



# CHATGPT

WITH LEAH REMILLET

BALANCINGBUSY.COM

LEAH REMILLET

Course Instructor



# WELCOME TO THE CHATGPT COURSE

Unleash the full potential of AI in your content creation with our ChatGPT Masterclass, designed to transform your digital communication effortlessly.

[BALANCINGBUSY.COM](https://balancingbusy.com)

# Create a ChatGPT Account

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[chat.openai.com](https://chat.openai.com)

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

## Additional Resources



[www.maxai.me](https://www.maxai.me)

(To use ChatGPT 4 with  
web search for Google)

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G O A L

01

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## BRAND VOICE

How to set up ChatGPT so that it creates content in your personal brand voice!

# 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.

<p><b>KEY PARTNERS</b></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><b>KEY ACTIVITIES</b></p> <p>What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>	<p><b>VALUE PROPOSITIONS</b></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><b>CUSTOMER RELATIONSHIPS</b></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><b>CUSTOMER SEGMENTS</b></p> <p>For whom are we creating value? Who are our most important customers? What are the customer archetypes?</p>
<p><b>KEY RESOURCES</b></p> <p>What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>			<p><b>CHANNELS</b></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 with custom</p>	
<p><b>COST STRUCTURE</b></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><b>REVENUE STREAMS</b></p> <p>For what value are our custom For what do they currently pa What is the revenue model? What are the pricing tactics?</p>		



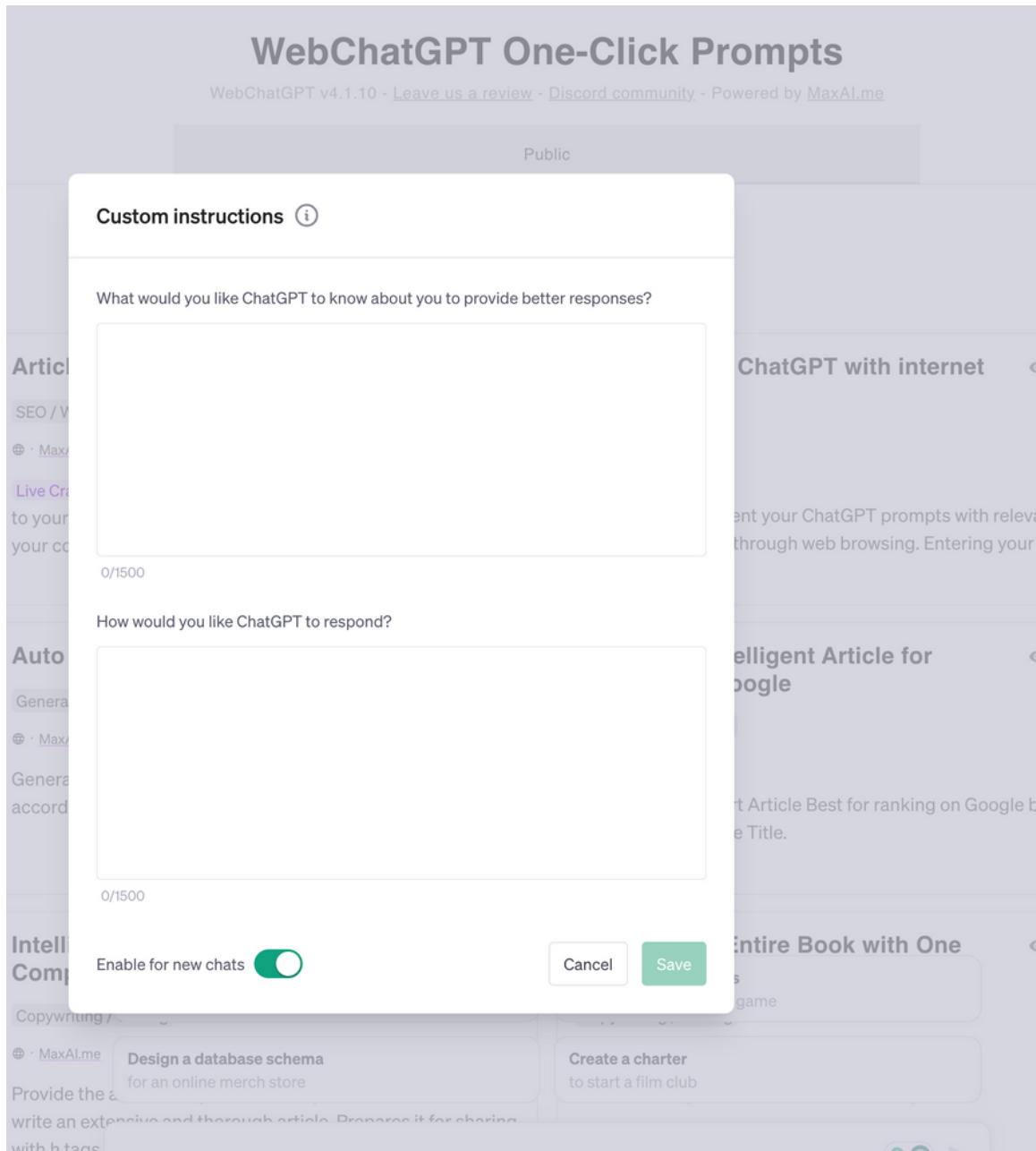
**Pro Tip:** *If you know your ideal customer and brand voice, start with your Custom Instruction Settings in ChatGPT.*

*If you need help revising and discovering your brand voice and business model, start with the Lean Canvas*

# Add Custom Instructions

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Log into ChatGPT > In lower Left Corner, click on “...” by your username/email address > Click: Custom Instructions



G O A L

02

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## BETTER RESULTS

Better input creates better output! Use Leah's PROMPT method to 10x your results!

# Leah's PROMPT Method

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Use as many of the 6 intensifiers as you need

**Persona:** Role and level of expertise you want it to emulate.

**Requirement:** Define the specific task or information you want; examples amplify!

**Outcome:** Specify the type of outcome and reason behind it to ensure the end goal aligns with objective

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

**Parameters:** Be specific on how you want ChatGPT to deliver it back

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



# Persona

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Tell ChatGPT who you need it to be

## **Step into the role of:**

- Copywriter
- Content Creator
- Business Coach
- CFO
- Creative Researcher
- Marketing Expert

*Ex: Step into the role of a female expert sales copywriter who specializes in helping heart-centered female business owners share their messages and offers. The ad you are writing will be airing on my podcast, Balancing Busy. It is to promote my live ChatGPT masterclass that is happening next week.*

**What Experts would you love to have access to:**

# Requirements

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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”

## Notes

# Outcome

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What is the result you're trying to accomplish?

## **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 TedTalk
- This meal plan should use easy, minimal ingredients and can be prepared in 30 minutes or less.

**List your current top 3 business goals:**

# Mining

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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”**



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# Parameters

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Be clear about what you want back

**Clearly state any known preferences, dislikes, or non-negotiables that might affect the content, delivery, or scope of the information.**

## **Examples:**

- Break down into 3-month increments over 18 months
- Deliver your response formatted as a Markdown list
- Write a brief guide formatted in HTML
- Deliver is an outline format with headings and subheadings
- Deliver in the format of a script
- As a graph and table
- The content must be actionable, align with a no-hustle philosophy, and be executable within a small team's capacity
- It should be printable and easy to fill out
- Quick to prepare, kid-friendly recipes.

# PROMPT Examples

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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.

## Try Writing Your Own

**Persona:**

**Requirement:**

**Outcome:**

**Mining:**

**Parameters:**

**Tone:**

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*Leah Remillet's*

## **P.R.O.M.P.T Method**

**P**ersona  
**R**equirement  
**O**utcome  
**M**inining  
**P**arameters  
**T**one

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PRINT AND PLACE NEXT TO YOUR COMPUTER FOR EASY RECALL

G O A L

03

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EXAMPLES

Give these prompts a try, or let them spark new ideas. The sky is the limit as we continue to harness the power of AI in our businesses.



# VA Examples

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- Blog Content Creation
- Podcast Shownotes
- Social Media Planning
- SM Content Creation
- Subject Lines
- Proofing/grammar
- Develop onboarding/offboarding
- Develop Campaigns
- Draft Email Responses
- Research Topics
- Policy Writing
- Build out Podcast Guest List
- Create Nurture Sequence
- Brainstorm and develop Freebie Ideas
- Help write Copy
- Review & Revise Copy
- Help develop courses
- Decision Support
- Interview Preparation
- Market Analysis

What would you like ChatGPT to help with?

# Leah's Favorite Uses

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- As a Research Assistant
- As an Expert Copywriter
- Writing Podcast Show Notes
- Helping me brainstorm ideas for just about everything
  - Subject lines
  - IG Bio
  - Reel copy and content ideas
  - Newsletter copy
  - Sales Pages
  - Podcasts to guest on
- Proofing for spelling/grammar (pro tip: specify that all changes need to be BOLDDED)
- As an expert

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](#)

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?



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# Prompt Ideas

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Play the role of a business coach. How do I balance client calls and playtime without neglecting business growth? Ask questions to give me a more tailored strategy for my situation.

Play the role of a social media expert; what's the best way to automate my social media while retaining authenticity, and how could you adapt this to my specific brand voice? I want to post at least 3x a week.

Be my personal trainer. Create a 3-month plan for me with effective, brief exercises for staying energized. Ask me questions that can help you customize the plan for my goals and hectic daily routine.

Act as an Angel Investor and mentor. What's a quick and compelling investor pitch that also explains my mom role, and could you suggest a tailored approach based on my business model?

Play the role of a Story Brand Certified Coach or as Don Miller. Help me craft an engaging brand story that resonates with other moms. Ask me questions that will pinpoint the unique aspects of my journey.

# More Prompt Ideas

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What are some effective, brief customer survey questions to improve my service? Consider my Lean Canvas and Brand goals. How could these questions help me with future planning?

Act as my CFO. What financial planning tips are crucial for a solo entrepreneur with kids, and what personalized questions could you ask me to ensure financial stability?

Act as my business coach and help me create a list of realistic and ambitious business goals. Ask questions to ensure my goals are aligned with my vision.

Act as Fortune 500 CEO and suggest a method to quickly validate a new product idea. Ask me questions that would help assess its potential success.

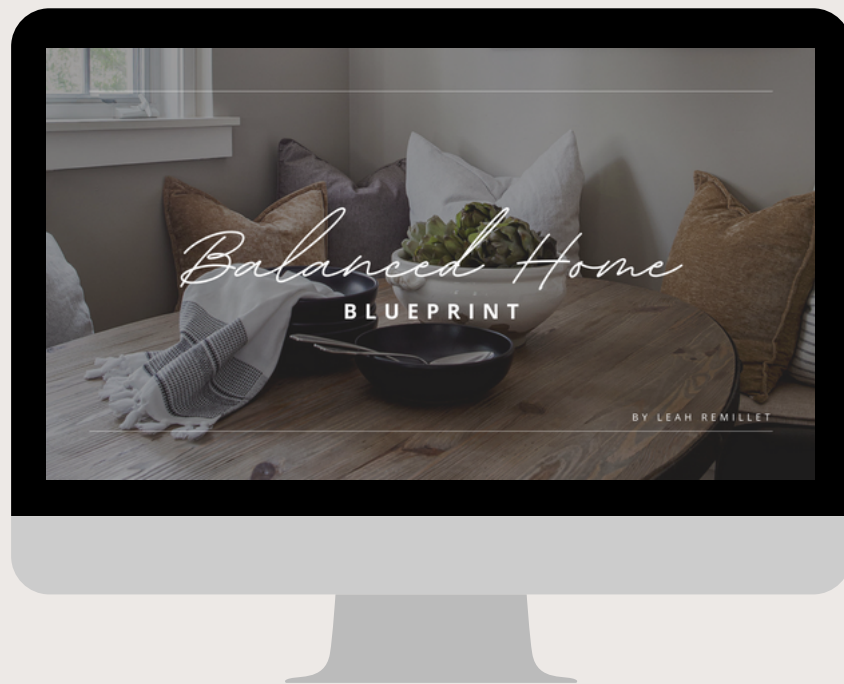
Create a list of 10 ways I can encourage reviews and increase my 5-star rating. Help me make a multi-step goal to get 15 reviews in the next 30 days.

Act as my personal chef and create a 30-day meal plan that can be prepared in 30 minutes or less. I want each meal to include high protein, healthy fats, vegetables, and minimal refined carbs. Ask questions that will tailor these meals to my family's preferences.

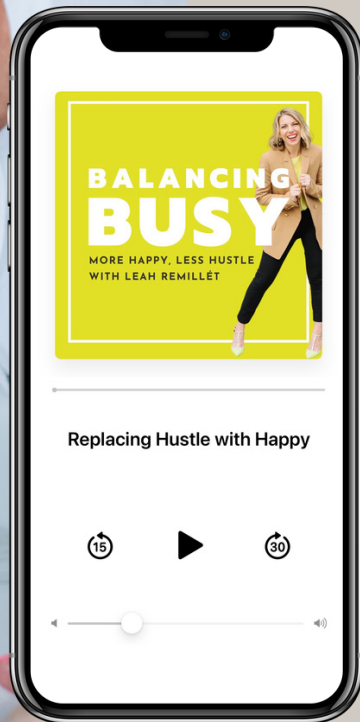
WHAT'S NEXT?

## NO TIME, CLEAN HOME SYSTEM

I love having a clean home! I want to have family dinner, and it's probably a good idea that we all have clean underwear. But as a working mom, it used to feel impossible to stay up on all of it. That is until I started thinking a little unconventionally and began stacking simple systems on top of each until I had my Balanced Home Blueprint.



[\*\*LEARN MORE\*\*](#)



# BALANCING BUSY PODCAST

For time-starved mompreneurs seeking harmony between their businesses and home life. Work/life balance DOES exist!

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