



AI

GENERATIVE ARTIFICIAL INTELLIGENCE

PERSONALISING CHATGPT FOR BUSINESS PROMPTS

MAKING CHATGPT A TOOL FOR YOU

Under settings select
Customize ChatGPT



Answer the Question:
**How would you like
ChatGPT to respond?**

HOW TO DEFINE A WRITING STYLE

Type "Understand my writing style. Say GO to start. I will paste examples of my writing.

Say CONTINUE and I will paste a new example. When complete I will type DONE. Acknowledge acceptance of my saved writing style."

Call this [YOUR NAME] writing style.

All prompts that follow will assume to be writing in your style, therefore, tone and role will not be defined in the prompts that follow.

CUSTOMIZE CHATGPT

Provide ChatGPT with some basic information about you such as:

- Your job role
- Specific accountabilities associated with your role
- Where you work
- Hobbies

Write each on on a line followed by a carriage return.

HOW WOULD YOU LIKE CHATGPT TO RESPOND?

Provide ChatGPT parameters for how it should respond to prompts.

Include items here such as:

- Write in the style of [YOUR NAME]. The style as defined in the HOW TO DEFINE A WRITING STYLE section below.
- Keep responses to no more than [NUMBER] words.
- Address me as [YOUR NAME].
- You [MAY/MAY NOT] have opinions.
- Write for a business audience.

Click "Enable for new chats" to make these the default settings for all ChatGPT conversations.

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A BUSINESS PROMPT CHEATSHEET

MIND MAPPING

Create a structured OPML mind map for a social media campaign about a new toothbrush that cleans, whitens, and is portable for travel. The top-level nodes should be the social media platform. For each social media platform, write a message with accompanying hashtags.

You: Save in a plain text file. Change extension to .OPML. Open in your favorite mind mapping tool.

STRATEGY

Create a SWOT analysis for [COMPANY]. Repeat.

Compare the SWOT analyses.

Write a STEEP analysis for [STRATEGIC AREA].

PERSONAS AND BUYER JOURNEYS

Create a persona for the buyer of [TYPE OF PRODUCT].

Create a table that suggests what this persona is doing, thinking, and feeling across the buying journey, including awareness, engagement, evaluation, purchase, post-purchase, account management and loyalty.

For each stage, list opportunities, the customer experience touch points and what content is needed.

This is an example of linked prompts. The three prompts above build one upon the other.

PROJECT PLANNING

Suggest a list of tasks/steps for [PROJECT/ACTIVITY].

List the tasks/steps without explanation. Format as a bullet list.

THOUGHT LEADERSHIP

Write an outline for a thought leadership article on [TOPIC].

Suggest a 12-month thought leadership content calendar for [TOPIC].

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THE RASMUS FORMULA

Role: Define the role you want ChatGPT to play.

Ask: Write a specific request or ASK to ChatGPT.

Samples: Offer ChatGPT samples of the kind of output you are looking for.

Make modifications: Provide guidance to improve an existing response.

Useful result: Describe the output in a way that will be useful to you.

Specific instructions: For example, “ask questions before answering,” “use reliable sources and cite them,” and “restate as bullets.”



REFINING WRITING

For a piece of writing submitted to ChatGPT:

- Write a summary of [PASTED CONTENT].
- Rewrite the following for clarity and conciseness.
- Provide feedback on the following [PASTED CONTENT].
- Rewrite the following with a [TONE NAME] tone.
- Rewrite the following for the following [TARGET AUDIENCE] audience.

See boxes below for tone and audience examples.

10 PROMPTS TO TRY

1. Write a summary of [BOOK TITLE].
2. Translate [TEXT] into [TARGET LANGUAGE].
3. List the responsibilities for [JOB ROLE].
4. Write a blog post about [TOPIC] with headings.
5. Suggest hashtags for the blog post.
6. What are the top ten trends in [INDUSTRY NAME].
7. Explain [TOPIC] to me as though I was a novice.
8. Suggest a value proposition for [PRODUCT].
9. Write a reply to this email [INSERT EMAIL] with a list of [NUMBER] ideas.
10. Provide step-by-step instructions for [TASK YOU WANT TO LEARN].

ChatGPT Tones

- Formal
- Conversational
- Professional
- Casual
- Persuasive
- Narrative
- Instructional
- Analytical
- Empathetic

Target Audiences

- General
- Professional
- Academic
- Technical
- Consumer
- Business
- Creative
- Healthcare
- Educational

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