



ChatGPT Fundamentals

Core Concepts

Prompt: Your instruction to ChatGPT. Clarity is key.

- Be precise and intentional in your prompts.
- The better the prompt, the better the results.

Basic Prompting Formula: [Task] + [Context] + [Format] + [Tone]

- Clearly define the task you want ChatGPT to perform.
- Provide the necessary context for ChatGPT to understand the task.
- Specify the desired format of the output.
- Indicate the tone you want ChatGPT to adopt.

Example Prompt: Summarize this policy in bullet points for a LinkedIn post, professional tone.

Model Selection

GPT-4	For complex tasks requiring deeper analysis and higher accuracy.
GPT-4o	Smarter and faster than GPT-4, with added support for image and audio inputs.
GPT-3.5	Lightweight and efficient, ideal for quick and simple tasks.

Advanced Prompting Techniques

Role Prompting

Guide ChatGPT by assigning it a specific role.

Example:
Act like a senior business analyst...

This helps ChatGPT to approach the task from a particular perspective, improving the relevance and quality of the generated content.

Constraints & Styles

Set limitations and style guidelines.

Example:
Keep it under 200 words, formal but punchy.

This helps to control the length, tone, and overall style of the generated content.

Multi-step Instruction

Break down complex tasks into multiple steps.

Example:
First brainstorm 5 ideas. Then elaborate on the best one.

Multi-step instructions enable ChatGPT to tackle more complex tasks by breaking them down into manageable steps.

Structured Output

Define the desired output structure.

Example:
Give result as table with columns: Feature, Benefit, Use Case.

Specifying the format ensures that the output is organized and easy to understand.

Dynamic Roles

Assign multiple roles to ChatGPT.

Example:
You are a product manager and a data scientist working together...

Dynamic roles allow ChatGPT to combine different perspectives and expertise, leading to more comprehensive and creative solutions.

Chain-of-Thought

Encourage step-by-step reasoning.

Example:
Think step by step. or Before answering, explain your reasoning.

Chain-of-thought prompting encourages ChatGPT to explain its reasoning process, leading to more accurate and transparent results.

Business Applications & Format Mastery

Business Cheat Codes

Product Copy	Write 3 one-liners for a fintech app's homepage.
Data Insights	Analyze this Excel and give 3 key findings.
Strategic Docs	Draft a 1-pager on our GTM plan for early-stage investors.
Customer Support	Turn this complaint into a polite, empathetic reply.
Presentation Slides	Create 5 bullet slides for pitching a water grid project in rural Bangladesh.

Instant Formatting

Emails	Make this email more formal.
LinkedIn Posts	Rewrite this as a short, thought-provoking post.
Pitch Deck	Turn this into 8-slide investor deck outline.
Reports	Turn these insights into an executive summary.
Docs → Tables	Convert this paragraph into a comparison table.