



HOW TO USE CHAT GPT

TO IMPROVE YOUR
DIGITAL MARKETING

What we will cover

Big picture: There are 5 levels at which you can use Chat GPT to get expert advice / content/ tactics

Level 1: Instant model with no personalisation

- Effective prompts such as Act As, Summarise, Teach me, Write like me
- What you should know about copyright
- About Memories and how to check what Chat GPT remembers about you
- How to protect your privacy

Level 2: How to tailor Chat GPT to you using Personalisation

Level 3: How to get better answers using the Thinking model plus personalisation

Level 4: How to get the most comprehensive answer or advice using Deep Research

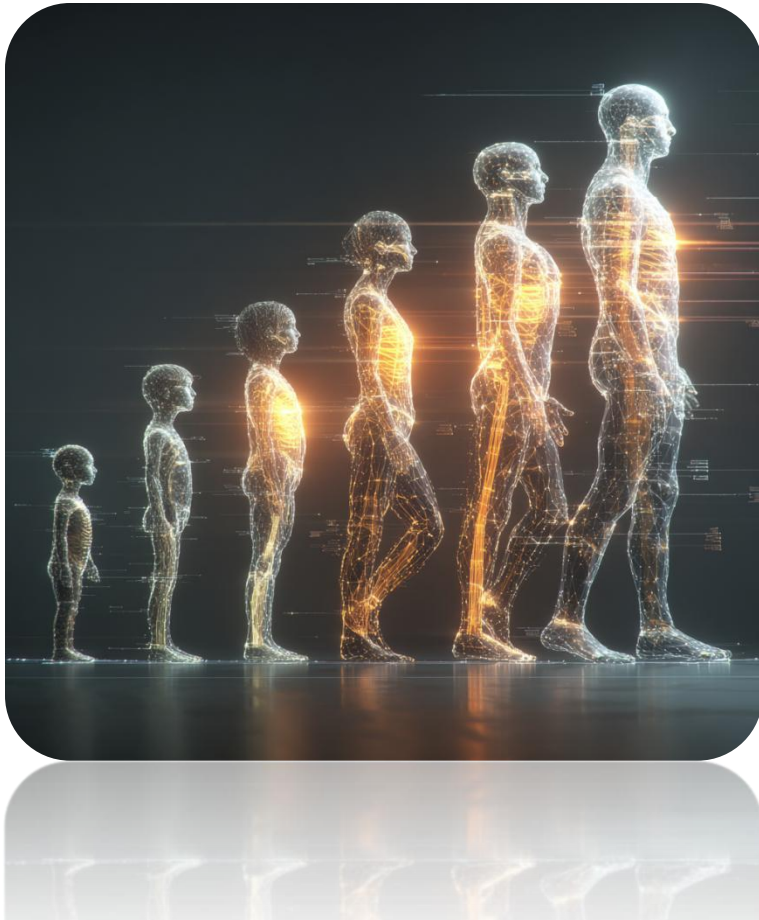
Level 5: How to get the most tailored answers for your business using Projects

There are 3 main ways to use these tools



In this course we are focusing on how to use it for Chat = how to get expert level advice and ideas for your marketing

Since the launch of Chat GPT 3 years ago AI has evolved quickly



Since the launch of Chat GPT and Gemini they have consistently improved the models and their features with the result that there are now basic and advanced ways to use these tools.

It's important to understand whether you are using the basic features or advanced ones in order to get the best results.

USING AI FOR KNOWLEDGE

Getting ideas, tactics, strategies

Which Level Are You At?



1 Fast Answers

You are using the fast model and not giving much context. You ask a question, it gives a fast answer

USING AI FOR KNOWLEDGE

Getting ideas, tactics, strategies

Which Level Are You At?



1 Fast Answers

2 More Tailored Answers

3 Customised Answers

4 Personalised Answers

2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

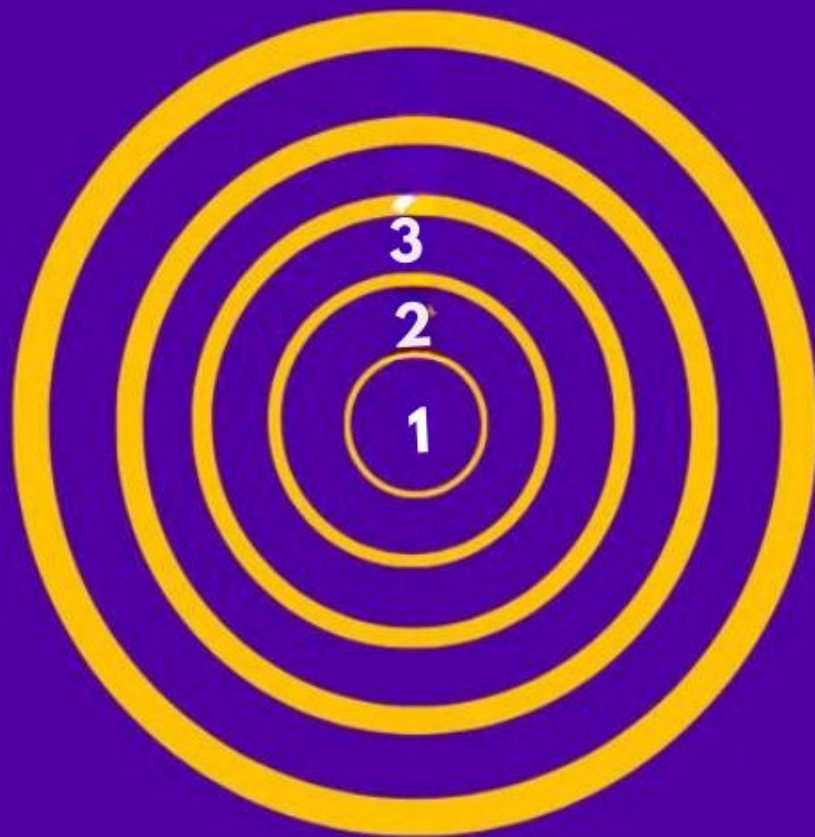
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3 Thinking / Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

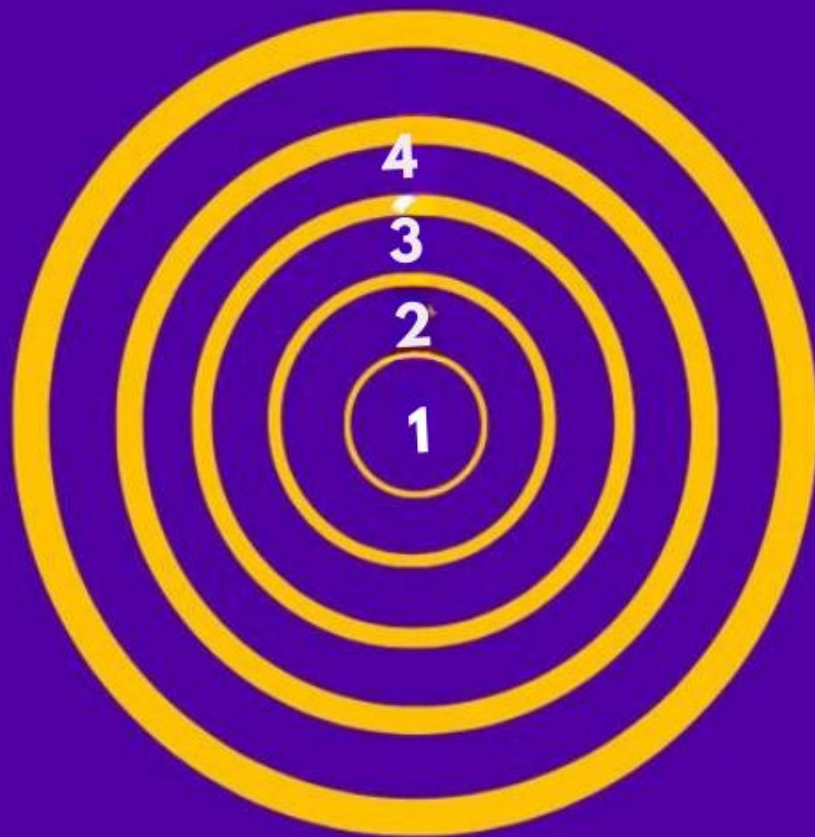
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4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

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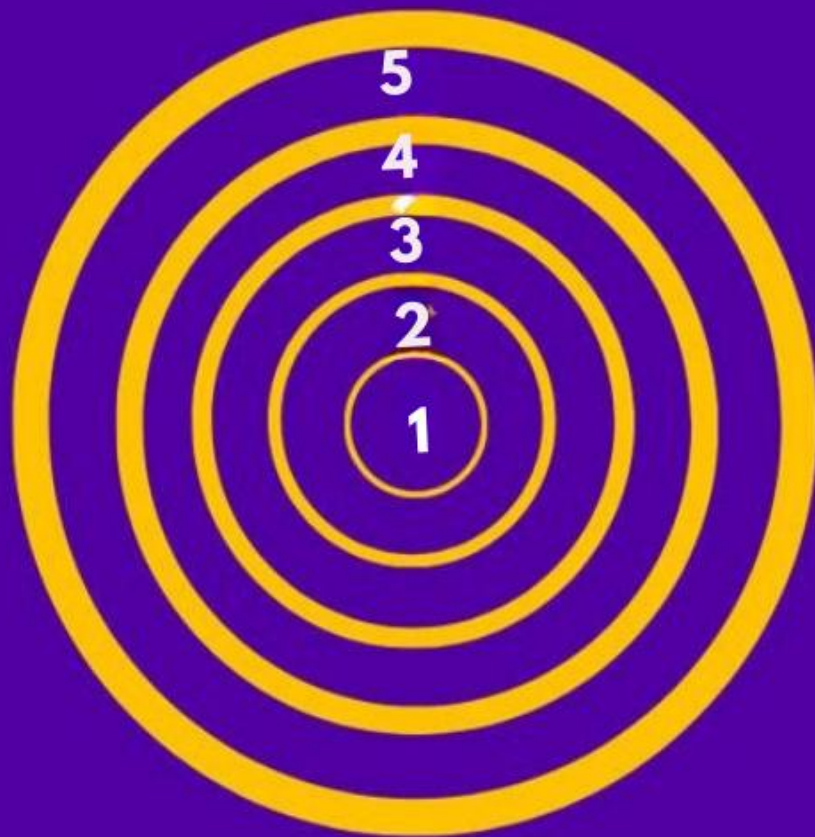
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Which Level Are You At?



5 Highly Tailored Answers

Projects/Gems. Combine custom instructions + your files + research sources to make the AI highly specific to your business

4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

3 Thinking / Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

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There is a free and paid version of Chat GPT



Chat GPT5 which is free

- You get Chat GPTs lowest model (Luna)
- Limited image creation (a few per day)
- Projects
- Thinking option

Chat GPT plus gives you ...

- The 3 new models – Sol is the most powerful
- Thinking models
- Unlimited image creation
- Video creation
- Unlimited file analysis
- Chat GPT work
- Chat GPT Skills
- Chat GPT app on desktop

The default is the “Fast model”

ChatGPT ▾

✦ Upgrade

What can I help with?

+ Ask anything



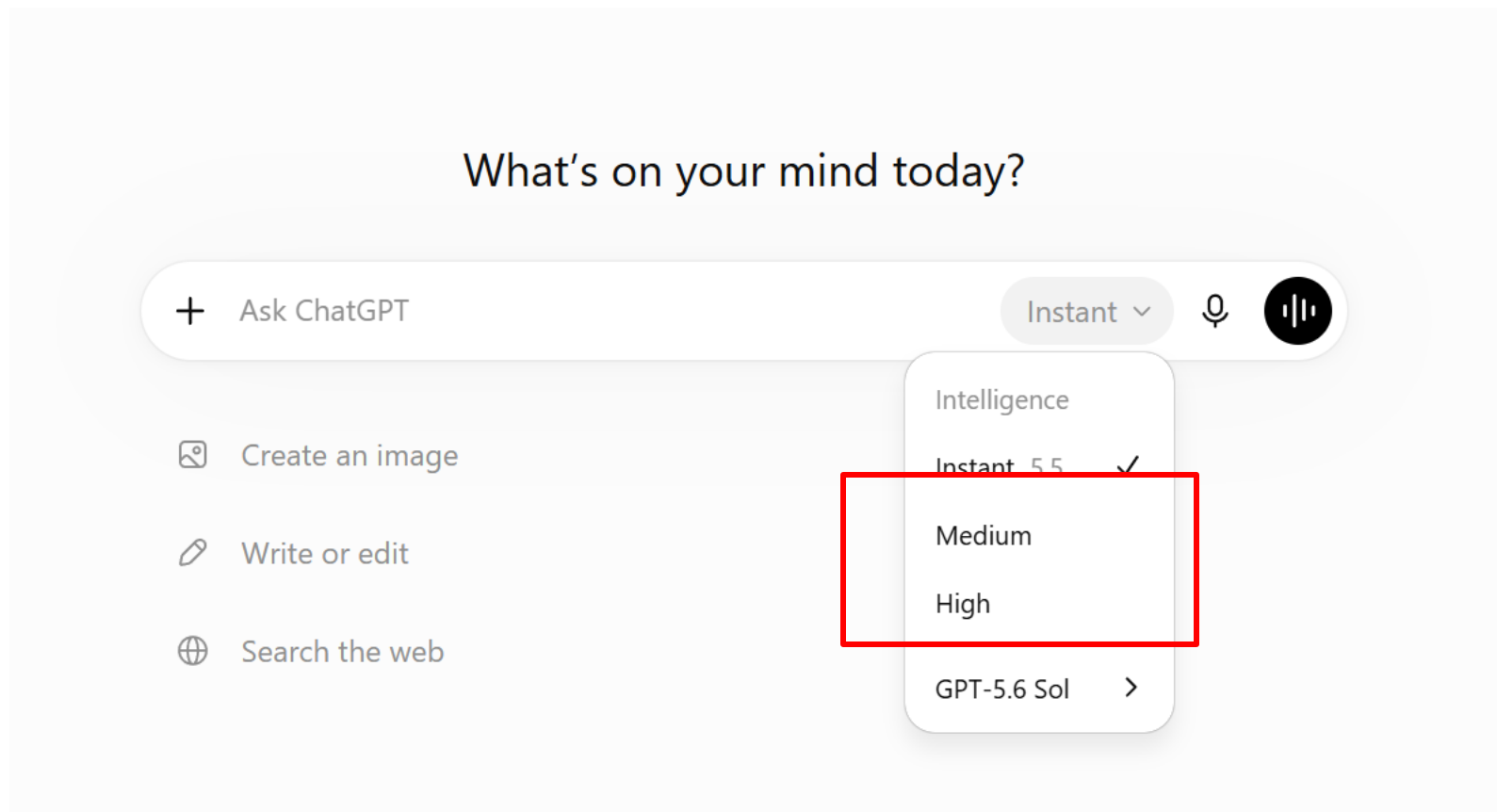
 Create an image

 Write or edit

 Look something up

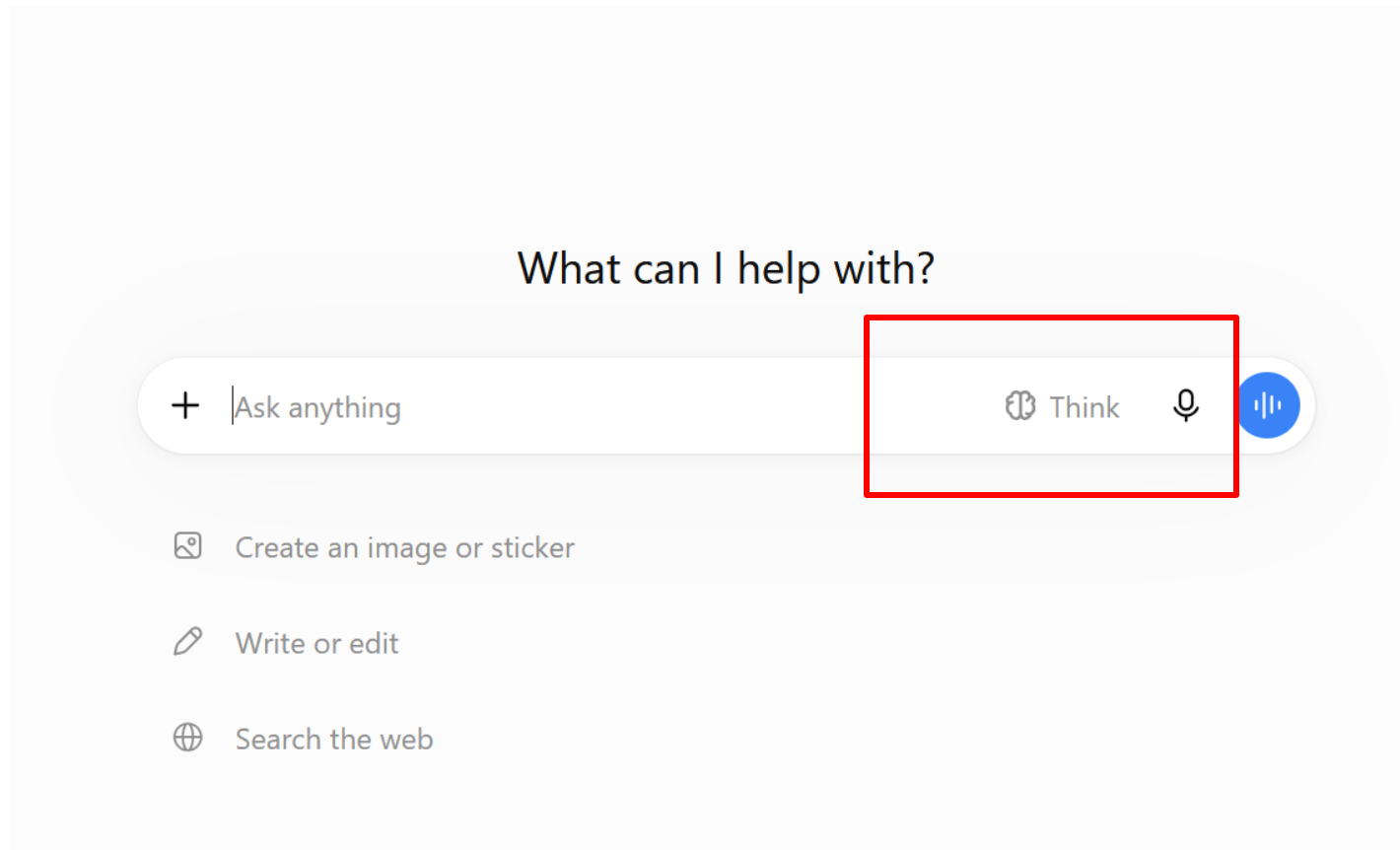
The default when you use Chat GPT is the fast model.
It aims to start answering within a second
You will get a very good answer

there is a thinking model in the paid version



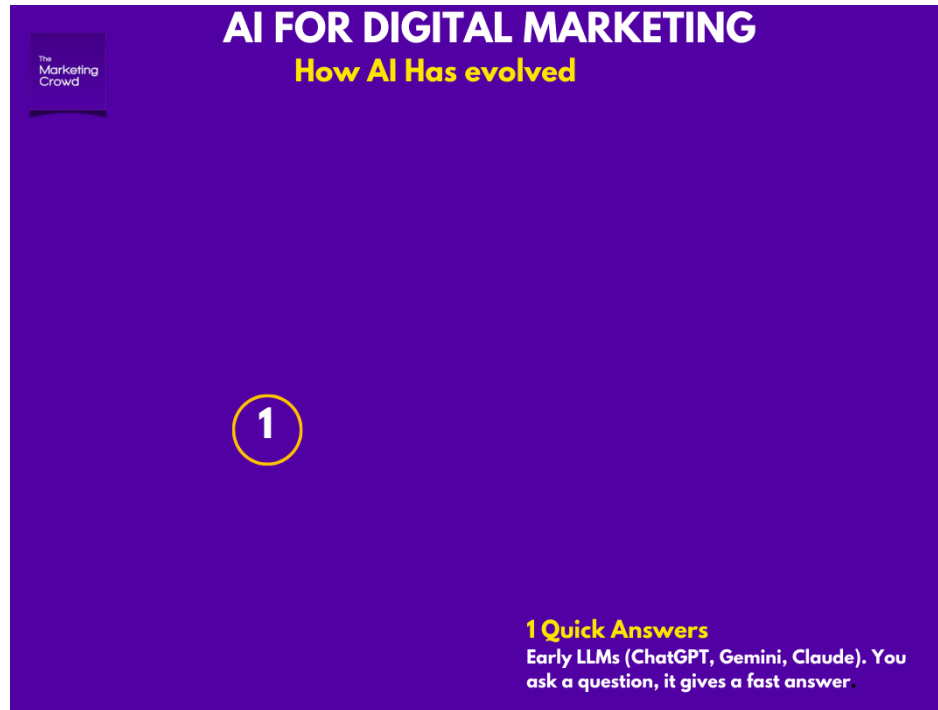
If you switch to the thinking model it will reason more. It will weigh up your question and will give you amore considered and comprehensive answer

There is also a thinking model in the paid version



Click the think button if you want to use thinking model

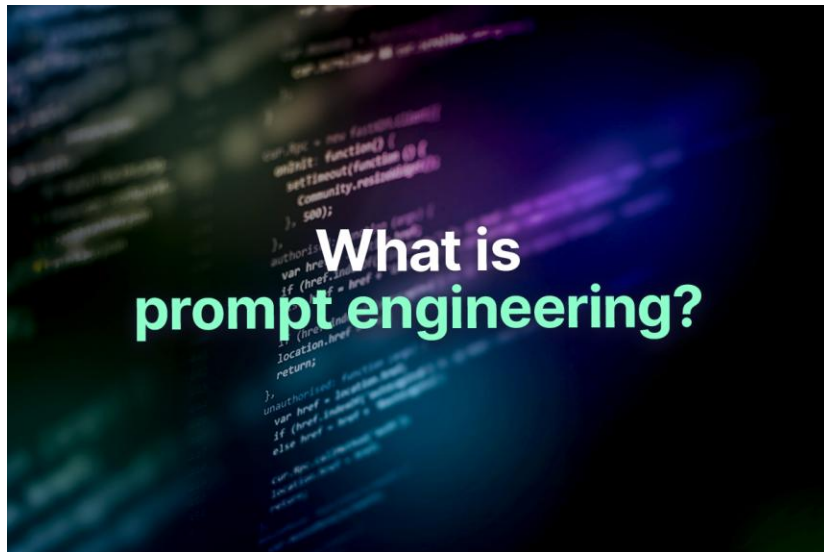
But there is also a thinking model in the paid version



If you just use the instant / fast model (without personalisation) you are at level 1

But here are also lots of fundamentals you need to understand at level 1

The questions you ask are called prompts



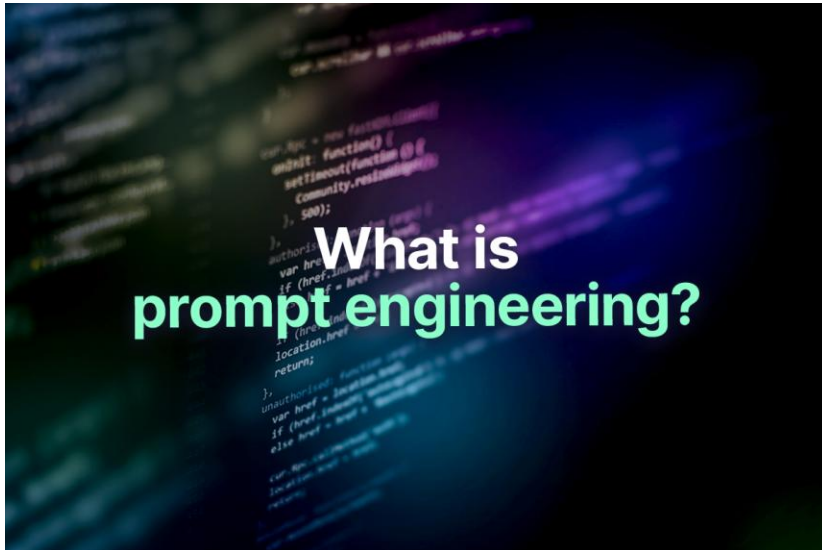
When you ask Chat GPT something it is a prompt

If your prompts are poor you won't get as much out of Chat GPT

A prompt can be a question, a phrase, or several paragraphs. The more specific the prompt is, the better the response.

Writing an effective prompt — prompt engineering — is critical to ensure the Chat GPT response is not only factually correct but crafted exactly as you intended to best deliver information to a specific target audience.

There are 3 big elements in your prompt



1. Give it context

I have a driving school business in Limerick Ireland

2. Always ask it to act like an expert in this area

Act like an expert in business growth

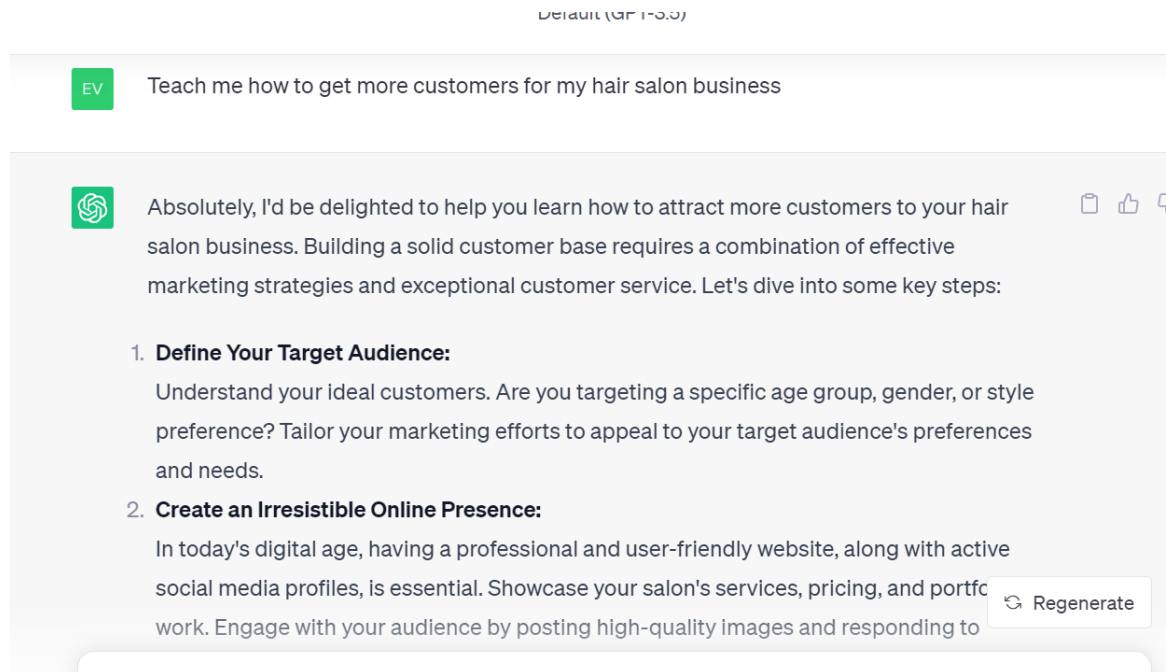
3. Be clear about what you want

Teach me how to increase my sales

Example prompt:

*I have a driving school business in Limerick Ireland.
Act like a business growth expert and teach me how to
Increase my sales.*

When it comes to the 3rd part of the prompt – be clear about what you want – “Teach me” works well if you don’t know much about a topic



Teach Me:

Ask ChatGPT to provide an explanation or teach you about a specific topic.

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

When it comes to the 3rd part of the prompt – be clear about what you want – “Teach me” works well if you don’t know much about a topic

After getting a reply to “teach me” ...

You could then Iterate / delve deeper

Delve deeper into one of the points Chat GPT has given you. For example

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

Then ask it about other points and you will get more detail.

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

 Certainly! Building an irresistible online presence for your hair salon business is crucial in today's digital age. Follow this step-by-step guide to create a compelling and engaging online presence that attracts potential customers and keeps them coming back for more.

Step 1: Define Your Brand Identity

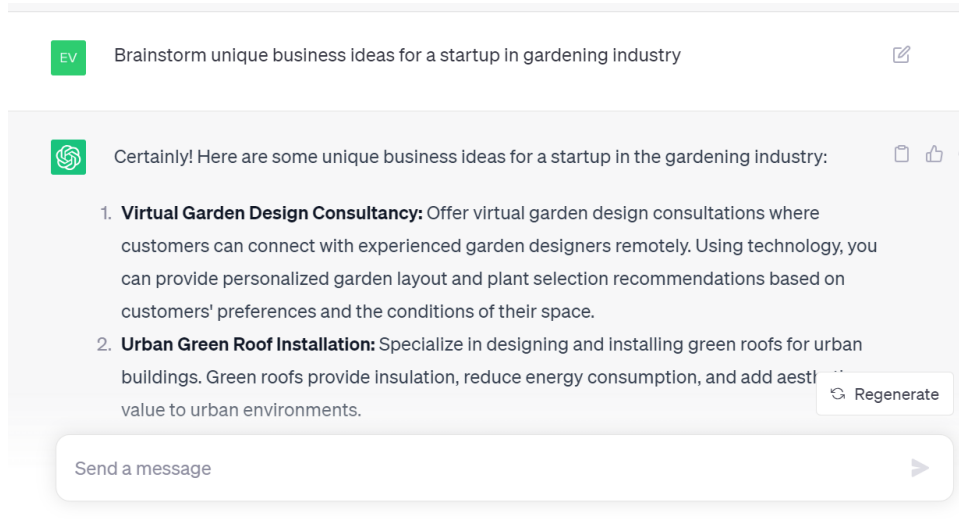
1. **Identify Your Unique Selling Proposition (USP):** Determine what sets your salon apart from competitors. Is it your specialty services, personalized consultations, or trendy styles?
2. **Create a Brand Persona:** Develop a consistent brand voice and personality that resonates with your target audience. Decide whether your brand is sophisticated, friendly, edgy, ...

 Regenerate

Send a message



When it comes to the 3rd part of the prompt – be clear about what you want – “Brainstorm” works well if you are looking for ideas



Brainstorm Ideas:

Explanation: Ask ChatGPT to brainstorm ideas on a given topic.

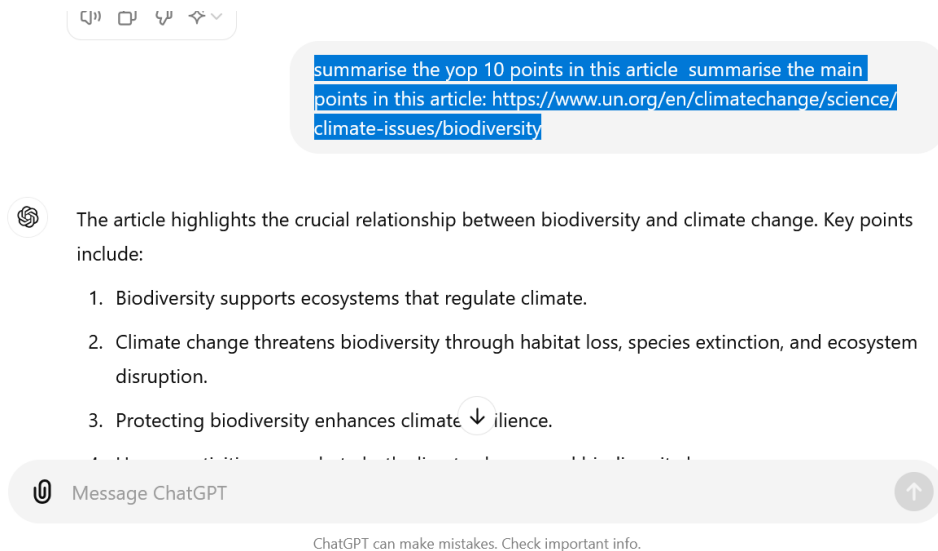
Example: “Brainstorm unique business ideas for a startup in gardening industry.”

Then delve deeper. E.g.

“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?”



When it comes to the 3rd part of the prompt – be clear about what you want – “Summarize” works well



Summarize / Analyse

Prompt ChatGPT to condense a larger piece of content into a shorter, concise summary.

Example:

summarise the top 10 points in this article
summarise the main points in this article:
<https://www.un.org/en/climatechange/science/climate-issues/biodiversity>

You could also ask Chat GPT to analyse one of your product / service web pages

“Here is a link to our product / service page. Act like an expert in generating web enquiries and sales and tell me what is strong and where it could be improved

You can also ask Chat GPT to write in your style and tone

Here are some example of blog posts I have written. I am adding these so you can understand my writing style: Example blog posts I have written – for write like me

Did you know that Instagram has been quietly removing some accounts' Posts and Reels from appearing in hashtag results or in the Explore Page. Basically, it stops the content being recommended to non-followers if it thinks that you have not followed their guidelines. An example of not following guidelines would be using popular but not relevant hashtags. The process was called 'shadow banning' – you wouldn't be told by Instagram but you might notice less reach or



Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT August 3 Version



Based on the examples you've provided, your writing style is informative, concise, and straightforward. You provide practical tips and advice in a step-by-step manner. Here's a summary of your writing style based on the examples:



1. **Informative and Actionable:** You provide valuable information that readers can use to enhance their social media presence and marketing strategies.
2. **Step-by-Step Guidance:** Your blog posts often include clear and easy-to-follow steps or instructions, making it simple for readers to implement your suggestions.
3. **Highlighting New Features:** You alert readers to new features or tools on platforms like Instagram, Facebook, and LinkedIn that can benefit their marketing efforts.
4. **Use of Examples:** You illustrate your points with examples, such as mentioning specific tools or apps, which helps readers understand how to apply the information.
5. **Benefits Emphasis:** You emphasize the benefits of the tools or strategies you discuss, explaining how they can save time, enhance content quality, or improve engagement.

Regenerate

Send a message



Write Like Me:

Instruct ChatGPT to generate text in a style similar to yours or a specific author's.

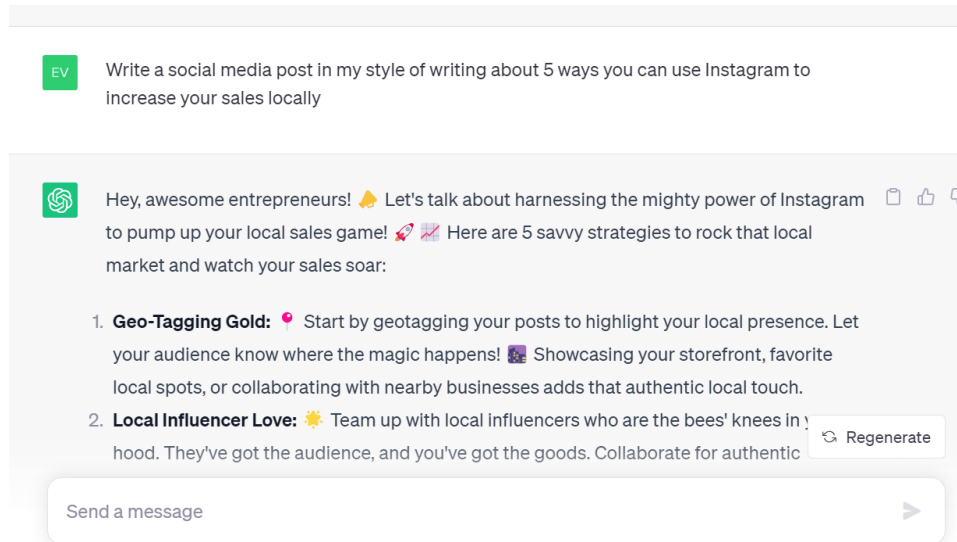
Step 1:

Provide Chat GPT with lots of examples of previous blog posts or articles you have written.

Then ask it to analyse the writing style.

Then tell it that this is the writing style of “name the person”. When I ask you to write like (name) refer back to this style.

You can also ask Chat GPT to write in your style and tone



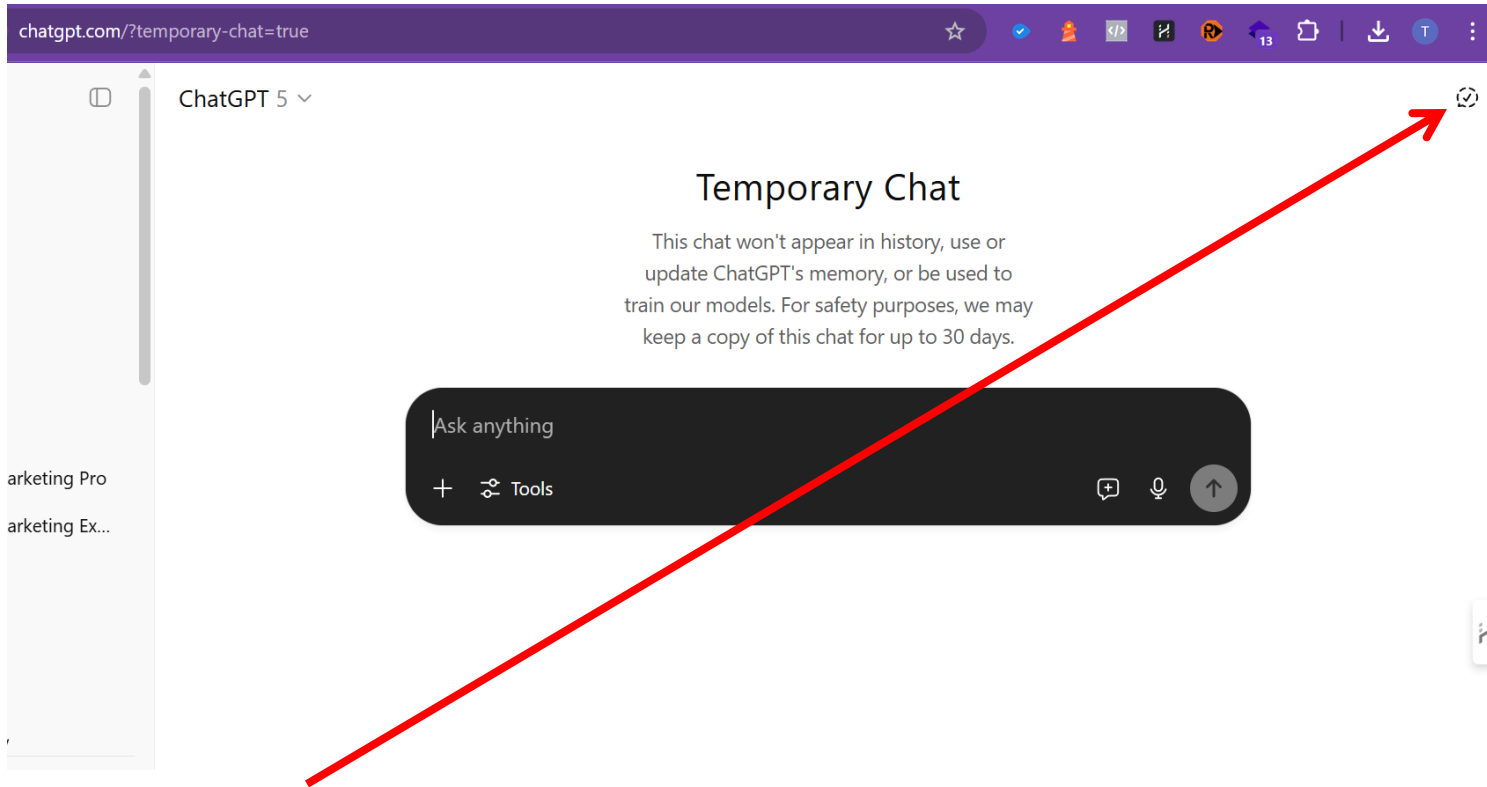
Write Like Me:

Step 2:

Instruct ChatGPT to generate text in a style similar to yours or a specific author's.

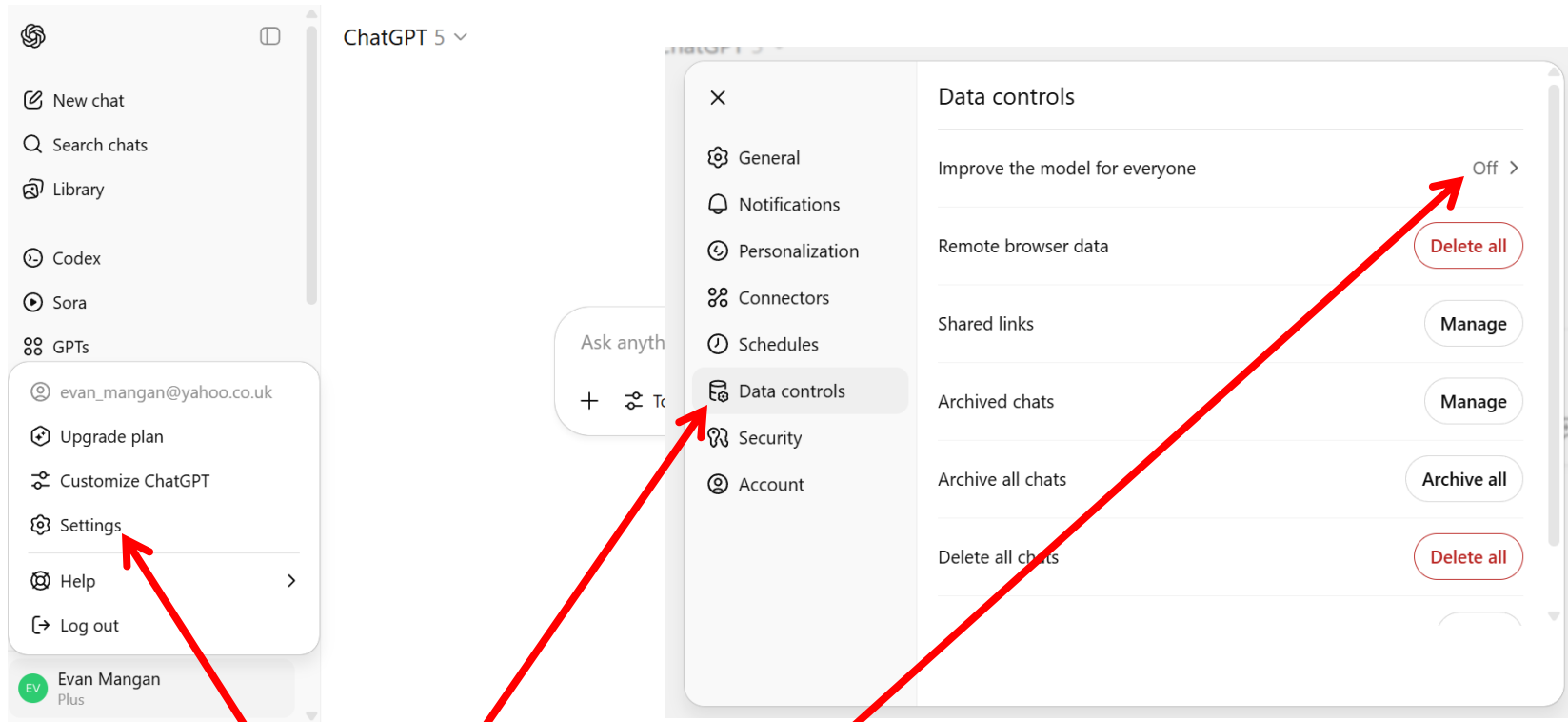
Example: "Write a social media post in Evan's style of writing about 5 ways you can use Instagram to increase your sales locally"

To protect your privacy you can



If you don't want your chat to be stored by Chat GPT or used to train Chat GPT, you can select temporary chat

To protect your privacy you can

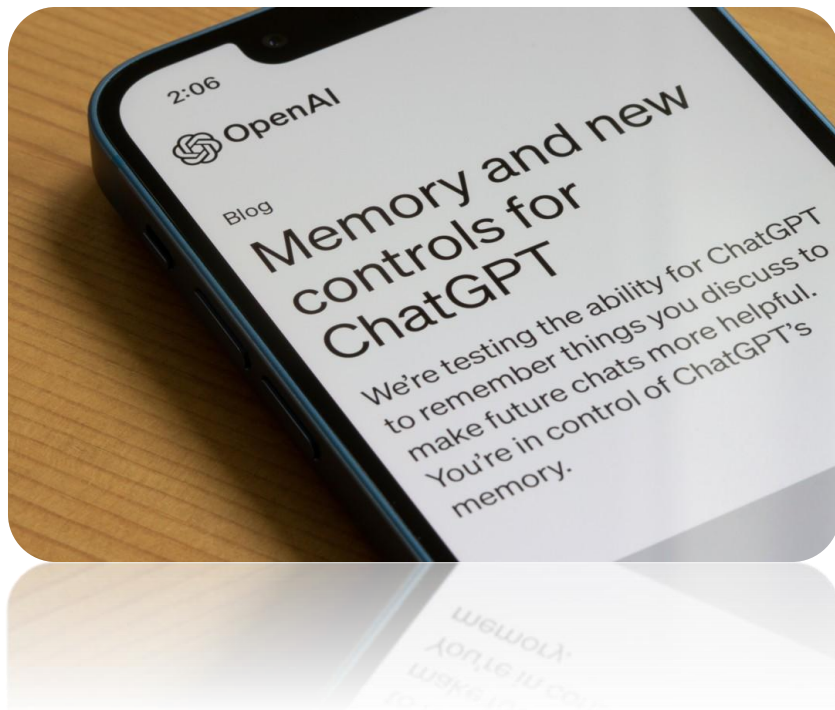


Another way to ensure that your chat won't be stored by Chat GPT or used to train Chat GPT, you can switch it off in settings

In the bottom left select settings

Then under data control go to "improve the model for everyone" and switch it off

Free and paid users have Memory activated on their account



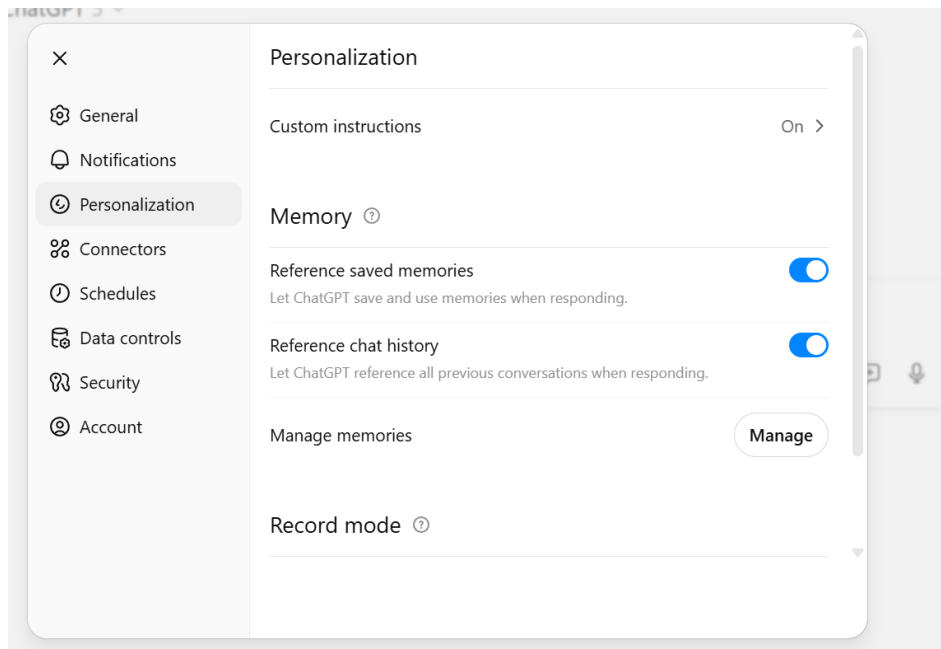
ChatGPT's memory feature allows it to store and recall information across multiple conversations, enhancing personalization and continuity in interactions.

ChatGPT can automatically add memories when it deems information relevant. It stores about 1,200-1,400 words of memories in total, organized chronologically. The AI can recall these memories in future conversations, eliminating the need to repeat information

This means

- Something you told it in a previous chat will be remembered in this new chat
- You can give it examples of your writing, ask it to describe the style and then tell it to remember that this is your writing style
- You can tell it to remember that whenever you ask for recipes that you do not eat meat

Free and paid users have Memory activated on their account



You can manage this memory feature

Users have control over ChatGPT's memory: You can explicitly tell ChatGPT to remember or forget specific information.

Memories can be viewed, edited, or deleted in Settings > Personalization > Memory > Manage

You can then review all the memories and delete any that you don't want

The memory feature can be toggled on or off in settings

Paid users get more memory than free users

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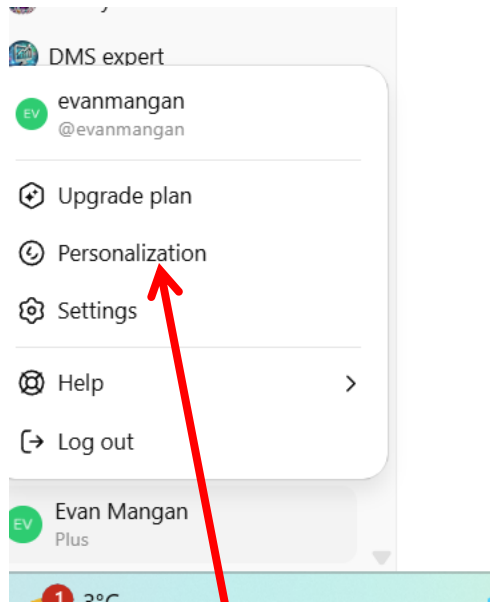
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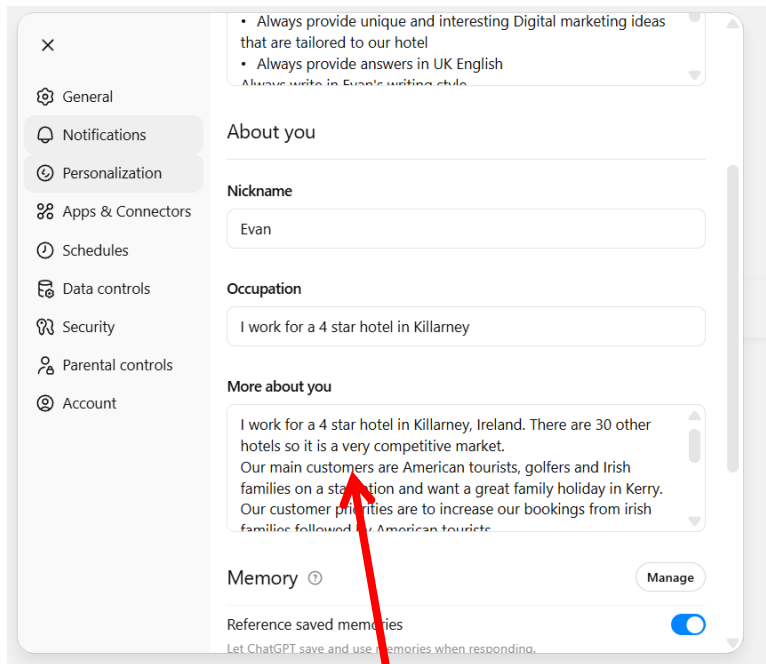
You can add personalisation that gives Chat GPT more context & instructions



Click on the circle bottom left
Then click Personalisation

You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

You can add personalisation that gives Chat GPT more context & instructions



You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

What will it call You?

Evan

What do you do?

I work for a 4 star hotel in Killarney

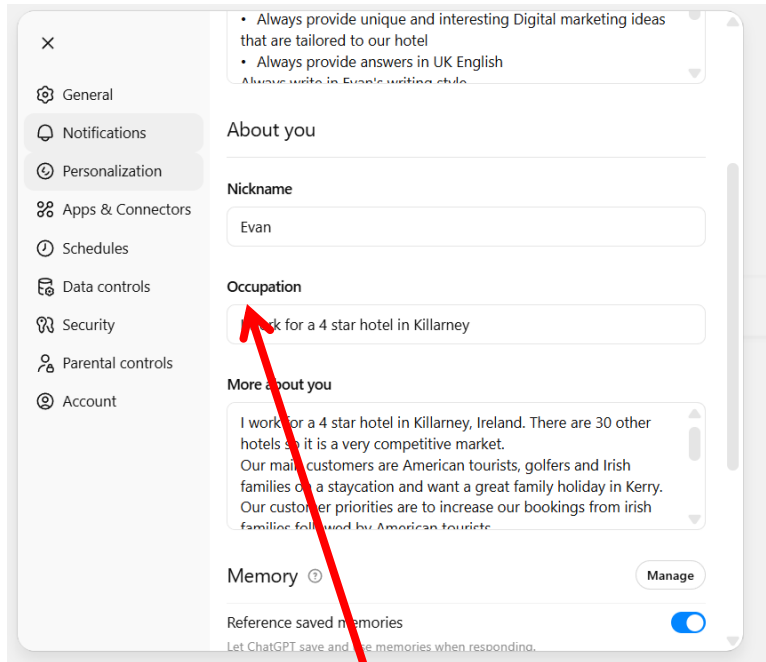
What personality should chat GPT have?

I keep it at normal but you can try the other ones such as Cynic, Robot, Listener

What traits?

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

You can add personalisation that gives Chat GPT more context & instructions

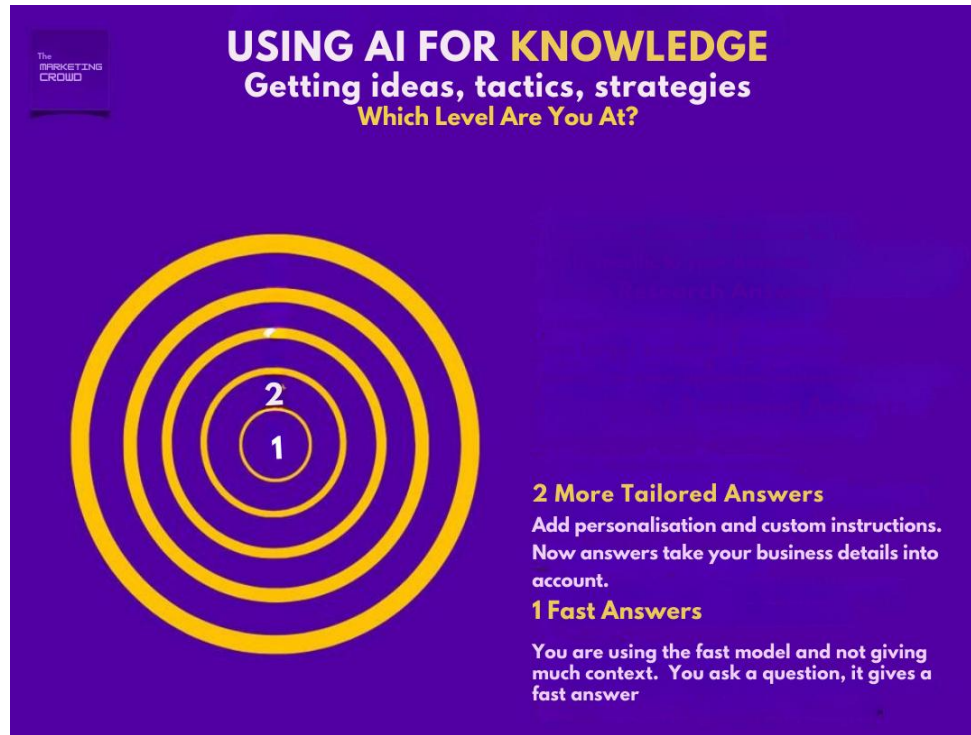


You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

Anything else Chat GPT should know about you?

- 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.

You can add personalisation that gives Chat GPT more context & instructions



When you setup personalisation and use the fast model you are at level 2

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Most businesses are only using the basics



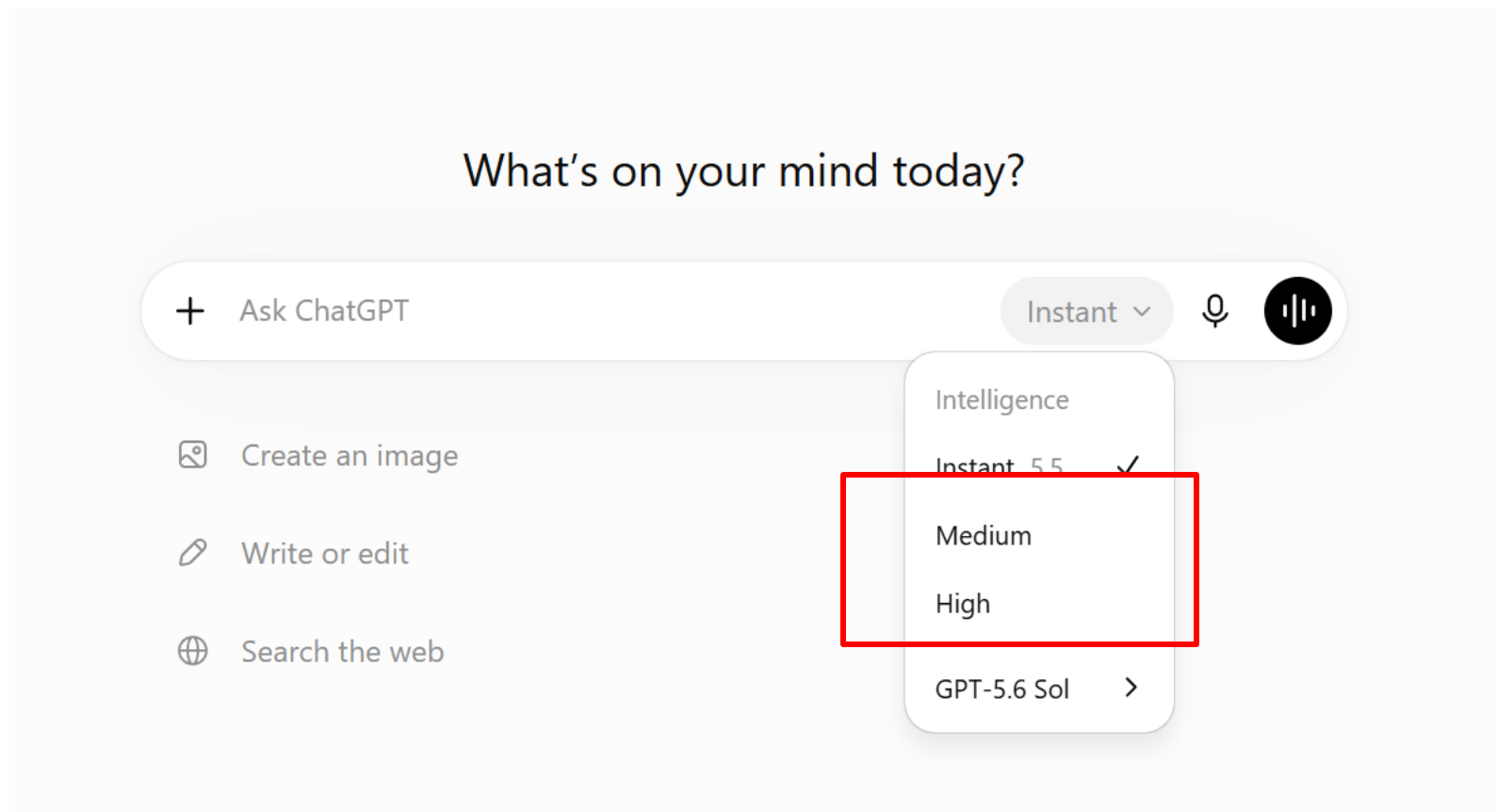
Most businesses are using AI at the first or second stage (Fast answers with custom instructions)

It is when you progress and use

- Reasoning / thinking models
- Deep research
- Projects or Gems

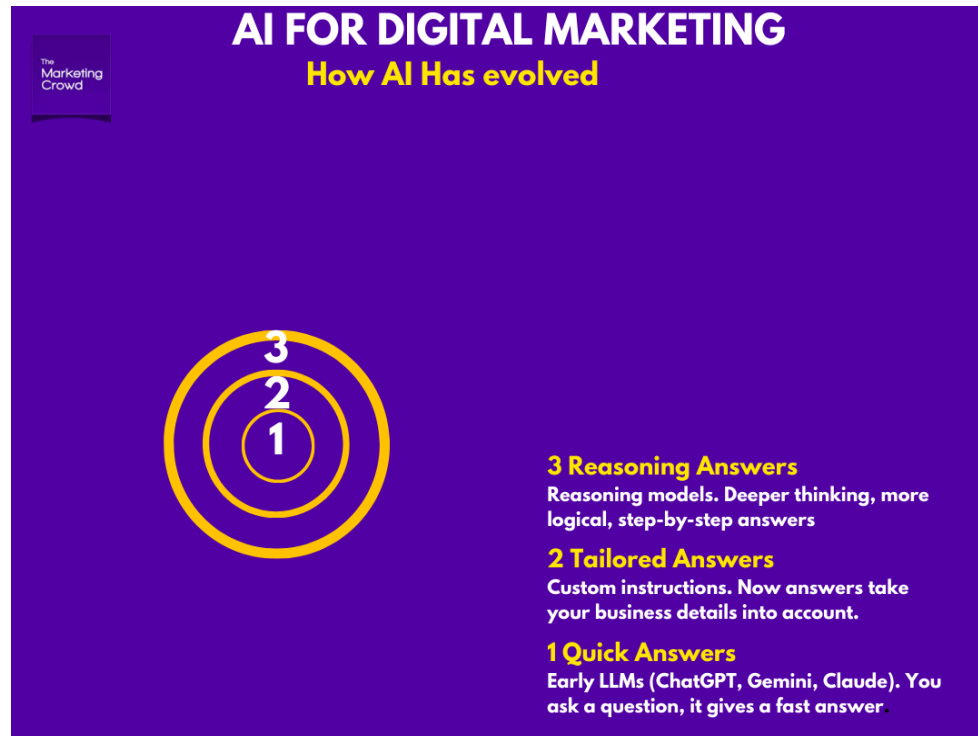
Then it becomes far more powerful for your digital marketing

There is a thinking model in the paid and free versions



If you switch to the thinking model it will reason more. It will weigh up your question and will give you a more considered and comprehensive answer

There is a thinking model



When you setup personalisation and switch to the thinking model you are at level 3

You should use the thinking model for all your questions relating to your business and digital marketing. Combined with the personalisation you will get much better answers./

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How to get the most comprehensive answer or advice using Deep Research

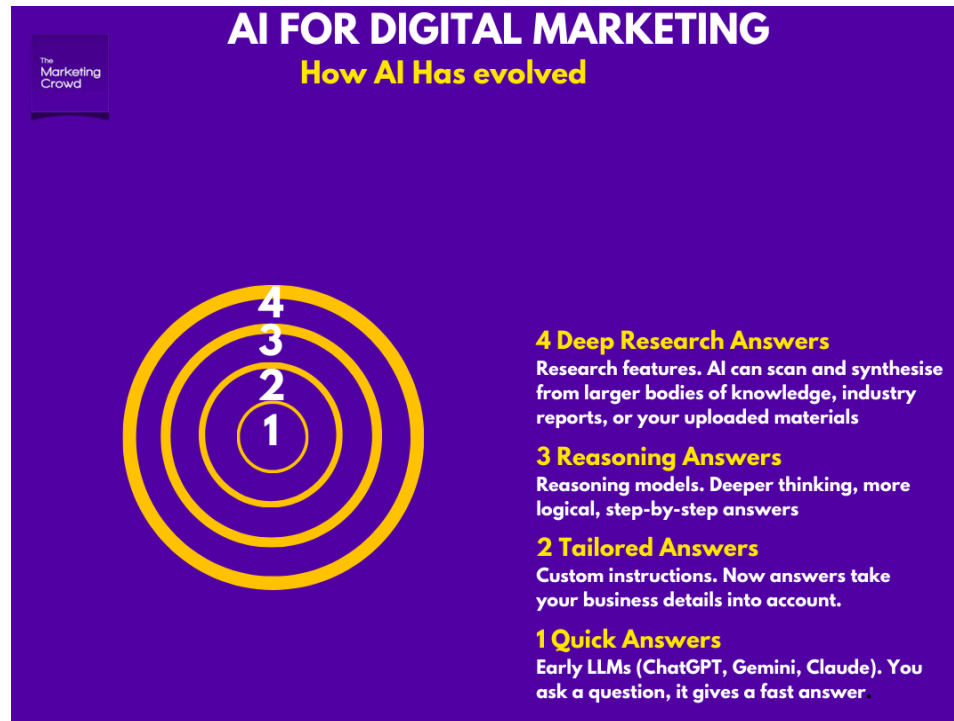


This is available to paid users and free users get 5 free deep research reports a month

You can ask it to research anything and it will do some initial research and then go off and do more research based on that. Whatever it learns will trigger more research until it is finally happy that it has all the information it needs. It then provides a very detailed report. I asked it ...

This is a brilliant tool for getting a very detailed report on a digital marketing plan for your business, how to do SEO for your business, an analysis of your competitors or industry trends.

When you use Deep research you are at level 4



If you want to get an in-depth understand of a topic or you want highly researched and considered expert advice on something, get a Deep research report

Some Deep research prompts you could try for your business



Business SWOT Analysis (Strengths, weaknesses, opportunities and threats)

I have a business in (My website address is (insert industry / type of business web address)

Conduct deep research on my business and provide a SWOT analysis

Some Deep research prompts you could try for your business



Digital marketing in my industry

I have a business in (insert industry / type of business. My website address is (insert web address)

Conduct deep research on my industry explain how businesses like mine are using digital marketing effectively to grow their sales.

Some Deep research prompts you could try for your business



Grants Report

I have a business in (insert industry / type of business. My website address is (insert web address)

Research all grants, funding programmes and supports available to a business like mine in Ireland.

Include:

Eligibility

Funding amounts

Deadlines

Application requirements

Rank by suitability for my business.

Some Deep research prompts you could try for your business



Complete Business Analysis

I have a business in (insert industry / type of business. My website address is (insert web address)

Act like a senior business consultant.

Research my business in detail by analysing my website, social media profiles, Google Business Profile, customer reviews and any other publicly available information.

Produce a comprehensive report covering:

- Strengths
- Weaknesses
- Opportunities
- Threats
- Competitive advantages
- Unique selling points
- Customer perception
- Brand positioning
- Areas where I may be losing sales
- Recommended priorities for the next 12 months

At the end provide a 90-day action plan ranked by impact and ease of implementation.

Some Deep research prompts you could try for your business



Future of My Industry

I have a business in (insert industry / type of business. My website address is (insert web address)

Act like a strategic business analyst. Research how my industry is likely to change over the next 5 years and also from 5 to 10 years.

Identify:

- Technology changes
- AI impacts
- Customer behaviour changes
- New competitors
- New marketing opportunities

Provide recommendations on how I can prepare my business.

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Why create a Project?



1. Better context.

Instead of the AI reading a few paragraphs about your business in custom instructions/personalisation, you can attach the deep research files. Now, before it answers you it will read everything there is to know about your business and industry so you always get expert level answers tailored to your business

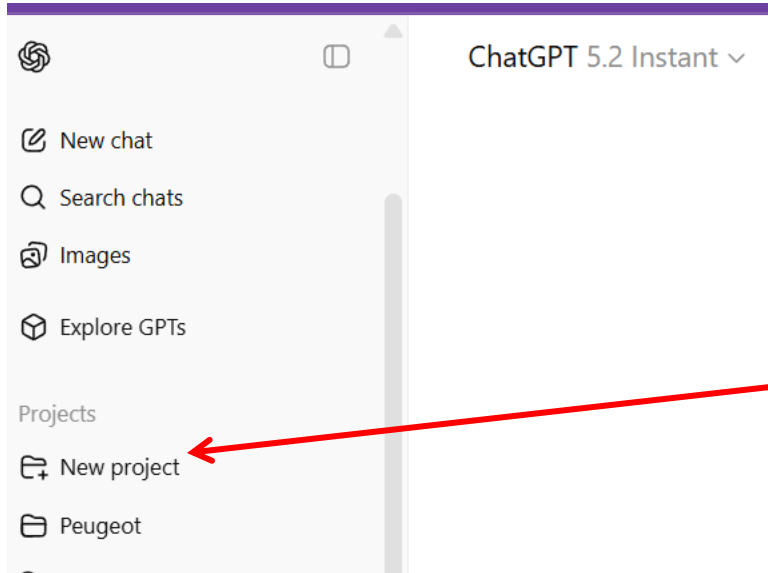
2. Better memory of previous chats

It also reads all the previous chats within a Project before it answers. This means it has excellent memory of everything you have discussed about this topic so the answers will be even more relevant

Overall, the AI becomes an expert in your business and industry and you get better answers.

Create an AI that will become an expert in marketing your business

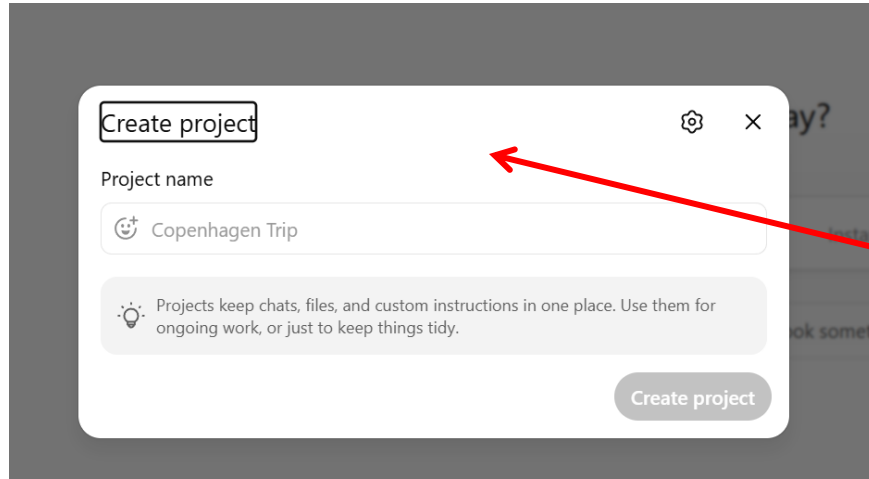
Or Create a Project in Chat GPT



Create a project using the Free version of Chat GPT

1. On the left-hand menu click on New Project

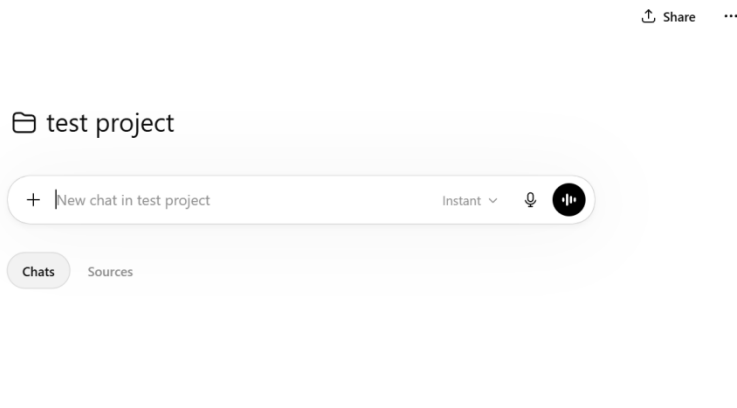
Create an AI that will become an expert in marketing your business



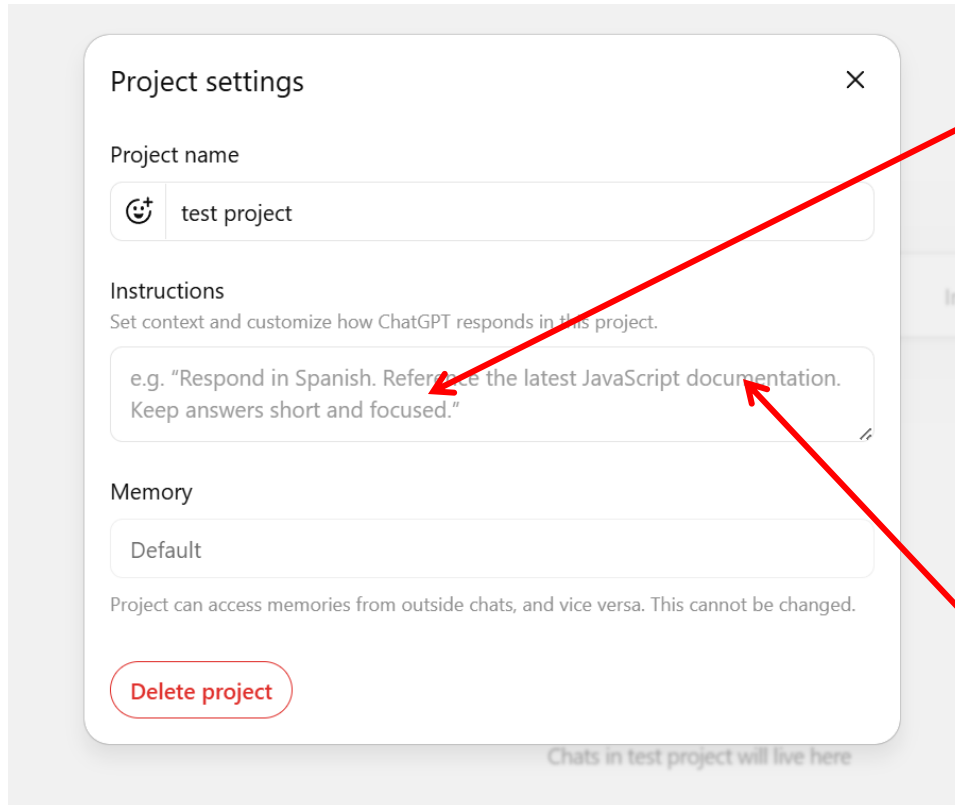
Create a project using the Free version of Chat GPT

Give your Project a name
Then click Create Project

Then on the new page click the 3 dots top
Right and then click Project settings



Create an AI that will become an expert in marketing your business



The screenshot shows a 'Project settings' dialog box with a close button (X) in the top right corner. It contains three main sections: 'Project name' with a text input field containing 'test project' and a smiley face icon; 'Instructions' with a text area containing 'e.g. "Respond in Spanish. Reference the latest JavaScript documentation. Keep answers short and focused."' and a subtext 'Set context and customize how ChatGPT responds in this project.'; and 'Memory' with a dropdown menu set to 'Default' and a note 'Project can access memories from outside chats, and vice versa. This cannot be changed.' At the bottom is a red 'Delete project' button. Two red arrows originate from the right side of the image: one points to the 'Instructions' text area, and the other points to the bottom right corner of the dialog box, near the 'Delete project' button.

Project settings

Project name

test project

Instructions

Set context and customize how ChatGPT responds in this project.

e.g. "Respond in Spanish. Reference the latest JavaScript documentation. Keep answers short and focused."

Memory

Default

Project can access memories from outside chats, and vice versa. This cannot be changed.

Delete project

Chats in test project will live here

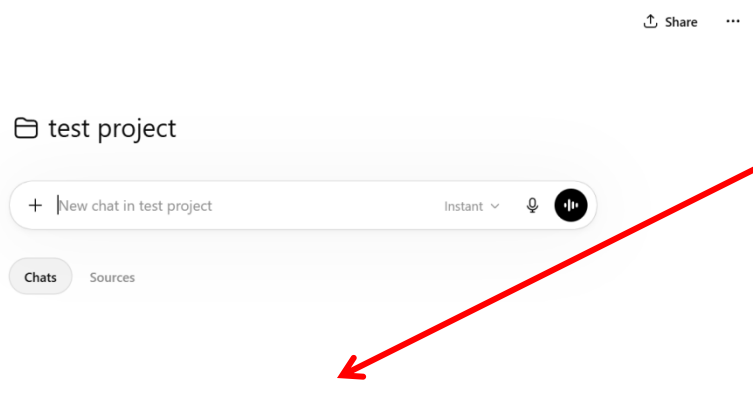
Add custom instructions for this Project e.g.

Act LIKE A Digital marketing expert for
The business (insert your business name) .

Always provide creative, practical, and easy-
to-implement tactics that fit a small business
budget. Tailor every recommendation to
increase sales, grow our audience and build
engagement

Click save

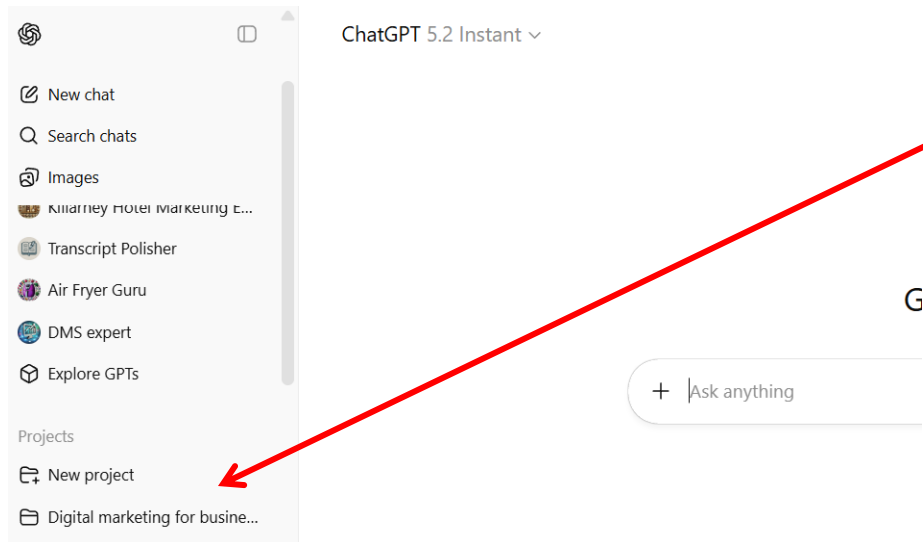
Create an AI that will become an expert in marketing your business



Attach the deep research pdfs as files
You could also attach some of your company /
business files about your marketing

Then click on Save

Create an AI that will become an expert in marketing your business



From now on, when you want to get the AI to help with your digital marketing DO NOT use the normal chat box in ChatGPT

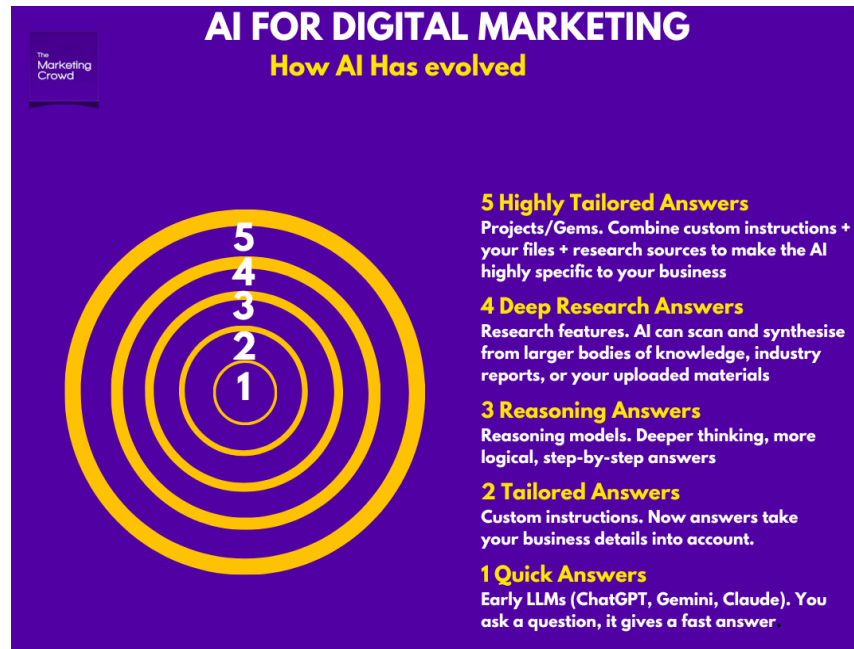
Instead, always go to the left-hand menu

- Click on the name of your project
- And then have your chat

All your social media related chats will then appear in this Gem

And the AI will always refer to the custom instructions, attached files and previous chats in the Gem before answering

When you use Projects you are at level 5



Aim to move most of your regular chats, especially about Digital marketing into projects

Because it has highly detailed context and memory of chats within the project you will get far more tailored expert advice

When you setup a project for digital marketing try these prompts



How to Increase Sales

Based on the context I have already provided about my business, tell me the most practical ways I could increase sales over the next 90 days.

Separate your answer into quick wins I can implement immediately, improvements that will take a bit more time, and bigger strategic changes that could significantly grow revenue. Focus on realistic actions for a small or medium business. Explain clearly why each one would increase sales.

.
.

What Is My Biggest Growth Opportunity?

Looking at my business, target market and current marketing activity, where is my biggest untapped growth opportunity right now?

Be specific.

Explain why this is the biggest opportunity, what I am currently underutilising, and exactly what I should focus on first over the next 30 days.

.
.

When you setup a project for digital marketing try these prompts



Review My Key Website Pages

Look at these important pages on my website:

Homepage: [Insert URL] Products or Services page: [Insert URL] About Us page: [Insert URL] Testimonials or Reviews page: [Insert URL]

Based on these pages, tell me the three main things people are most likely looking for when choosing a business like mine. Rank them in order of importance.

Then explain whether my messaging, headlines and structure clearly address those three priorities across the pages.

Be direct and practical.

If you need more context about my target market, ask me before finalising your advice.

.

Improve My Homepage

Here is my homepage:

[Insert URL] First, tell me the three most important things customers look for when choosing this type of business.

Then analyse whether my headline, sub headline and opening section clearly focus on those three things.

Explain what I should improve and give example wording.

If you need more detail about my audience or goals, ask me.

.

When you setup a project for digital marketing try these prompts



Which Social Networks Should I Focus On?

Based on your existing knowledge and the research already provided about my business, industry, target market and objectives, compare:

- Instagram
- Facebook
- TikTok
- LinkedIn

For each platform explain:

- How well it aligns with my audience
- Whether it is strongest for reach, authority, engagement or sales
- What type of content would work best
- The likely return relative to the time invested

Then:

- Rank the platforms in order of priority
- Tell me where I should focus most of my effort
- Explain which platform(s) I should deprioritise and why
- Explain how the chosen platforms should work together
- Be practical and commercially focused.

When you setup a project for digital marketing try these prompts



Create a Social Media Strategy for My Business

Based on your knowledge of my business, create a practical social media strategy.

Explain:

- My main objective
- The platforms I should focus on
- The content themes I should use
- The type of content that is most likely to generate sales
- How I should measure success

Keep the strategy realistic for a small business.

Just like Claude, Chat GPT is now for Chat AND Tasks (Work)

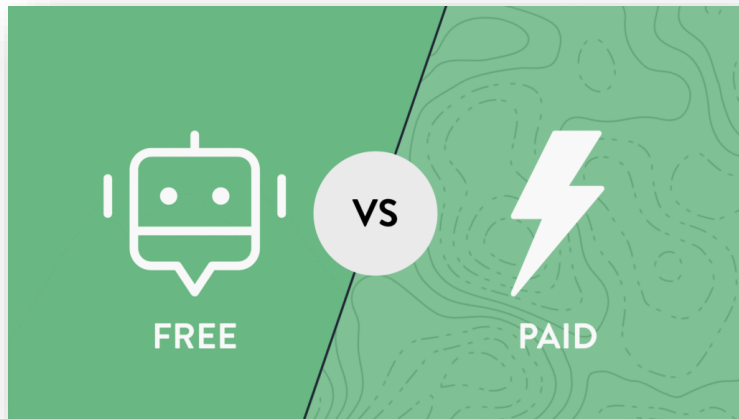
ChatGPT Work

Chat GPT has changed from a tool that gives advice into one that can help you complete real marketing, planning and admin work

In this course we will cover

- Work mode,
- Skills,
- plugins,
- connected apps,
- desktop tools,
- New models
- Usage limits.”

Most of this is not available in the free version



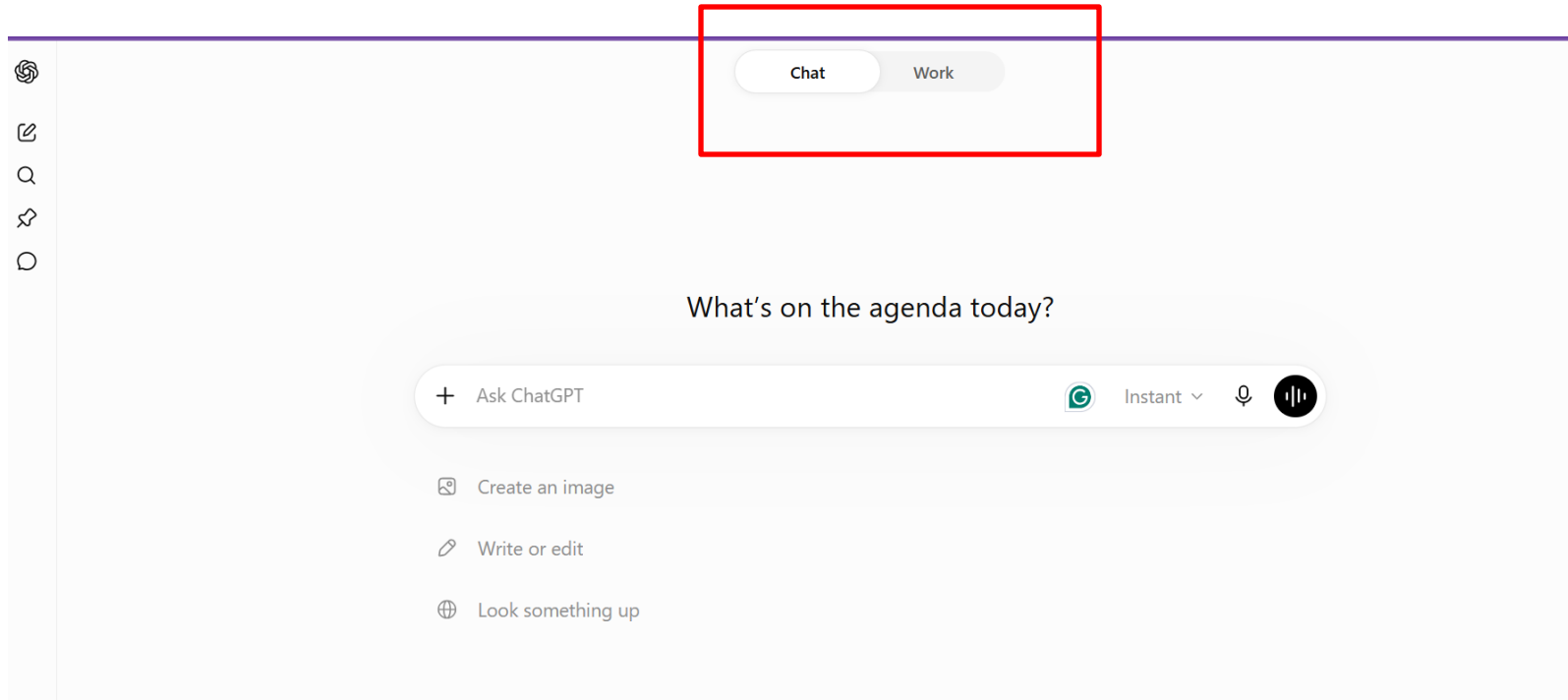
If you use Chat GPT for free, you do not have the following ...

- Work mode,
- Skills,
- Desktop tools,
- New models
- Usage limits.

However, you do get Plugins.

Most of the new features might remain in the paid version and would be a reason to consider paying for Chat GPT

There are now two tabs: Chat and Work



You can now choose between Chat and Work

In Work there are new models plus effort level and speed



Sol – most capable

Best for complex, important work that requires judgement and polish.

Use for: marketing strategies, competitor research, detailed reports and important client documents.

Terra – everyday workhorse

Balances quality, speed and usage. Suitable for most normal business tasks.

Use for: content plans, campaign analysis, website reviews and customer research.

Luna – fastest and most economical

Best for clear, repetitive tasks where you know exactly what the finished result should look like.

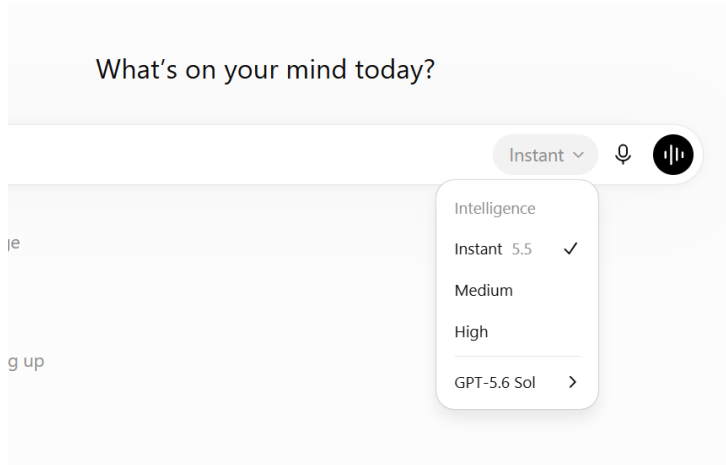
Use for: summarising files, extracting information, categorising data and reformatting content.

Simple rule: Use Terra or Luna for routine work. Save Sol and higher effort settings for difficult or important tasks where the quality of the result really matters. You use more credits with Sol.

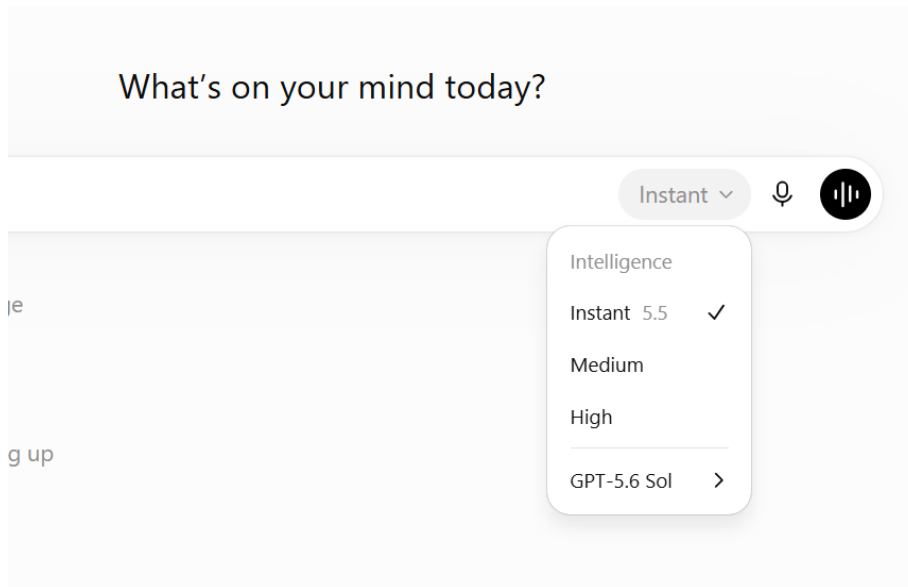
In Work there are new models plus effort level and speed

Effort: How much time ChatGPT spends analysing, planning and checking its work.

Speed: How quickly it completes the task. Faster settings may use considerably more credits.



Chat (paid version) doesn't have all of these



When using Chat (Paid version)

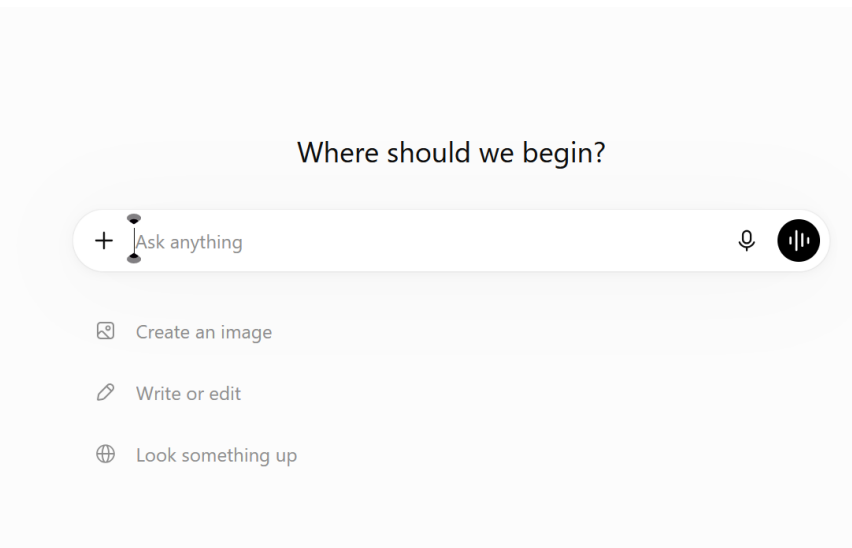
The default model is GPT 5.5 and instant thinking

You can switch to ...

More thinking (Medium / High)

More powerful model (Sol)

In the free version of chat GPT



In the free version of Chat GPT

- The default model is Terra
- There is no option to choose level of thinking

Skills



What a Skill Is

These are the same as Claude Skills

Think about training new staff members
The first few times you explain to each new staff member how you want things done:

- How to write emails
- How to structure reports
- How to plan content

After a while you realise you're repeating yourself.

A better approach is to write your process once so it can be followed every time.

That is basically what a Claude Skill is.
It is:

A set of instructions you create once that Chat GPT can reuse whenever needed.

Skills



The key difference between a prompt and a Skill

A normal prompt:

You write instructions → Chat GPT answers → conversation ends → instructions gone.

A Skill:

You write instructions once → saved in your account → reusable anytime.

Prompt = one conversation

Skill = reusable system

Skills



Practical ways Skills help

1. Save your workflows

If you do something regularly:

- Turn Zoom transcripts into meeting summaries or reports
- Write monthly reports based on spreadsheets or word docs
- Write Email newsletters

You can build the process once and turn it into a skill in order to keep re-using reusing it

This saves time and improves consistency.

2. Make Chat GPT sound like your business & always understand your business

You can create skills for

- Your writing style
- Your brand colours and typefaces
- Context about your products & customers

This is what turns Chat GPT from a generic tool into something that feels like part of your team