” “Shorten this to under 100 words.” “Add a stronger call to action at the end.”

Think of ChatGPT like your unlimited brainstorming buddy—it doesn’t get offended!

## ✓ 6. Use This Magic Formula for Prompts:

**[Task] + [Tone/Style] + [Audience/Context] + [Format]**

“Write a persuasive LinkedIn post in a confident but friendly tone, targeting small business owners, formatted with bullet points.”

## ✓ 7. Save Time with Copy Commands

“Turn this paragraph into a headline.”

“Summarise this text into 3 key bullet points.”

“Write this like a text message.”

✦ **Final Pro Tip:** Treat It Like a Smart Intern, Not a Mind Reader! You wouldn’t hand a human intern a vague instruction and expect a masterpiece. Same rules apply here—guide it, tweak it, and you’ll get incredible results.



# Meet Katy and Coco



## What Katy and Coco Know

They know all the information in:

- The AHPRA Guidelines for Advertising a Regulated Health Service, December 2020
- The AHPRA Guidelines for Medical Practitioners Who Advertise Cosmetic Surgery, effective 1 July 2023
- The AHPRA Guidelines for Registered Medical Practitioners who Perform Cosmetic Surgery and Procedures, effective 1 July 2023
- The TGA Guidance on advertising services that involve therapeutic goods, updated 23 September 2024
- The TGA Advertising therapeutic goods on social media, updated 23 September 2024
- The TGA FAQs for advertising cosmetic injectables, updated 22 May 2024

## Katy Can Do Compliance Checks

✓ She'll cross-check your content, ads, social media posts, booking system language, and web copy against the above documents, and suggest alternative wording if she has concerns.

### Sample Prompts for Katy

- Can you please check this social media caption? I am a cosmetic physician with a clinic in the Eastern Suburbs, and my audience is women 35+ who look in the mirror and see their reflection looking tired. Here is the caption: [paste caption]
- Can you please check the copy on this web page for compliance? (insert the URL, or copy and paste the words for best results!)

## Coco Can Create Compliant Content

💬 Coco is your Social Media Manager and Marketing Strategist and will help you create compliant content that matches your brand if you upload a PDF of the avatar that Ava creates for you. (Free trial then \$27 AUD a month, cancel any time)



# Sample Prompts For Coco



## Sample Prompts for Coco

- Please create a marketing strategy for my business that will allow me to gain as much traction as possible in the shortest time, with the least financial investment. In particular, which platforms does my audience use most? Is LinkedIn a key platform? What about Facebook? **(Save your results into a document!)**
- Please create a Client Attraction Plan across these networks to connect with ideal customers, without feeling salesy or generic.
- Who would be ideal referral partners for this business?
- Please draft a referral email to these partners
- Please create a strategy for (ie a series of 5 emails for people who sign up to download my lead magnet called....)
- Brainstorm 5 subject lines for an email to X that's about Y.
- Can you help me write a submission for some awards please? I've entered the [category] category and have attached the Awards Guide to Writing Business Awards submission. The [category] category celebrates businesses that ... [more information]

Please write up to 500 words about me, [Your Name], and my business, [Business]. What makes me, my business, brand and service unique? Refer to these links for more information [eg your website, LinkedIn profile etc]

👉 **Need more help? We provide marketing that's compliant, compelling and actually converts. Contact Cate on 0401 718 454 , visit [sanesocialmedia.com](https://sanesocialmedia.com) or reach out via email to [cate@sanesocialmedia.com](mailto:cate@sanesocialmedia.com).**

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