
THE
ChatGPT
Advantage

a live event

BY LEAH REMILLET



3 GOALS:

1. Help ChatGPT Learn Your Brand Voice & Know Your Biz Inside and Out!
2. Better Results with My P.R.O.M.P.T. Formula!
3. Share Personal Examples of How I'm Using ChatGPT to Inspire More Uses for You!

SETTING UP CHATGPT



chat.openai.com

(I'm using ChatGPT+ for \$20mo)



www.maxai.me

(To use ChatGPT 4 with web search for Google)

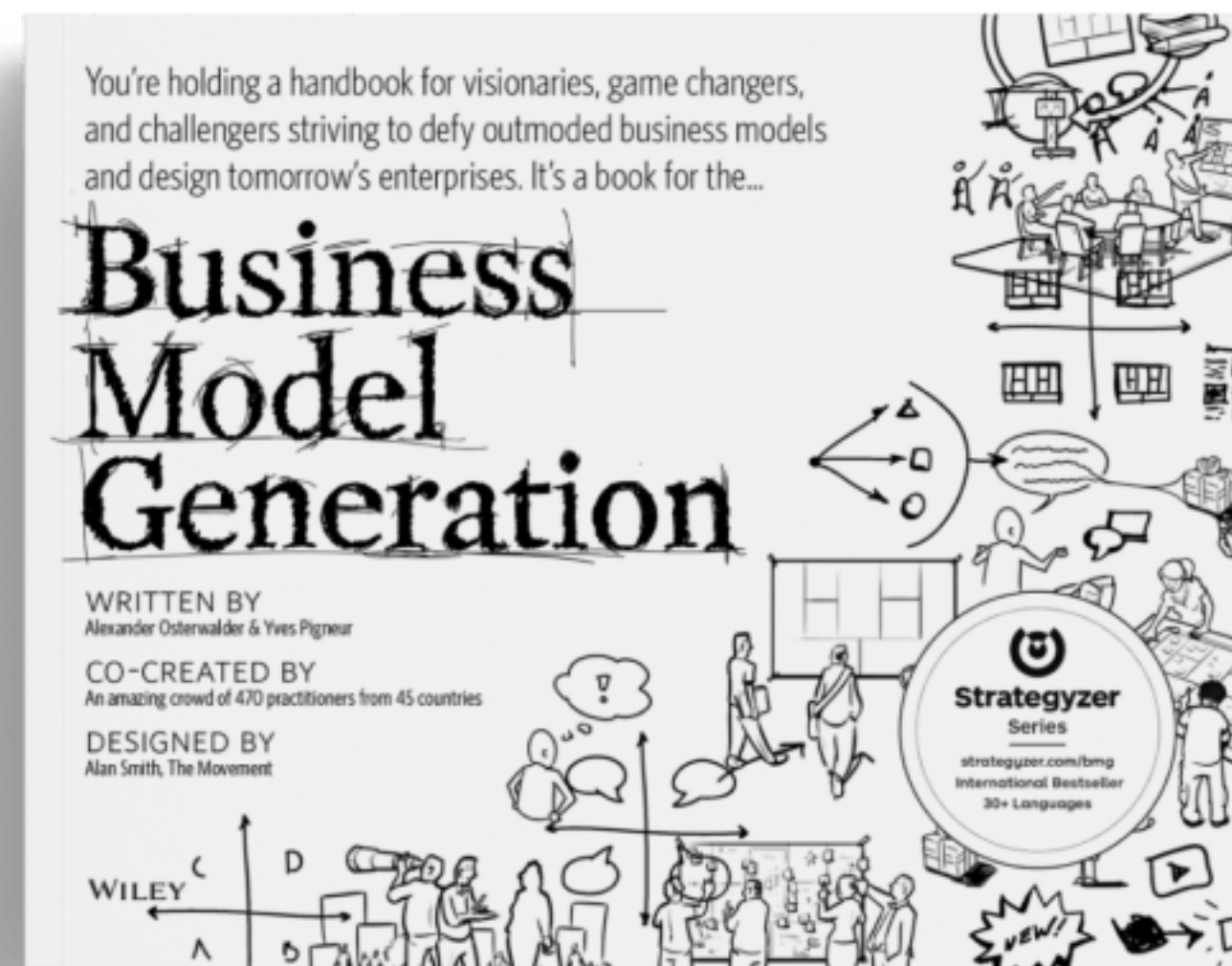
Help ChatGPT Learn

1.

YOUR **BRAND VOICE**

Get Clear on Your Brand Voice

HOW TO BUILD A LEAN CANVAS



The Lean Canvas is a one-page business plan template that helps you deconstruct your idea into its key assumptions. It's adapted from Alex Osterwalder's Business Model Canvas

<p>KEY PARTNERS</p> <p>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?</p>	<p>KEY ACTIVITIES</p> <p>What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>	<p>VALUE PROPOSITIONS</p> <p>What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?</p>	<p>CUSTOMER RELATIONSHIPS</p> <p>How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p>CUSTOMER SEGMENTS</p> <p>For whom are we creating value? Who are our most important customers? What are the customer archetypes?</p>
<p>KEY RESOURCES</p> <p>What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>	<p>CHANNELS</p> <p>Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	<p>COST STRUCTURE</p> <p>What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?</p>	<p>REVENUE STREAMS</p> <p>For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?</p>	

STEP 1:

ASK CHATGPT TO HELP YOU BUILD YOUR LEAN CANVAS

PROMPT: Take on the role of my business coach and help me create a Lean Canvas so that you will better understand and duplicate my brand voice and mission.

Take on the role of a business coach and help me create a Lean Canvas so that you will better duplicate my brand voice and mission.



THIS IS HOW WELL IT SHOULD KNOW YOU:

As we proceed, keep in mind that your brand voice is conversational, positive, and akin to a "business bestie," eschewing the "hustle harder" mentality for a balanced and intentional approach to business and family life. Let's start building your Lean Canvas.

WebChatGPT One-Click Prompts

WebChatGPT v4.1.10 - [Leave us a review](#) - [Discord community](#) - Powered by [MaxAI.me](#)

Public

Custom instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

0/1500

How would you like ChatGPT to respond?

0/1500

Enable for new chats

Cancel

Save

NEXT UP:

SETTINGS

Under Custom Instructions:

What you want ChatGPT to know:

- Your brand voice
- Your key message
- Your offerings
- Your Mission

How ChatGPT Responds:

- Always ask me follow up questions whenever it would help you give me a better response

Help ChatGPT Help You

2.

BETTER INPUT =
BETTER OUTPUT

USE MY **PROMPT** FORMULA

Persona: Clarify the role and level of expertise/experience you want the AI to emulate.

Requirement: Define the specific task or information you need, examples amplify!

Outcome: Specify not only the type of outcome but also the reason behind the need for such an outcome to ensure that the end goal aligns with strategic objectives

Mining: Ask ChatGPT to follow up with questions to help you get a better response

Parameters: Set boundaries or specific conditions for the info and or how to deliver it back

Tone: Choose the tone or style you want the information to be delivered. *Pro Tip: Explain the feeling you want portrayed.*



PERSONA

Tell it who you need it to be:

- Be an expert copywriter specializing in the story brand method
- Be a successful founder
- Be my business coach specializing in helping mompreneurs.
- Be an expert sales copywriter trained in the Story Brand Method
- Be a CFO
- Be a Life Coach

REQUIREMENTS

Tell it what you require! It can't give you what you don't ask for.

- "I need a list of the top 5 productivity apps"
- "I need an 18 month plan, broken down into 3 month increments"
- "I need 10 titles with emojis that are captivating and clickable"
- "Create an acronym with X word that solves Y problem"
- "Create a 7 day meal plan and grocery list that is designed for high protein, minimal refined carbs"





OUTCOME

Tell ChatGPT what your goal is:

- These apps should help busy mompreneurs feel more productive and less distracted
- This plan should allow me to be conversationally fluent in Spanish in 18 months
- These titles are for my newsletter and should increase open rates
- This acronym will be used in my TED Talk
- This meal plan should use easy, minimal ingredients and can be prepared in 30 minutes or less.

MINING

Get CHatGPT to mine for more details!

“Please ask me follow-up questions...

- what would help you better understand the tone I want in my copy.”
- about my learning style.”
- to help you give me a better response”





PARAMETERS

Be clear about what you want in return:

- Break down the plan into 3-month increments over 18 months
- Deliver your response formatted as a Markdown list
- Write a brief guide on making a smoothie formatted in HTML
- Deliver it in an outline format with headings and subheadings
- Deliver in the format of a script
- Present as a graph or table

EXAMPLES

1. **Persona:** Imagine you're a productivity coach for entrepreneurs.

Requirement: I need a list of top 5 productivity apps.

Outcome: I want to share this list in my next newsletter to help entrepreneurs save time.

Mining: What are the primary productivity challenges they face?

Parameters: The apps must be user-friendly and integrate with common business tools.

Tone: The tone should be informative, direct, and encouraging.

2. **Persona:** Act as a nutritional expert who specializes in plant-based diets.

Requirement: Create a 7-day meal plan for busy mothers.

Outcome: This plan should help them incorporate healthy eating into their hectic schedule.

Mining: Could you specify any dietary restrictions or preferences?

Parameters: All recipes must be quick to prepare and kid-friendly.

Tone: Make the tone supportive, positive, and empowering, emphasizing ease and health.

3. **Persona:** You are a finance advisor for middle-income families.

Requirement: I need a simple budget template.

Outcome: The template should assist families in managing their monthly expenses better.

Mining: What are the usual categories of spending you want to track?

Parameters: It should be printable and easy to fill out, even for someone not financially savvy.

Tone: Approachable, trustworthy, and clear, as if explaining to a friend.

EXAMPLE P.R.O.M.P.T.

IN

Act as an expert in language studies I want to learn Spanish and be able to speak it almost fluently within 18 months of today. I am Dyslexic and want a learning/study plan that has been proven to work best for auditory learners. Please ask me follow up questions to help you custom create my learning plan. I can study for at least 30 minutes a day. I have purchased the Babble app, am willing to invest in a tutor and any other resources and am hoping to do a 4 to 6 week spanish emersion in the summer of 2024. After asking me questions for further clarification, I would like you to break down my goals and learning plan into 3 month increments.

CHATGPT'S RESPONSE:



Thank you for providing detailed information about your goals and preferences. Learning a new language, especially as an auditory learner with dyslexia, requires a customized and structured approach. Let's start by asking some follow-up questions to tailor your learning plan:

1. Are you already familiar with the basics of Spanish, or are you starting from scratch?
2. How comfortable are you with the Spanish pronunciation and phonetics, considering you're an auditory learner?
3. Do you have any prior experience with language learning or Spanish learning methods that have worked well for you in the past?
4. How comfortable are you with spoken conversations in Spanish, if at all?
5. Are you open to using additional resources, such as books, flashcards, or online courses, in addition to the Babbel app and a tutor?
6. Do you have any specific language proficiency goals? For example, do you aim to reach a certain level on the Common European Framework of Reference for Languages (CEFR)?
7. Can you tell me more about your daily schedule and availability for learning, apart from the 30 minutes a day?

Once I have a better understanding of your background and goals, I can help you create a structured learning plan broken down into 3-month increments to help you achieve fluency in Spanish within 18 months.

Lets get ideas flowing

3.

EXAMPLES OF HOW
I'M USING CHATGPT



FAVORITE USES

- **As a Research Assistant**
- **As an Expert Copywriter**
- **Writing Podcast Show Notes**
- **Helping me brainstorm ideas for show notes**
- **Proofing for spelling/grammar (pro tip:
specify that all changes need to be BOLDDED)**

Real Use with Leah

LET CHATGPT BE A COACH

GPT-4 currently has a cap of 25 messages every 3 hours.

Analyze the top performing podcasts in entrepreneurship and business and give me a list of the most important lessons I can learn from them to improve my content and grow my following.



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)

Real Use with Leah

PODCAST GUESTING



Create a list in table format of the top 25 podcasts for women business owners based on the current info you have who do interviews on their podcasts. Organize the table by podcast name, host, topic, and number of Apple reviews.

Real Use with Leah

MORE THAN CAPTIONS: IT'S A SOCIAL MEDIA PLAN

Based on everything you know about my business, what would be my social media success plan? What should my content pillars be? What are ideas of types of content I could post/share, and how could I make sure I'm showing up as the face of my brand?



USE IDEAS

- Keyword research
- Website audit
- Yoast settings
- Blog content for SEO
- Instagram Bio
- Social Media captions with emojis
- Social Media content plan
- Technical SEO
- Tutorials (teach me how to...)
- Product development research
- Finding the perfect emojis
- Shortening text
- Writing emails/newsletters
- Creating policies/procedures
- Scanning content and turning it into social posts
- Summarizing content
- Generating knowledge prompts to write
- Professional bios (full and short)
- Image prompting
- Developing customer journey
- Onboarding processes
- Capturing testimonials
- Planning a trip
- Learning a language
- Financial calculations
- Brainstorming ideas
- Topic title ideas for guesting/speaking

WRITE IN THE STYLE OF:

- millennial
- expert
- friend
- business bestie
- professional
- passionate
- guru
- business coach
- empathetic
- bold
- motivational
- high-energy
- eco-conscious
- supportive
- thought leader
- Tony Robbins



Q&A