

## Prompts that were used during the Chat GPT course

You can copy and paste any of the prompts below that were used during the course. This would make it easier / quicker for you to then add your details to the prompts when you are trying them.

### Custom instructions:

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

I am a digital marketing trainer who delivers Digital marketing training courses to small business owners. Most of the people who attend my courses already have a basic understanding of Digital marketing and want to understand lesser known techniques that will help them grow their sales.

How would you like ChatGPT to respond?

1. When it comes to digital marketing topics do not provide very basic / beginner level answers. Provide content that is geared more towards intermediate and advanced level.
2. Use a professional tone of voice. When generating copy or content and I ask for a friendly tone of voice do not use overly friendly terms like Hello ladies or howdie entrepreneurs. Keep the tone professional but warm.
3. Where possible include examples in your answers
4. Always end each answer with a suggestion of 3 other thought provoking questions I could ask you on that topic
5. When I ask for Email subject lines always keep them to less than 7 words
6. Always write an answer in UK English

You could copy and paste custom instructions like these whenever you are using Chat GPT for digital marketing. Or when you add them you could switch them on or off

***Or you could use instructions like these which are ideal when you are trying to generate digital marketing ideas and content***

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

What we do and about our market

Who are our target customers

What are our priorities in terms of target audience and sales objectives

What our marketing objectives

What Digital marketing channels do you currently use / not use.

For example ...

I work for a 4 star hotel in Killarney, Ireland. There are 30 other hotels so it is a very competitive market.

Our main customers are American tourists, golfers and Irish families on a staycation and want a great family holiday in Kerry.

Our customer priorities are to increase our bookings from Irish families followed by American tourists.

Our marketing goals are to increase website traffic and sales, increase social media followers and increase the size of our email lists.

We have a website and take bookings on the website. We also use email marketing, Facebook and Instagram

We don't use TikTok, YouTube or Google ads but would like advice on how to best use these tools.

### **How would you like ChatGPT to respond?**

- Act like an expert marketer providing advice on how to plan and implement our digital marketing
- Always provide unique and interesting Digital marketing ideas
- Always provide answers in UK English
- Always suggest 3 interesting follow up questions I could ask you in order to learn more about a topic

### **Examples of things you can ask Chat GPT**

Please summarise the main points in the book how to win friends and influence people

I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

I have the following ingredients. Can you suggest some meals I can easily make in 20 minutes. I have eggs, ham, cheese, pasta, tuna, tomato, onion, milk in my fridge.

Explain to me how a mass spectrometer Explain works

Then follow up with – now explain it in a way that a 10 year old would understand

It is my dad's birthday and I am looking for a unique gift ideas. He loves tech gadgets, he plays golf and likes gardening. Can you suggest 40 unique gift ideas that typically cost under €150

I am in my final year of a maths degree. I would like to get a job with a big company but I don't know what type of job I can get as a maths graduate. Can you suggest 20 great jobs for maths graduates? Can you also explain 3 pros and cons of each job, 5 things someone would do a typical day and the usual starting salary for a graduate in Ireland

Can you now rank / prioritise these? I want a job where what I do is measurable, where I can work in any country and pays well after 5 years. Include the typical salary after 5 years

## **Examples of Prompts:**

### **1) Teach me**

Teach me how to get more customers for my hair salon business.

*Then delve deeper*

Can you give me a step by step guide to building an irresistible online presence for my hair salon business?

### **2) Act As**

Act as a recruitment expert and explain 10 pitfalls to avoid when hiring waitress for my restaurant

Act as Donald trump and explain to me how to be successful in business “

### **3) Summarise:**

Summarize the main ideas of the article 'Climate Change and its Effects on Biodiversity'

And then paste in the content of the article

Can you summarise this more?

Can you summarise and explain this to a 10 year old?

### **Brainstorm ideas:**

Brainstorm unique business ideas for a startup in gardening industry

Then delve deeper. Eg.

Can you explore the idea of gardening workshops for kids. Can you give me a list of 10 topics I could cover in the workshops?"

### **Converse:**

Let's chat about the latest developments in artificial intelligence. Do you think there are any dangers posed by AI

Then follow up with questions. Eg.

What type of deep fakes should we be concerned about? And what type of things could result from these

## **Creative writing:**

Write a 400 word short story for my 6 year old son Archie about a time-traveling adventurer who visits ancient civilizations. Also include Archie and his teddy bear as 2 characters in the story. The bears name is Tinpot

Please rewrite the story and include a few funny jokes about Tinpot

## **Digital Marketing Prompts:**

### **1) Brainstorm social media topics for your type of business**

#### **Step 1 – brainstorm ideas**

Can you brainstorm 20 topics for social media posts for my Mindfulness business. These posts will be for busy professionals who are time poor and who experience some stress

*Brainstorm x topics for x type of social media format for x type of business. The content is for x audience who are looking for x*

Suggested prompt:

Can you brainstorm 20 topics for TikTok videos or Instagram reels for my estate agent business. These videos will be for people who are planning to sell their house and want to get the best price for it.

Can you brainstorm 20 topics for social media posts for my florist business. These posts should showcase that we provide flowers for weddings and for key life events such as birthdays, anniversaries etc.

## **Step 2 – Choose one and ask for a script (or text for a post)**

Suggested prompt:

Write me a 40 second script for the video "The Power of Professional Photography": Demonstrating how quality photos can make a difference in listing. I don't want any intro or outro. Make the script friendly and fun and include unique interesting tips

## **Write website content and CTAs**

<https://www.heavins.ie/p/shark-anti-hair-wrap-cordless-vac-stick-vacuum-cleaner--iz202uk/0622356262996>

### **Step 1:**

#### **Tell Chat GPT about your product or service**

I am going to tell you about our product / service which is called "xyz" . When I submit this content simply acknowledge that you have received the information. I will then follow up with questions: (paste in details about your product / service )

## **Step 2:**

### **Ask Chat GPT to write text for the web page**

Can you now write text for the web page for this product. Refer to the key pain points that our customers might be experiencing and Outline the key features and benefits of the product and how it helps address those pain points.

## **Step 3**

### **Ask Chat GPT to suggest headlines for this page**

Can you now suggest 5 headlines for this page that customers would find compelling

## **Step 4**

### **Ask Chat GPT to suggest call to action text for this page**

Can you now suggest 5 call to actions for this page that will prompt people to purchase

## **2) Generate Email marketing ideas and subject lines**

### **Step 1: Generate email ideas**

Brainstorm 20 topics for email marketing my ladies boutique Business. Our customers are women aged between 30 and 70. These email marketing topics will be sales focused

And



Can you also suggest 20 topics that are not selling. Rather the email will provide helpful tips and advice

## **Step 2. Choose a topic and generate copy**

*Write a 500 word email for the topic Accessorizing Made Easy: Tips to Match Jewellery with Your Outfit. Include 10 unique and actionable tips. Write it in a fun and friendly Style for women aged between 30 and 70*

Ask for any changes you want. You can rewrite any elements in a word document

## **Step 3: Generate ideas for email subject lines**

Write 20 email subject lines for the email Accessorizing Made Easy: Tips to Match Jewellery with Your Outfit . Make them intriguing and compelling

## **Competitor Monitoring**

Can you analyse these online Reviews and list the top 10 things that customers like about this business and the top 10 things that customer are unhappy about:

## 1) How to generate Blog post ideas and initial drafts

### A basic prompt

Write a blog post about why you should hire a garden maintenance company

### A better prompt

Act as an expert gardener and write an informative 1000 word article targeting busy professionals who commute a lot and don't have time to look after their garden. In the article discuss 15 main advantages of hiring a garden maintenance company and what you should look for when choosing one

How to get even better results:

### Step 1 – Get topic ideas

Suggested prompt:

Generate 50 article titles relating to a garden maintenance company. Make them intriguing and interesting

Or

Generate 50 article titles relating to a garden maintenance company. Write them in a **click bait style**

## **Step 2: Then generate an outline for the article**

**Generate an out line for the article** “Want a Garden Like the Rich and Famous? Our Maintenance Tips Will Get You There” Write it in the style of a gardening expert and write it for busy professionals who don’t have time to look after their garden and commute to work a lot

## **Step 3 – Ask Chat GPT to write the article, one section at a time**

Ok. Can you now write the article but only write the introduction section for now. Write it in the style of an expert gardener and write it in a friendly manner. Also include some example and anecdotes where appropriate.

## **Step 4 – Ask it to write each section**

Can you now write section 1

can you now write section 2 etc

## **Dalle - image prompts**

Create a photo realistic image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.

Create a photo realistic image of a majestic cheetah in full sprint across the vast expanse of the African savannah. The cheetah, marked by its distinctive black spots on golden fur, exhibits a powerful and graceful form as it races across the terrain. Its muscles are visibly defined, capturing the essence of speed and agility. The savannah around it is a blend of golden grasses and sparse greenery, stretching out to a horizon under a clear blue sky. The sun is high, casting dynamic shadows that accentuate the cheetah's rapid movement. Dust is kicked up under its swift paws, adding a sense of motion and intensity to the scene. This image encapsulates the raw power and elegance of one of nature's fastest animals in its natural habitat

Create a photo realistic image of a young girl, around 7 or 8 years old, with long, wavy brown hair that falls gently around her shoulders. Her eyes, a deep shade of hazel, are filled with tears, reflecting a sense of sadness and vulnerability. Her expression is one of sorrow, with her eyebrows slightly furrowed and her small mouth downturned. She is sitting on a wooden bench in a quiet park, surrounded by greenery, adding to the sombre mood of the scene. The lighting is soft, casting a gentle illumination on her face, highlighting the tears on her cheeks and the emotional depth in her eyes