

Chat GPT

A Beginner's Guide



A Note from Kate

Welcome



Imagine a world where you could effortlessly create compelling marketing content, brainstorm innovative business ideas, and streamline your operations – all with the help of a powerful AI assistant. This world is now a reality thanks to ChatGPT, a cutting-edge AI language model that's transforming how businesses like yours are operating.

7 out of 10 employees believe generative AI can save them an average of five hours per week. This equates to over one month (32.5 days) of work hours per year for full-time staff.

What could you do with an extra month in your business?

But navigating the AI landscape can feel daunting, especially for those just starting out. That's where Social Mediology comes in. We understand the unique challenges faced by businesses and are committed to empowering you with practical AI tools and strategies that drive tangible results.

In this guide, we'll demystify ChatGPT and show you how to harness its power to:

- Boost your marketing efforts
- Streamline your operations
- Generate creative ideas
- Enhance customer service
- And more...

Ready to explore the exciting possibilities of ChatGPT? Let's dive in and unlock its potential for your business!



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01

What is ChatGPT?

Chat GPT is like having a super-smart assistant who can write, translate, summarise, and answer your questions – all in an instant. It's a powerful AI language model created by OpenAI, a leading artificial intelligence research company.

Think of ChatGPT as a highly intelligent chatbot, but with a supercharged brain! It's been trained on a massive amount of text data, which allows it to understand and respond to your requests in a way that feels almost human.





Key Features & Capabilities

Create Compelling Content

Generate blog posts, social media captions, product descriptions, website copy, marketing copy, and even scripts for videos.

Translate Languages

Effortlessly translate text into different languages.

Summarise Articles and Documents

Quickly get the key takeaways from long pieces of writing.

Answer Questions and Provide Information

Get quick answers to your questions on a variety of topics.

Write Emails and Letters

Craft professional and engaging, personalised emails or letters for your business.

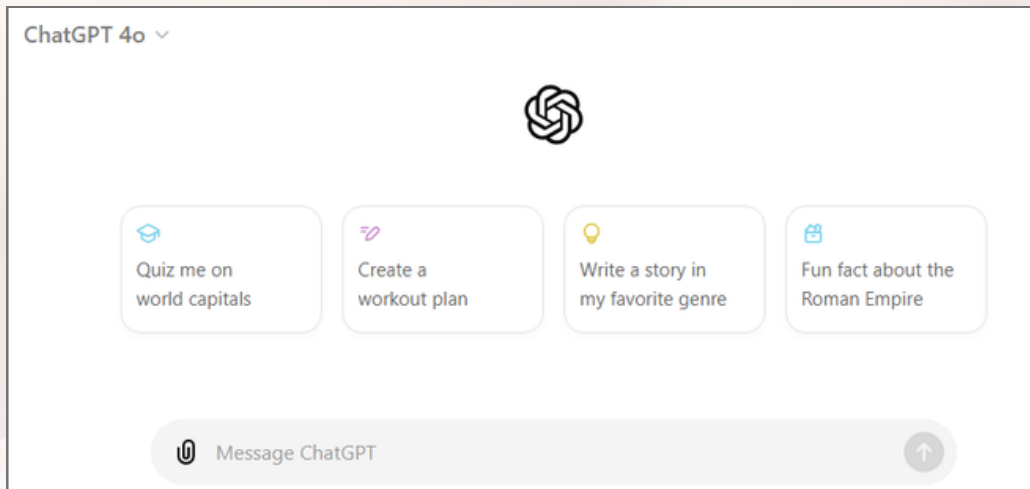
Create Strategies, Systems, and Processes

Brainstorm new ways to optimise your workflow, develop processes, and create more effective strategies for your business.

When you get more advanced at using ChatGPT you will be able to do all sorts of things!

Here's how it works:

- 01** You type in a question or request (called a "prompt").
More on that to come.



- 02** ChatGPT processes your prompt and analyses the data it has learned. It can also access the internet.

- 03** It generates a response, based on its understanding of your request and the information it has been trained on.

API vs Web/App Version

You can use ChatGPT in two main ways

Web/App Version

You can access ChatGPT directly through the website or mobile app. This is what the majority of people do.

API Version

Developers can use the API to integrate ChatGPT into their own applications and services. This allows them to build powerful tools that leverage ChatGPT's abilities, for example chatbots on websites.

02

Setting Up Chat GPT

Getting started with ChatGPT is surprisingly easy! Even if you're not a tech whiz, you can have ChatGPT up and running in a few minutes. You can even use the free version without providing an email address.

This section will guide you through choosing a plan and creating an account, so you can start using ChatGPT straight away!

Pricing Models

Free

For individuals just getting started with ChatGPT

\$0

Plus

For individuals looking to amplify their productivity

\$20

Team

For fast-moving teams and organisations ready to supercharge work

\$30

Enterprise

For global companies looking to enable their workforce with AI

Contact Sales

ChatGPT offers different options for using its service ranging from completely free to Team or Enterprise accounts. You can select the pricing plan that best suits your needs during the sign up process.

Getting Started

Once you've completed these steps, you'll be able to access ChatGPT and start experimenting with its capabilities! Here are a few tips to help you get started:



Explore the Dashboard: Familiarise yourself with the ChatGPT dashboard where you can manage your usage, access settings, and find helpful resources.

Test Simple Prompts: Begin by entering simple prompts to see how ChatGPT responds. This will help you understand its capabilities and how to interact with it effectively.

PRO TIP



Custom Instructions

Custom instructions are a powerful feature that allows you to tailor ChatGPT's responses to better suit your specific needs and preferences. By providing custom instructions, you can guide ChatGPT on how to behave and what information to prioritise.

Why Use Custom Instructions?

Using custom instructions can significantly enhance the relevance and usefulness of ChatGPT's responses. Here are some reasons why you might want to use custom instructions:



Personalisation: Tailor responses to reflect your brand voice, customer preferences, or specific business requirements.



Efficiency: Streamline workflows by automating routine responses and ensuring consistency.



Focus: Direct ChatGPT to prioritise certain types of information or follow specific guidelines, ensuring responses are aligned with your objectives.

Setting Up Custom Instructions



Setting up custom instructions is straightforward.

Follow these steps to customise how ChatGPT responds to your queries:

01 Access Custom Instructions Settings

- **Log In:** Ensure you are logged into your OpenAI account.
- **Navigate to Settings:** Go to the settings section of the ChatGPT dashboard.
- **Find Custom Instructions:** Locate the custom instructions feature, which may be under advanced settings or a similar category.

02 Define Your Instructions

What Would You Like ChatGPT to Know?

Specify any background information that can help ChatGPT provide better responses. For example, you can mention your industry, target audience, or specific needs. Who are you? Who do you serve? What do you offer? Include any information about you and your business that will help ChatGPT to customise responses for you.

How Would You Like ChatGPT to Respond?

Provide guidelines on the tone, style, and type of information you want in the responses. This could include being more formal, using technical language, or focusing on concise answers. You can also specify the kind of output or format you want your responses to be in.

03 Save and Apply

- **Save Instructions:** After entering your custom instructions, save the changes.
- **Test Responses:** Test a few queries to ensure ChatGPT's responses align with your instructions. Adjust as necessary to fine-tune the responses.

By effectively using custom instructions, you can ensure that ChatGPT works in harmony with your business objectives, providing responses that are not only accurate but also contextually relevant and aligned with your brand's voice.

03

The Art of Prompt Engineering

Just like a skilled chef uses precise ingredients and techniques to create a delicious dish, you need to learn the art of prompt engineering to get the most out of ChatGPT's abilities. It's about learning how to 'talk' to ChatGPT in a way that gets you the results you want.

It is much simpler than it sounds, but the results you get out will be completely determined by the quality of the prompts you put in.

What is Prompt Engineering?

Prompt engineering is the skill of crafting clear and specific instructions for AI. Think of it like writing a set of directions for a friend. The clearer and more detailed your instructions, the more likely they are to reach their destination successfully.

Using Chain of Thought for Better Results

Using chain of thought in prompt engineering means guiding ChatGPT through a logical process to arrive at a solution. Instead of simply asking for an answer, you outline the steps involved.

For example, if you want ChatGPT to explain why a strategy is the best for your business, you could prompt it by saying:

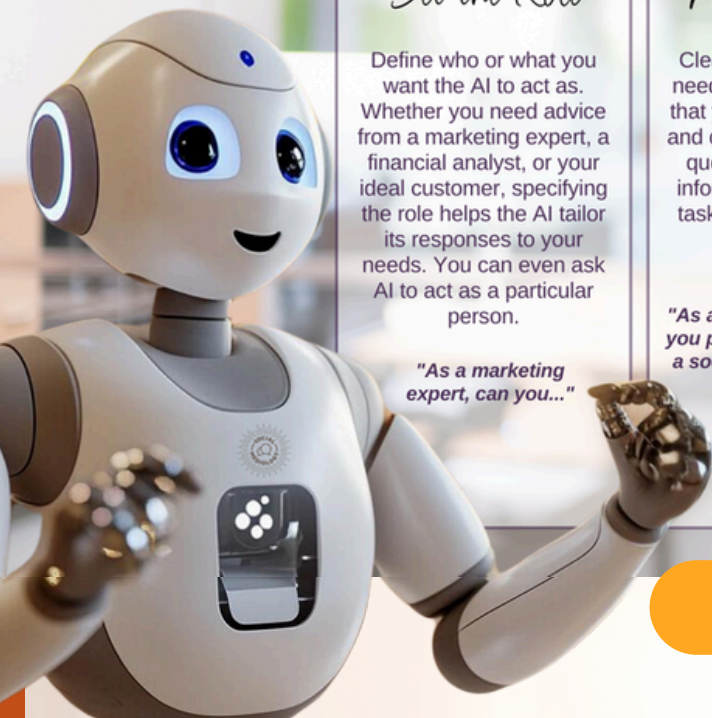
"First, consider the overall outline and sections of the strategy.

Then, analyse and create each segment, one at a time.

Finally, set KPI's for each section of the strategy"

This helps ChatGPT break down the problem into manageable steps, making its reasoning process clearer and more likely to lead to a well-structured and insightful answer.

— SNAP Prompt Formula —



S

Set the Role

Define who or what you want the AI to act as. Whether you need advice from a marketing expert, a financial analyst, or your ideal customer, specifying the role helps the AI tailor its responses to your needs. You can even ask AI to act as a particular person.

"As a marketing expert, can you..."

N

Name the Task

Clearly stating what you need from the AI ensures that your query is focused and direct. This could be a question, a request for information, or a specific task you need help with.

"As a marketing expert, can you please help me develop a social media strategy for a new product?"

A

Add Specifics

To get the most accurate and useful response, it's important to add specifics.

Provide any relevant details or context that can help the AI understand your request better. The more precise you are, the better the AI can tailor its response.

"The new product is an eco-friendly water bottle targeted at young professionals who are conscious about sustainability."

P

Preferred Format

Whether you want the answer in bullet points, a brief summary, a detailed explanation, an article or a full strategy, indicating the format helps ensure the response meets your expectations.

"As a marketing expert, can you help me develop a social media strategy for a the new product? Please provide the strategy in a table with KPI's and required action steps."

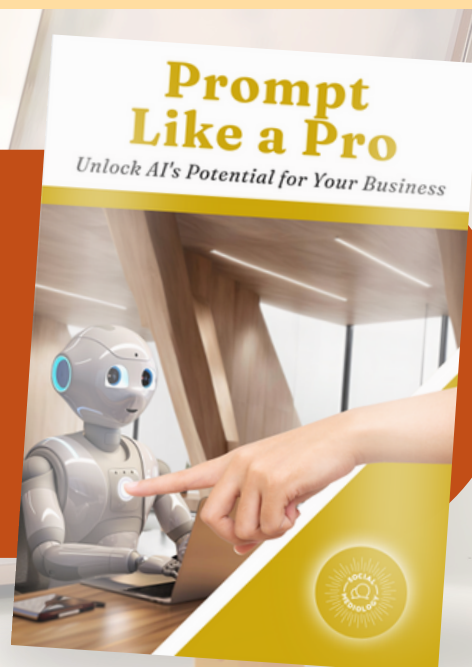
Click [here](#) to know more about the SNAP Prompt Formula.

By following the SNAP Prompt Formula, you can enhance your interactions with ChatGPT and get more precise, useful responses. This method not only saves time but also ensures that you get the most out of all your AI tools. Whether you're a business professional, self-employed, or just someone looking to make the most of AI, the SNAP model is your key to unlocking better AI conversations.

NEXT STEP

Download our FREE Prompt Engineering Guide that will help you write useful and efficient prompts for all AI.

DOWNLOAD HERE



How to Make ChatGPT Sound Like You

Want ChatGPT to write in a way that reflects your unique style and voice? It's possible! By understanding your own writing style and using a few clever techniques, you can train ChatGPT to sound like you, whether you're writing emails, blog posts, or even social media captions.

01 Define Your Brand Voice

- Before you start prompting ChatGPT, take some time to clearly define your brand voice.

Consider:

- *Tone*: Is your brand formal, casual, humorous, informative, friendly, or something else?
- *Language*: Do you prefer a specific vocabulary or writing style?
- *Personality*: What are the key personality traits of your brand?

PRO TIP



You can work through this with ChatGPT and then create a 'Brand Voice' document if you don't already have one. This can be used if you create custom GPTs or have a specific task where you want your brand voice more closely followed.

02 Use "Persona-Based Prompting"

Think of your brand as a person. When you prompt ChatGPT, imagine you're having a conversation with that person.

For example:

*"If [your brand name] was writing this blog post, what would they say?
What tone and language would they use?"*



03 Provide Examples

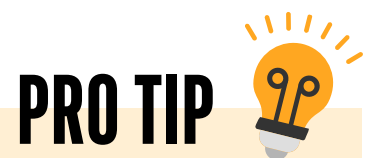
Give ChatGPT examples of your writing style, marketing materials, or even social media posts. This will help it understand your brand's voice

For example:

"Here's an example of a marketing email we sent to our customers: [Insert sample email]. Can you write a similar email using a similar tone and style, but with a different message?"

04 Fine-Tune and Iterate

Don't be afraid to experiment! Try different prompts and see what works best. It may take some trial and error to find the perfect combination of words and phrases that capture your brand's unique voice.



Any time you create a strategy or output that is core to your business eg target audience personas, customer journey, brand vision/mission, style guide etc – create a document and attach these to your prompts to give ChatGPT more context.

Remember, training ChatGPT to sound like you requires patience and continuous experimentation. Don't be discouraged if it takes a few tries. The key is to keep providing examples and refining your prompts until ChatGPT starts to reflect your unique voice and style.

Ethical Considerations: Using ChatGPT Responsibly

ChatGPT is a powerful tool, but like any technology, it comes with ethical considerations that need to be addressed. As a responsible business owner, it's crucial to use ChatGPT thoughtfully and ethically.



① *Hallucinations: When ChatGPT Gets Things Wrong*

- **What are Hallucinations?** ChatGPT is trained on a vast amount of data, but it can sometimes generate inaccurate or misleading information. This is known as "hallucination" – it's not lying, but rather creating information that isn't necessarily true.
- **How to Prevent Hallucinations:** It's important to always fact-check information generated by ChatGPT, especially for critical business decisions or published content.

BEST PRACTICES



Provide Context: Give ChatGPT as much context as possible to avoid generating incorrect information.



Verify Information: Double-check any facts or figures generated by ChatGPT with reputable sources.



Use Multiple Sources: Don't rely solely on ChatGPT for information. Consult a variety of sources to ensure accuracy.

② Data Privacy and Security

Protecting Personal Data

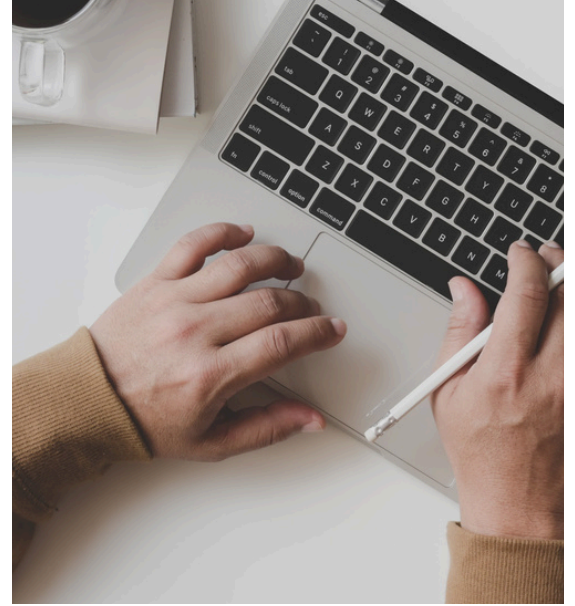
Be mindful of the data you share with ChatGPT, especially personal information about your customers, employees, or your business.

Avoid Sharing Sensitive Information

Don't input sensitive data into ChatGPT without understanding the potential risks.

Choose Services Carefully

If you're using third-party services that integrate with ChatGPT, ensure they have strong data privacy and security policies.



BEST PRACTICES



- ✓ **Understand Data Policies:** Read the terms and conditions and data privacy policies of OpenAI and any other services you're using with ChatGPT.
- ✓ **Encrypt Data:** When transferring data to ChatGPT, use encryption to protect it.
- ✓ **Be Mindful of Data Usage:** Avoid sharing sensitive data that could compromise your business or your customers' privacy.

③ AI Bias and Responsibility

Recognising AI Bias

AI models like ChatGPT can reflect biases present in the data they were trained on. This can lead to discriminatory or unfair outputs.

Mitigating Bias

It's essential to be aware of potential biases and to take steps to mitigate them.

BEST PRACTICES



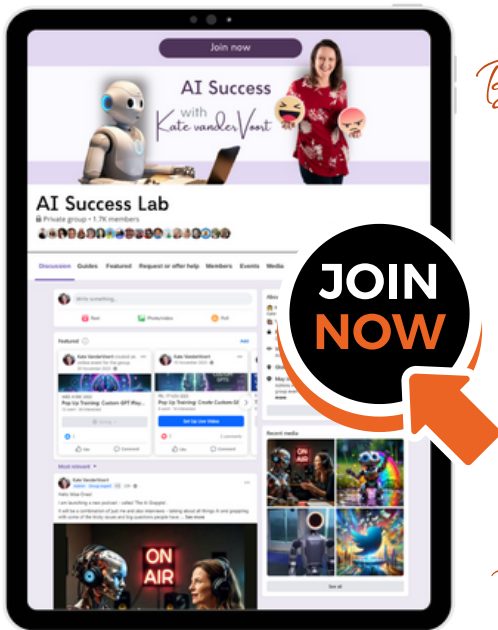
- ✓ **Diverse Training Data:** Encourage the development of AI models that are trained on diverse and inclusive datasets.
- ✓ **Human Oversight:** Use human reviewers to assess the outputs of ChatGPT and ensure they are fair and unbiased.
- ✓ **Openness and Transparency:** Promote transparency about how AI models are developed and used, and encourage open discussions about the ethical implications.



The Future of Business is Here:

Embrace AI with Confidence

Congratulations! You've taken the first steps towards mastering ChatGPT and unlocking its power for your business. By understanding the fundamentals, embracing best practices, and prioritising ethical considerations, you're ready to harness AI for growth, innovation, and success.



But the journey doesn't stop here.

Join our vibrant Facebook group, AI Success, to connect with other forward-thinking business professionals and unlock a bunch of free resources.

This community is a hub for breaking AI news, sharing insights, asking questions, and learning from experts.

Ready to take your AI journey to the next level?

Social Mediology is here to empower you with customised training, education, and consulting services that drive tangible results for your business. We'll help you unlock the full potential of AI, build confidence with ethical practices, and achieve your goals. ChatGPT is just the tip of the iceberg!

Contact us today to discuss how we can help you:



Develop a tailored AI strategy for your business



Empower your team with expert-led training



Optimise your operations with practical AI solutions

The best way to learn is by doing! So, go ahead and start experimenting with ChatGPT right now. Try out the prompts we've discussed, explore new ideas, and see for yourself how AI can transform your business. Don't be afraid to make mistakes; that's how you learn and grow!