The Marketing Crowd

NEW KD

How to use Chat GPT Work





This project is co-funded by the Government of Ireland and the European Union.

What We Will Cover

Just like Claude – Chat GPT is now for Chat AND also “Tasks” (Work)

Usage limits
• How usage limits work

New models to choose from
•When to use each

Tabs for chat and work
•When to use each

Skills
• How to create a skill
• How to import skills form Claude
• what skills could / should you create

Plugins
• What Plugins are available

Desktop app for Work
•How to get Chat GPT to do tasks on your desktop

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

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

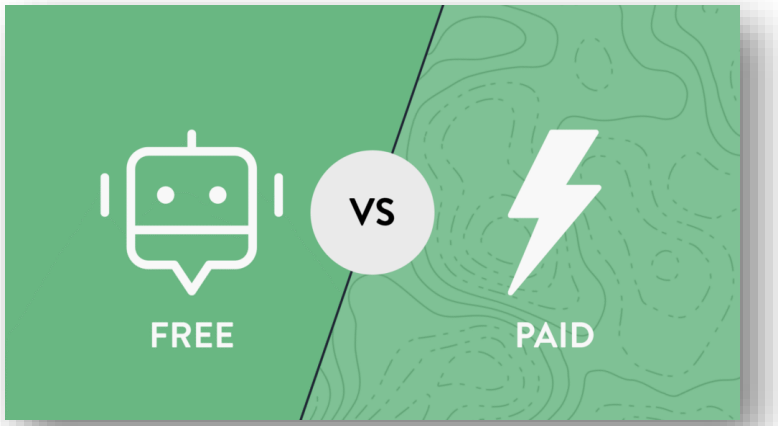
ChatGPT Work

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,
- New models
- Usage limits.
- Desktop app

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,
- New models
- Usage limits.
- Work mode in desktop app

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

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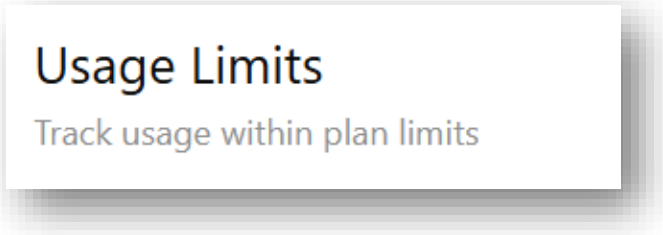
There is a usage allowance for work



ChatGPT Work has a usage allowance

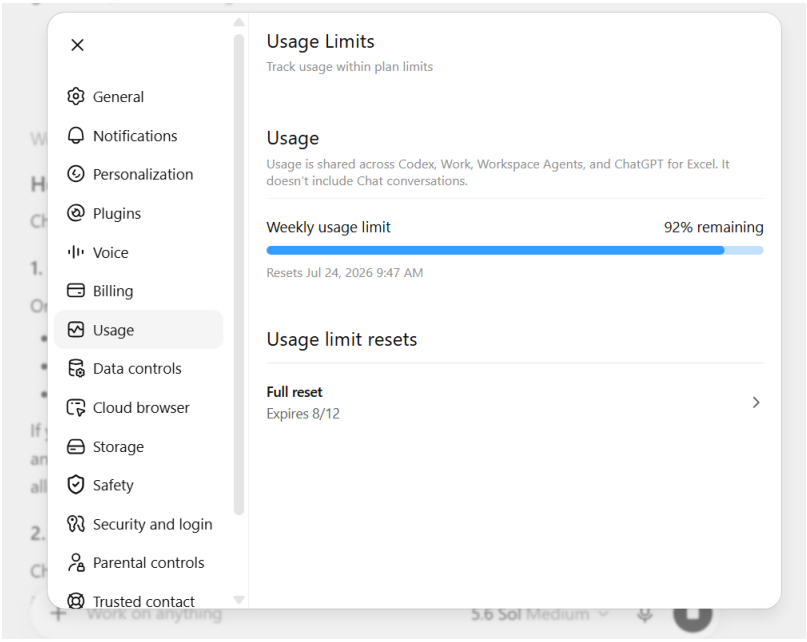
ChatGPT Work is included with your plan, but it is not unlimited.
You receive a weekly usage allowance shared across:
ChatGPT Work
Codex
The amount used depends on the model, reasoning level, length and complexity of the task.

ChatGPT Work is doing more than answering a question. It may be researching, opening files, visiting websites, using tools and creating finished work.
Therefore, usage is based on how demanding the task is—not simply on the number of prompts you enter.

Simple tasks use less
Long or complex tasks use more
Astra & Sol uses more than Terra or Luna
Higher effort settings use more

Ordinary Chat conversations do not use this allowance

There is a usage allowance for work



To view your allowance click

On your name bottom left
Then settings
Then usage

ChatGPT Work currently has a weekly usage allowance. At launch, OpenAI also imposed a five-hour rolling limit, but this was temporarily removed shortly afterwards. It may return, so users should check Settings → Usage for the limits currently applying to their account.

Ordinary Chat conversations do not use this allowance

How does this allowance compare to Claude’s weekly allowance?



With Claude Pro, your everyday Claude conversations and your heavier Claude Code/Cowork activities draw from the same general plan capacity. Anthropic confirms that Claude and Claude Code share usage limits. Claude and Claude Code usage

With ChatGPT Plus, ordinary Chat conversations do not reduce the weekly agentic allowance shown in your screenshot. Only Work, Codex, Workspace Agents and ChatGPT for Excel draw from it.

This means someone could use ChatGPT extensively for everyday questions, writing and advice without eating into their Work allowance.

That separation currently makes Chat GPT more appealing than Claude.

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In Work there are new models plus effort level and speed



Astra – most capable
Best for complex, important work that requires judgement and polish.

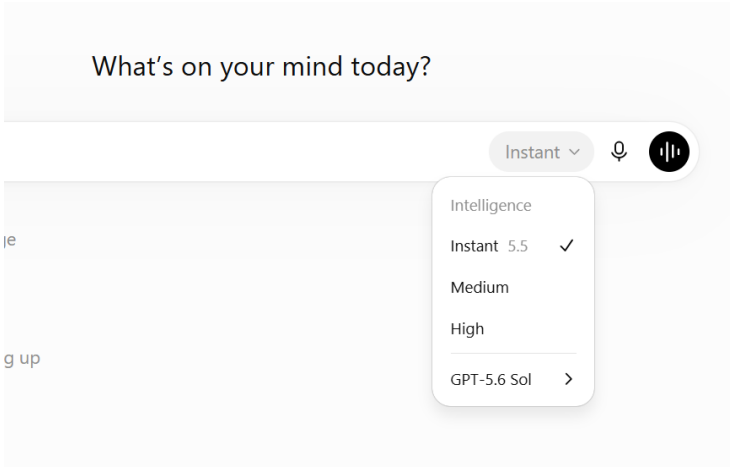
Sol – Very capable
This used to be the top model until recently. Very powerful.

Terra – everyday workhorse
Balances quality, speed and usage. Suitable for most normal business tasks.

Luna – fastest and most economical
Best for clear, repetitive tasks where you know exactly what the finished result should look like.

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

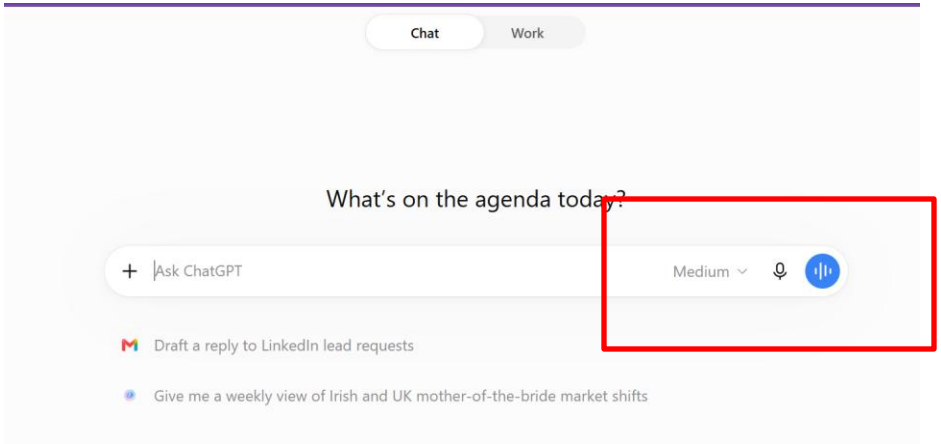
In Work there are new models plus effort level and speed



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

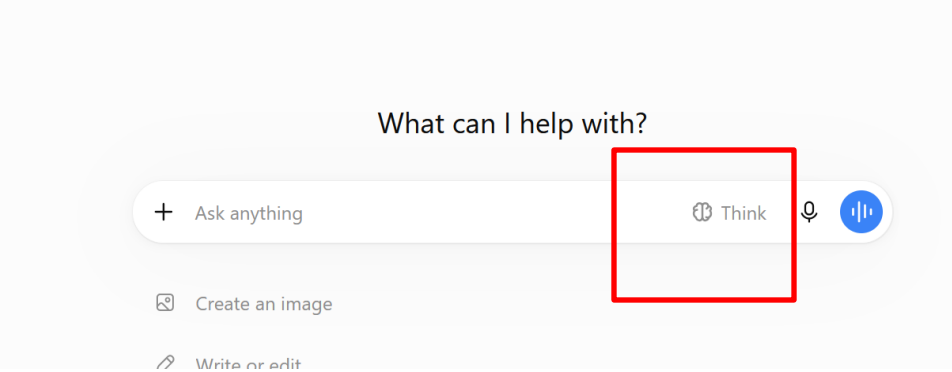


When using Chat (Paid version)

The default model is Sol and instant thinking

You can switch to more powerful thinking by dragging a slider

In the free version of chat GPT



In the free version of Chat GPT

- The default model is Luna (4th model)
- There is no option to choose level of thinking but you can switch thinking on or off. By default it is off

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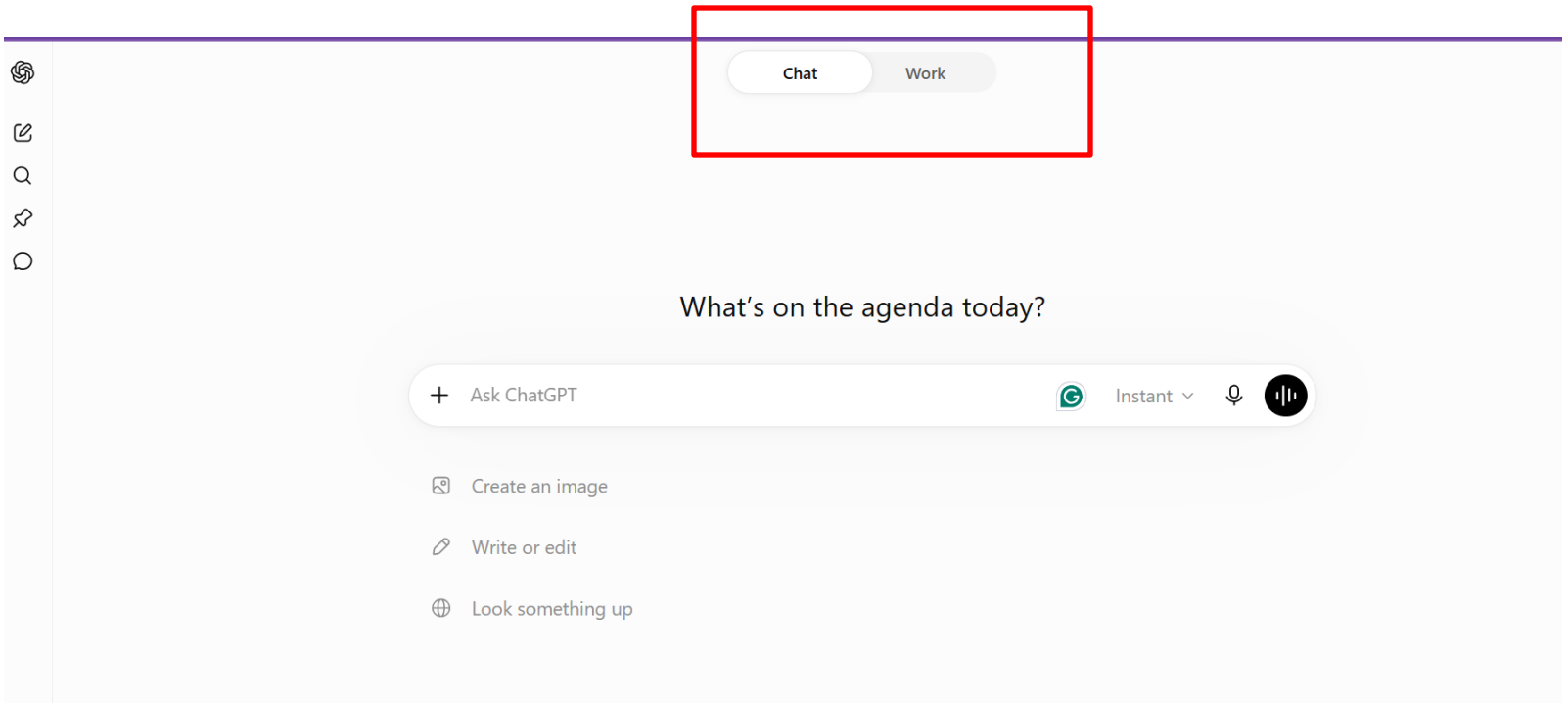
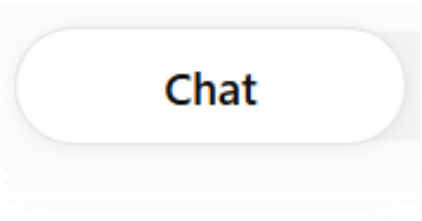
There are now two tabs: Chat and Work



You can now choose between Chat and Work

"Chat" is for what we have always used Chat GPT for. Expert advice, ideas, guidance but in the paid version it can now do more



What can you do with Chat?

- Learn about almost any business topic
- Brainstorm marketing ideas
- Write social media posts, blogs and emails
- Improve your website to generate more enquiries
- Research competitors and your industry
- Analyse your marketing and suggest improvements
- Review documents, PDFs, images and videos
- Learn new skills with a personal AI tutor
- Solve business problems
- Get expert advice in seconds

But in addition – you might not know that it can …

- Carry out substantial research;
- Analyse an entire website; create reports and documents;
- Work with several uploaded files;
- Generate spreadsheets and presentations in some circumstances.
- Generate multi versions of graphics for your marketing

Why use Work (on desktop) instead of Chat?



Chat

Open AI tells us that it's best when you want to work interactively:

- ask a question;
- get advice or ideas;
- research a topic;
- analyse something;
- create or improve one output;
- discuss and refine the result through conversation.

But be aware that Chat could / might complete a large task from one prompt.

Why use Work (on desktop) instead of Chat?



Work

Open Ai tells us this is best when the task is:

- longer and genuinely multi-stage;
- based on several files, sources or connected tools;
- likely to require planning before execution;
- expected to produce several related deliverables;
- connected to local files or desktop applications;
- repeatable, scheduled or dependent on future updates.

OpenAI describes Work as an agent for longer, multi-step work and finished deliverables.

So I did some tests



Test 1 Prompt:

Create a complete two-week marketing campaign for the Sara Blouse.
https://ivorylane.ie/products/sara-blouse

Review the product page and relevant products on ivorylane.ie. Identify suitable styling combinations and complementary products that are currently listed on the website. Then produce: a campaign strategy explaining the target customer, positioning and key selling points; a two-week social media calendar in a spreadsheet; four Instagram and Facebook posts; three Reel briefs with hooks, shot lists and voiceovers; a MailerLite email campaign; Meta advertising copy in three variations; revised product-page copy; a staff briefing document for the Galway and Limerick stores. Save the finished campaign materials as separate, clearly labelled documents and a spreadsheet."

So I did some tests



On the free version of Chat GPT

It kept getting stuck and asked me to do things
It couldn't find text that it needed
It wanted me to upload some other products

So I did some tests



Using work on the paid version

It kept working through all of the requirements and produced all of the files.

I then tried Chat On the paid version

It kept working through all of the requirements and produced all of the files.

The paid version of chat has received such an upgrade with the recent update it is very powerful.

So I did another test – Test 2



Test 2 Prompt:

Create 2 options for Instagram posts 4:5 and 2 options for Stories images 9:16, create a website header image 1500 x 500 and an email header image 900 x 300 for this blouse. text is “The Blouse Sale” “Sara Blouse – now €48.30” “Shop online or visit Galway and Limerick . also write the caption for the Instagram posts and the text for the email. pull the relevant info from this page https://ivorylane.ie/products/sara-blouse and provide them as separate document files

So I did some tests



On the free version of Chat GPT

It told me that I has run out of upload credits and I had to wait for 2 hours to try again

So I did some tests



Using work on the paid version

It produced all of the images and the downloadable text files

I then tried Chat On the paid version

It produced all of the images but not the text files. When I asked it to produce the text files it did but I had to ask.

Having looked into this my thoughts are currently ..



1. The paid version is now way more powerful than the free version
2. You get a better result from work if you want to create lots of marketing images + text files etc. It is more reliable.

Where you will get extra benefits from Chat GPT work

1. When you ask it to create lots of images / graphics plus other files. It's more reliable at working though all of those.
2. The Skills you can create
3. The ability for "work" to do tasks on your PC

A Prompt you should use to get the most out of Paid Chat GPT

I have the following product, service or objective:
[Insert details here.]

Given the recent improvements in ChatGPT, tell me all the practical ways it could help me achieve this objective, including useful tasks that might not immediately occur to me.
Group the ideas into research, planning, marketing, content, sales, customer service, administration and reporting. Explain how each idea would help, what information or files I would need to provide, and whether it is a one-off or repeatable task.

Prioritise the ideas by likely impact and ease for a small business. Avoid unrealistic suggestions or anything that depends on unavailable tools or permissions.

Finish with the five best ideas, a simple action plan and three ready-to-copy prompts.

Then - For any of the ideas that it gives in the answer follow up with

“For (insert idea) write a prompt that I can give Chat GPT that will generate the best results for my business”

It will then give you a prompt that you can use.

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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

Very important to understand:
A skill can be used in a normal chat, In Work and in any project

Skills



Practical ways Skills help

1. Save your workflows

If you do something regularly:

- Create graphics and text for social media / email. Website
- 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.

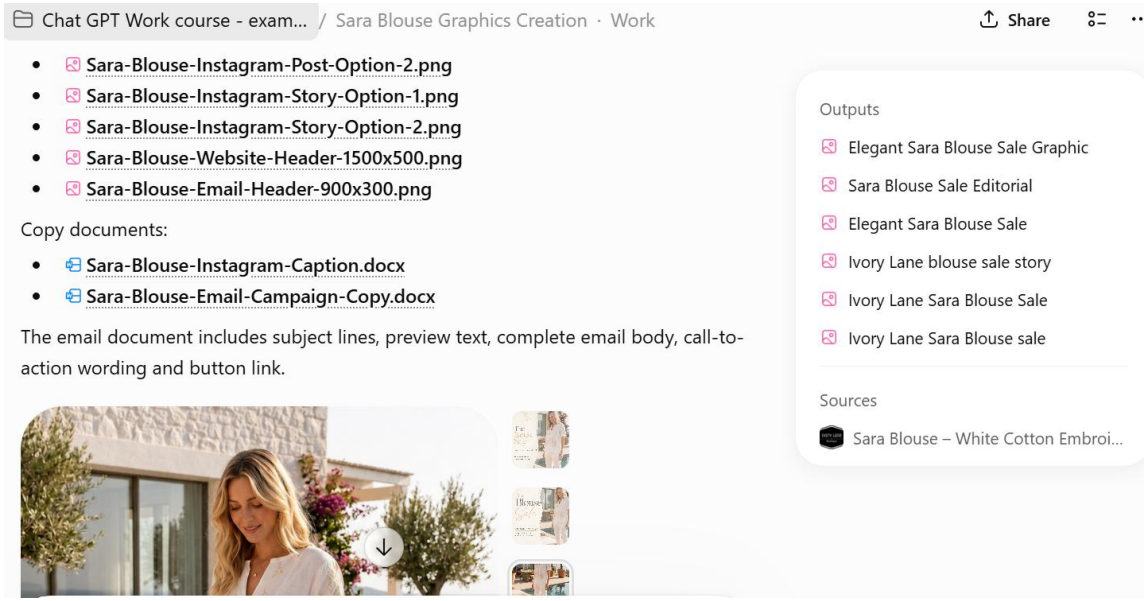
2. Make Chat GPT sound like your business & always understand your business

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

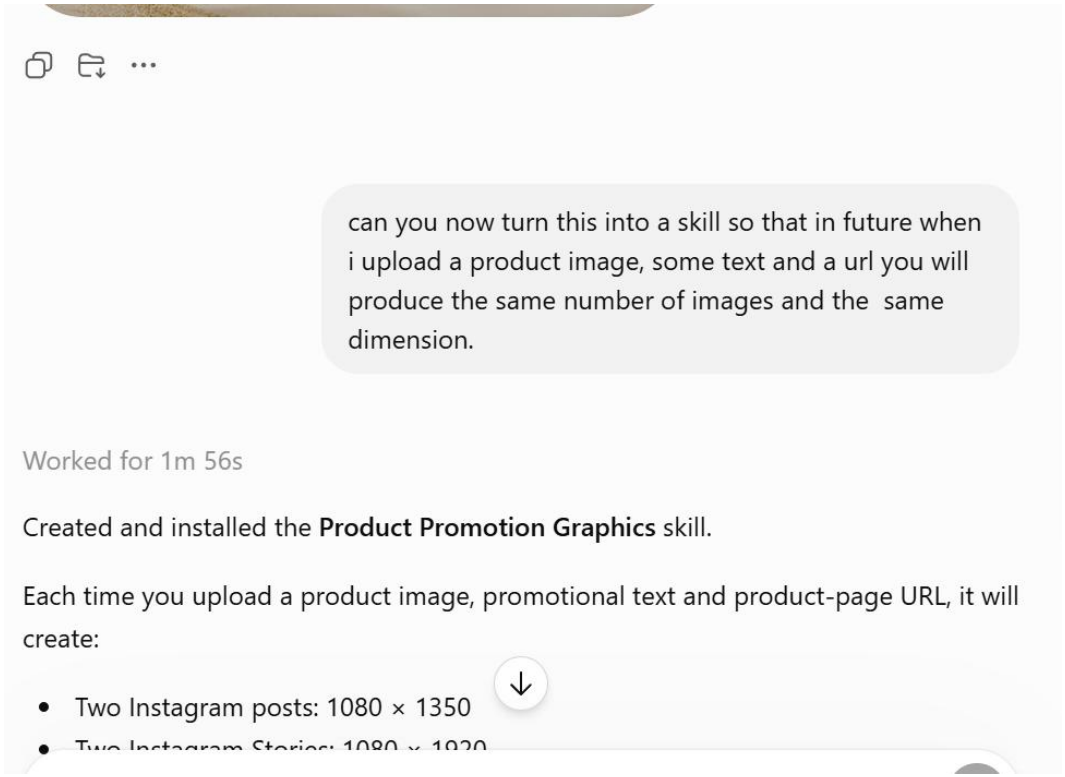
1. Way to create a skill – after you do or create something ask Chat GPT to turn it into a skill



I gave Chat GPT and image and a url from a website and asked it to create 6 images for social media, email and website. Also to create caption text and email text as down loadable files.

It did

1. Way to create a skill – after you do or create something ask Chat GPT to turn it into a skill

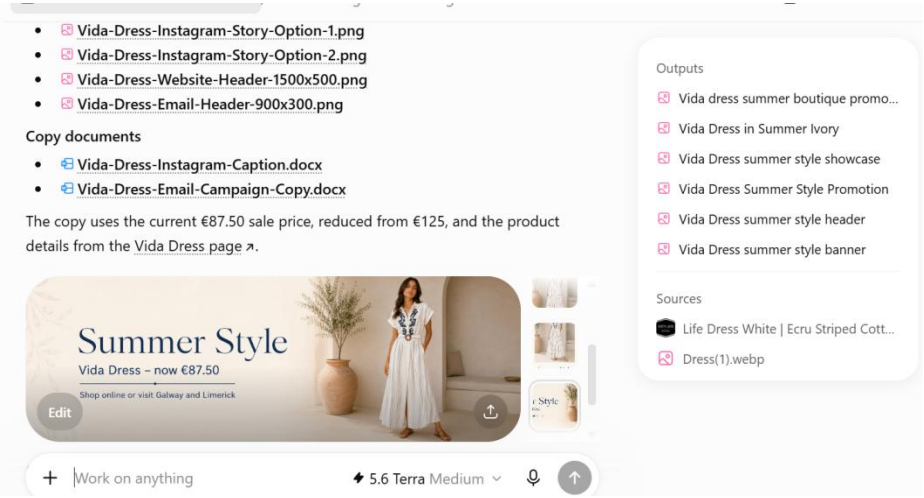


I then said

Turn this into a skill so that in the future when I give you a product image and a url you will apply all that we discussed above and create the images and file.

It created the skill.

1. Way to create a skill – after you do or create something ask Chat GPT to turn it into a skill



I then went to Chat GPT work

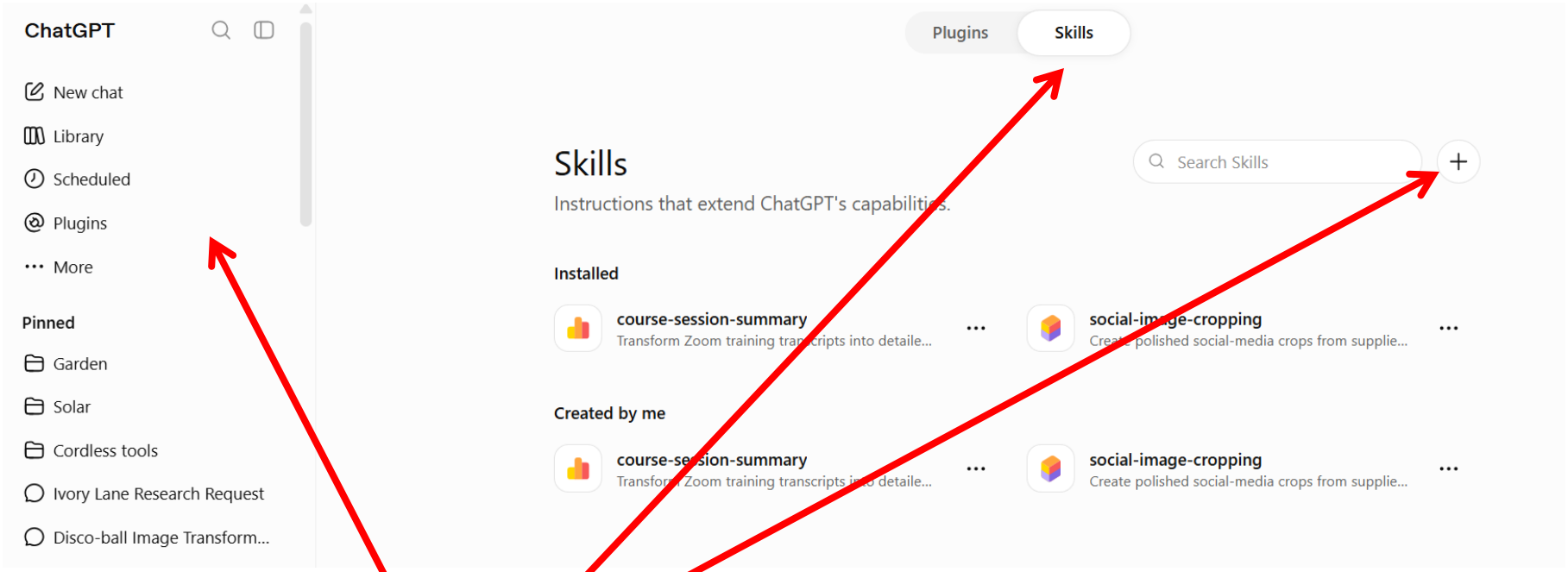
I selected create image

I attached my image and wrote

Using the product promotion skill create the images and text documents for this product. https://ivorylane.ie/products/vida-dress-white. extract relevant text from the web page

It then created everything

2nd way to create a skill – Create it from scratch with Chat GPT

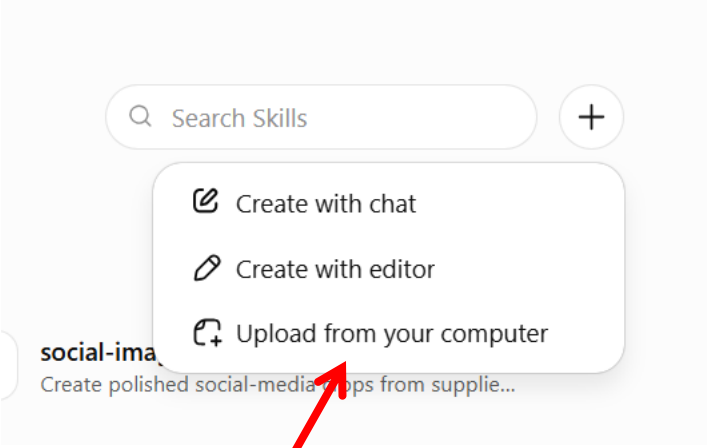


On the left hand menu click Plugins

Then click Skills

Then click +

2nd way to create a skill – Create it from scratch with Chat GPT

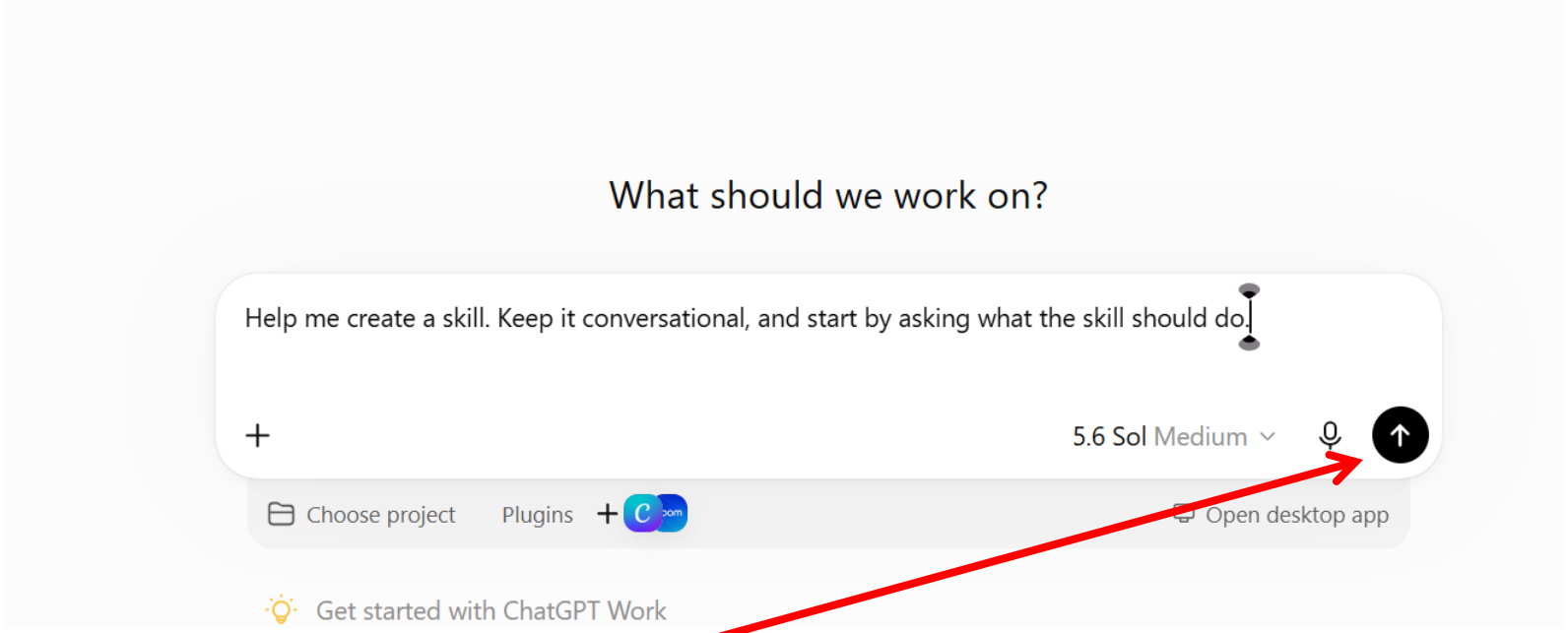


Just like Claude Skills you can now

Create by having a chat with Chat GPT
Provide all the details at once
Or upload a skill (one you have already created using Claude)

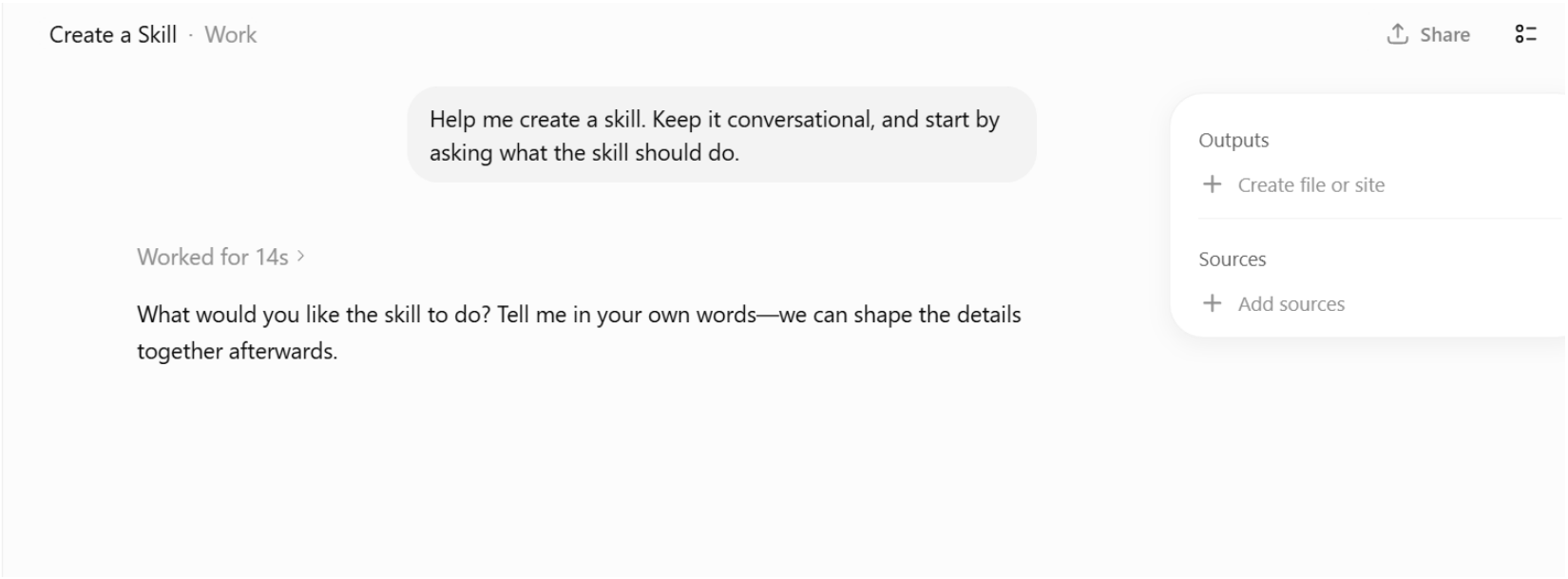
I chose create with chat

How to create a skill that creates documents using my brand colours & fonts.



It will then generate a prompt.
Hit submit

How to create a skill that creates documents using my brand colours & fonts.

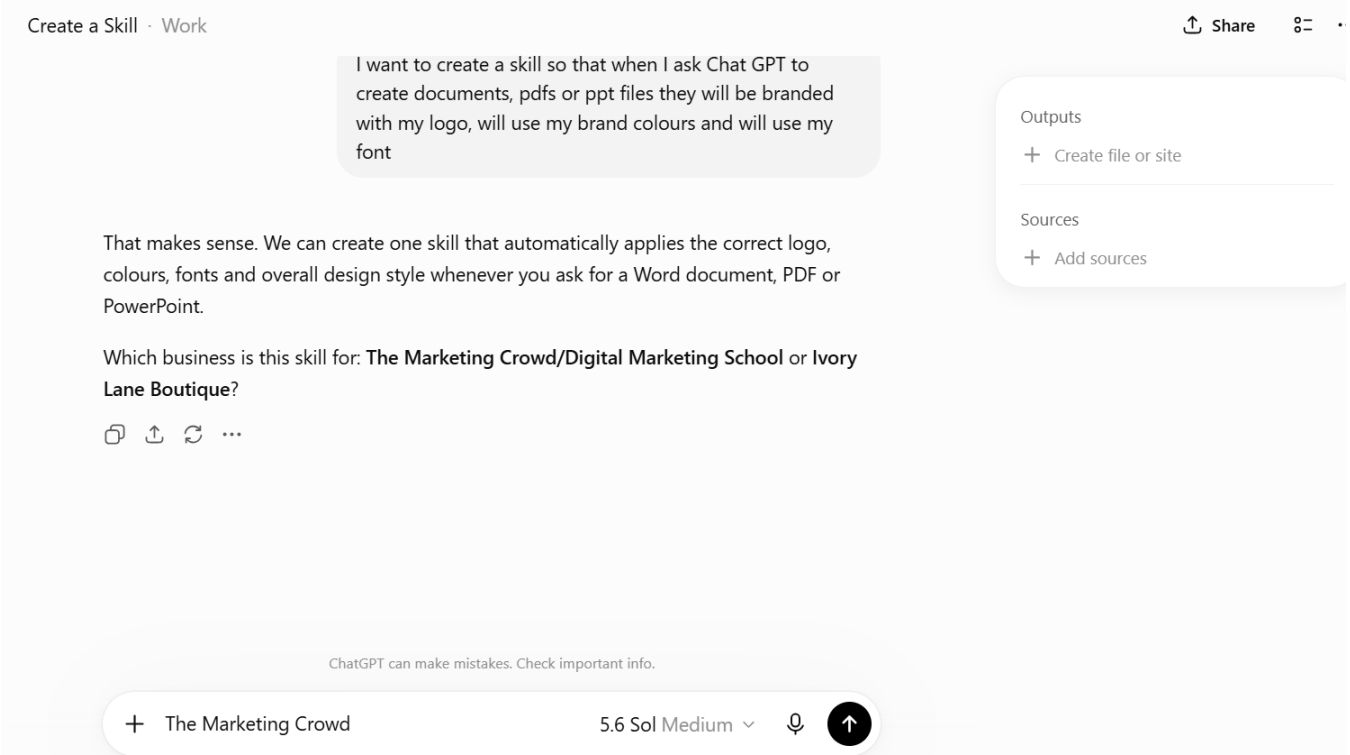


It will then ask you a question

In the prompt box describe what you want the skill to be. For example, use this prompt...

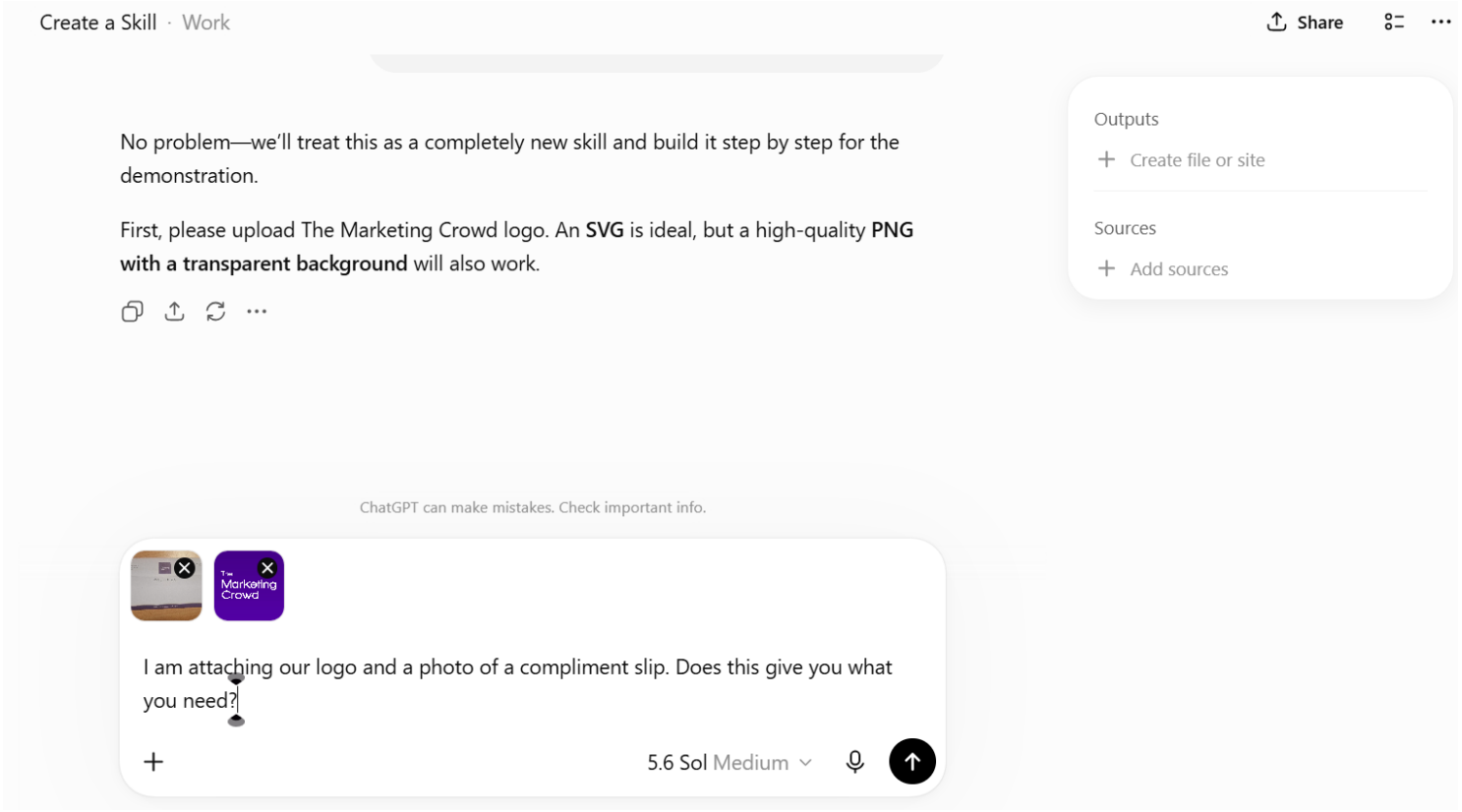
I want to create a skill so that when I ask Chat GPT to create documents, pdfs or ppt files they will be branded with my logo, will use my brand colours and will use my font

How to create a skill that creates documents using my brand colours & fonts.



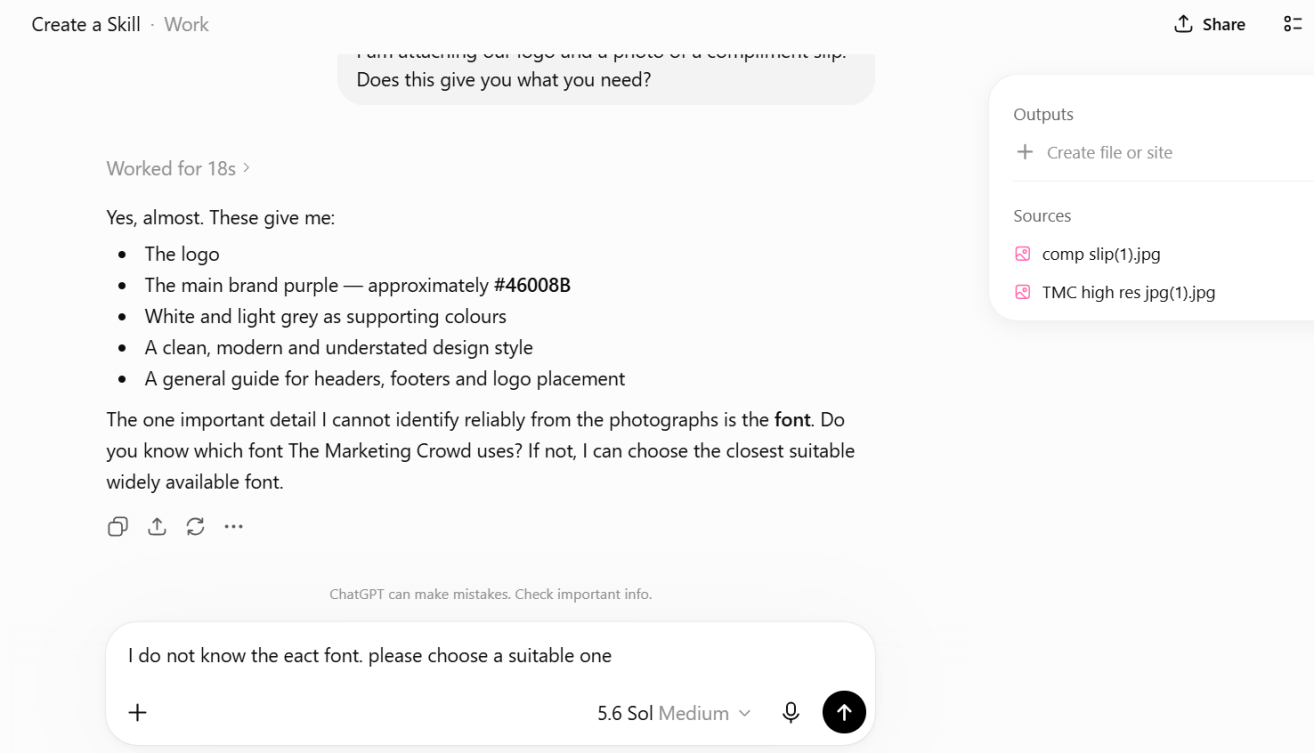
It will then ask you a few questions and will want you to upload your logo and provide your brand colours and typeface / font

How to create a skill that creates documents using my brand colours & fonts.



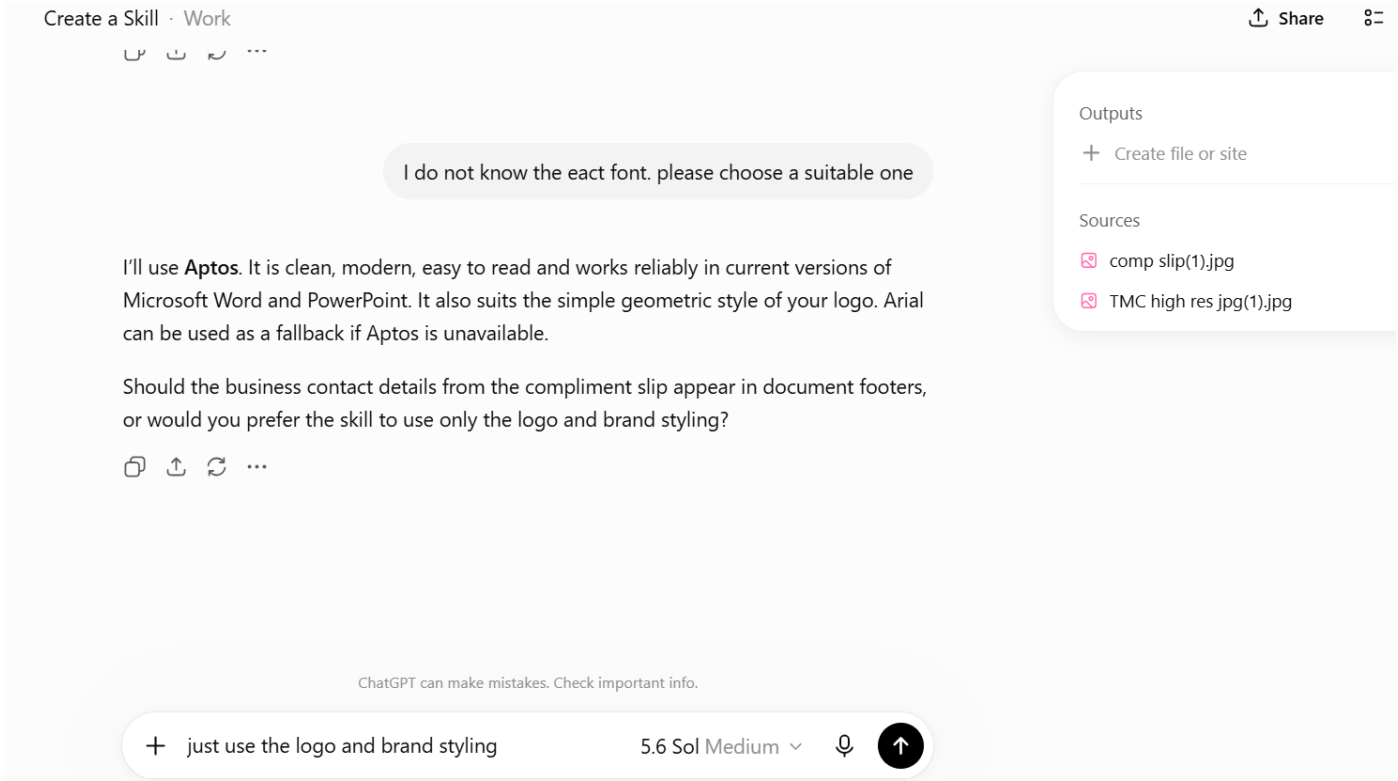
When I uploaded my logo and a photo of a compliment slip

How to create a skill that creates documents using my brand colours & fonts.



It wasn't sure of the font so I said choose a suitable similar one

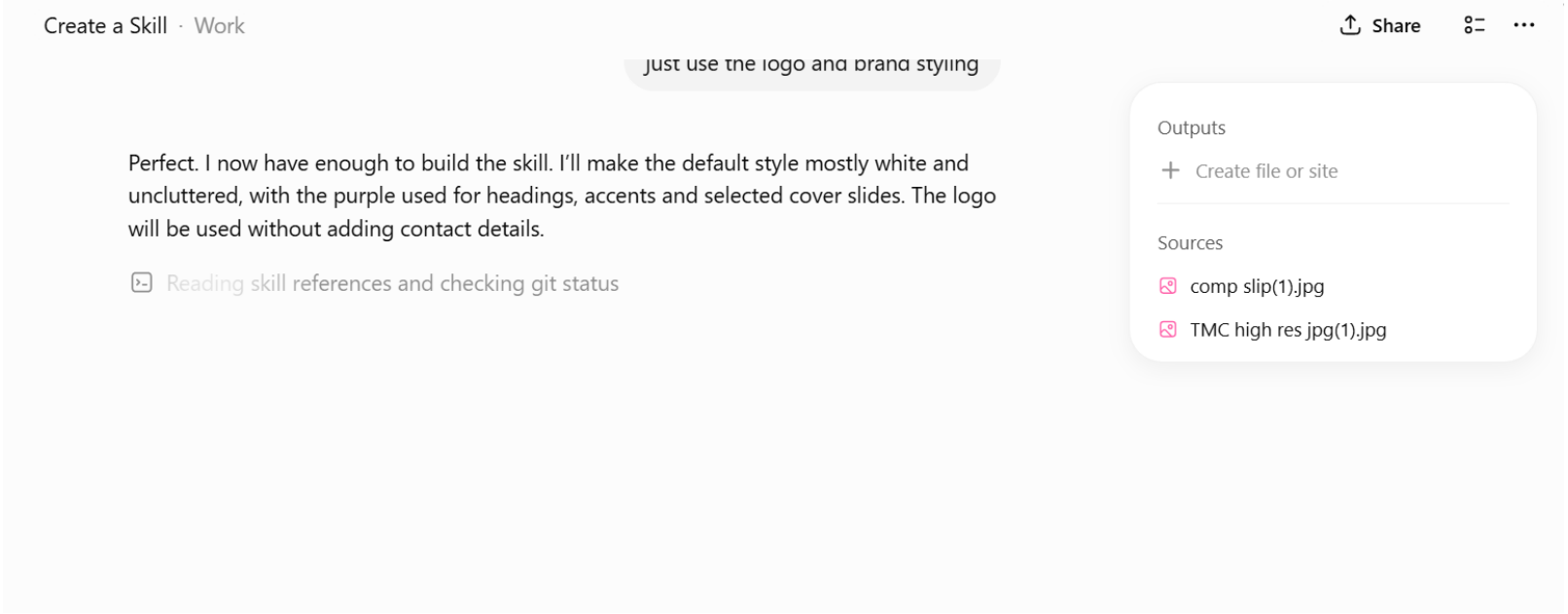
How to create a skill that creates documents using my brand colours & fonts.



It asked whether the contact details should be in all documents or just the logo, colours and font

.

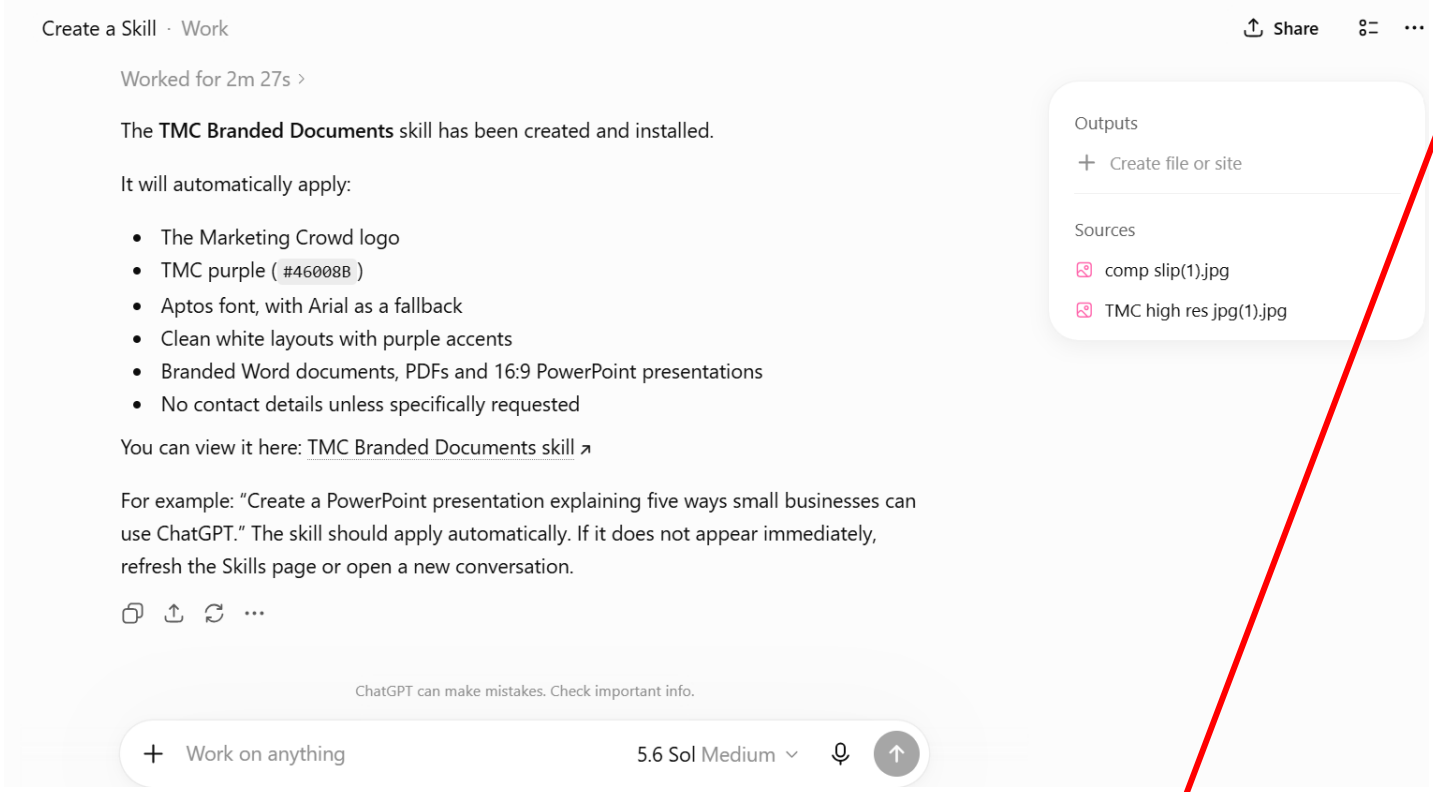
How to create a skill that creates documents using my brand colours & fonts.



It then said it had everything it needed and started creating the skill

.

How to create a skill that creates documents using my brand colours & fonts.



It took a few minutes for it to build the skill

Note: In Claude you have to click a button to save the skill. In Chat GPT you do not It saves it for you.

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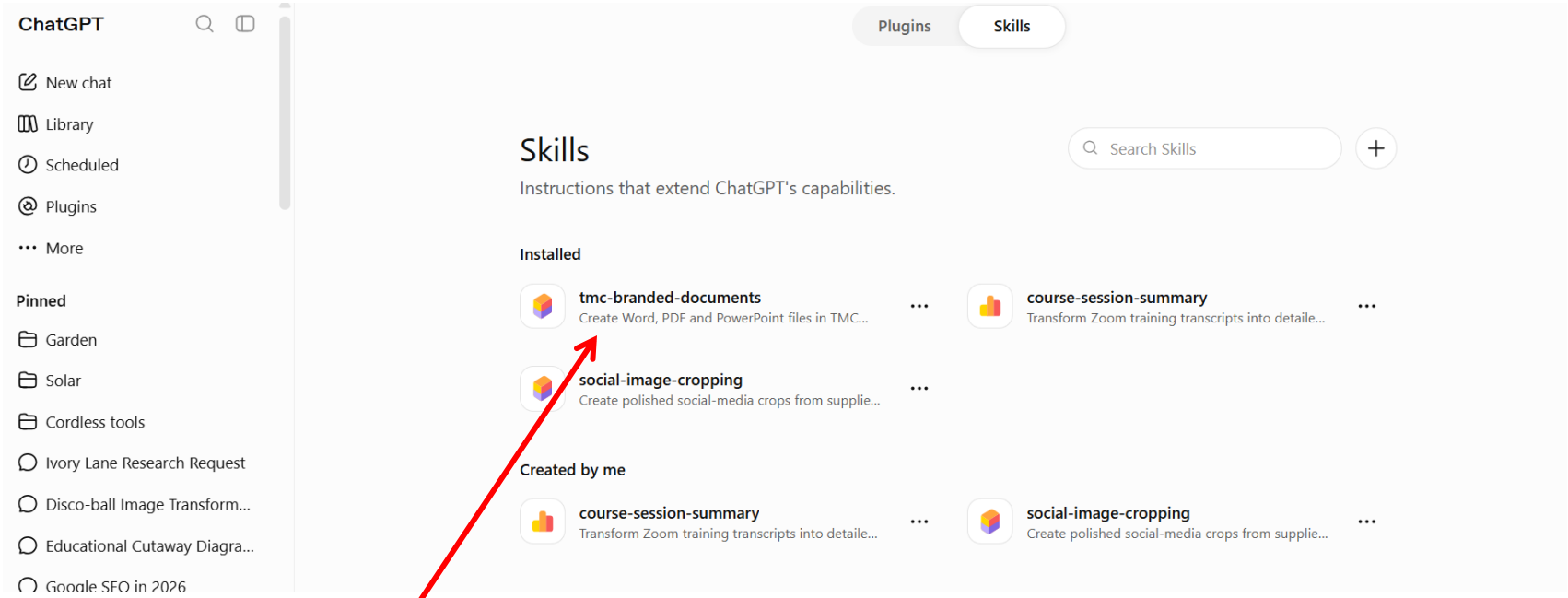
How to create a skill that creates documents using my brand colours & fonts.



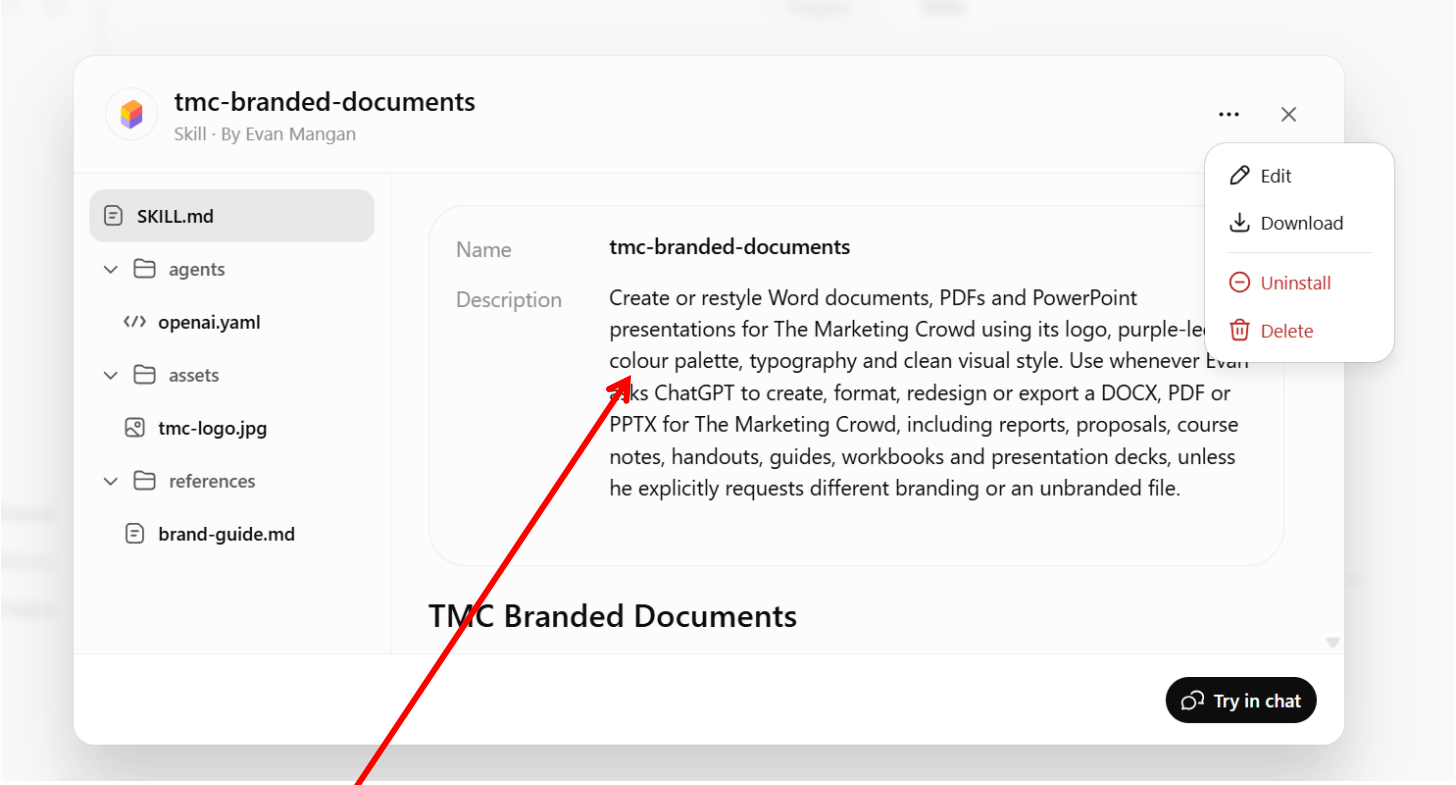
If you now go back to your skills (Plugins / skills”

You will see it listed

Click on it

.

How to create a skill that creates documents using my brand colours & fonts.



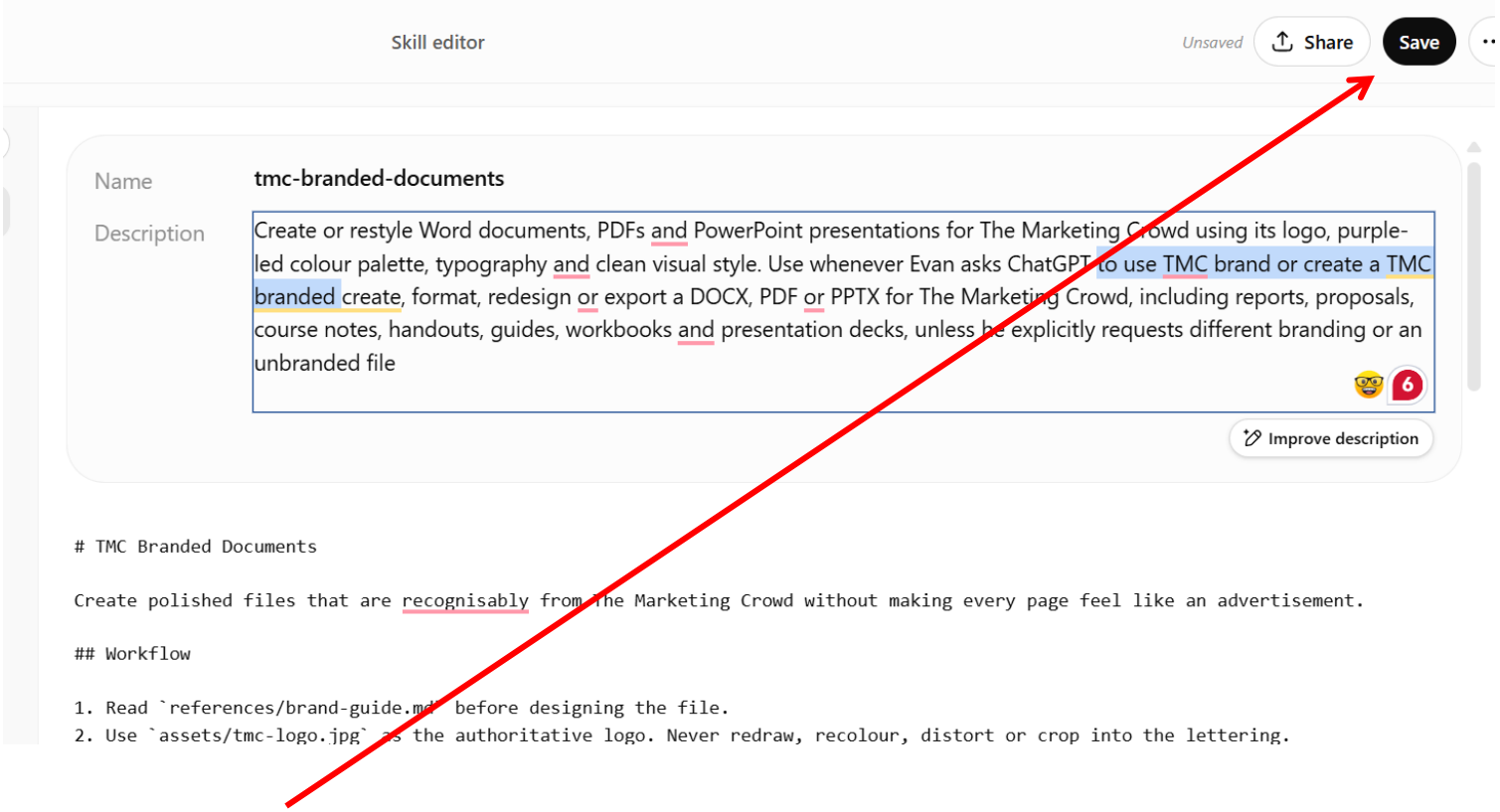
Read the description.
This description explains what will trigger the skill and what it will do.

I often edit this to make it much clearer when I want it to be triggered. Eg, I am adding

Whenever Evan uses a phrase like “use TMC brand” or “create a TMC branded document, pdf, web page, html, email design etc “

.

How to create a skill that creates documents using my brand colours & fonts.



When you make changes click Save.

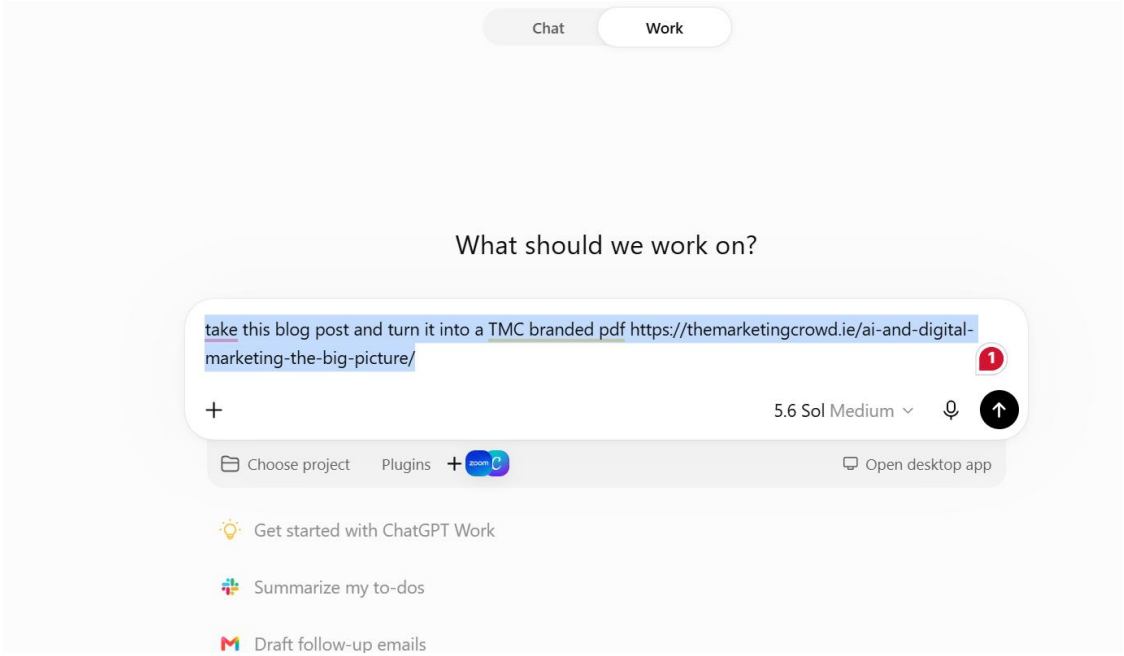
What this skill allows me to do ...



From now on, whenever I ask Chat GPT to do something ...

If I say and use the TMC brand it will use this skill and add our logo, font and colours to the final document

What this skill allows me to do ...



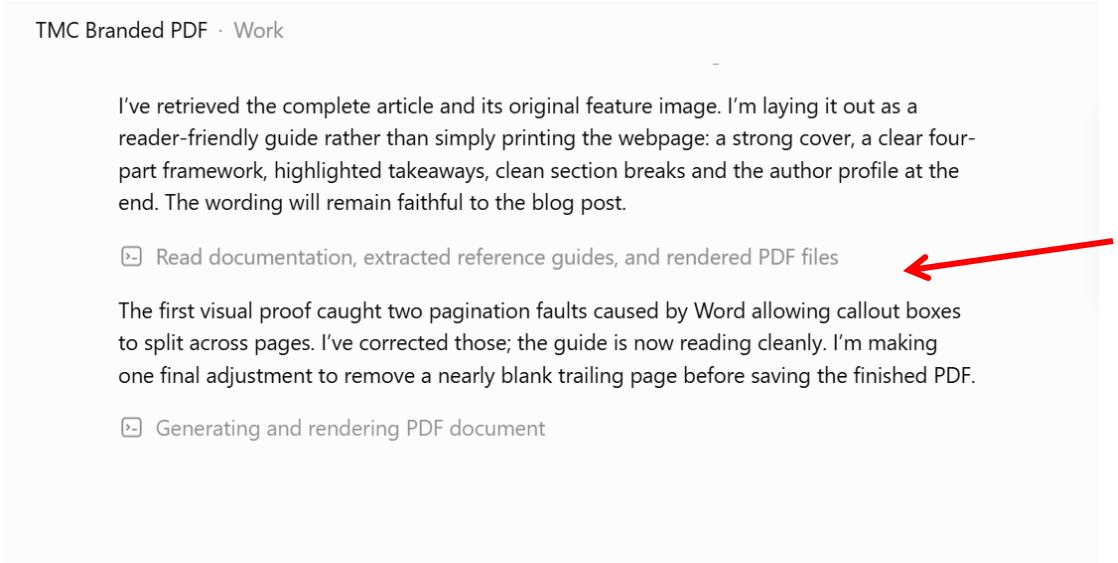
For example

I gave it a link to a blog post and asked ...

take this blog post and turn it into a TMC branded pdf

https://themarketingcrowd.ie/ai-and-digital-marketing-the-big-picture/

What this skill allows me to do ...

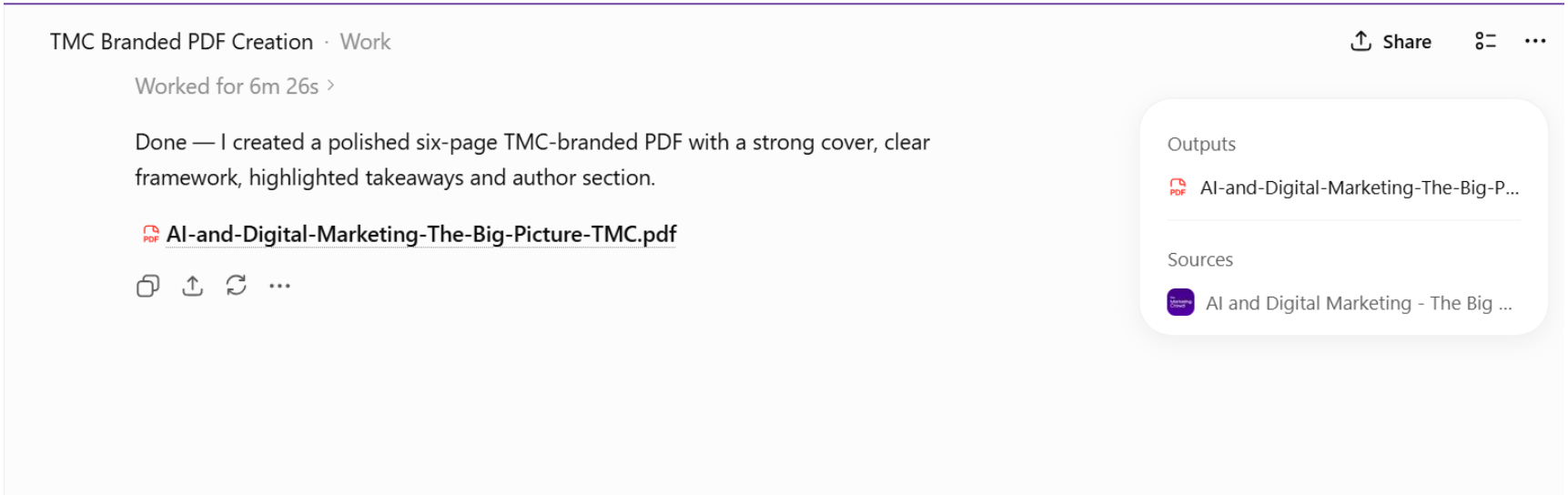


Chat GPT work is designed to identify issues and fix them as it discovers them

So as it was creating the pdf it identified problems and fixed them

This doesn't mean that it wont make errors and that everything will be perfect - but it will find and fix problems itself.

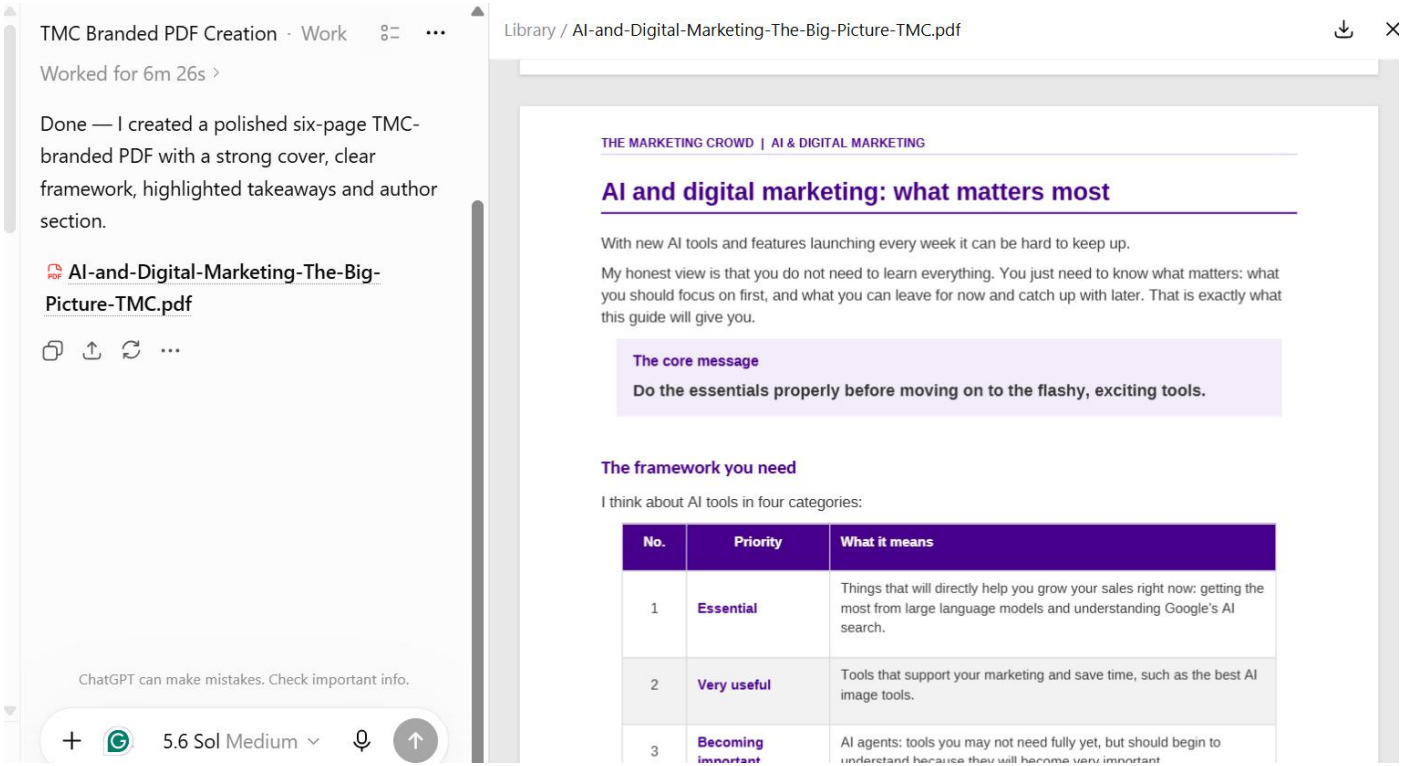
What this skill allows me to do ...



It then created the branded pdf

You then need to click on it

What this skill allows me to do ...



It then appeared on the right hand side

Other skills I created – Writing style and "About my Business"



Think about the types of skills Chat GPTe would benefit from using consistently when you ask it to do things

1. To be able to write "Like me" or "In our brand voice"

So I created a skill where I said "I want to create a skill so that when I ask you to write something you will use this writing style" and I then attached examples of my writing. It then asked me questions and created the skill

2. To always understand our products and services

I created a skill and said that whenever I ask you for business advice I want you to understand in detail the products and services that I sell. I attached a deep research report on my business

Other skills I created – admin tasks



Also think about the “admin” type things you do regularly that take up a lot of time.

For me these are

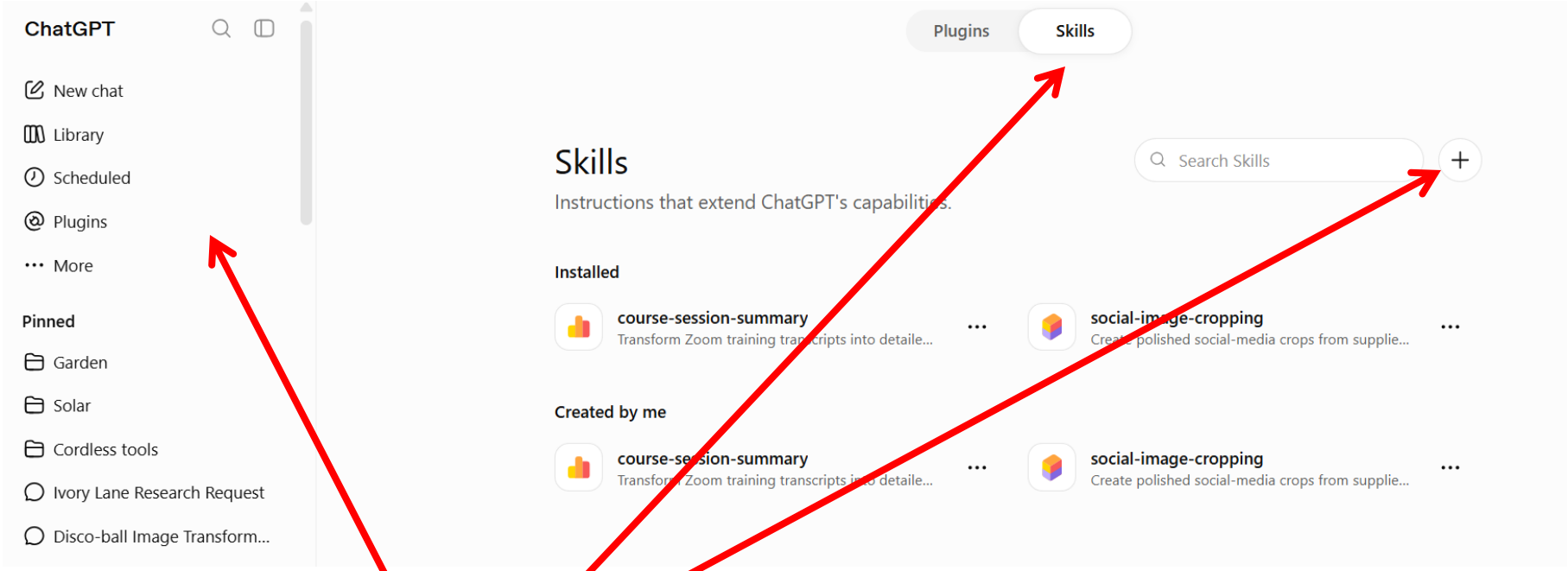
1. **Turning a transcript from a training course into a summary document.**

I created a skill where I asked for

a) When I attach a course transcript summarise the main points, ensure you do x and don't do y in the summary
b) And also use the TMC branding skill to create the file with our branding

2. Taking attendance sheets provided by LEOs and converting them into a template that we use.

A skill to “Summarise a Zoom transcript into a branded report”

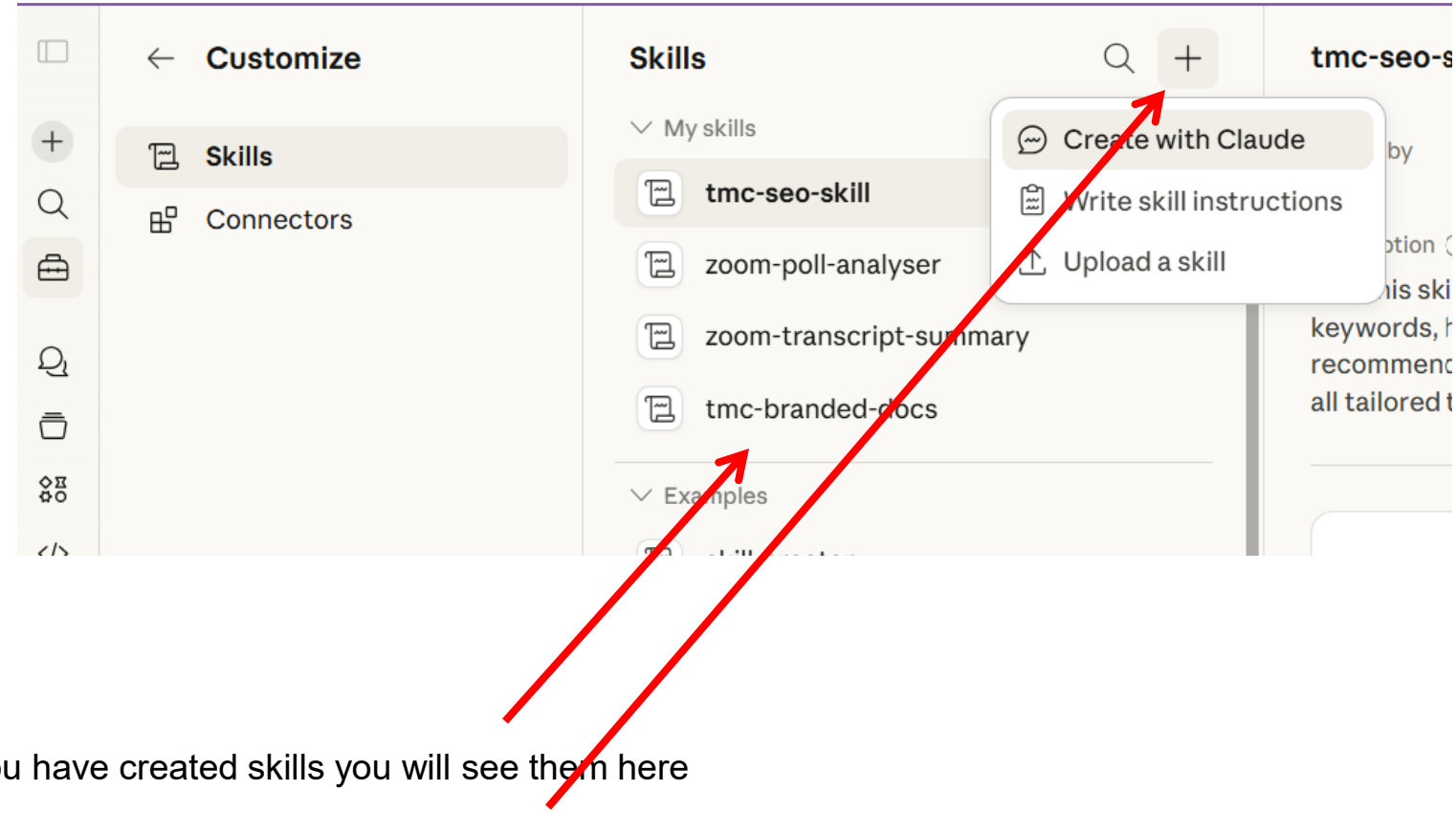


On the left hand menu click Plugins

Then click Skills

Then click +

A skill to “Summarise a Zoom transcript into a branded report”

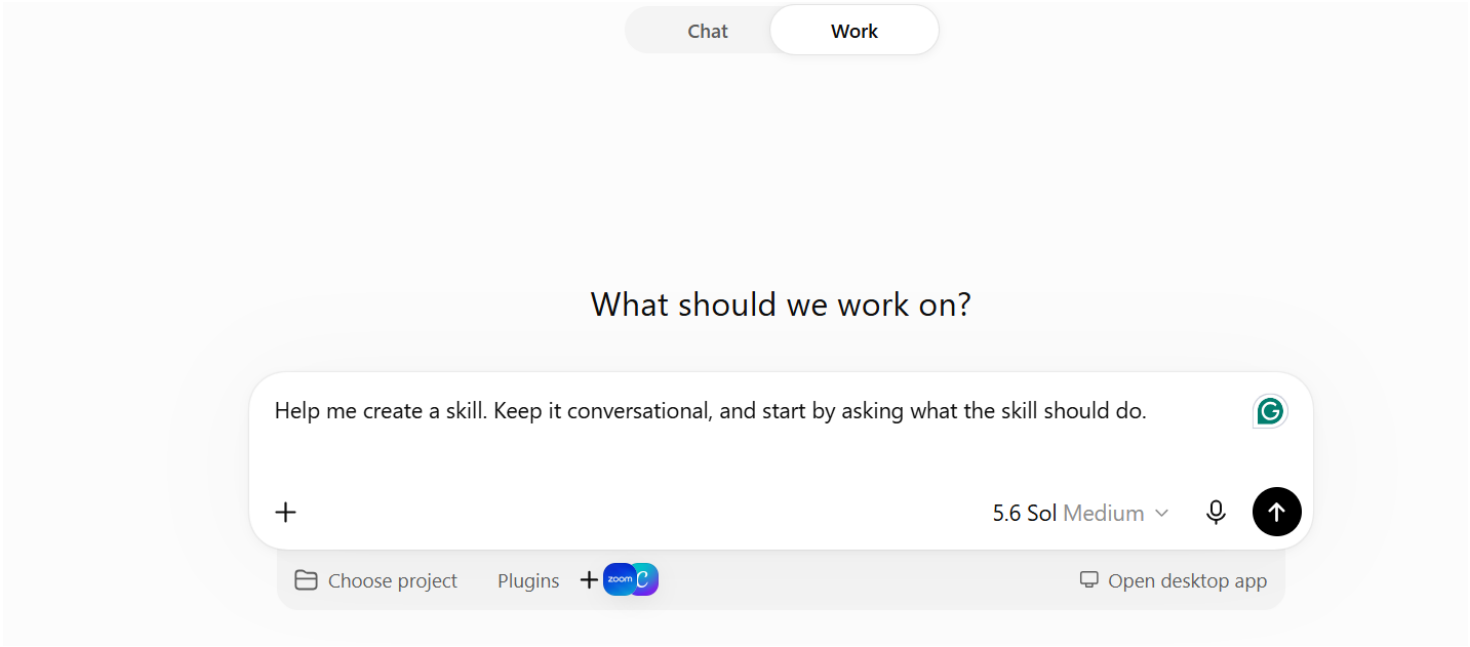


If you have created skills you will see them here

To create a new one click on the + icon

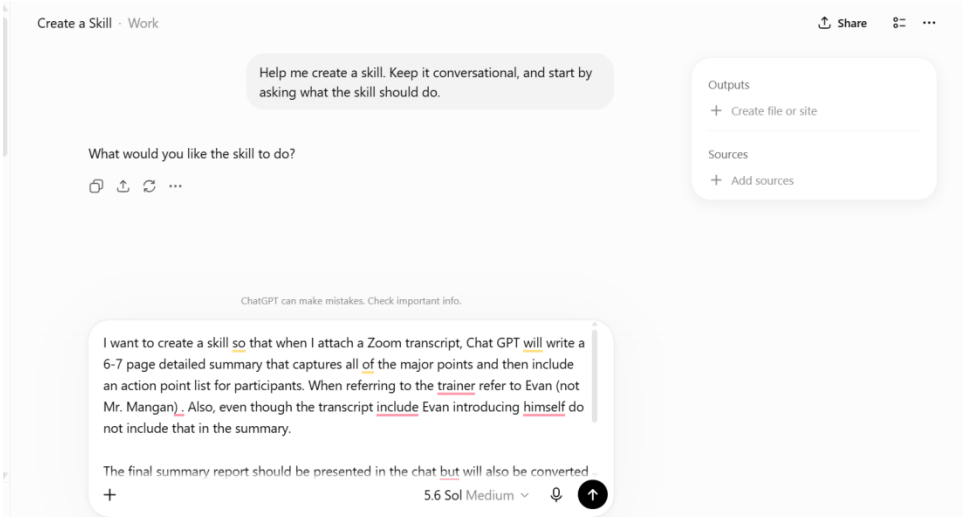
Then select Create with Claude

A skill to “Summarise a Zoom transcript into a branded report”



It will then generate a prompt.
Hit submit

A skill to “Summarise a Zoom transcript into a branded report”

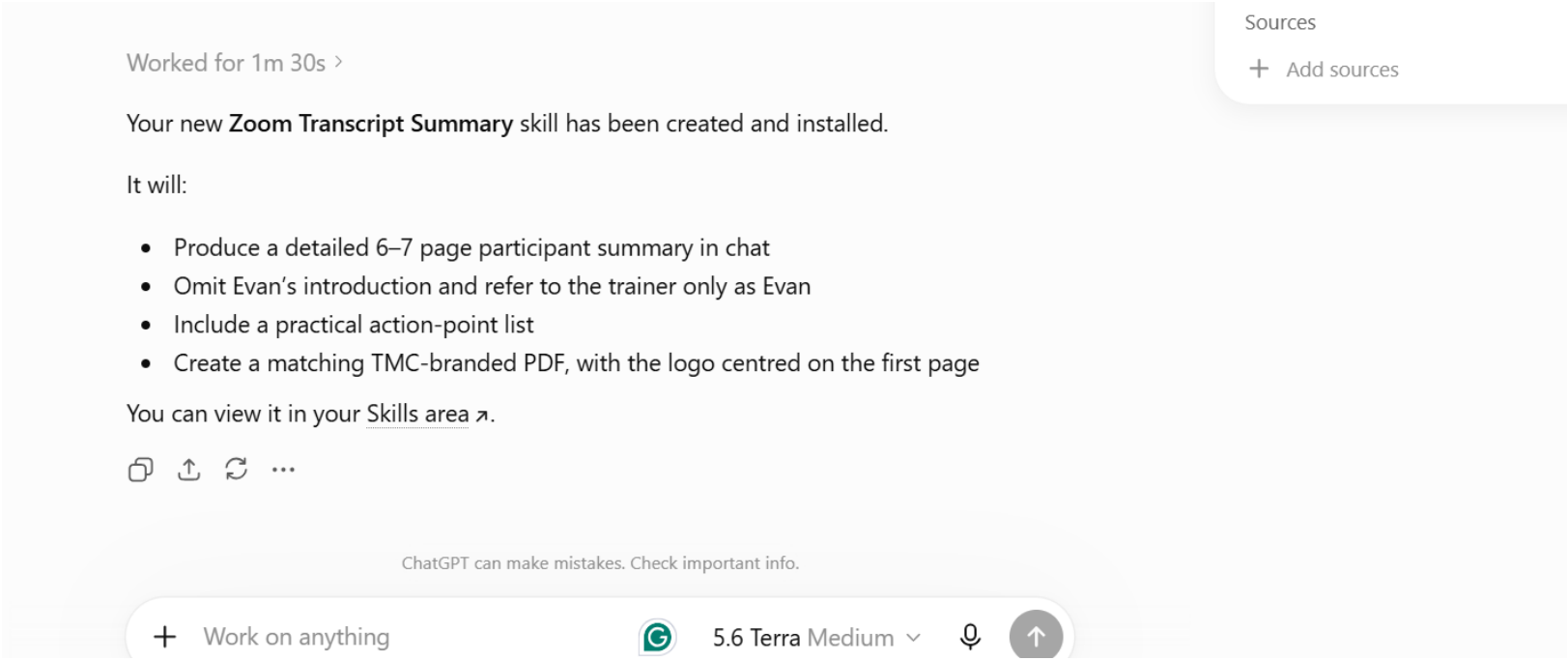


It will then ask you a question. In the prompt box describe what you want the skill to be. For example, I wrote this prompt..

I want to create a skill so that when I attach a Zoom transcript, Chat GPT will write a 6-7 page detailed summary that captures all of the major points and then include an action point list for participants. When referring to the trainer refer to Evan (not Mr. Mangan) . Also, even though the transcript include Evan introducing himself do not include that in the summary.

The final summary report should be presented in the chat but will also be converted into a pdf that I can download. It will use The Marketing Crowd branding skill to ensure that the summary has our logo and uses our TMC brand colours. The logo should be centred on the first page.

A skill to “Summarise a Zoom transcript into a branded report”



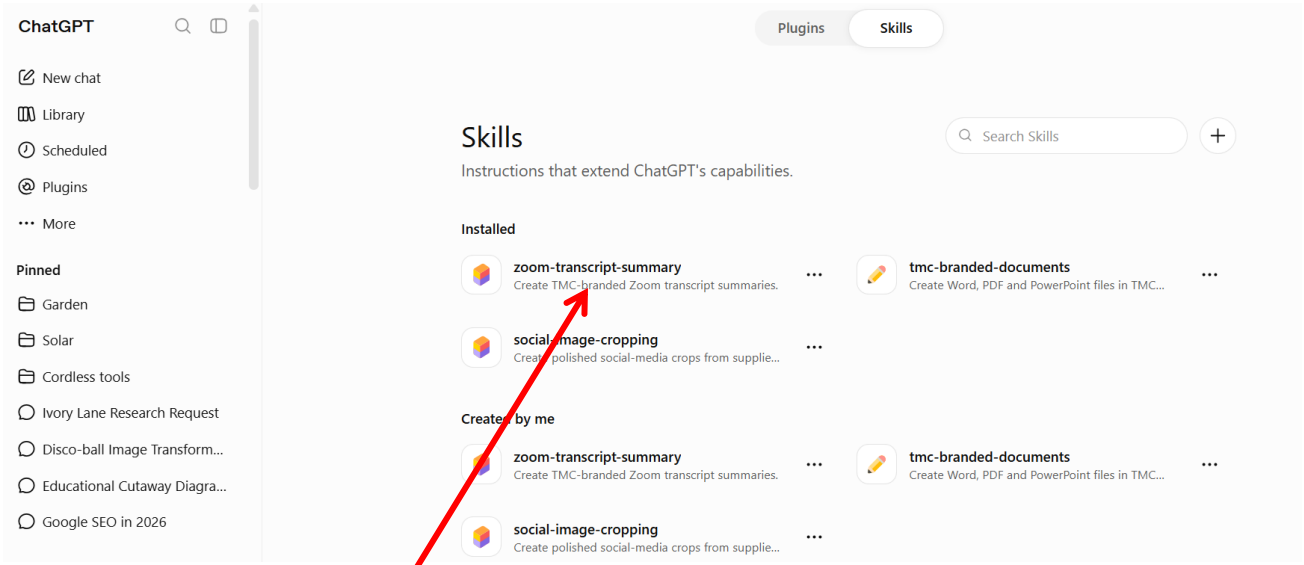
It took a few minutes for it to build the skill

Note: In Claude you have to click a button to save the skill. In Chat GPT you do not It saves it for you.

”

.

A skill to “Summarise a Zoom transcript into a branded report”



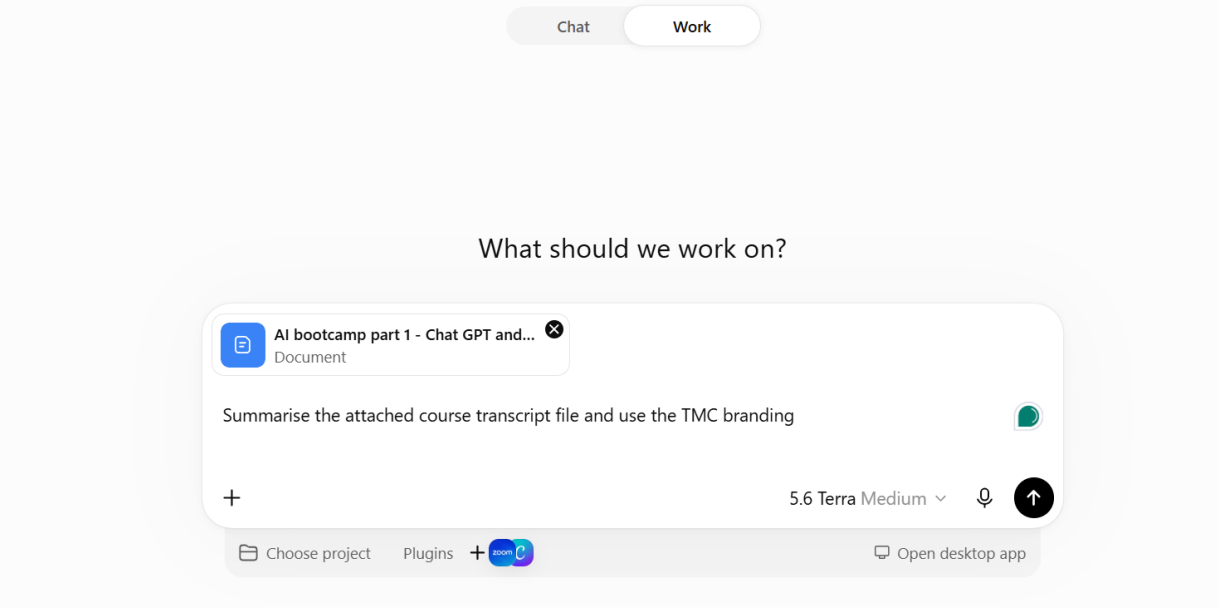
If you now go back to your skills

You will see it listed

Click on it or click the 3 dots top right and you can delete it, download it (to share with someone) or edit it with updated rules if you wish

.

What this means



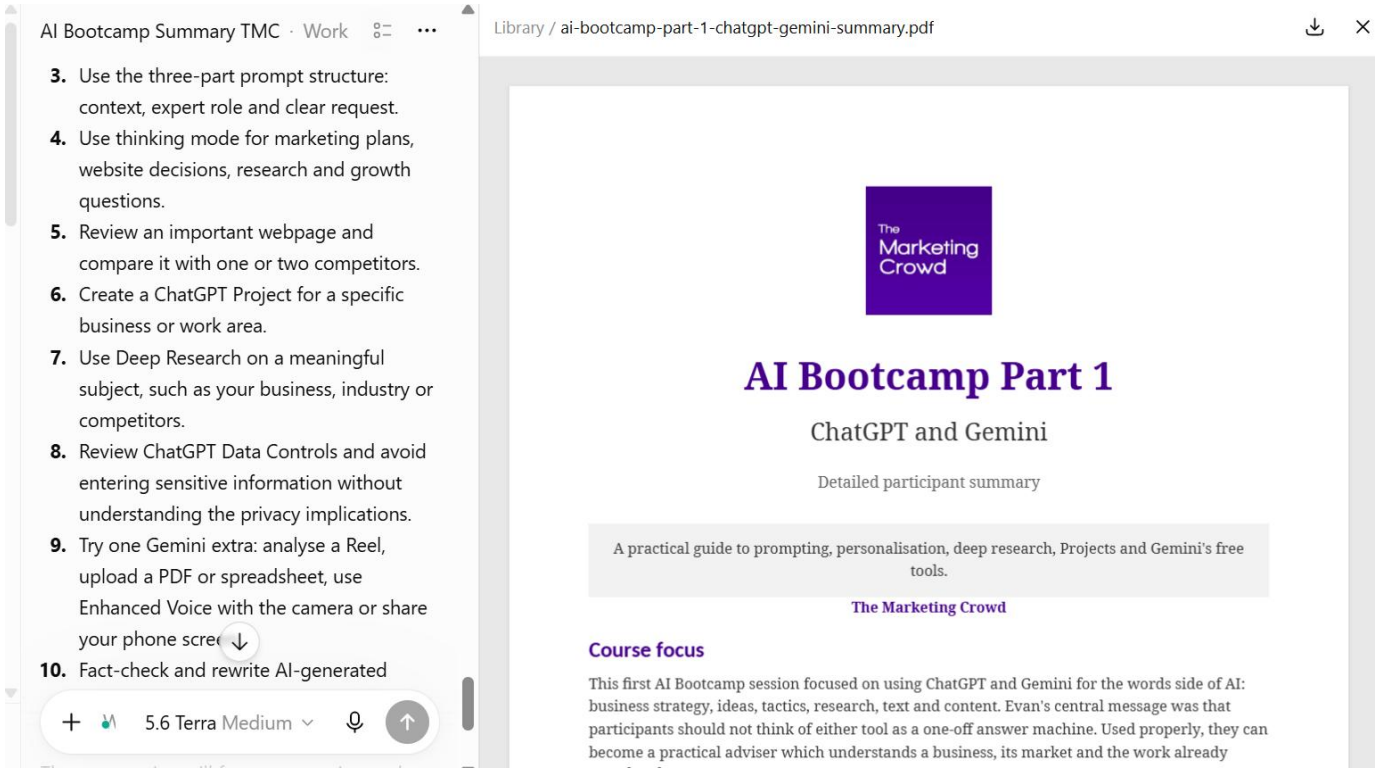
I can attach a transcript and say ...

Summarise the attached course transcript file and use the TMC branding

I am now combining the transcript summary skill and the branding skill

.

What this means



It then gave a course transcript that is a summary AND is branded

.

What Admin type skills could you create?



Ask yourself ...

1. What do I do on my PC regularly that takes a lot of time.

2. Is it very similar each time so it could be repeatable in a skill

3. Does it involve text documents, spreadsheets, reports – if so it could be ideal for a skill

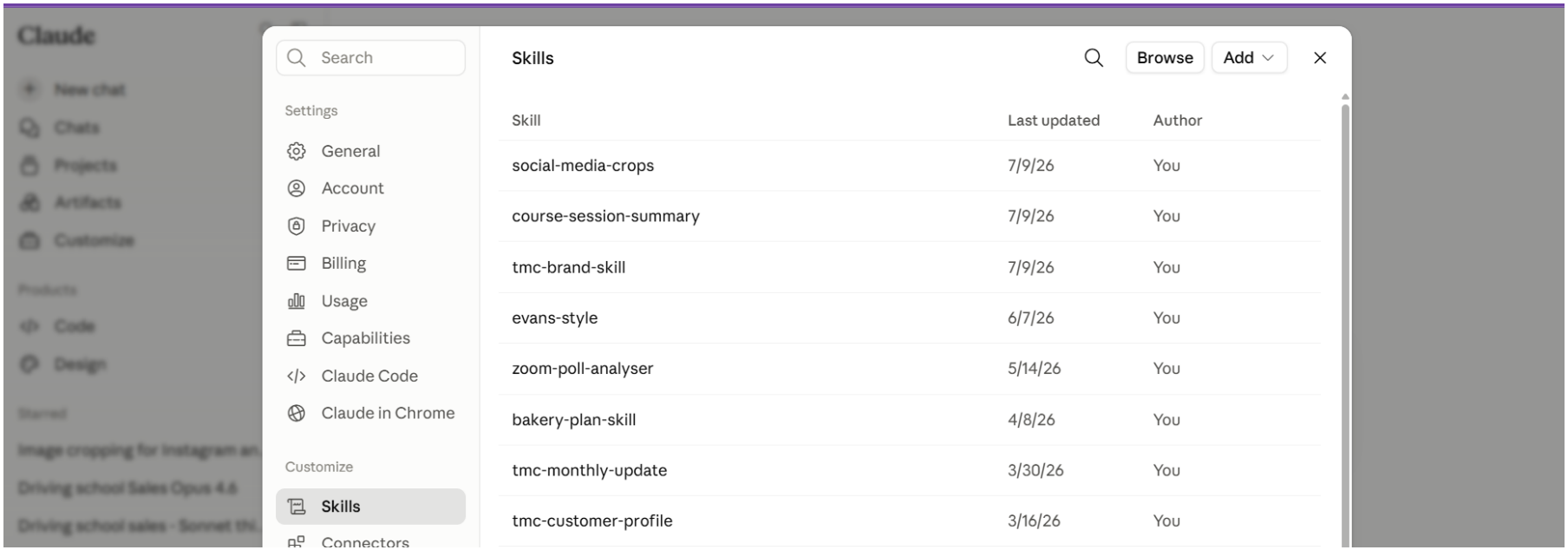
What Admin type skills could you create?



Ask Chat GPT to help you. Use this prompt

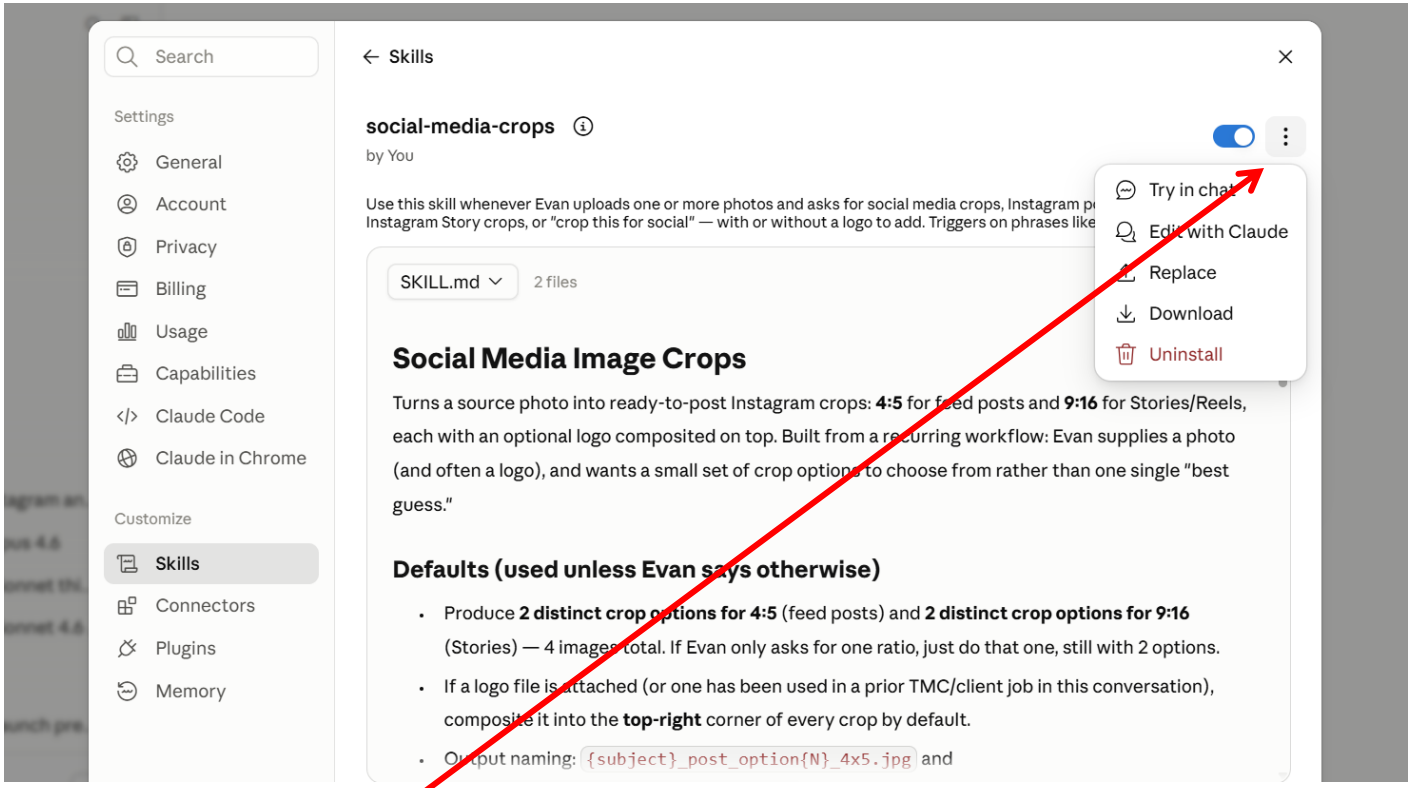
I want you to help me identify tasks I do regularly in my business that could be turned into a repeatable Chat GPT skill — a set of instructions that means I never have to explain the same job to Chat GPT twice.
Ask me a series of questions, one at a time, to help me discover these tasks. Focus on:
Things I do on my computer regularly that take a lot of time
Tasks that follow a similar pattern each time
Any work involving text documents, spreadsheets, reports, emails, or social media posts
Things I don't like doing because they're repetitive and boring
After asking me your questions, give me a ranked shortlist of my top 3 skill candidates, explain why each one would work well, and suggest what I should name each skill."

How to import a skill from Claude



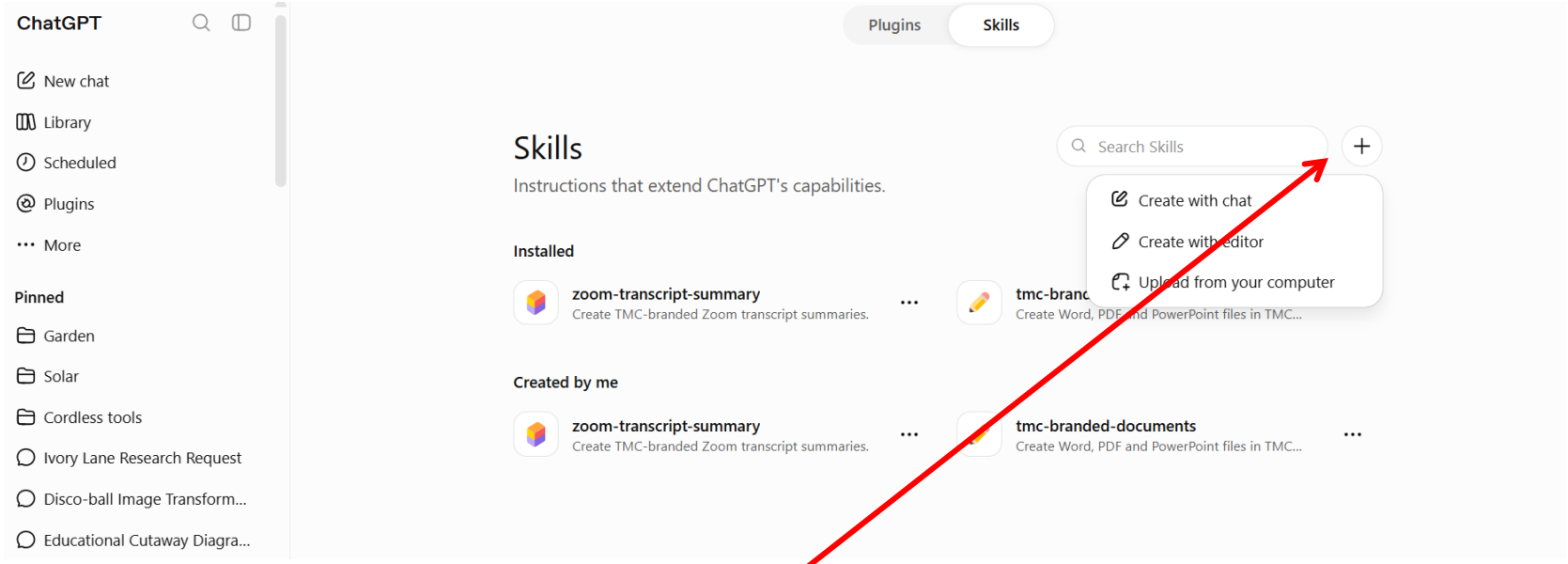
Go to Claude
Click Customise
Find your skill
Click on it

How to import a skill from Claude



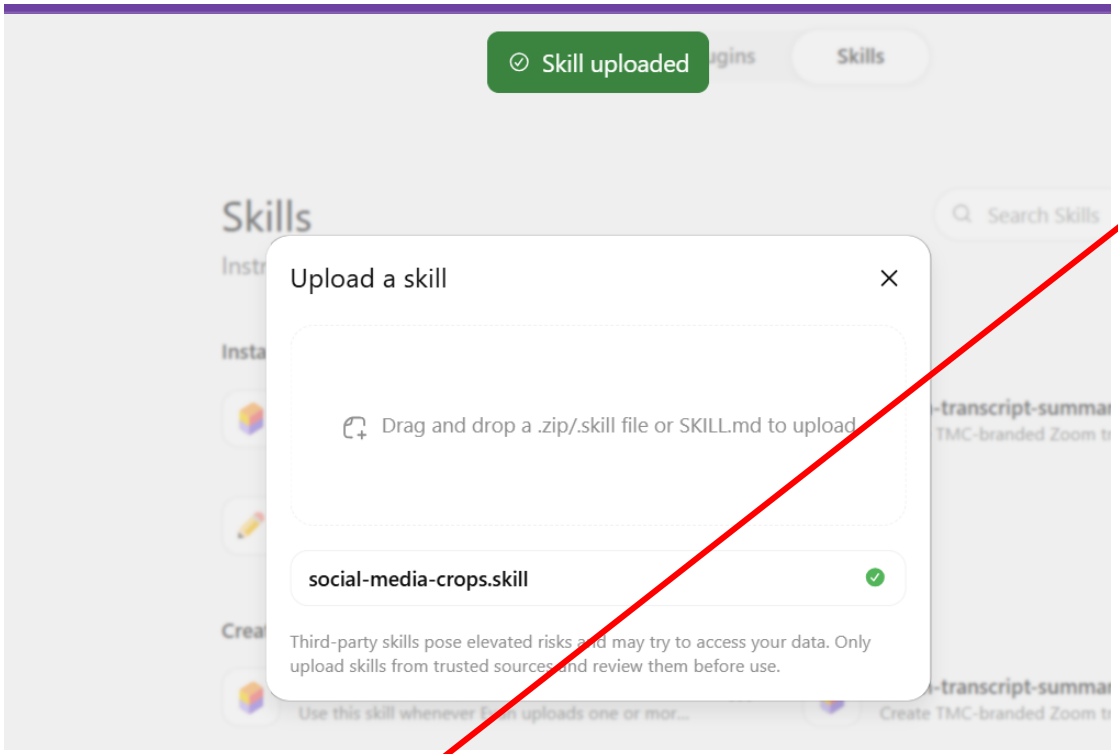
You will then see the details of the skill
Click the 3 dots
Then click Download

How to import a skill from Claude



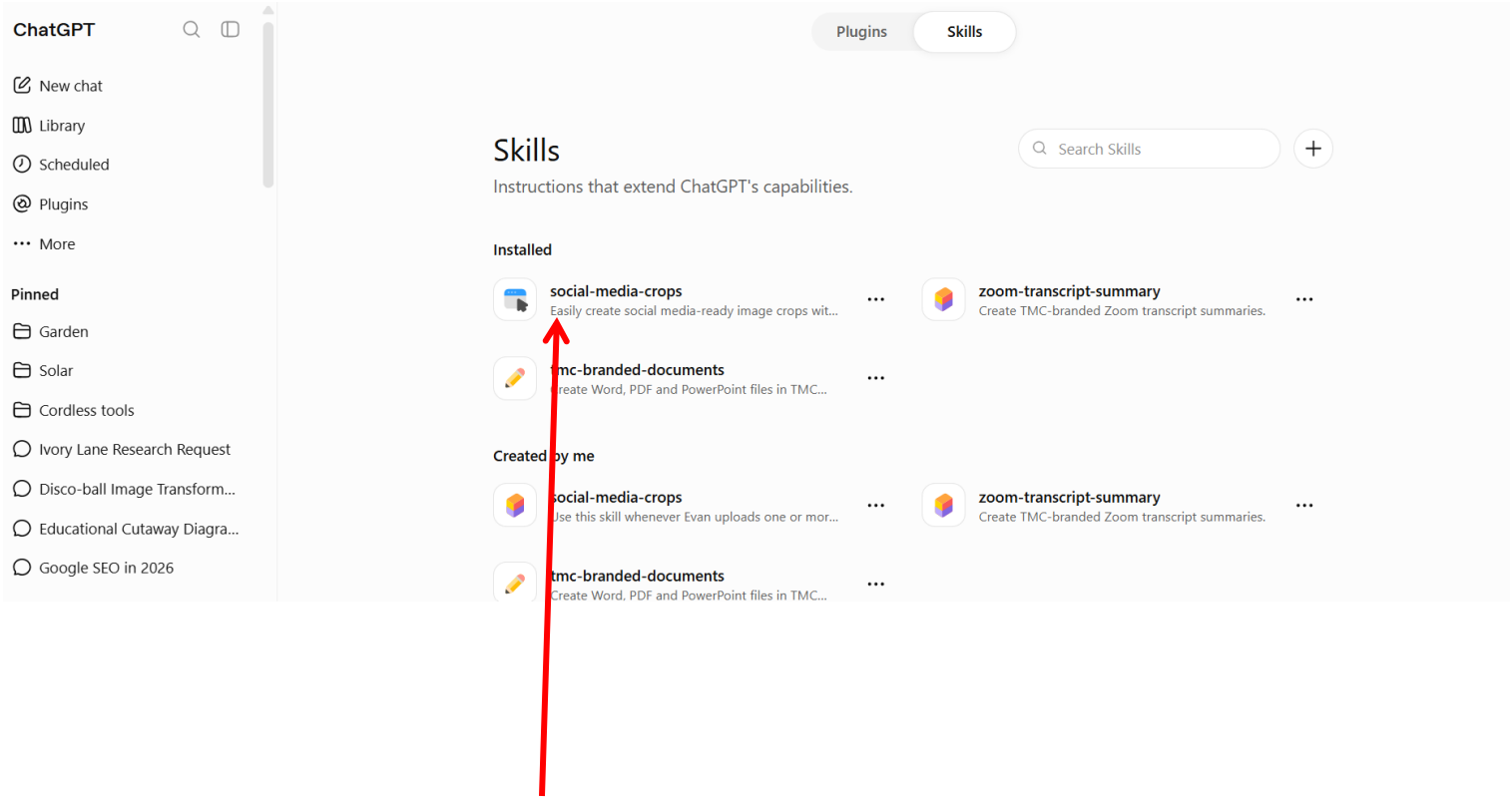
Then go to the Skills area in Chat GPT
Click on the + icon
Select upload from computer
Select the file from your computer

How to import a skill from Claude



The skill is now uploaded

How to import a skill from Claude



And it is now in the list of Chat GPT Skills

I can now use this skill in Chat GPT

What We Will Cover

Recap – what made Claude different to Chat GPT?

Just like Claude – Chat GPT is now for Chat AND also "Tasks" (Work)

New models to choose from
•When to use each

Tabs for chat and work
•When to use each

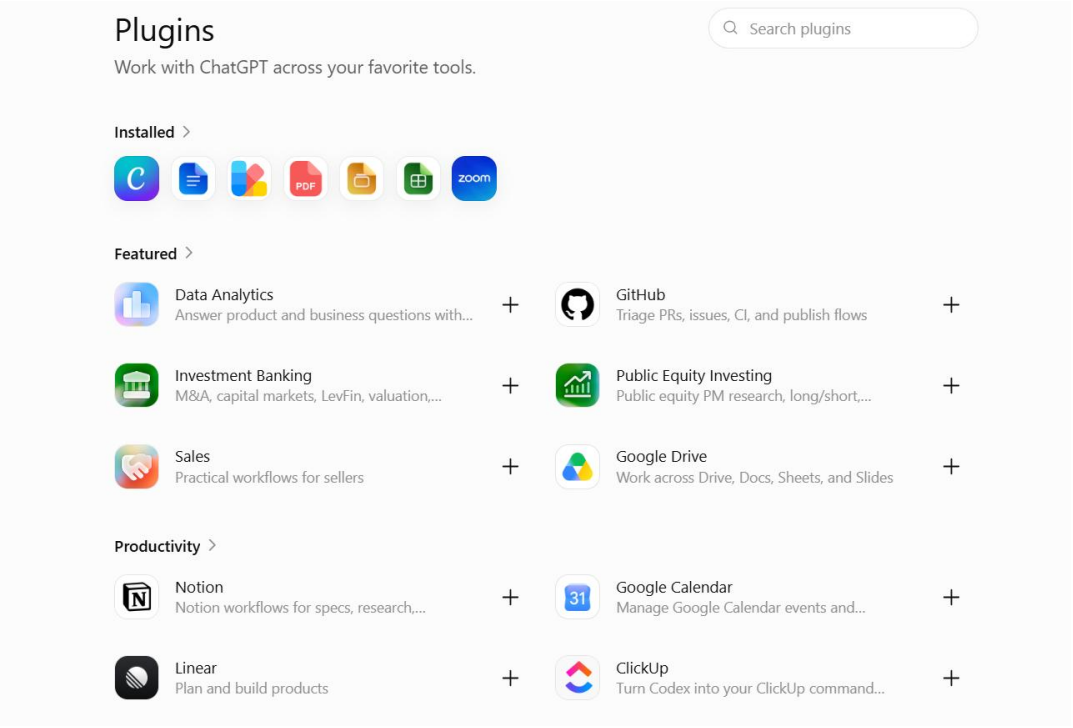
Usage limits
• How usage limits work

Skills
• How to create a skill
• How to import skills form Claude
• what skills could / should you create

Plugins
• What Plugins are available

Desktop app for Work
•How to get Chat GPT to do tasks on your desktop

What is a Plugin?



Think of a Plugin as ...

1. **A preconfigured set of skills that will allow you get better results**

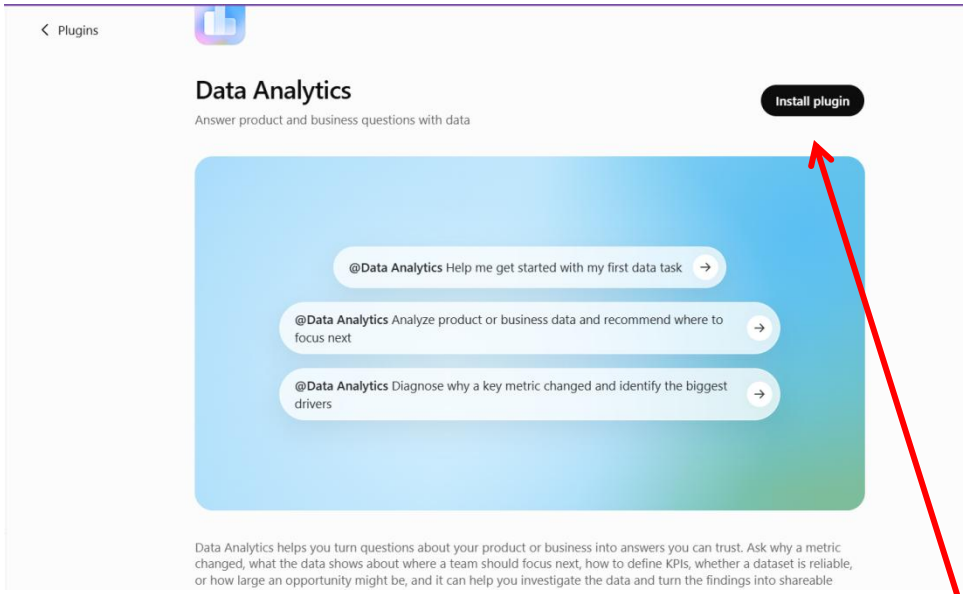
E.g. There is a data analytics plugin that is made up of a combination of skills

2. **A plugin is also a connector to a 3rd party platform or tool. If you give Chat GPT access using the plugin Chat GPT can do things for you with your data on that platform**

Eg, There are plugins for Gmail, Outlook, Canva, Stripe, Zoom

3. **Chat GPT can also connect to 3rd party tools / platforms if they make a connection available via MCP. So you are not limited to the official list of plugins**

Example of plugin as Preconfigured set of skills

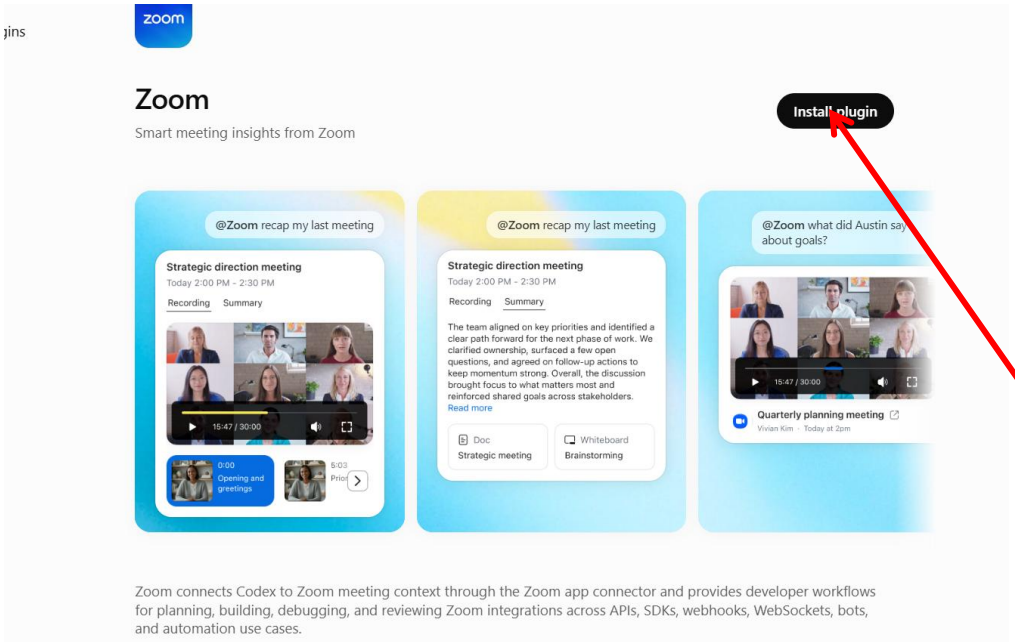


The Data analytics plugin ...

"helps you turn questions about your product or business into answers you can trust. Ask why a metric changed, what the data shows about where a team should focus next, how to define KPIs, whether a dataset is reliable, or how large an opportunity might be, and it can help you investigate the data and turn the findings into shareable reports, charts, dashboards, notebooks, and recommendations. Start with the data you already have: connected warehouses, BI or product analytics tools, docs, chats, spreadsheets, uploaded files, pasted results, or clearly labelled sample data. The plugin guides you through the right workflow, checks sources where possible, and keeps the evidence visible in reviewable tables, charts, dashboards, and report apps you can share."

You have to click install before using it

Example of plugin as a connector to a platform

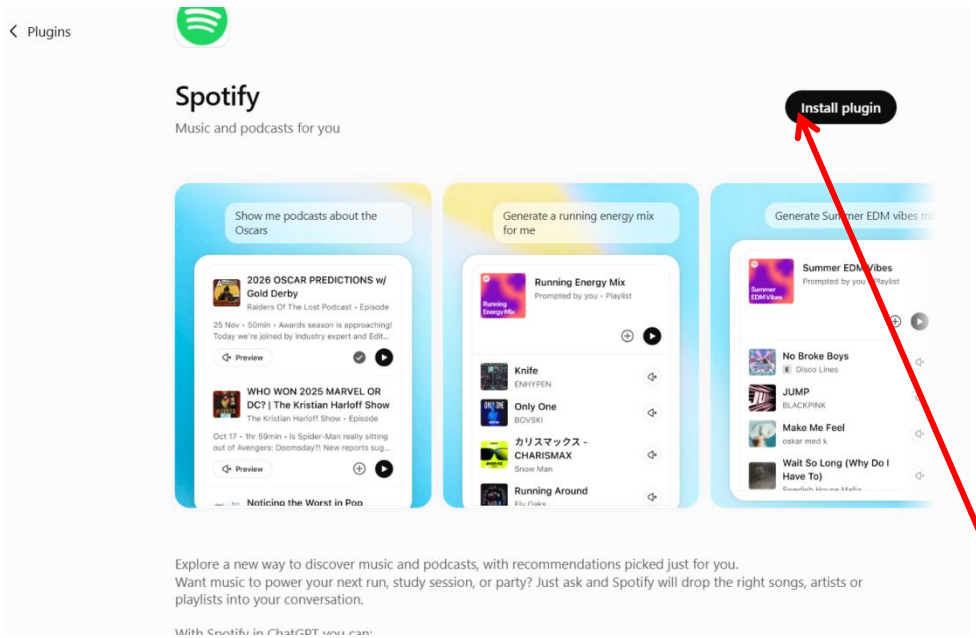


The Zoom plugin ...

Zoom connects Codex to Zoom meeting context through the Zoom app connector and provides developer workflows for planning, building, debugging, and reviewing Zoom integrations across APIs, SDKs, webhooks, WebSockets, bots, and automation use cases.

You have to click install before using it

Example of plugin as a connector to a platform

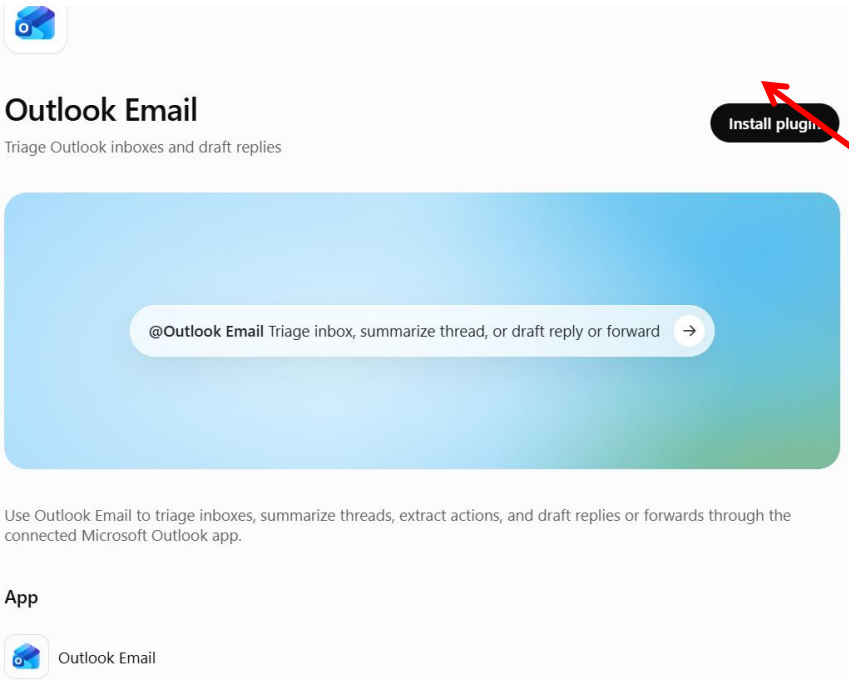


The Spotify plugin ...

Explore a new way to discover music and podcasts, with recommendations picked just for you. Want music to power your next run, study session, or party? Just ask and Spotify will drop the right songs, artists or playlists into your conversation. With Spotify in ChatGPT you can: - Ask for songs, artists, genres, or playlists and play them in Spotify. - Find podcasts for any topic you are exploring. - Spotify Premium listeners can describe a vibe and get a playlist made to match. - Get recommendations based on your history right in your chat.

You have to click install before using it

Example of plugin as a connector to a platform

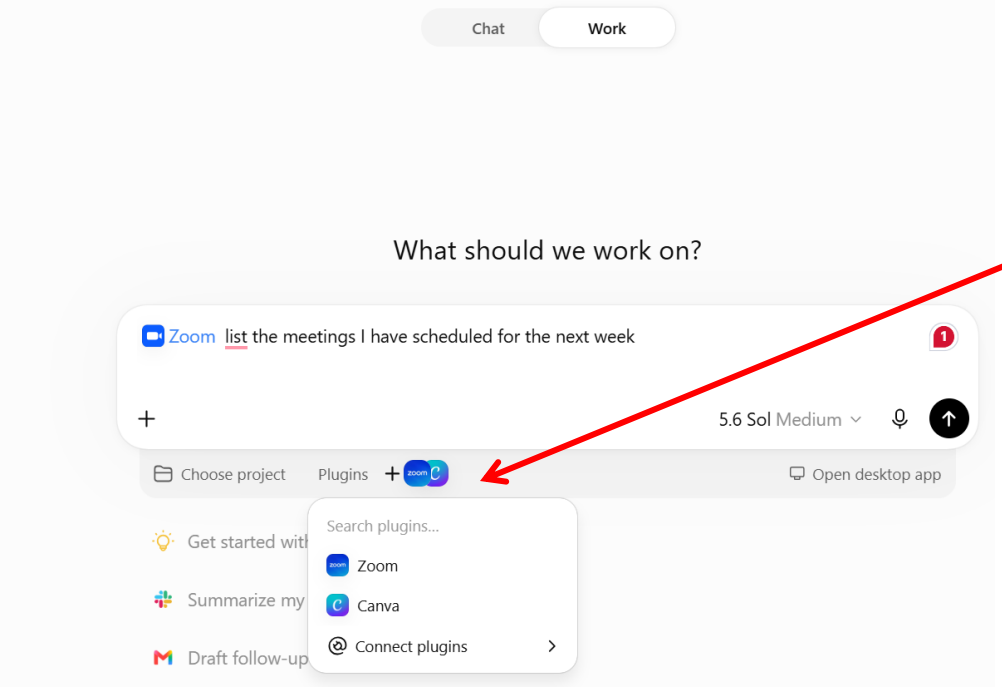


The Outlook plugin ...

Use Outlook Email to triage inboxes, summarize threads, extract actions, and draft replies or forwards through the connected Microsoft Outlook app.

You have to click install before using it

To use a plugin



When you are using Work, in the prompt box click on Plugins

It will show you the plugins you have installed. Click on the one you want to use

It will then appear in the prompt box

Then type what you want the plugin to do

What We Will Cover

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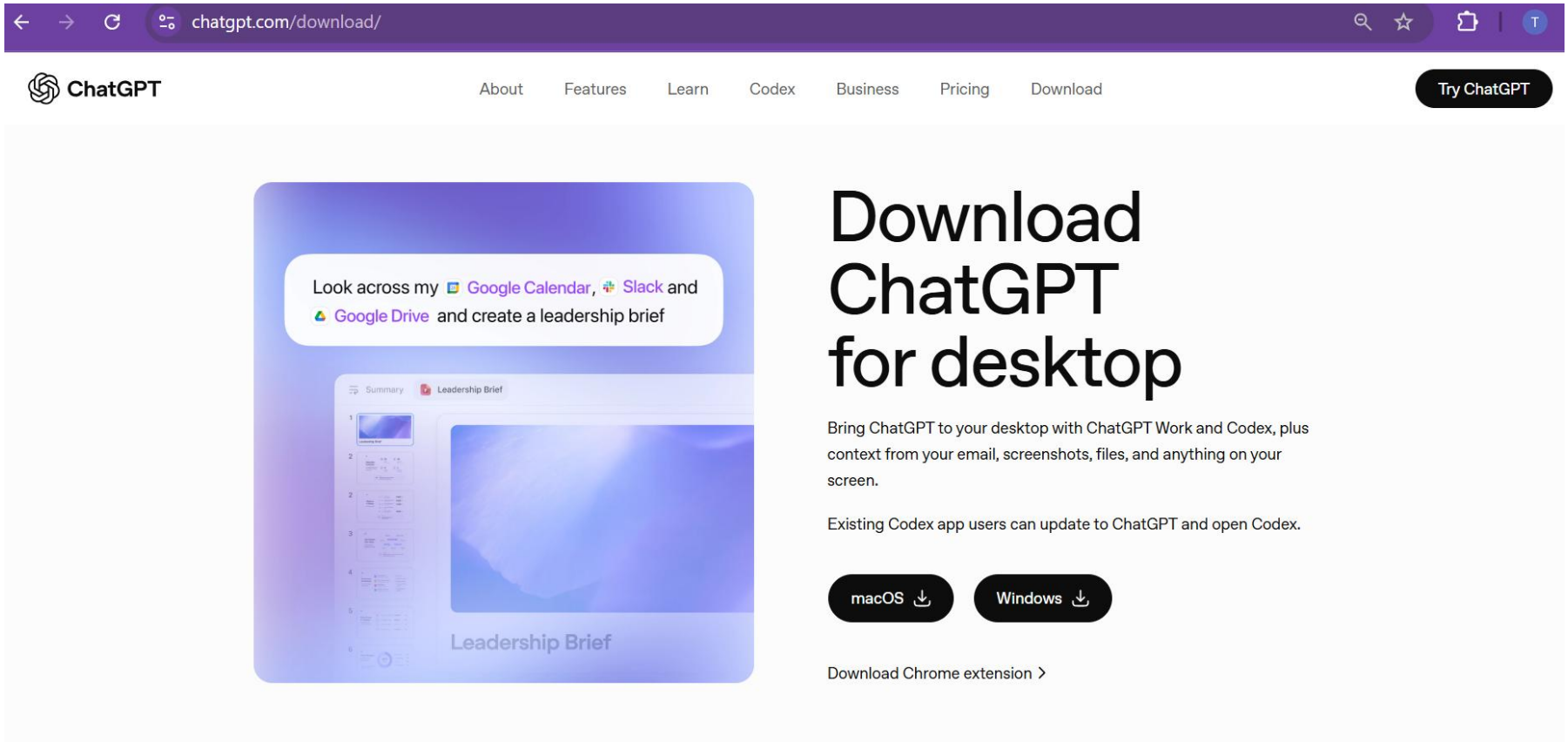
• What Plugins are available
• How to connect to 3rd party tools using MCP

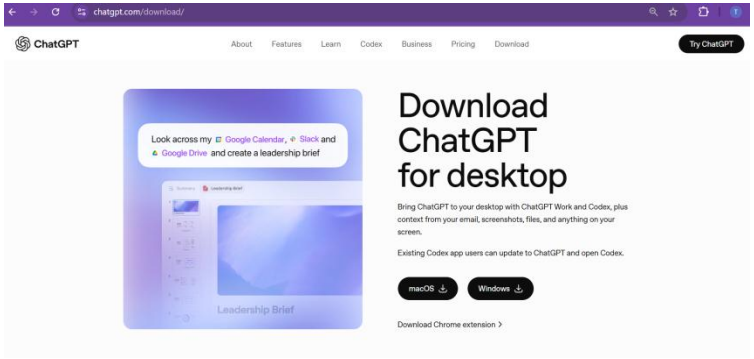
Desktop app for Work
•How to get Chat GPT to do tasks on your desktop

How to install the desktop app



Go to https://chatgpt.com/download/
Then install the app for Windows or Mac
Then follow the install instructions

Why use the desktop app rather than the website?



It can work with local files and desktop apps
With your permission, Work can access files on your computer and interact with desktop applications. That is useful for tasks such as analysing an Excel file, updating a document, organising folders

It has a built-in browser alongside your work
ChatGPT can open websites, move between tabs, download files and work with web-based tools without you constantly switching between ChatGPT and Chrome.

Computer Use can carry out steps across your computer
The app can, with approval, click, type and move files across your browser and desktop apps. For example, it could help gather information from websites, put it into a spreadsheet and prepare a draft report.

Use the web version for research, writing, planning and normal Work tasks;

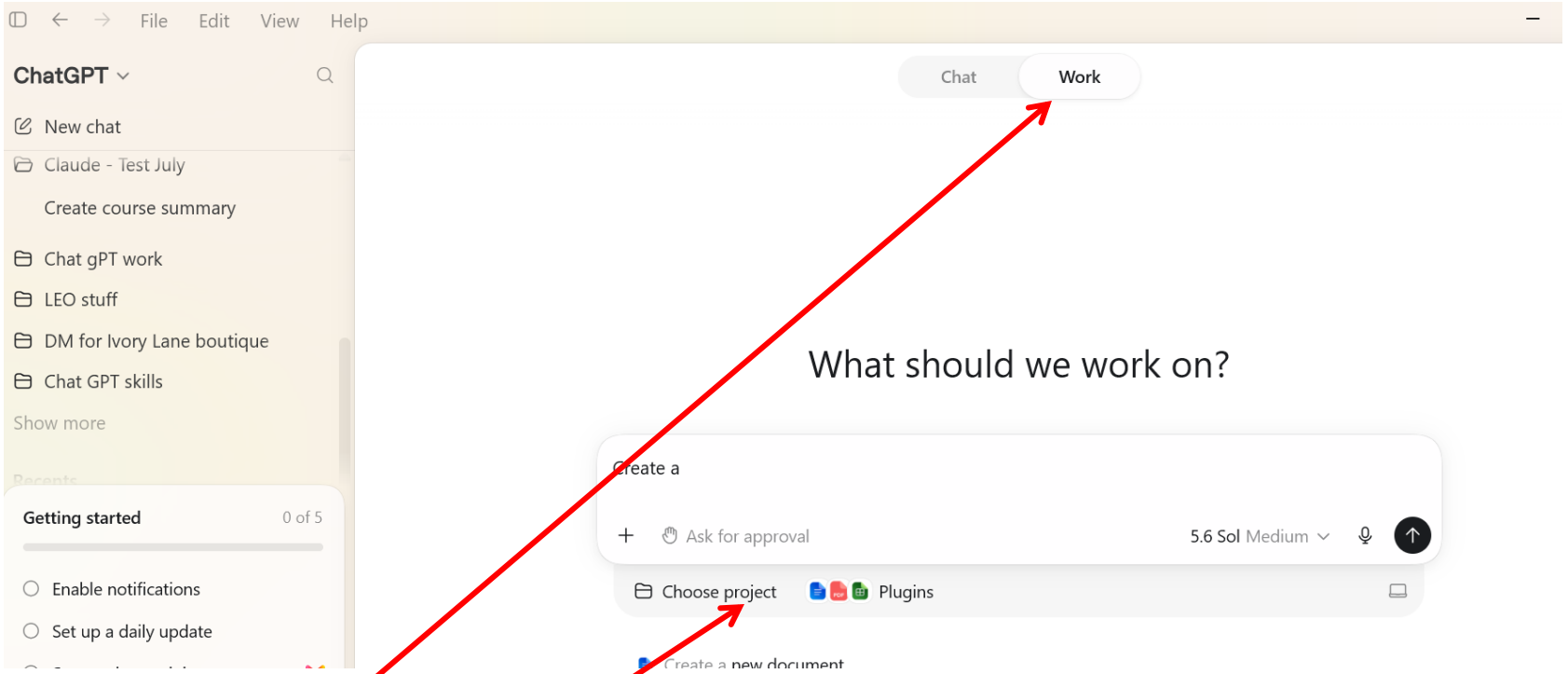
Use the desktop app when the task involves your computer, local files, desktop software, several websites,

How to get Chat GPT to work in a folder on your PC / Mac



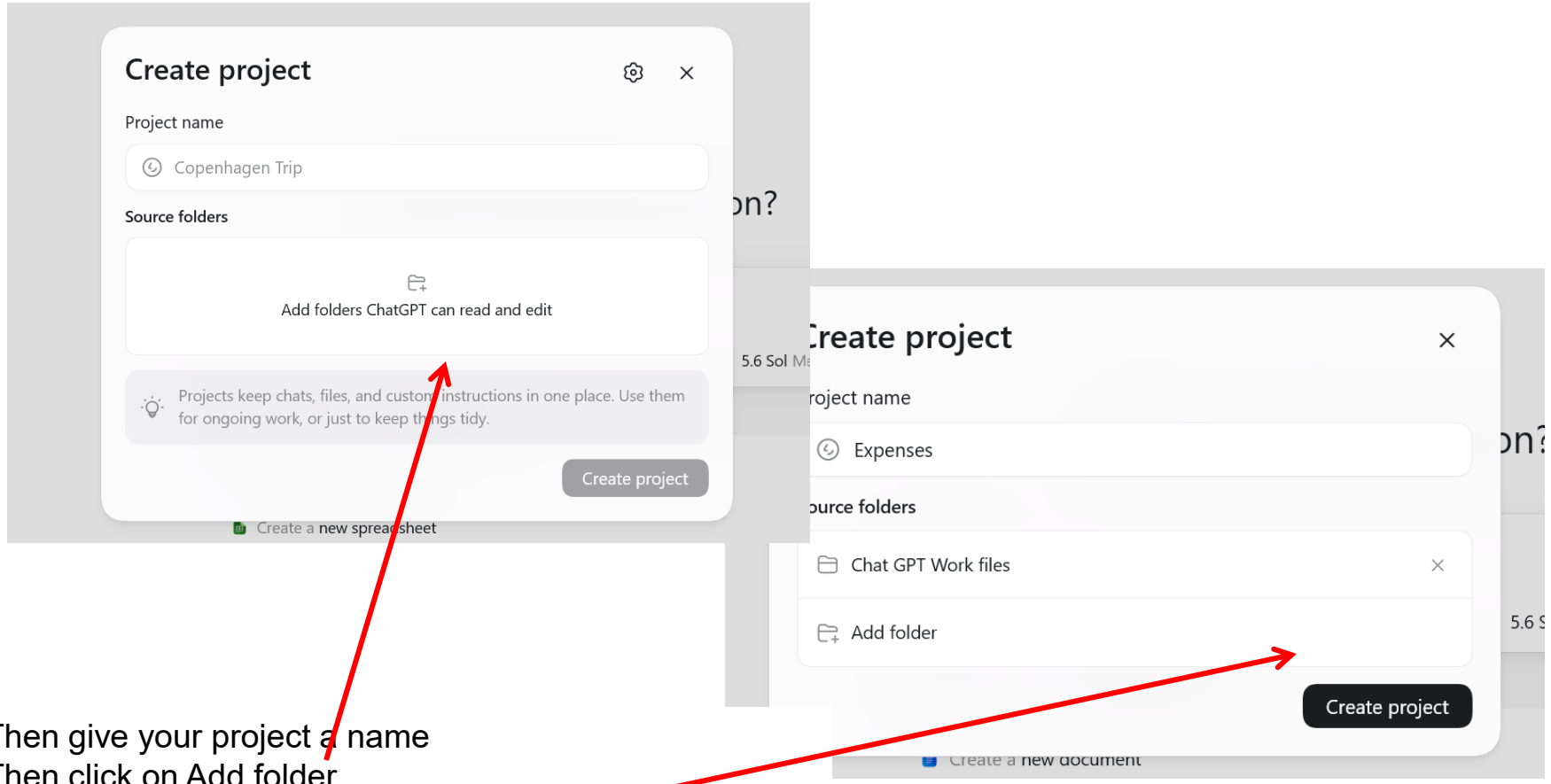
Create a folder on your PC – name it what you want
Place files that you want Chat GPT Work to work on into the folder

How to get Chat GPT to work in a folder on your PC / Mac



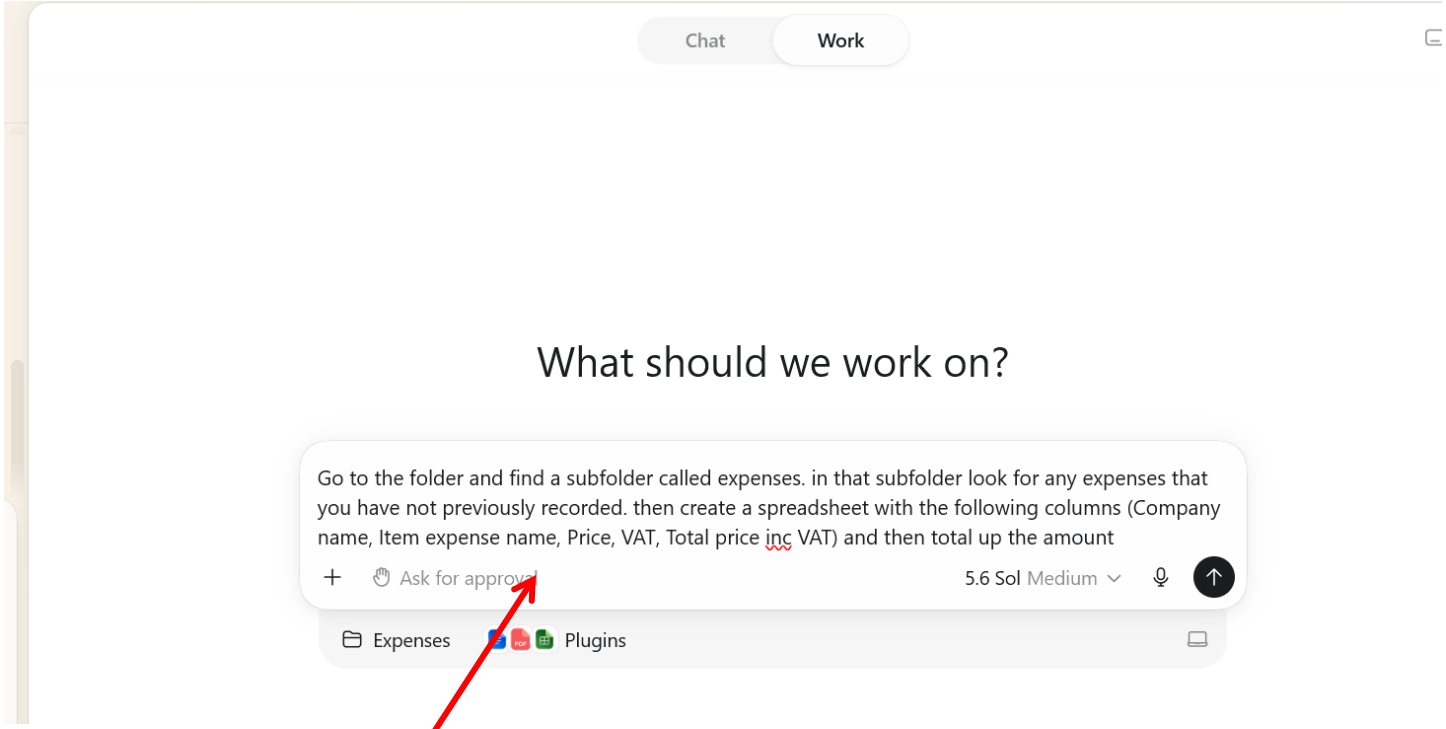
Open the chat GPT desktop app
Click on Work
Then click on choose project
Then choose a project you have already created or click New Project

How to get Chat GPT to work in a folder on your PC / Mac



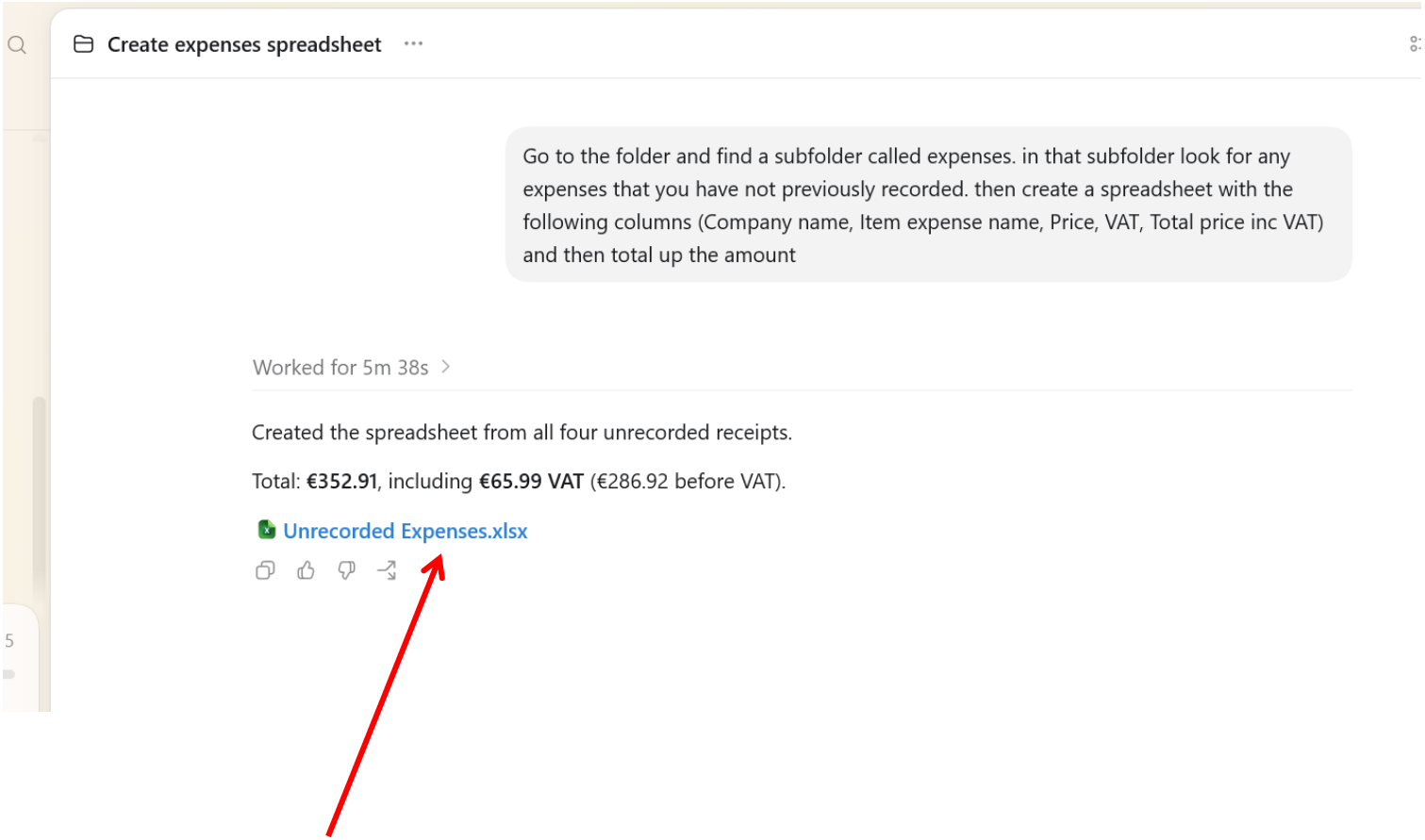
Then give your project a name
Then click on Add folder
Choose the folder that you created on your desktop
Then click create Project

How to get Chat GPT to work in a folder on your PC / Mac



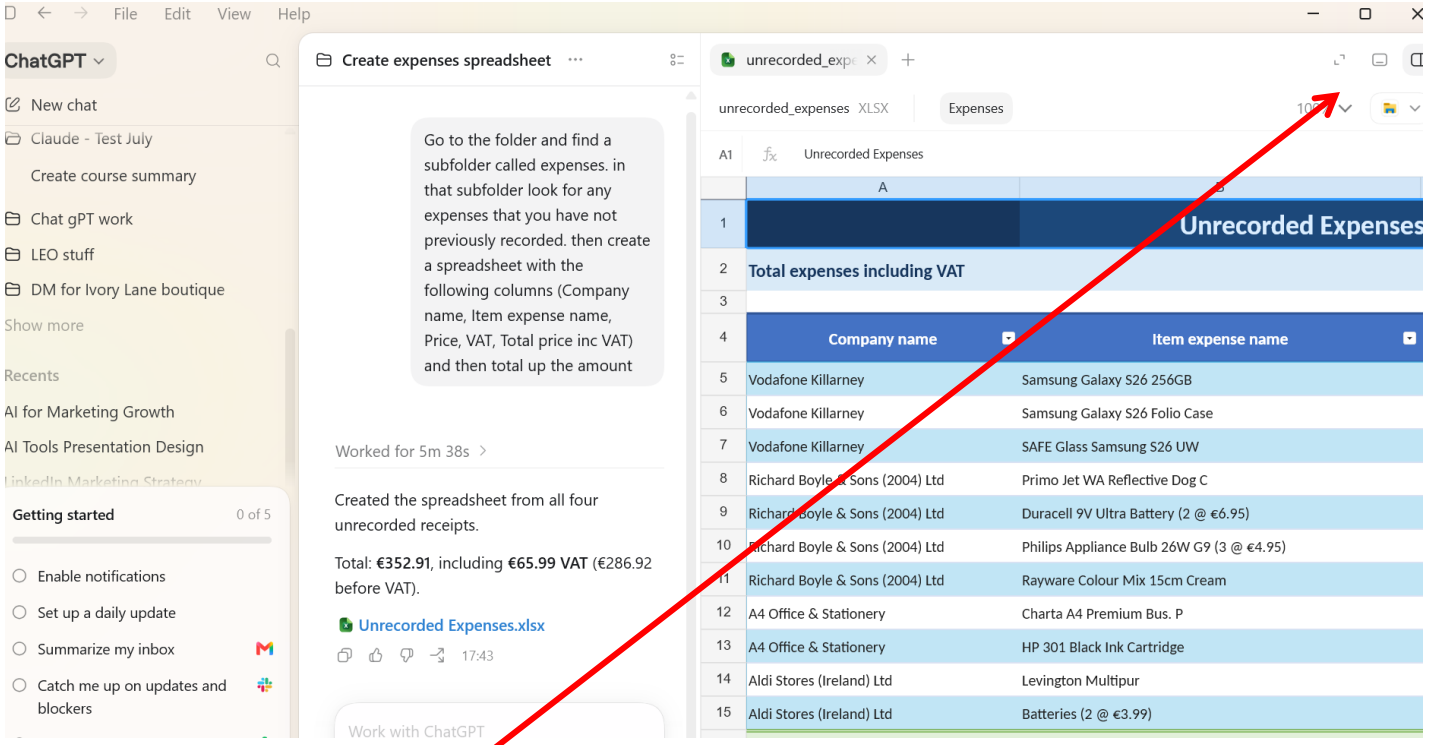
Go to the folder and find a subfolder called expenses. in that subfolder look for any expenses that you have not previously recorded. then create a spreadsheet with the following columns (Company name, Item expense name, Price, VAT, Total price incl VAT) and then total up the amount

How to get Chat GPT to work in a folder on your PC / Mac



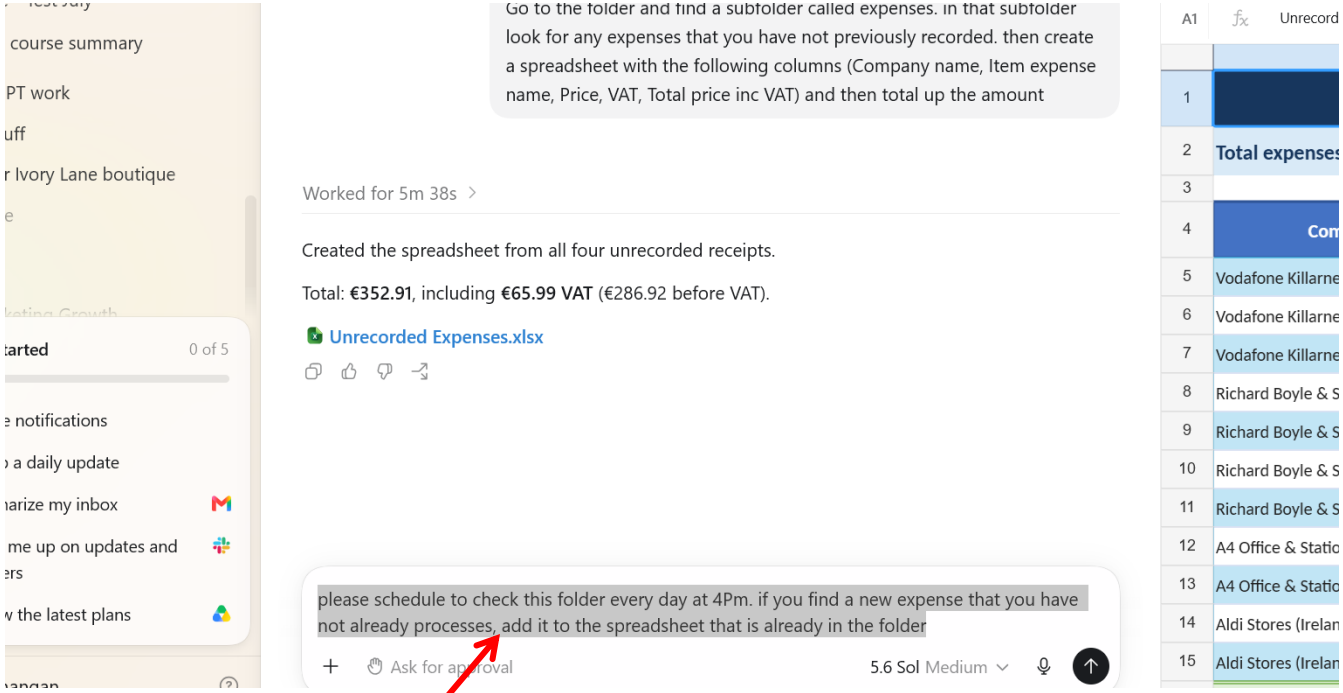
It took 5 minutes
It read all the images, extracted the information and created the spreadsheet
To view the spreadsheet click on the link

How to get Chat GPT to work in a folder on your PC / Mac



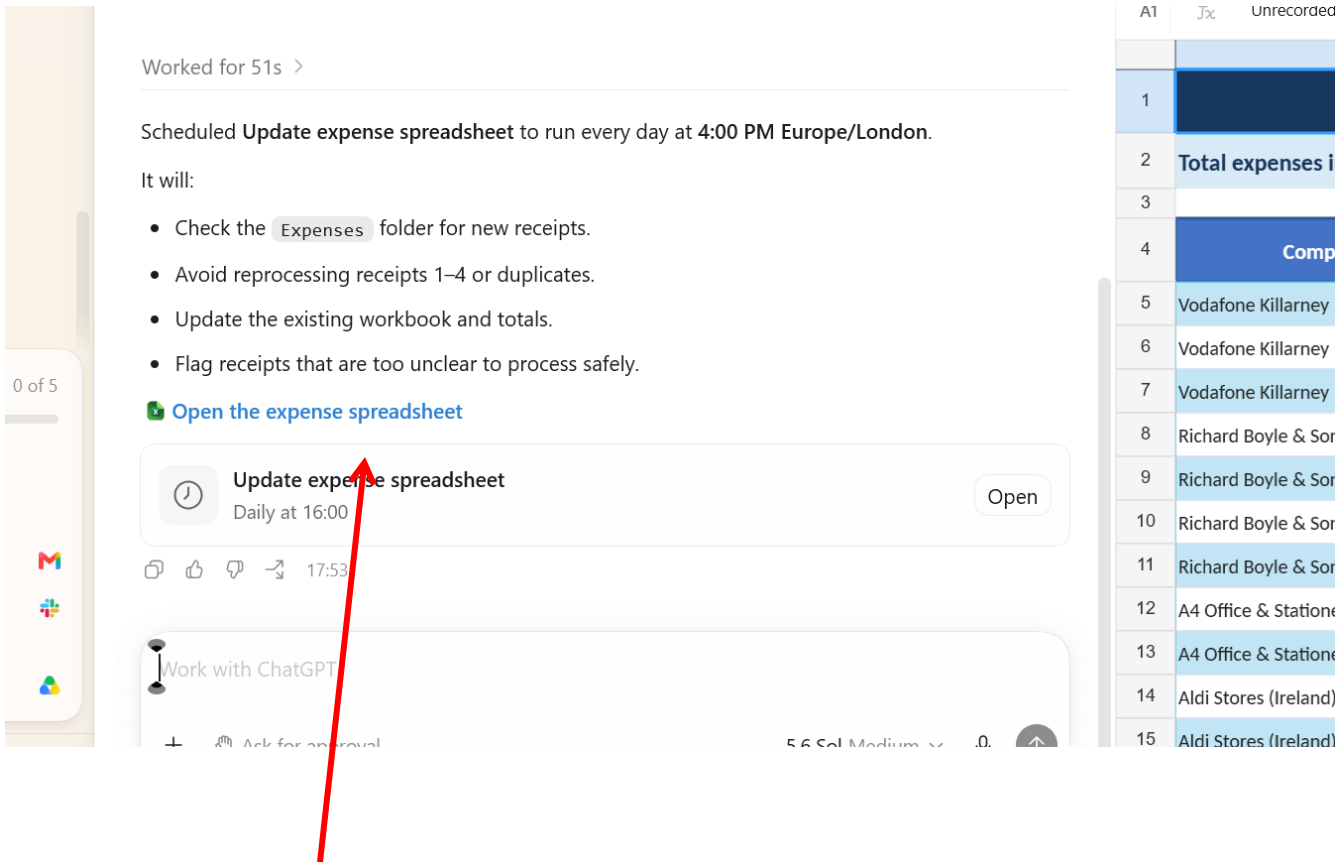
You can then expand the panel
You can also export the spreadsheet

How to get Chat GPT to work in a folder on your PC / Mac



please schedule to check this folder every day at 4pm. if you find a new expense that you have not already processes, add it to the spreadsheet that is already in the folder

How to get Chat GPT to work in a folder on your PC / Mac



It then creates the schedule

Note – your PC will need to be open then the task is scheduled. If it is switched off it will not be able to check

What tasks could you get Chat GPT Work to do on your PC?



Ask yourself ...

1. What do I do on my PC regularly that takes a lot of time.

2. Is it very similar each time so it could be repeatable in a skill

3. Does it involve text documents, spreadsheets, reports – if so it could be ideal for a Chat GPT work task

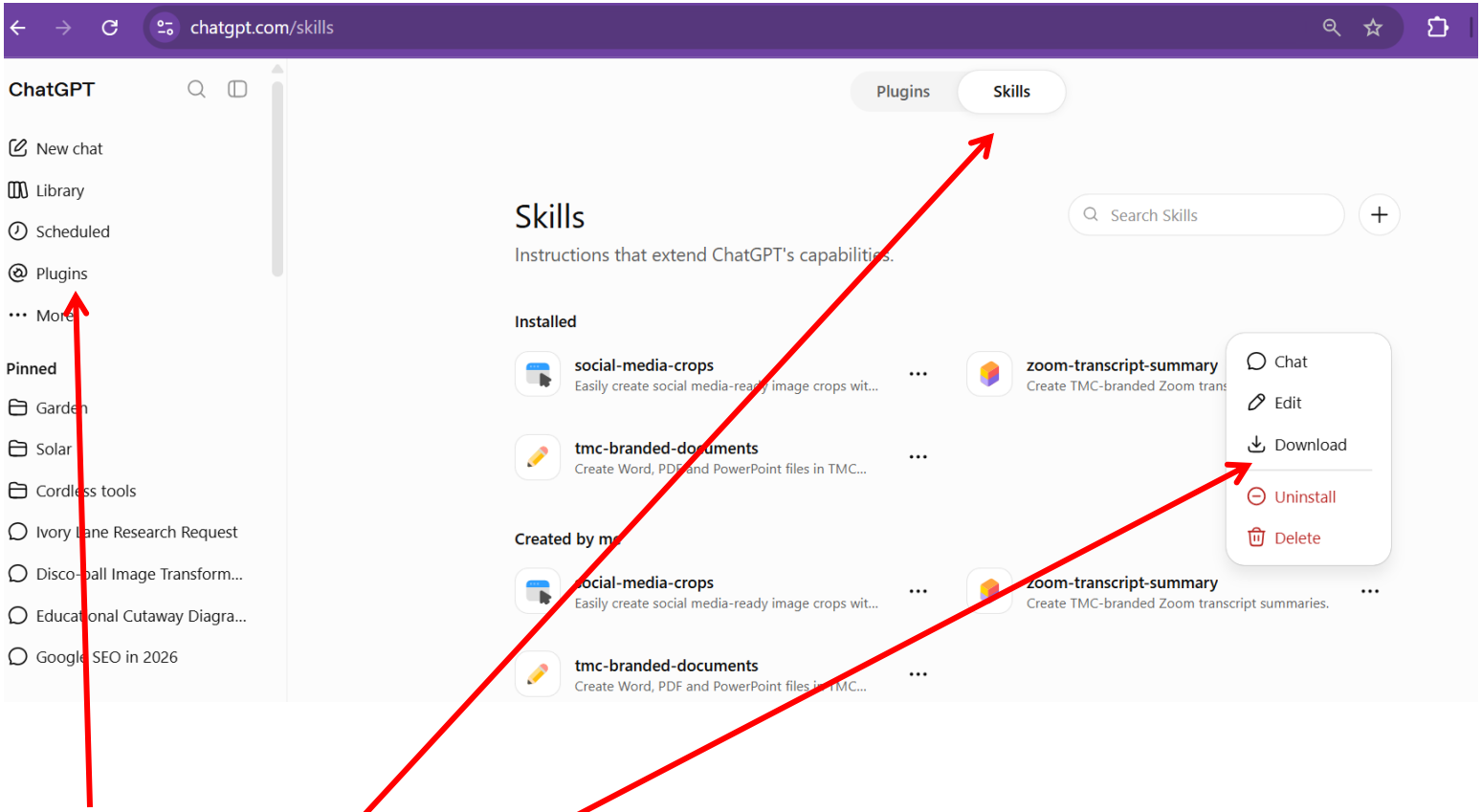
One current downside – Plugins and Skills don't transfer to the app



You will have to install the plugins again
You will have to download the skill files to your PC and then upload them to the app

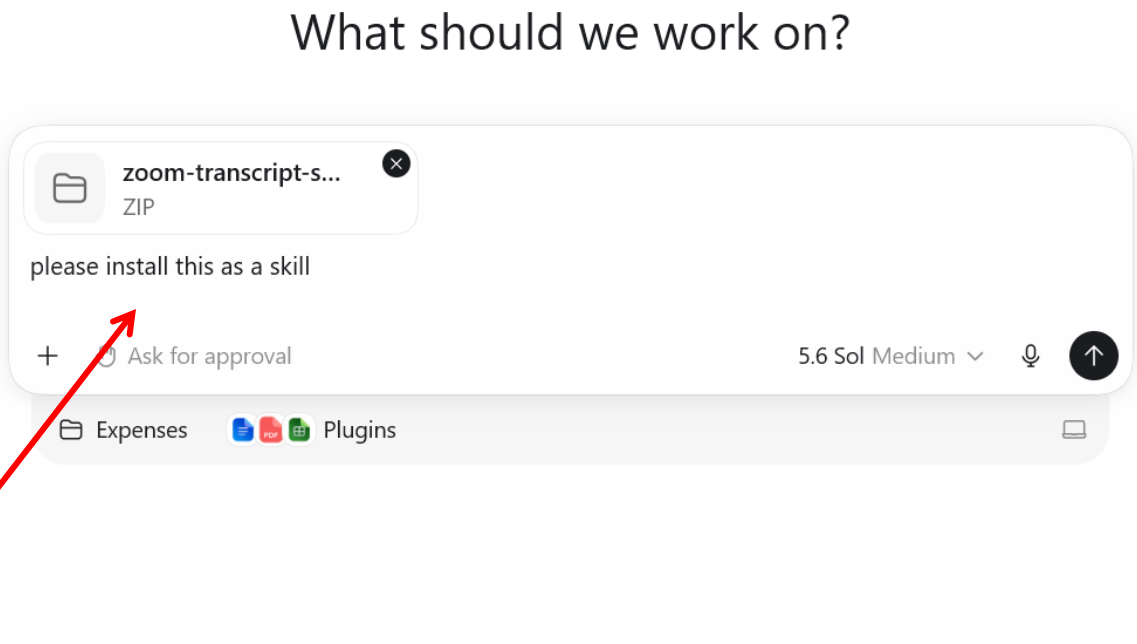
In Claude they automatically synch but in the Chat GPT app they do not currently

How to download a skill from the web version



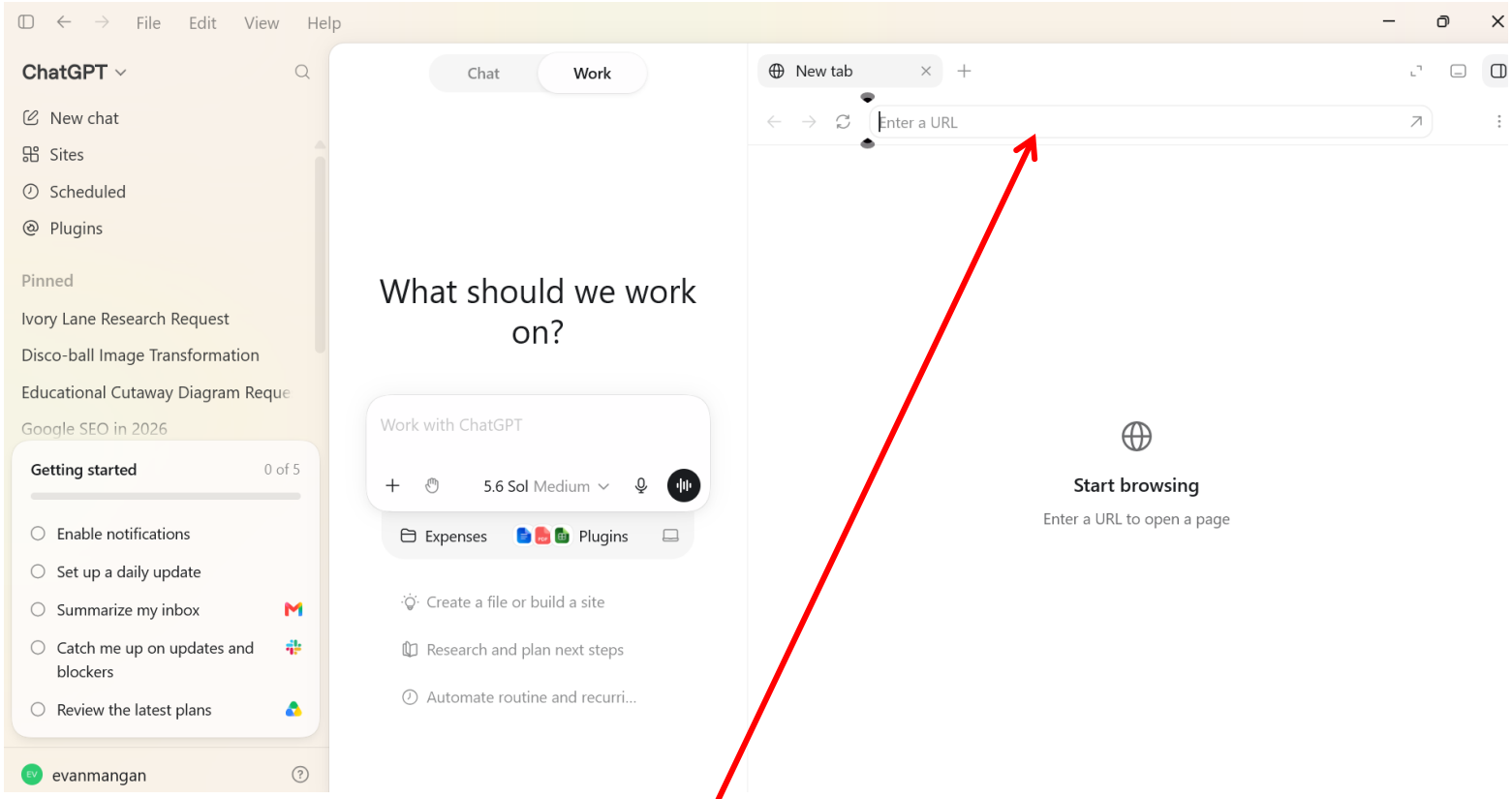
Go to the web version of chat GPT
Click on Plugins, then skills and find your skill
Click the 3 dots
Then click download
Save to your pc

How to download a skill from the web version



Then open the app on your PC
Click on the + and attach the zip file for a skill
Type – please install this as a skill

There is a built in web browser

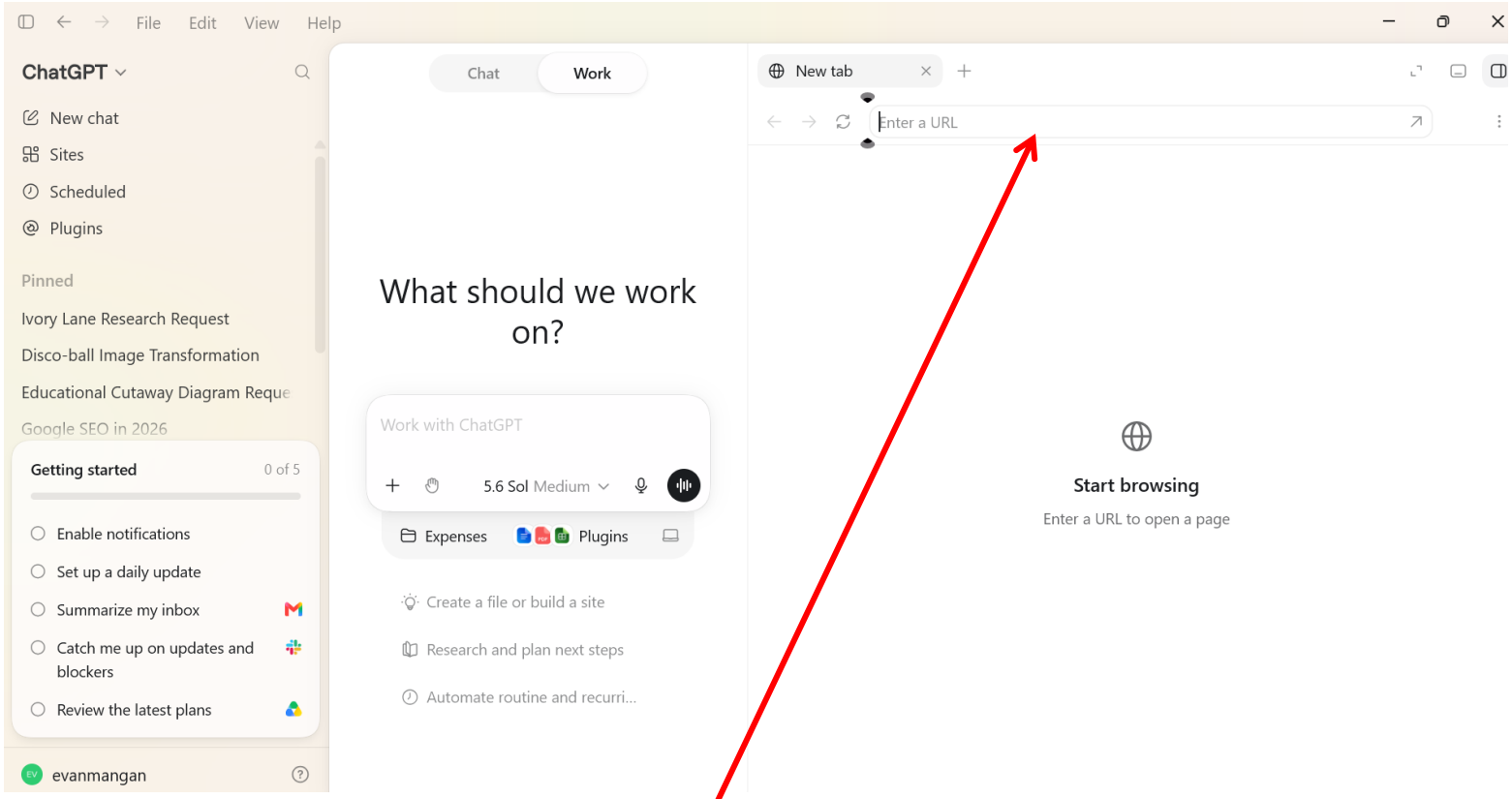


Chat GPT will choose to use it or you can choose to activate it

Ctrl + Shift + B on Windows
Cmd + Shift + B on Mac

It will then appear on the right hand side

There is a built in web browser



Chat GPT will choose to use it or you can choose to activate it

Ctrl + Shift + B on Windows
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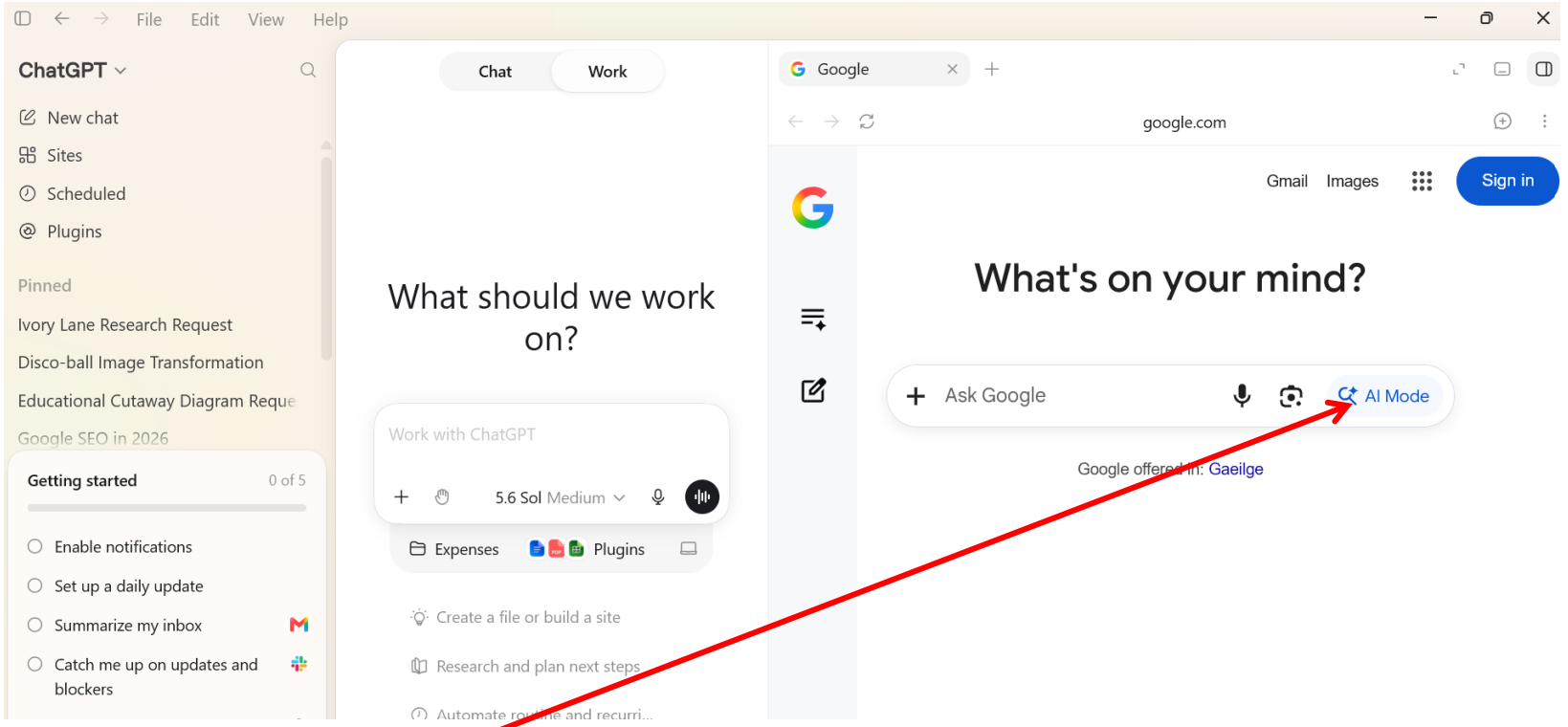
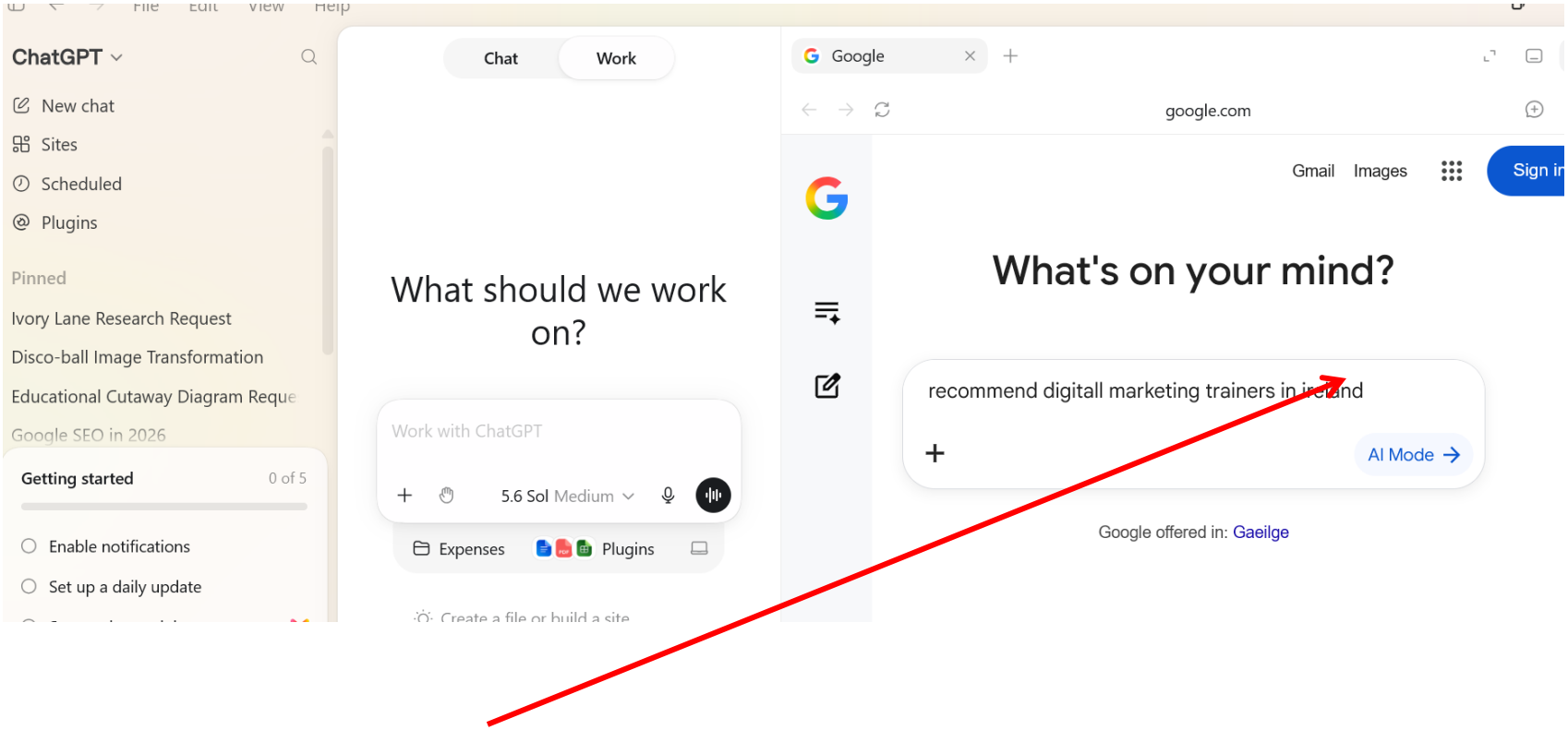


Type in google.com
Click on AI mode

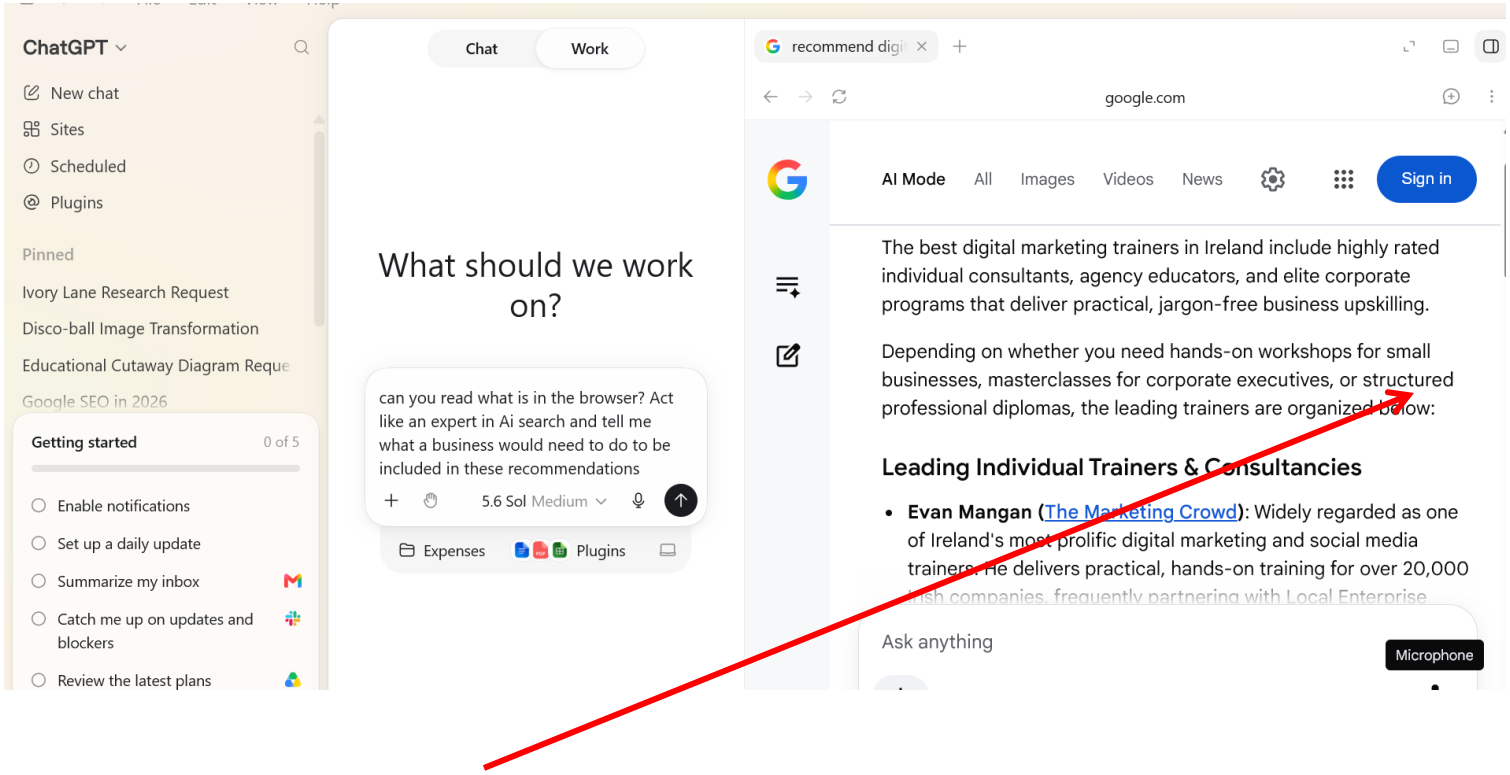
There is a built in web browser



Type in a search that you would want to be found for

Hit submit

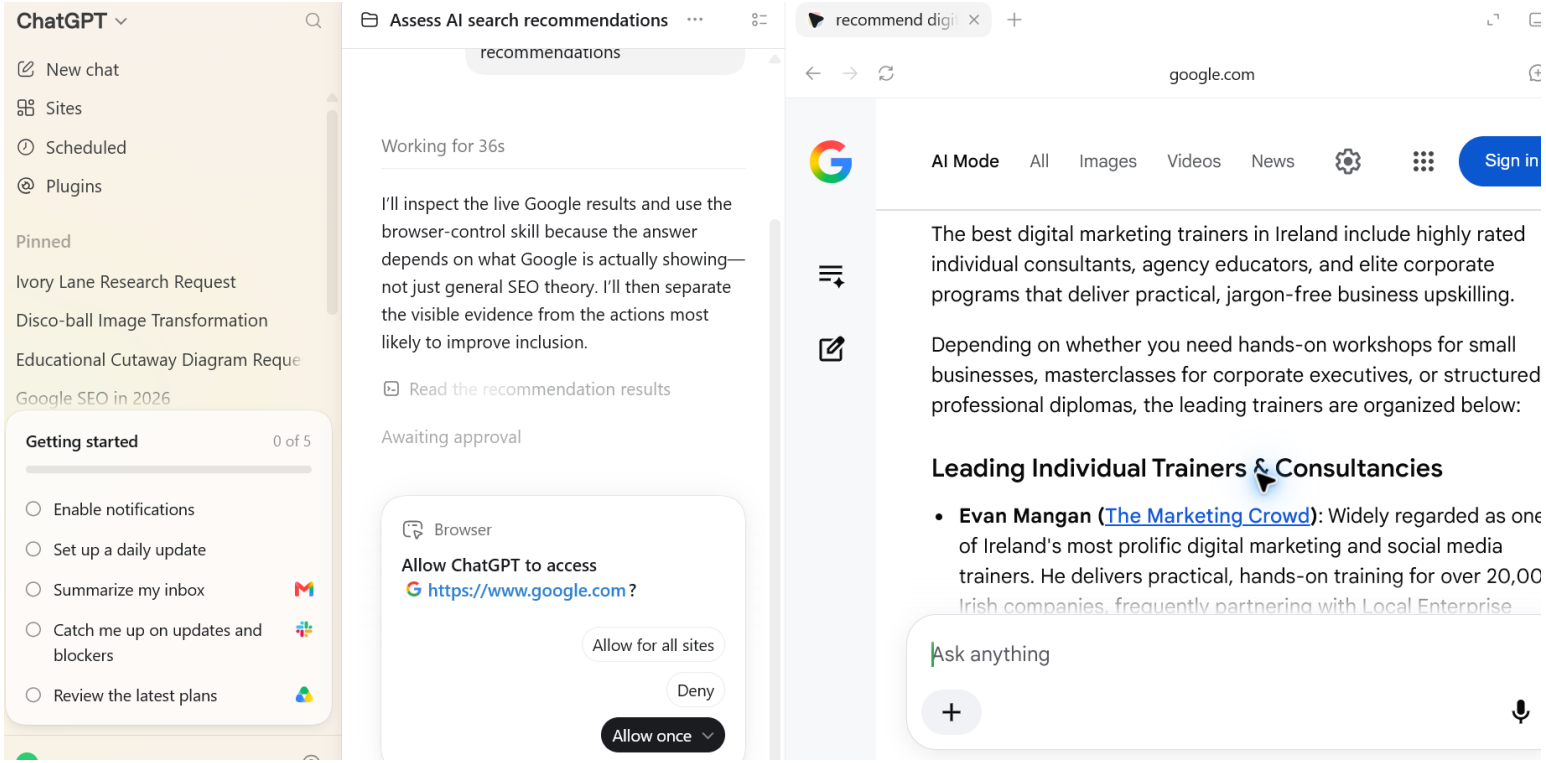
There is a built in web browser



Chat GPT can see what is happening in the browser. Type into the prompt box

can you read what is in the browser? Act like an expert in Ai search and tell me what a business would need to do to be included in these recommendations

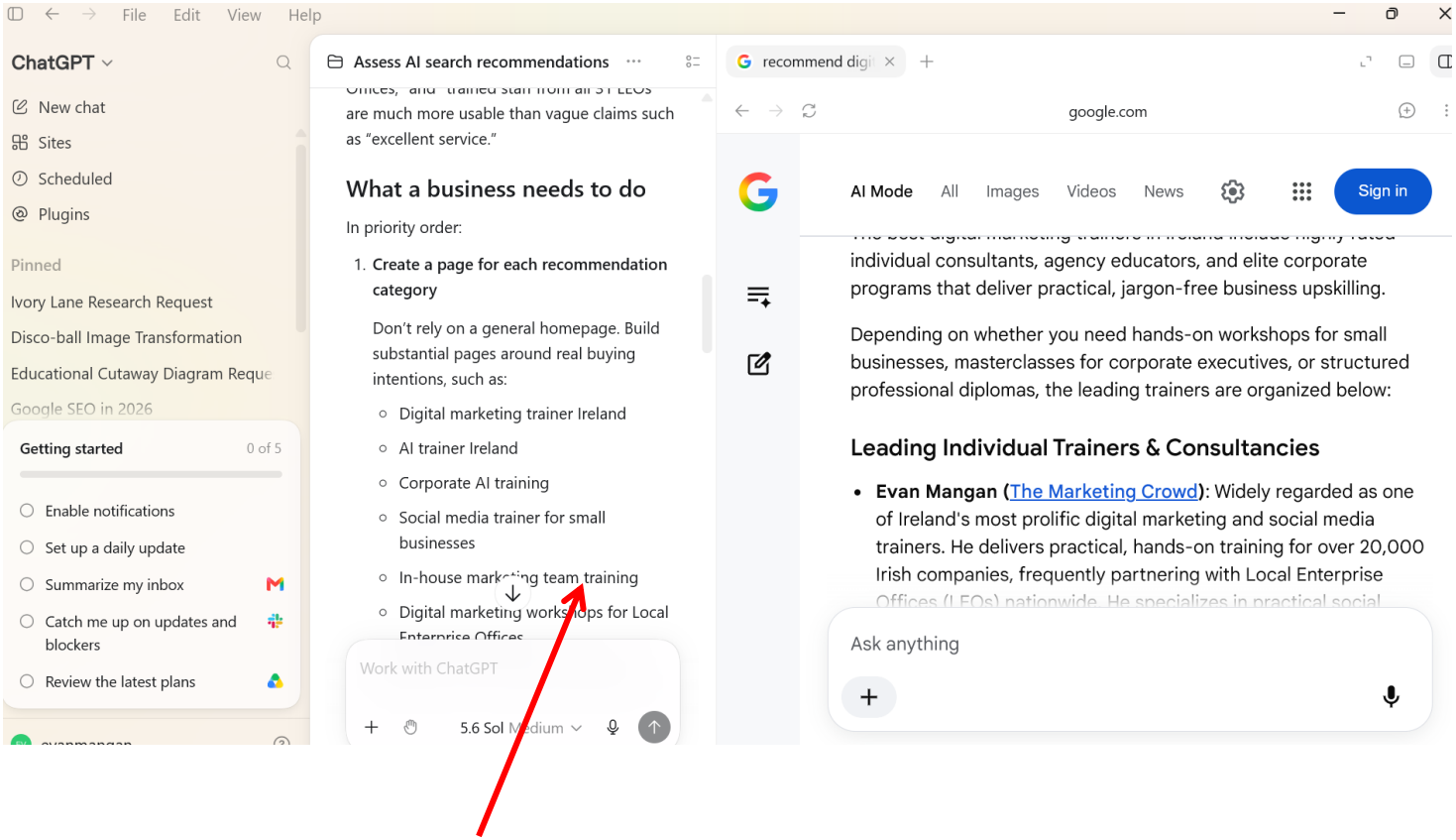
There is a built in web browser



It will ask for permission to view the browser

Give it access

There is a built in web browser



It will then give you detailed step by step recommendations on what a business needs to do to get recommended



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