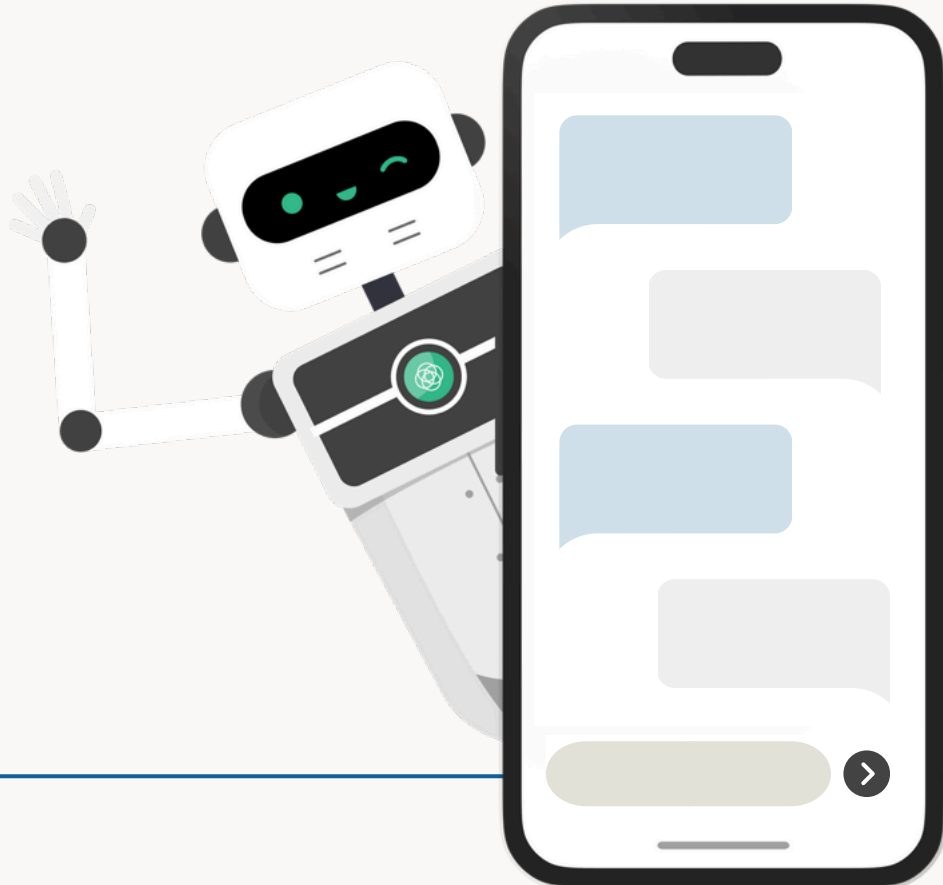

THE FIRST **MINDSET-DRIVEN** CHATGPT GUIDE

CHATGPT *secrets*

FROM BASIC TO PRO: 45+ PROVEN TIPS & STRATEGIES TO
SCALE YOUR ONLINE BIZ SMARTER, STAND OUT,
CUT YOUR WORKLOAD BY 50% & 10X YOUR RESULTS



A GUIDE BY
[ANGELICA | @HERBRIGHTSELF](#)

Welcome friend!

I'm thrilled to have you here on this exciting journey to mastering ChatGPT for your online business.

A little about me: I'm Angelica, a book-devouring enthusiast, Netflix binge-watching pro, personal growth fanatic, and biohacking junkie. I love getting lost in nature's beauty, watching sunsets from around the world, and enjoying dinners with a glass of wine while listening to waves crash. Oh, and I could chat for hours... trust me, you'd need a timer! 😂

For over a decade, I've been immersed in the world of digital marketing, working with some of the biggest names in the media & entertainment industry. More recently, I pivoted to the tech world, diving into digitally advanced companies. I celebrated my 10-year mark in digital marketing by... quitting my 9 to 5! I decided to take the leap to start a new journey, but that's a story for another day.

So, why am I the right person to guide you? In my last role at a metaverse startup, I immersed myself in the world of AI, especially its potential in revolutionizing digital marketing strategies. The impact was clear: within 6 months, my department achieved significant milestones, quickly leading to my promotion as Head of Communication.

For almost 2 years, I dedicated myself to studying, learning, and experimenting with AI technologies, continuously refining my expertise along the way.

Now, I'm here to share these golden insights and help you master the art of using ChatGPT to take your business to the next level. Honestly, with everything AI can do for you today, why wouldn't you want to take full advantage of it?!

Let's crush this together!

Angelica

GUIDE INTRODUCTION

Let's be real: there are a ton of guides out there on how to use ChatGPT, but most of them? Boring and basic! They're full of empty tips or prompts that just don't deliver (Houston, we've got a problem 🤖).

And because of this, 99% of people are using ChatGPT like they would Google: asking simple, direct questions with no real context and getting equally generic responses.

But ChatGPT isn't Google. It's an incredibly powerful tool that can only show its true potential if you understand how to work with it, not just use it.

The secret? **Personalization.**

Think about it: you are the sum of your unique experiences, your thoughts, your actions, and everything that makes you you. Your voice, your story, your perspective, no one else has that.

And that's **where the magic happens.** When you combine the AI's capabilities with your unique identity, you're creating something truly unique, something that no one else can replicate.

So asking a single, simple question won't cut it.

ChatGPT works best when it's part of a **dynamic conversation**, a back-and-forth where you provide context, it responds, and together, you refine the direction.

I firmly believe everything in life is about balance. What you give is what you get back. If you ask a vague question, you'll get a vague answer. But when you ask with intention, with clarity, that's when you begin to see the real power of this tool.

Here's the mindset shift you need to make: stop treating ChatGPT as a simple Q&A machine; instead, see it as a partner in your journey. A partner that learns more about you with every interaction. Each time you engage, you're not just getting an answer, you're refining your understanding, sharpening your vision, and getting closer to where you want to be.

It's a circular process, not a straight line from question to answer, but a journey where **the value is in the interaction itself**.

We often fixate on the outcome, thinking that the result is all that matters. But as you go deeper into the process, you realize it's not about the end goal, it's about the learning that happens along the way.

It's about self-realization. You need to understand who you are and what you really want in order for ChatGPT to truly help you.

So, here's the key: stop focusing on getting "the answer" and start asking more questions. More importantly, ask better questions. The questions that make you think, that challenge your assumptions, that push you to see things differently.

Because the quality of your questions will always determine the quality of your answers, and ultimately, lead you to where you want to go.

WHAT MAKES THIS GUIDE DIFFERENT?

No fluff, just real value

Straight to the point with practical advice and actionable steps. Everything you need, nothing you don't. Everything is simple, clear, and laid out in a way that makes sense, no fancy jargon or unnecessary complexity. Just real, actionable steps to help you get the most out of ChatGPT.

Master ChatGPT like a Pro

This guide is designed to take you **from beginner to pro with ease**.

Here's how:

Module 1 – Prompt Power: You'll learn how to write prompts that really hit the mark, with insider tips, tricks, and a proven formula to unlock the full potential of ChatGPT.

Module 2 – Custom GPT Magic: Want more control? Learn how to create a custom GPT assistant/bot that perfectly matches your brand's voice and takes care of tasks just the way you need them done.

Module 3 – Advanced Tactics: Explore advanced strategies and powerful integrations to automate and elevate your business game.

+ BONUS CONTENT FOR PERSONAL GROWTH

There's also a special Mindset Session designed to boost your personal growth and mental clarity.

Because this isn't just about business, it's about YOU.

People don't just buy your product or service... they invest in YOU.

Fun Learning

Nobody likes boring learning! That's why I've written this guide in a relaxed, friendly style, and it's sprinkled with fun facts, quotes, challenges, and little tricks to keep things interesting! 🧑🎓

It's all about YOU

This is going to be a personalized experience! Play around with the prompts, tweak the strategies, and make it your own. Remember, ChatGPT's power lies in how you use it. The real magic happens when you bring your unique voice, goals, and creativity into the mix.

Alright, enough with the intro, let's get started!!!



1 - Prompt Power

Prompt Crafting Secrets (page 8)

The Perfect Prompt Formula (page 15)

2 - Custom GPT Magic

Personal AI Assistant (page 24)

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Bonus

Mindset Sessions (page 59)

1 - Prompt Power



Why does my prompt matter so much to ChatGPT?



Your prompt is like my GPS: tell me where to go, and I'll take you there... in style!



PROMPT POWER – CHAPTER ONE

PROMPT CRAFTING SECRETS

Welcome to the first chapter: in this section, we're going to talk about the art of writing great prompts. Getting the hang of this skill is key to making ChatGPT work its magic for you.

GREAT PROMPTS = GREAT RESULTS.

It's not just about what you ask, but HOW you ask it.

A well-structured prompt can be the difference between an okay response and an incredible one. I'll walk you through **six simple tips** to help you create prompts that get the most accurate, creative, and useful answers from ChatGPT. After testing hundreds of prompts, I've narrowed down the essentials that make all the difference. It's like the 80/20 rule, put in 20% of the effort, and you'll see 80% of the results.

IMPORTANT: Keep in mind, ChatGPT isn't perfect.

It can sometimes miss key details from your prompt or not follow all the instructions exactly as you've given them. It may even provide responses that are incomplete or slightly off. That's why it's important to engage in a back-and-forth conversation, rather than just accepting the first answer. Always double-check any important information before you share it. AI is an incredible tool, but you're the one in control! Use it wisely, and **let it be an extension of your own judgment and creativity.**

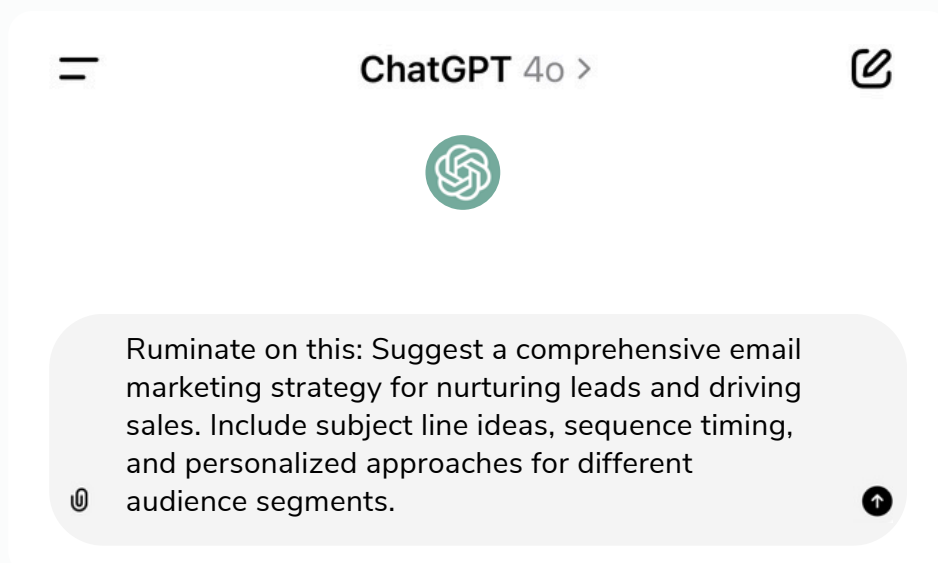
SECRET #1

Take it Slow

Fast isn't always better! Sometimes, ChatGPT can be a little too quick, giving answers that lack accuracy and depth. Want deeper, more thoughtful responses? Here's a trick: ask it to "*rumin*ate."

By simply starting your prompt with something like "Ruminate on this," you encourage the AI to slow down, take a moment, and think before it responds. It's like **switching it from autopilot to manual mode**: encouraging a bit of human-like rumination improves the AI's ability to reflect on its responses and reduces those frustrating mistakes or logical slips.

Use this technique for tasks that require deeper thinking, or whenever accuracy is more important than speed. You'll be amazed at how much smarter ChatGPT seems when it's given the time to "think"!



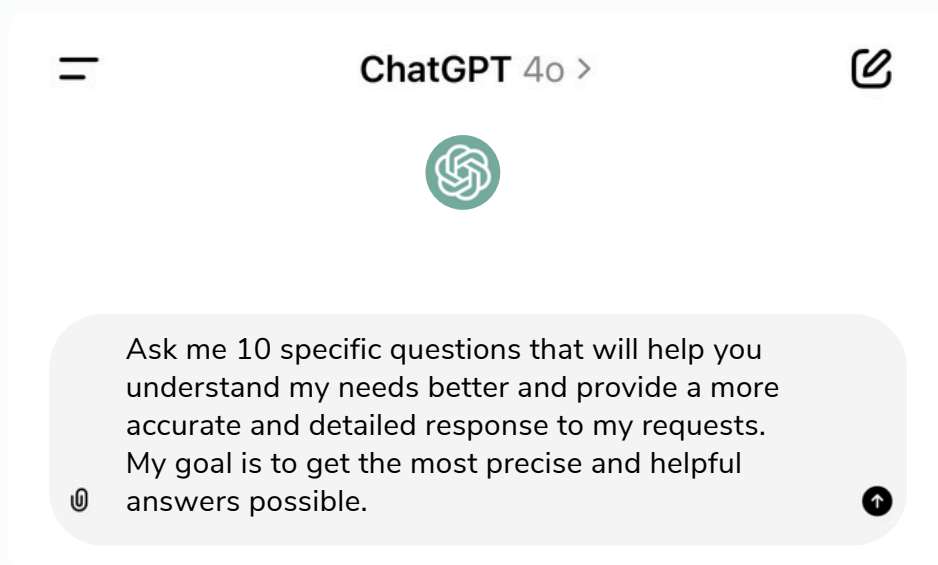
SECRET #2

The First-Try Fallacy

"It's a truth universally acknowledged"... that the first response is rarely the best one 😊 Often the initial output can be improved with a little guidance. For example, by prompting the AI to ask clarifying questions, you provide it with more context and detail, leading to a much better and more accurate final response.

This **iterative process helps you get the most out** of your AI assistant, ensuring that the responses are tailored to your specific needs and expectations.

Here's a simple yet powerful prompt to enhance the responses you receive:



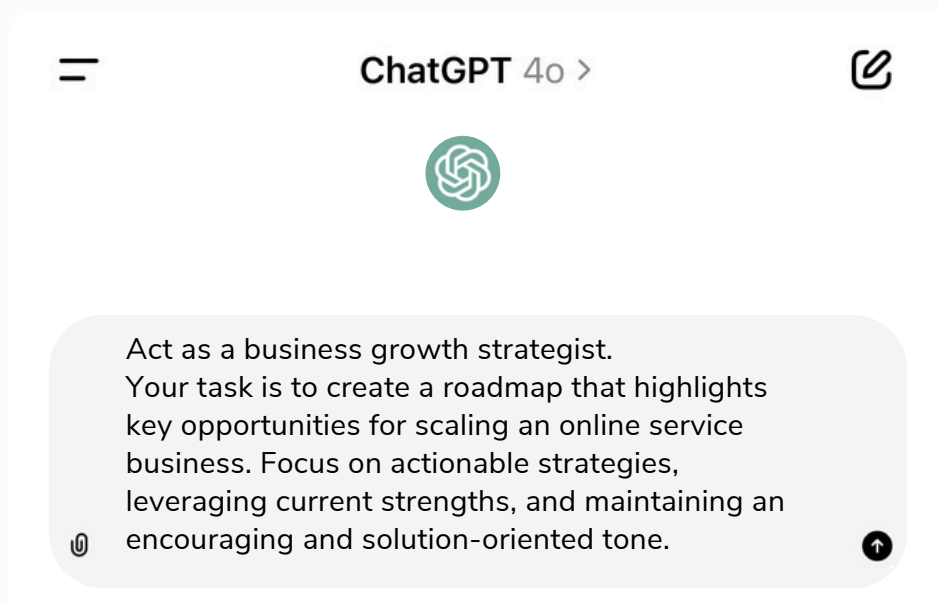
SECRET #3

Positive Vibes Only

When crafting prompts, using positive language is key to getting the best responses. **Highlight strengths, focus on solutions, and use encouraging words.** A good rule of thumb is “Say ‘do’ rather than ‘don’t’.” Here’s why: AI models are designed to perform tasks based on your instructions.

Asking an AI what not to do can be confusing unless there’s a specific exception to address. Eg. instead of saying, “Don’t include irrelevant details,” say, “Focus on providing relevant details.”

Using positive language helps the AI understand and execute tasks more accurately, leading to better and more precise results.



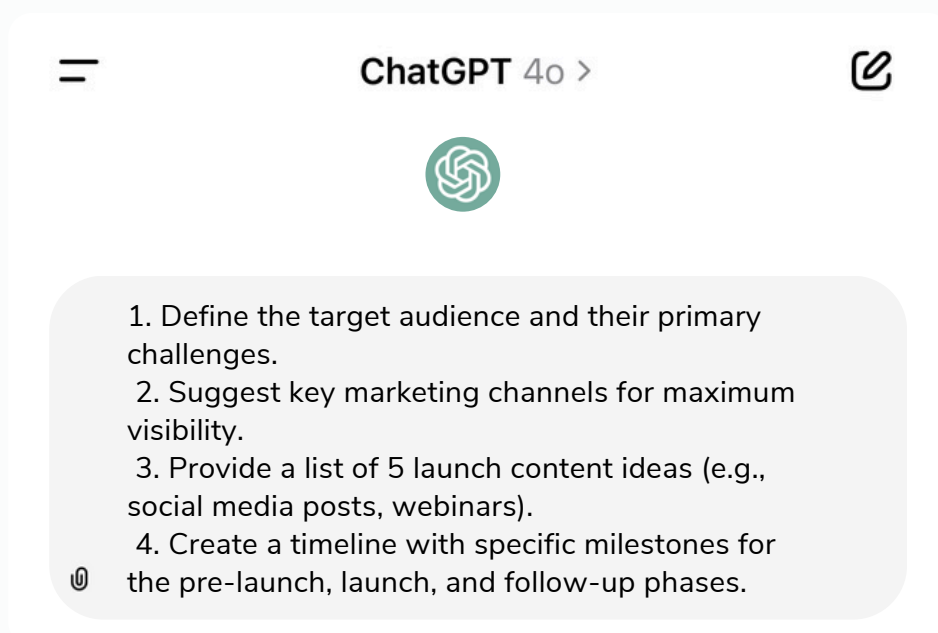
SECRET #4

Divide and Conquer

AI works best when using **chained prompting, where tasks are broken down into smaller, manageable steps**. Providing step-by-step instructions ensures each part of the task is executed thoroughly and accurately. This methodical approach allows the AI to focus on one aspect at a time, resulting in more detailed and precise outcomes.

When you guide the AI through the process step by step, it can provide **more detailed and focused responses** for each part of the task. This not only improves the quality of the overall answer but also makes big, complex tasks feel less overwhelming and reduces the chances of mistakes.

For example, instead of saying, “Develop a launch strategy for a new online course,” you could break it down like this:

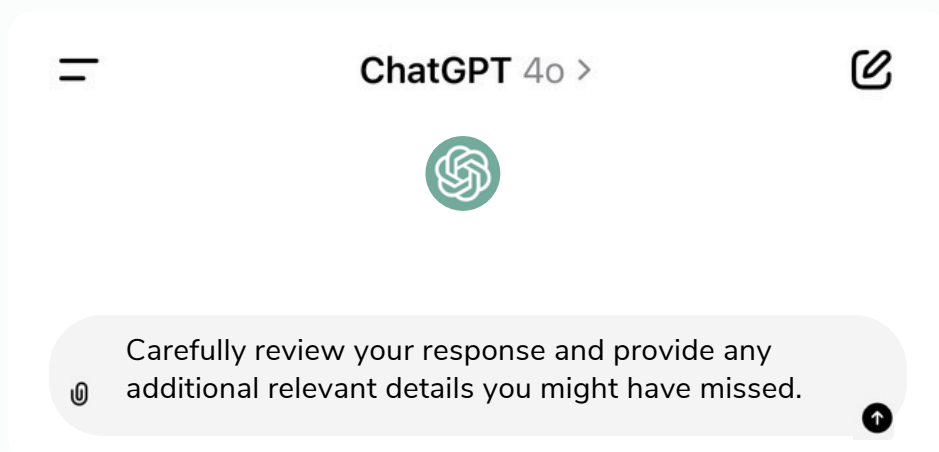


SECRET #5

Recall Trick Magic

Sometimes, AI just doesn't listen. Using prompt recalls is an easy and effective way **to make sure you're not missing any valuable insights** that might have been overlooked the first time around.

When working with ChatGPT, it's always a good idea to ask it to review or recheck its previous responses. Sometimes, in the first response, it might not catch every detail or insight you're looking for. Asking it to take another look can help uncover those extra pieces of information that may have slipped through the cracks the first time. It's like having a second set of eyes checking your work for you.

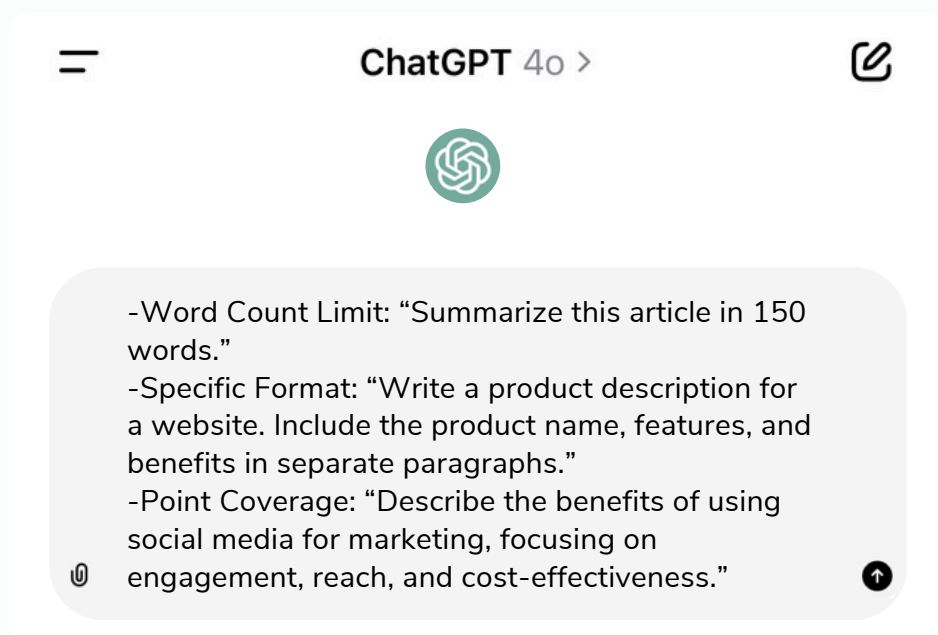


SECRET #6

Boundaries Boost Brilliance

Setting boundaries in your prompts is a smart way to guide ChatGPT and get exactly what you need. By being clear about things like length, tone, or focus, **you help the AI stay on track** and deliver answers that meet your specific needs.

It's like giving clear directions: the more precise you are, the more likely you are to get the results you want. With well-defined limits, **you allow the AI to focus its creativity where it matters most**, ensuring the responses are relevant and useful.





PROMPT POWER – CHAPTER TWO

THE PERFECT PROMPT FORMULA

To prompt, **or how to prompt**, that is the question! 🍷

Getting the hang of writing good prompts is key to making ChatGPT work its magic. Having **the perfect formula helps you write prompts that are clear, simple, and get the best results**. But here's the thing: even with the most carefully crafted prompt, it's rare to get the perfect answer on the first try. The real power comes from the back-and-forth, refining and building on each response.

So, while this chapter gives you the ultimate prompt formula, remember that it's the combination of a well-crafted prompt and a dynamic conversation (using the secrets we've just covered) that truly unlocks ChatGPT's full potential!

Creating **the perfect prompt is like baking a cake**: you need the right ingredients, the right amounts, and *a solid recipe to follow*.

Here's the recipe, broken down into simple steps:



R	<p><u>ROLE</u></p> <p>WHO'S SPEAKING?</p>	<p>Specify who you want the AI to emulate. Choose a role that aligns with the task's requirements, ensuring the AI adopts the right expertise and perspective.</p>
C	<p><u>CONTEXT</u></p> <p>WHAT'S THE BACKGROUND?</p>	<p>Provide background information that sets the scene. This helps the AI understand the situation fully and tailor its responses accordingly.</p>
T	<p><u>TASK</u></p> <p>WHAT ACTION IS REQUIRED?</p>	<p>Clearly define what you want the AI to do. Start with an action verb (e.g., generate, give, write, analyze) and articulate the end goal to guide the AI in performing the desired task.</p>
F	<p><u>FORMAT</u></p> <p>IN WHAT FORM OR LAYOUT?</p>	<p>Specify how you want the output to be presented. Whether it's bullet points, paragraphs, or a specific structure, clarifying the format ensures the response meets your needs.</p>
T	<p><u>tone</u></p> <p>WHAT'S THE VIBE?</p>	<p>Specify the desired tone for the response. Whether you need a formal, casual, witty, or enthusiastic tone, setting this parameter helps maintain consistency with your brand or intent.</p>
E	<p><u>EXAMPLES</u></p> <p>ANY RELEVANT EXAMPLES?</p>	<p>Provide examples to enhance the AI's understanding and improve response quality. This includes illustrating the type of responses you expect, which helps in fine-tuning the AI's output.</p>

P.S. Pay close attention to the acronym for the perfect formula, as we'll revisit it shortly with a fun little trick!

Now, let's look at some examples of effective and ineffective prompts:



"I have a digital marketing account on Instagram. Give me some engaging post ideas to increase my followers."



Act as an expert social media strategist. I manage an Instagram account for a digital marketing brand focusing on SEO, content marketing, and social media strategies. Create a content calendar for the next month that includes a mix of posts, stories, and videos. Provide the content ideas in a bullet-point format, categorizing them by week. Keep the tone professional, informative, and engaging. Here are a few examples of engaging captions I like to use for inspiration: X. Please ask me 10 specific questions to better understand my needs and provide a more accurate response."

It's not about length but relevance.

The second prompt excels by providing context and requesting additional questions for a comprehensive understanding. Here's the breakdown of how it follows the perfect formula:

- **Role:** Social media strategist
- **Context:** Managing an IG digital marketing brand account
- **Task:** Create a content calendar for the next month
- **Format:** Bullet-point format, categorized by week
- **Tone:** Professional, informative, and engaging
- **Examples:** Engaging captions to use for inspiration

Let's see another examples:



“Describe the unique benefits of our new organic skincare line in a way that resonates with my target audience.”



“Act as a marketing expert specializing in organic skincare products. I need a compelling product description for our new organic skincare line, which includes a face serum, moisturizer, and night cream. Our target audience is women aged 25-40 who are conscious about natural and eco-friendly beauty products. Highlight the unique benefits of each product, such as the natural ingredients, eco-friendly packaging, and skin health benefits. Present the description in a persuasive and engaging tone, and include a call-to-action that encourages customers to try the products. Please ask me 10 specific questions to better understand the product details and audience preferences for a more accurate response.”

Here's the breakdown of how the second prompt follows the perfect formula

- **Role:** Marketing expert specializing in organic skincare products
- **Context:** New organic skincare line targeting women 25-40
- **Task:** Create a compelling product description
- **Format:** Persuasive and engaging tone with a call-to-action
- **Tone:** Persuasive and engaging

Can you see the difference in output that these prompts will generate? Which prompt do you think will perform better in delivering the result you seek? As Dumbledore (❤️) once said, “*Words are our most inexhaustible source of magic.*” Use them wisely, and watch the magic of ChatGPT unfold!

Now, since we’re all about making learning fun, let me share **a nifty little trick to remember the perfect prompt formula** without having to check back every time. You can use this method to memorize anything, making it super handy. By creating vivid and memorable associations, you’ll make information stick effortlessly.

For our perfect prompt formula, think of the acronym **RCTFTE** and visualize it as: “**Royal Cats Take Fabulous Tea Everyday.**” Here’s how it breaks down:

- **Role** (Royal)
- **Context** (Cats)
- **Task** (Take)
- **Format** (Fabulous)
- **Tone** (Tea)
- **Examples** (Everyday)

So, whenever you need to recall the perfect prompt formula, just picture those royal cats enjoying their fabulous tea! 🐱🍵✨

This trick is not only fun but incredibly effective! I bet that from now on, whenever you need to write a prompt, the image of royal cats will pop into your mind, reminding you of the perfect formula to follow!



Before we move on to the next module, I want to show you just how versatile ChatGPT can be and how significantly the prompts you use can influence the responses you get. The variety and depth of the output can be immense, and sometimes, even surprising!

To illustrate this, I've created a fun little challenge for you to try out. This will help you see firsthand the incredible range of ChatGPT's capabilities.

The Challenge: ChatGPT Personality Showdown

1

Set the Scenario

Choose a simple post, for example, a motivational quote.

2

Generate Responses

Ask ChatGPT to generate responses to this post as if it were X different personalities. For example, you can choose a philosopher, a salesperson, a comedian, Superman... whoever you want!

3

Interaction

Have these personalities interact with each other in the comments, responding in their unique styles. Also, have the original poster join the conversation to maintain the original tone.

MY VERSION OF THE CHALLENGE

Here's my version to get you started. Just click the link below to read the entire conversation. Trust me, you're in for a good laugh (which is scientifically proven to boost your mood and creativity, so thank me later!). 😂

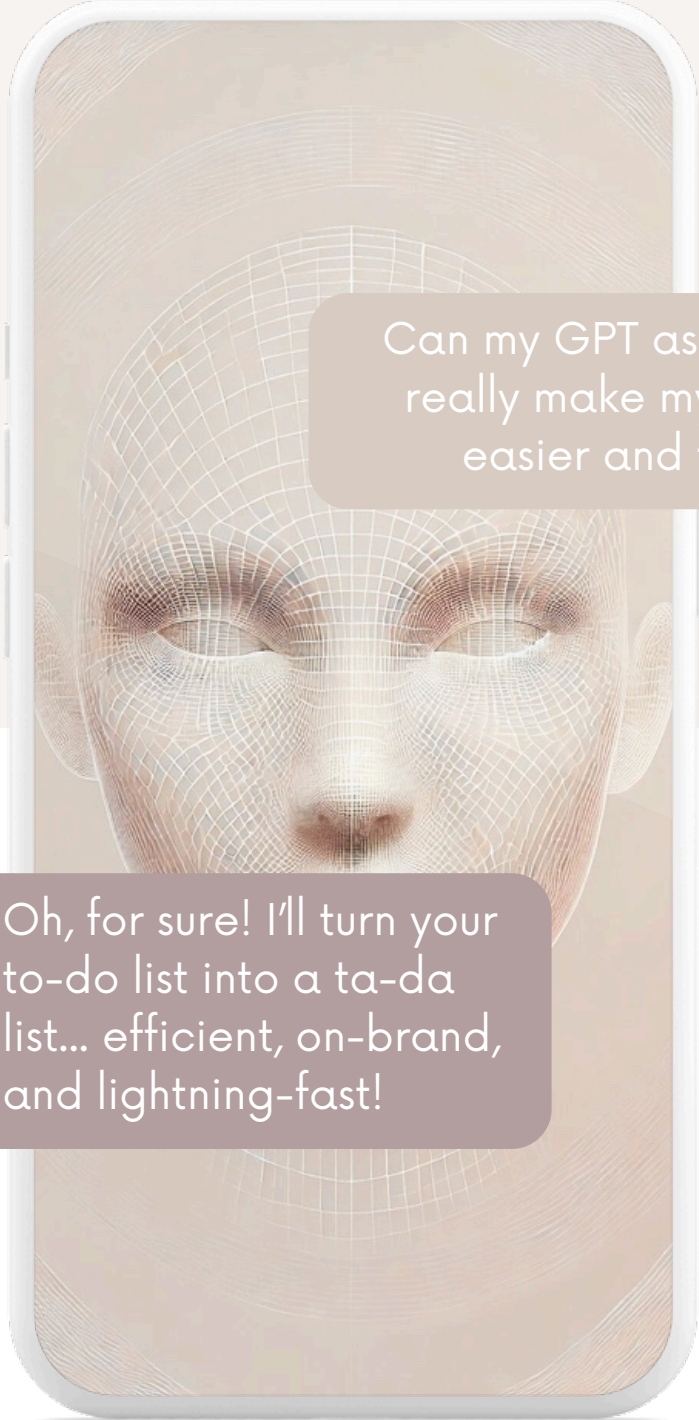
→ [ChatGPT Personality Showdown Conversation](#)

Now that you've seen how versatile ChatGPT can be, let's make your experience even smoother with these **time-saving shortcuts**. Mastering these little hacks can save you tons of time and make navigating ChatGPT a breeze!

Life's too short for endless clicks, right? 😜

NEW CHAT	Ctrl + Shift + O
FOCUS INPUT	Shift + Esc
COPY LAST RESPONSE	Ctrl + Shift + C
COPY CODE BLOCK	Ctrl + Shift +
TOGGLE SIDEBAR	Ctrl + Shift + S
SET CUSTOM INSTRUCTIONS	Ctrl + Shift + I
DELETE CHAT	Ctrl + Shift + Backspace
SHOW ALL SHORTCUTS	Ctrl + /

2 - Custom GPT Magic



Can my GPT assistant really make my work easier and faster?



Oh, for sure! I'll turn your to-do list into a ta-da list... efficient, on-brand, and lightning-fast!



Welcome to the second module: in this section, we're going to explore the fun world of custom GPT assistants. If you thought ChatGPT was cool before, wait until you see what it can do when it's customized to fit your specific needs!

Building your own custom GPT can **completely transform how you run your business**. By teaching it to understand your brand's voice, goals, and audience, you'll streamline tasks and optimize your workflow in ways you didn't think were possible.

Trust me, THIS is a total game changer! 😊

HBS

In this module, I'll walk you through, step by step, how to create your own **custom GPT bot, tailored to YOUR brand and specific needs**... whether you need an Instagram strategist, a business consultant, or anything else to level up your workflow.

On top of that, I'll show you the top 10 custom GPTs, each designed to handle different tasks and make your social media life easier. These tools will help you save time, work smarter, and grow faster!



CUSTOM GPT MAGIC – CHAPTER ONE

PERSONAL AI ASSISTANT

Imagine having a virtual assistant that doesn't just take orders but actually understands your brand, aligns with your goals, and executes tasks with precision. That's the magic of a custom GPT assistant.

Whether it's crafting captions, auditing your marketing strategy, or even giving feedback on your pitch, a custom GPT **ensures every output reflects your brand's unique voice and style.**

Here's the difference: most people treat ChatGPT like a general helper, throwing vague prompts and hoping for gold. But when you create a custom GPT, **you're training it to become a specialist**, an AI designed to master one mission. It could act as your strategist, content creator, or even a productivity coach. You decide its role, and it becomes an expert.

The Benefits:

- **Consistent Branding:** Your GPT keeps your tone and style on point, so every interaction feels like you.
- **Effortless Efficiency:** Automate repetitive tasks and free up your time for the big stuff. Your bot remembers your preferences, so it gets smarter every time you use it.
- **Focused Expertise:** Need a strategist to audit your content? Or a coach to refine your pitch? Your custom GPT delivers sharp, tailored insights on demand.

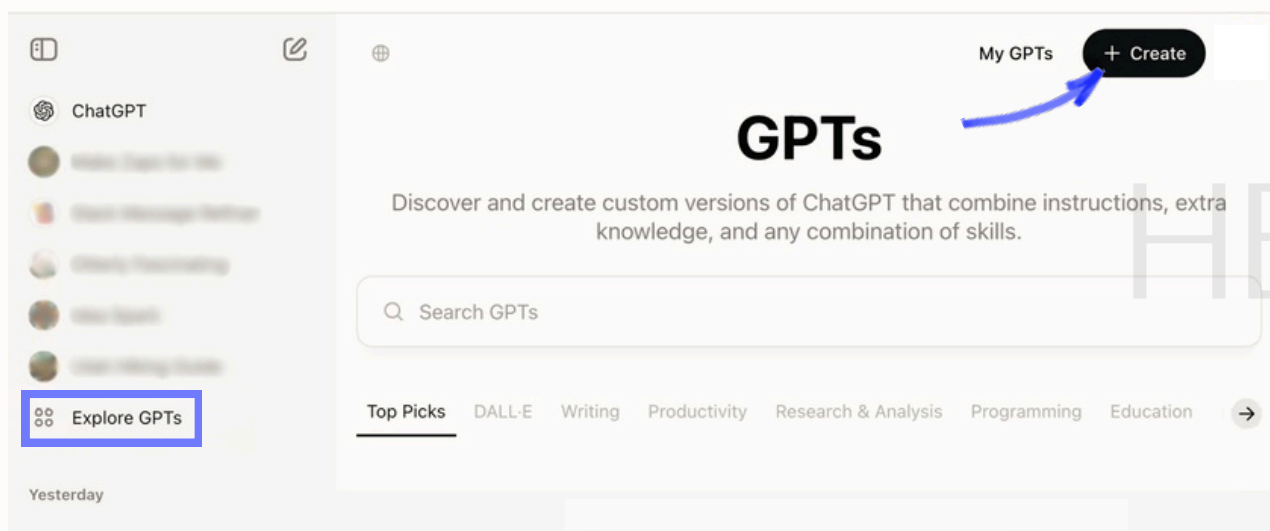
Can you see the potential here? You can create a team of virtual assistants that excel at their tasks, significantly simplifying your life and saving you a ton of time 🤖

The best part? **No coding is required**, and with my guidance, the setup is quick, easy, and accessible to anyone with a ChatGPT Plus account (the premium plan costs \$20/month). Let's get started!

STEP-BY-STEP GUIDE: CREATING YOUR CUSTOM GPT ASSISTANT

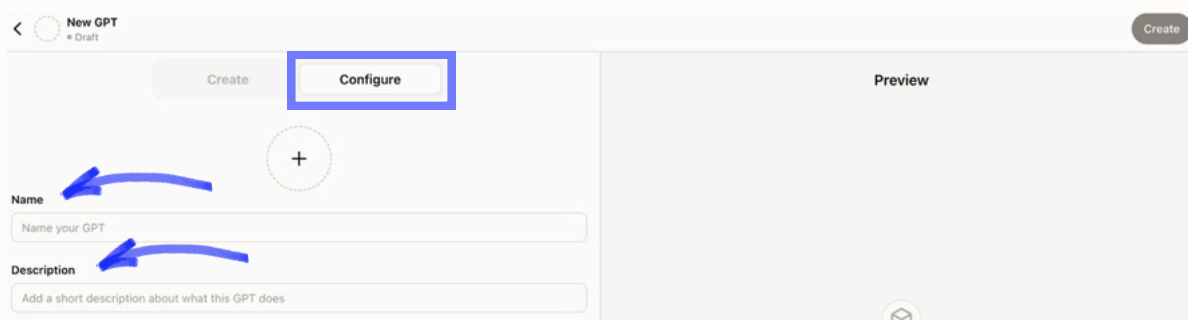
STEP 1

Head to the ChatGPT website and click "Explore GPTs" in the side panel. Then click "Create" to start the creation process.



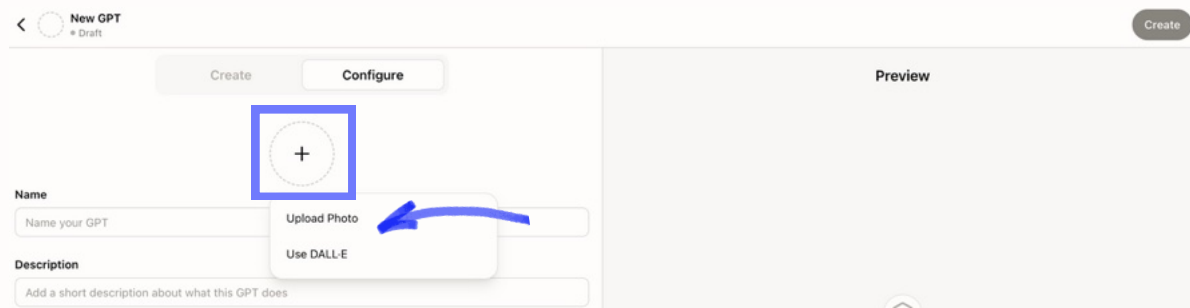
STEP 2

Click "Configure" to begin customizing your GPT. Here, you can review and adjust all the advanced settings. Start by entering the name you want to give it and a very brief description of its purpose or role.



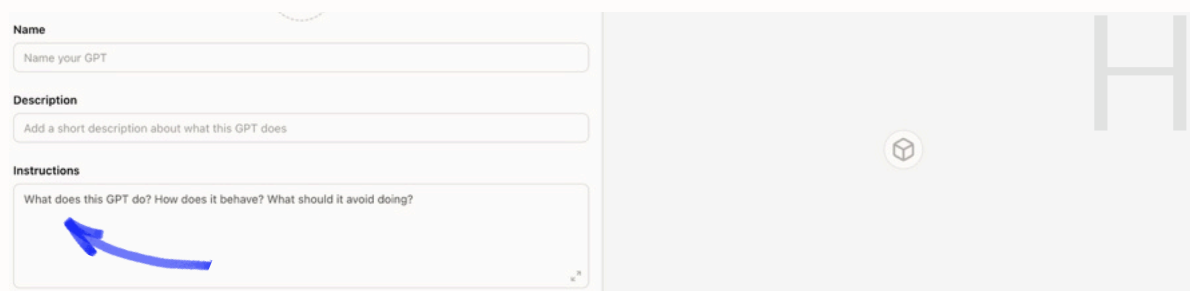
STEP 3

Click on the profile picture. You can upload your own image or use DALL·E to automatically generate one. If you'd like to specify what type of image DALL·E should create, click on the "Create" tab and enter your instructions.



STEP 4

The "Instructions" section is the heart of your assistant. This is where you define how your GPT should or shouldn't behave by providing clear, detailed, and specific guidelines. The efficiency and effectiveness of your bot will largely depend on what you write here, so it's crucial to get it right. You have up to 8000 characters, so use them wisely.



What you include in this section will significantly shape the behavior of your GPT. To help you get the most out of it, **here's my personal, practical blueprint** that I've found to be the most effective.

Custom Instructions Blueprint



Clearly articulate what you want your GPT to accomplish: what's its job? This sets the overall direction for the AI's responses. Example: *Help solopreneurs grow with tailored strategies and actionable content.*



Provide background information that helps the GPT understand the setting and who it is interacting with. Share who your audience is, what you do, and how your brand operates.

OUTLINE TASKS & OBJECTIVES

List the specific tasks your GPT will handle and set objectives for each one. This ensures the AI knows exactly what to do.
Example: *Create monthly marketing plans, and suggest strategies for improving email conversion rates.*

DETAILED INSTRUCTIONS & OUTPUT FORMAT

Offer clear, step-by-step instructions on how the GPT should perform tasks and specify the format for the responses.
Example: *When analyzing engagement metrics, provide a summary followed by 3 actionable strategies, and present everything in bullet points.*

DEFINE TONE & STYLE

Set the tone and style for the GPT's responses to match your brand's voice, ensuring consistency.
Example: *Maintain a professional yet approachable tone. Use clear and concise language with an encouraging attitude.*

PROVIDE INTERACTION EXAMPLES

Give examples of desired interactions and responses to guide the GPT in delivering the right type of output. This helps it deliver results closer to what you envision.
Example: User: *What are some effective SEO strategies?*
GPT: *To improve your SEO, consider the following strategies: [list strategies].*

UTILIZE UPLOADED FILES

Mention any documents or data you've uploaded and clearly explain how the GPT should use this information.
Be intentional and upload files with a specific purpose (e.g., content strategy, storytelling templates, product info etc.).
I highly recommend having a *Brand Identity Document*. This should include key details such as your core values, mission and vision, tone of voice, target audience, and any other specifics that define your brand.

ADD ADDITIONAL INSTRUCTIONS

Include any extra details or guidelines that you want your custom GPT to follow. This can cover various nuances to ensure comprehensive and tailored responses. Examples:

- Ask Clarifying Questions: *"If a query is unclear, ask follow-up questions to refine your response."*
- Encourage Creativity: *"Suggest unconventional marketing strategies or unique approaches to content creation."*

This blueprint is your perfect guide to creating a ChatGPT that truly gets you, your brand, and your goals. By setting up clear, intentional instructions, you're not just building a tool, you're creating a collaborator that amplifies your business growth.

Pro Tip

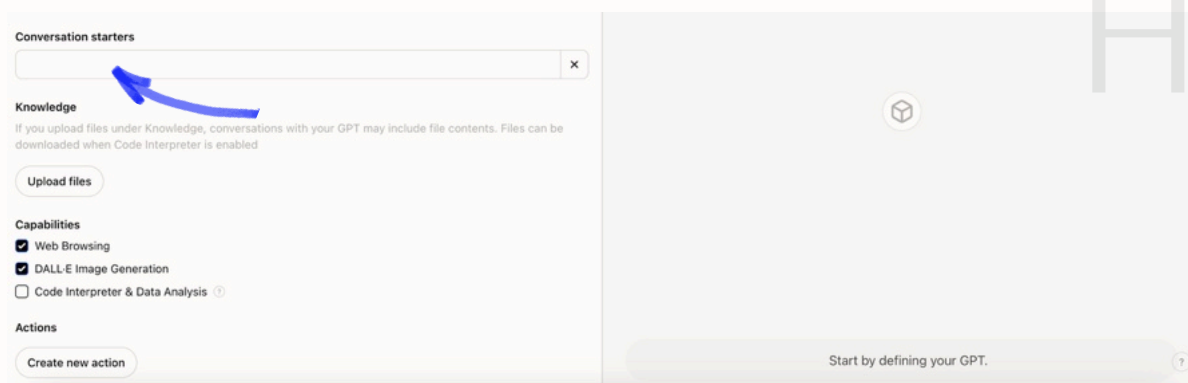
Fun fact: Did you know that giving a little incentive can boost AI performance? Studies have shown that AI works better with a promise of a reward. So, why not sweeten the deal for your GPT?

Try adding this to your additional instructions:

“A promise of a tip if the best possible work is delivered.” Your AI will be working its virtual socks off for that little extra! 😊

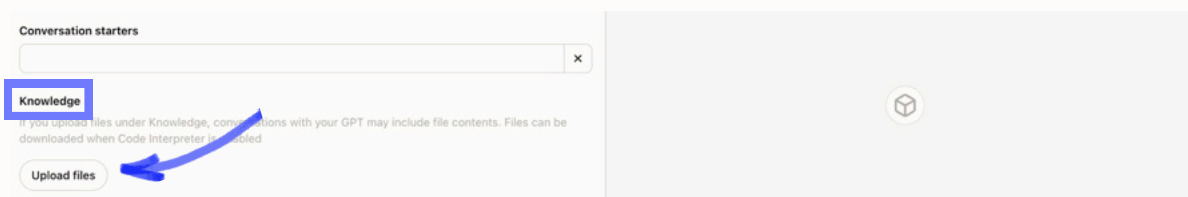
STEP 5

In the “Conversation Starters” section, you can set up shortcuts that make it easy to start a conversation with your bot. Think of these as quick prompts for tasks you frequently use. For example, if you often ask your bot to generate captions, you could add a starter like “Generate 5 IG captions for today’s topic.” This way, instead of typing the full request each time, you can just click on the starter and get immediate results. You can add as many starters as you need, but keep in mind that only the first four will be visible by default.



STEP 6

Another powerful and highly valuable feature for your custom GPT is the “Knowledge” section, where you can “Upload Files” as a knowledge base. This allows your chatbot to reference any relevant files you provide, drawing information directly from them.



The possibilities here are endless. For example, you could upload your brand's guidelines or a document with a list of effective hooks, ensuring your GPT always has those references in mind when suggesting hooks for you.

See the incredible potential of this feature?

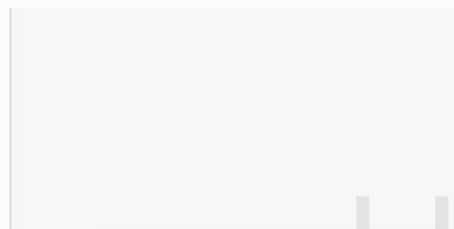
Note: It's crucial that in your custom instructions, you prompt your bot to always check the uploaded files before providing support with your prompts. Without this, the bot may sometimes overlook the files.

STEP 7

By default, your chatbot can browse the web, use Canvas & create AI-generated images. If you want it to also run code or analyze data, make sure to enable the "Code Interpreter & Data Analysis" option. This feature is particularly useful if you need your GPT to perform analysis on reports or data that you provide.

Capabilities

- Web Search
- Canvas
- DALL-E Image Generation
- Code Interpreter & Data Analysis ?

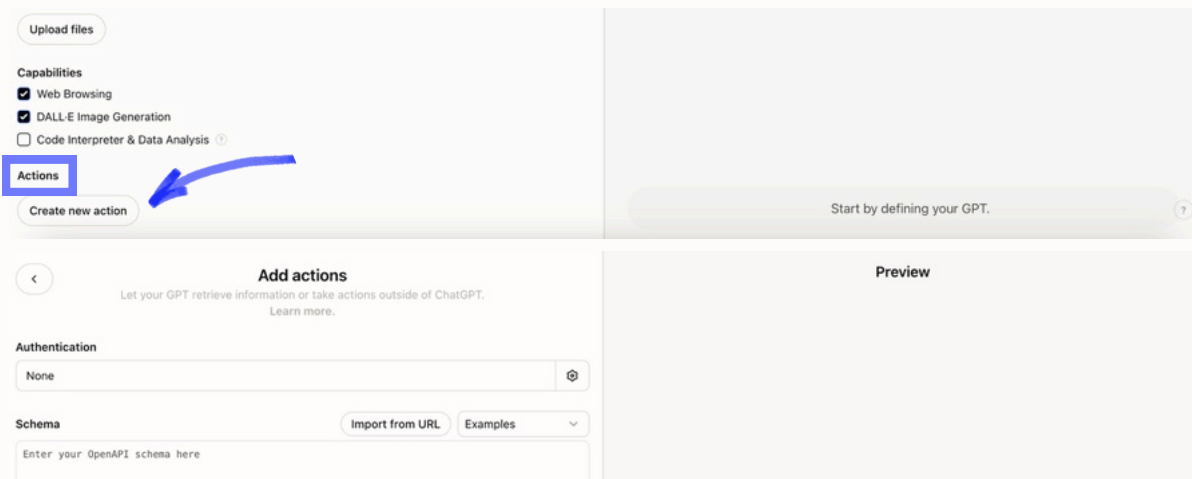


HBS

STEP 8

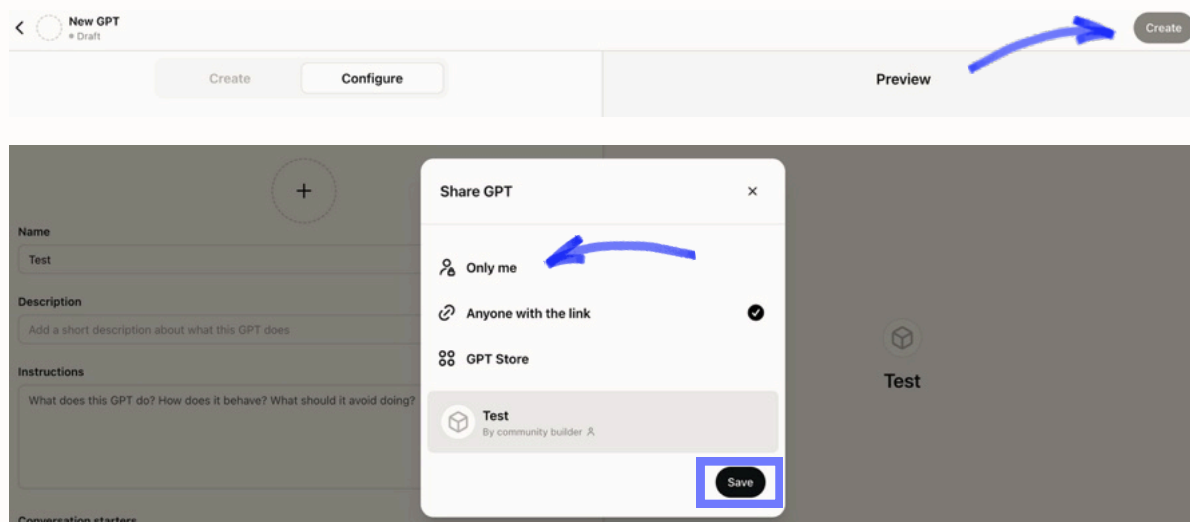
In the "Actions" section, you can make your bot even more sophisticated by enabling it to take actions outside the ChatGPT platform using third-party APIs. This is an advanced feature intended for expert users.

For example, you can use tools like Zapier (a platform that connects different apps to automate workflows, which we'll cover in Module 3) to link your custom GPT with apps like Slack, Google Calendar, Notion, and many more, all from within ChatGPT's interface. I won't go into the details of this process here, but just know that it's available if you want to explore it further.



STEP 9

At this point, you should be ready to finalize your bot. Once you're satisfied with your custom settings, click "Create" in the upper right corner. You'll then be prompted to choose how you want to share your custom GPT, select "Only me" and click Save.



You'll find your shiny new bot in the side panel of the ChatGPT home page. Congrats! You've just created your first custom assistant, available 24/7, no coffee breaks needed! 🤓

If, for any reason, you need to modify your GPT (e.g., updating the custom instructions), simply open the GPT, click on the name of your custom GPT in the top-left of the main conversation area, select "Edit GPT," make your changes, and finally click "Update" in the top right corner.

STEP 10

We've reached the final, equally crucial phase: testing your custom GPT through multiple iterations to ensure it performs as expected! As we discussed in Module 1 during the prompt tips section, the iterative process of back and forth with your bot is the real secret to getting the most out of your AI assistant.

No matter how well you craft the custom instructions, there will always be things you'll only notice and want to adjust once you actively interact with it.

My advice is to take your time during this phase, with the promise that once you've fine-tuned the bot, you'll have an ally that truly understands your needs and supports you with maximum effectiveness.

So, cheers to that, have fun with your new AI sidekick! 🥂

PERSONAL AI ASSISTANT: A PRACTICAL EXAMPLE

Now that we've covered all the steps to build your custom GPT, let's look at a practical example to help you see how to put everything into action.

Let's say you want to create a bot called **"Gram Muse"** to supercharge your Instagram content creation. Imagine you're a fitness coach running an account that inspires clients with training tips, nutrition advice, and motivational posts. Your goal is to deliver content that's not just visually stunning but also deeply engaging, actionable, and aligned with your unique coaching style, all while building a strong connection with your audience.

For your information, this example uses about 3,800 characters, showing just how detailed and tailored your GPT can be (and you've got double that space to play with!).

Note: Why Specificity is Key

The more specific your custom GPT bot is to a single task, the more effective it becomes. Like hiring a specialist over a generalist, a focused bot delivers sharper, on-point results.

Narrowing its role, such as creating Instagram captions instead of managing all social media, lets it perform more precisely and stay aligned with your brand. Specificity reduces vague outputs and maximizes efficiency, ensuring your bot excels at what it's trained for.

So keep this in mind when creating your custom bot!

Goal:

Assist a fitness coach in creating Instagram content that inspires, educates, and engages their audience. The goal is to grow their online presence, position them as an authority in the fitness niche, and convert followers into clients.

Context and Audience:

Gram Muse specializes in crafting content tailored for aspiring fitness enthusiasts, busy professionals, and individuals looking to improve their health and wellness. The target audience values practical advice, motivation, and achievable goals. The content should reflect the coach's expertise and be relatable to everyday challenges.

Tasks and Objectives:

Gram Muse focuses on:

- Generating engaging Instagram captions with hooks, storytelling, and clear CTAs.
- Brainstorming carousel post ideas and structuring them with educational value.
- Suggesting relevant hashtags to maximize reach and visibility.
- Creating ideas for Reels that are trending and relatable.
- Designing weekly content calendars with diverse post types (e.g., tips, transformations, and motivational quotes).

Step-by-step Instructions and Output Format:

When a task is given, the bot must:

- Offer 3–5 polished content options per request.
- Structure captions with a hook, main body, and a call-to-action.
- Format carousel ideas as a headline and 3–5 slides with key takeaways.
- Provide hashtags grouped by theme, e.g., #FitnessMotivation, #WellnessJourney.
- Suggest Reels ideas that align with trending audio and the coach's niche.

Example Output:

“Write 3 captions for a post about quick morning workouts for busy professionals. Each caption should include a motivational hook, practical advice, and a CTA to engage the audience.”

Tone and Style:

- Tone: Motivational, approachable, and authoritative. Balances professionalism with relatability to inspire and connect with followers.
- Style: Clear, concise, and engaging. Uses actionable language and avoids jargon.

Example:

“Busy mornings? No excuses! 💪 Try this 10-minute routine to kickstart your day and boost your energy. Tag a friend who needs this!”

Examples of Desired Interactions:

- User: “Suggest 3 Reel ideas for a post-workout routine that’s beginner-friendly.”
- Gram Muse: “Here are three ideas: 1) A 30-second morning stretch routine. 2) A tutorial on proper squat form. 3) A ‘Myth-Busting’ Reel addressing common fitness mistakes.”
- User: “Help me create a motivational carousel for gym beginners.”
- Gram Muse: “Slide 1: ‘Gym Anxiety? Start Here.’ Slide 2: ‘Find a routine that works for YOU.’ Slide 3: ‘Progress > Perfection.’ Slide 4: ‘Consistency is your superpower.’ Slide 5: ‘Share your first step!’”

Explanation of Uploaded Files:

Refer to the following uploaded files to ensure accurate and tailored outputs:

- ‘Brand_Guidelines.pdf’: Always consult this document to ensure all outputs reflect the brand’s values, tone, style, and messaging consistency.
- ‘Weekly_Workout_Plans.xlsx’: Use this file to extract specific data points to create educational carousel posts, engaging Reels, or stories showcasing workout routines and fitness tips.
- ‘Nutrition_Guide.docx’: Pull content from this document to craft captions or posts that incorporate science-backed nutrition advice aligned with my coaching style and philosophy.

Before providing a response, ensure you review the appropriate files to maintain relevance and alignment with the brand’s goals and content strategy.

Additional Instructions:

- Proactively ask clarifying questions like, “What’s your focus: engagement, education, or lead generation?”
- Ask Clarifying Questions: If a query is unclear, ask questions to ensure accurate and tailored responses.
- Enhanced Creativity for Brainstorming: Assist in brainstorming innovative marketing ideas and solutions. Encourage out-of-the-box thinking and offer multiple perspectives.

CUSTOM INSTRUCTIONS FOR FREE USERS

Before we move on to the next chapter, let's talk about a super handy alternative for those who aren't quite ready to fully explore creating a full custom GPT just yet: **Custom Instructions!** This free feature is available to all ChatGPT users and allows you to personalize your experience without needing to set up a whole custom bot.

Custom Instructions let you tweak ChatGPT's behavior in a simpler and faster way. You can give ChatGPT basic guidelines about you, your brand, and how you want it to respond. By filling out just two fields, you can create a version of ChatGPT that feels a little more "you." It's like giving it a mini-lesson on how to best help you.

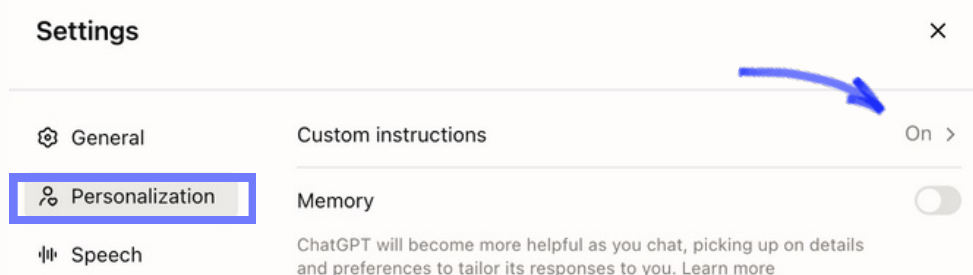
Now, you might be thinking: "It doesn't sound as powerful as a full custom GPT assistant." And you're right, it's not. Custom Instructions have more limitations compared to building a fully custom AI. For instance, you can't upload files or set pre-made conversation starters. But this simple feature still makes a big difference. It allows ChatGPT to better understand your goals and needs right from the start, without having to explain them every time, saving you time and effort.

Plus, it's a great way to get familiar with customizing your AI assistant. As your needs grow and you're ready to level up, you can always dive into creating a full custom GPT later. So, if you're just starting out or want something quick and easy, Custom Instructions are an awesome option!

Here's a quick guide on how to get the most out of Custom Instructions:

STEP 1

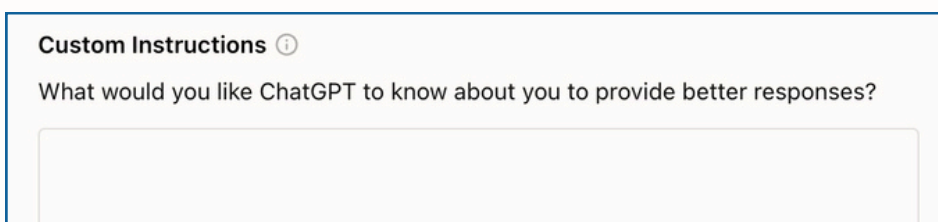
To access Custom Instructions, open ChatGPT and go to the settings section. Then, select Personalization, and you'll find the option available. Click on it, and you'll see two fields where you can customize how ChatGPT interacts with you.



STEP 2

The first field is where you tell ChatGPT what you want it to know about you to provide better responses. Think about who you are, what you do, and how you do it. You can be as specific as you like! You might mention things like:

- Your brand's voice and tone (friendly, professional, playful etc)
- Your target audience
- Your goals (boost engagement, grow followers, create more creative content)



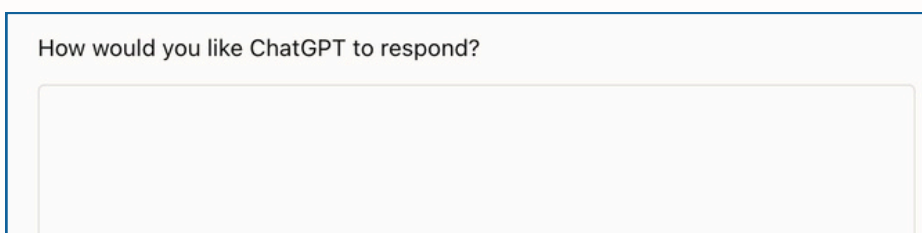
But don't stop there: what should ChatGPT know about you to help you make decisions, spark new ideas, and create content that truly resonates with your vision? Maybe you have personal principles or values you want to stay aligned with... feel free to experiment with this field!

STEP 3

In the second field, you explain how you want ChatGPT to respond. This is where you can guide ChatGPT's "voice" and communication style. Want short and to-the-point answers, or more detailed, step-by-step instructions? You decide!

Here are a few extra ideas:

- Always ask me clarifying questions if the task isn't clear.
- Suggest solutions I haven't thought of, be proactive and anticipate my needs.
- Avoid moral lectures or disclaimers about being an AI (sometimes those safety reminders can be a bit too much!).



And there you have it! In just a few minutes, you'll have a customized ChatGPT that's aligned with your needs. Once you've filled out the fields, test it out and see how it responds. If something feels off, go back and tweak the instructions (the more specific you are, the better the results). The only limit is your imagination (and the 3,000 characters you have to work with)! 😊



CUSTOM GPT MAGIC – CHAPTER TWO

TOP 10 GPTS FOR SOCIAL MEDIA

We've already seen how powerful it can be to create a custom GPT assistant tailored to your needs. But did you know there are some amazing custom GPTs already out there, ready for you to use right away? The best part? You can access the GPT store for FREE – no premium subscription needed! Here's a list of some of the best ones to help you manage and boost your social media presence. Check them out!

Pro Tip:

You can quickly access these custom GPTs in the chat by typing “@” followed by the name of the GPT. It's super easy and makes getting help exactly when you need it a breeze!

TREND TRACKER	An engaging and detailed social media <u>trend analyst</u> that keeps you ahead of the curve.
SOCIAL MEDIA CONTENT BRAINSTORMER	A great <u>tool for brainstorming</u> , fresh and creative social media content ideas.
AI HUMANIZER	Perfect for adding a <u>human touch</u> to AI-generated text, ensuring your content feels genuine and meaningful.
DALL-E 3	This built-in tool generates stunning <u>images from text</u> prompts, perfect for enhancing your posts.
CANVA	The official <u>Canva tool</u> lets you create custom designs directly in the chat.

PDF AI	Quickly summarize, analyze, and <u>read large PDF files</u> , making it easier to extract key information and insights.
COPYWRITING EXPERT	A specialist in <u>creating SEO-optimized</u> content and high-converting ad copy.
CONVERT ANYTHING	A <u>versatile tool</u> that effortlessly converts files and data formats to meet your needs.
META ADS STRATEGIST	Develop effective <u>advertising strategies</u> for Facebook and Instagram to maximize ROI.
VIDEO HOOK ASSISTANT	Crafts <u>compelling video hooks</u> or refines your existing ones for maximum viewer engagement.

HBS

3 - Advanced Tactics



How do I get the most out of ChatGPT?



Push my limits!
The more complex your challenge, the more creative and powerful I become.



Welcome to the final module of our guide, where we're taking ChatGPT to the next level! This section moves beyond the basics, focusing on powerful features, advanced techniques, smart integrations, and creative use cases that will help you boost your business game.

We'll cover expert-level ChatGPT strategies designed to save you time, improve your productivity, and add real value to your business. You'll also discover unique and fresh ideas to inspire your creativity, showing you new ways to use ChatGPT that you may not have considered before.

By the end, you'll have the tools to think more strategically and build custom solutions tailored to your specific needs.

To infinity and beyond my friend! Let's go! ✨



ADVANCED TACTICS – CHAPTER ONE

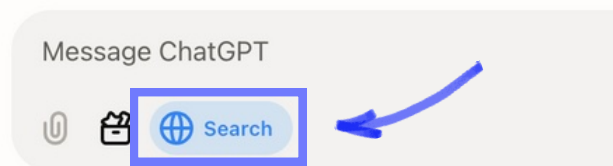
POWER CHATGPT FEATURES

Web Search

Why waste time scrolling through endless tabs when ChatGPT's Search feature pulls real-time info straight from the internet and gives you exactly what you need?

It keeps you updated with accurate, current answers, skips the Googling rabbit hole by doing all the heavy lifting, and goes beyond just finding information, it summarizes and delivers insights you can actually use.

The feature is available for PRO users, and coming in early 2025 for free accounts.



Projects

Projects are like the Marie Kondo of ChatGPT: group everything into folders by topic or goal and keep your workflow chill and clutter-free.

Whether you're brainstorming content, managing client work, or planning your next big launch, Projects keeps all your chats, files, and even custom instructions (applied only within the specific Project) in one easily accessible space.

How to use it:

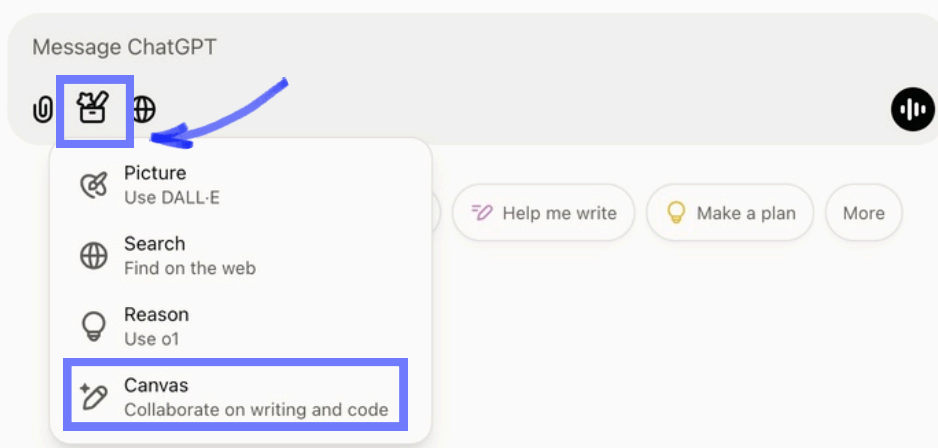
Click on "Projects" in your ChatGPT dashboard on the left, create folders for your focus areas (like "Content Strategy" or "Client XYZ"), and start organizing.

Canvas

Canvas is a hands-on interface for writing and coding projects, perfect for drafting, editing, and getting real-time feedback. It opens as a separate window alongside the chat, offering tools like inline editing, version control, and contextual suggestions to make collaboration seamless.

Instead of just generating responses, Canvas lets you refine and adjust content dynamically, track revisions, and iterate efficiently.

Available exclusively on GPT-4, you can access it from the dropdown menu.

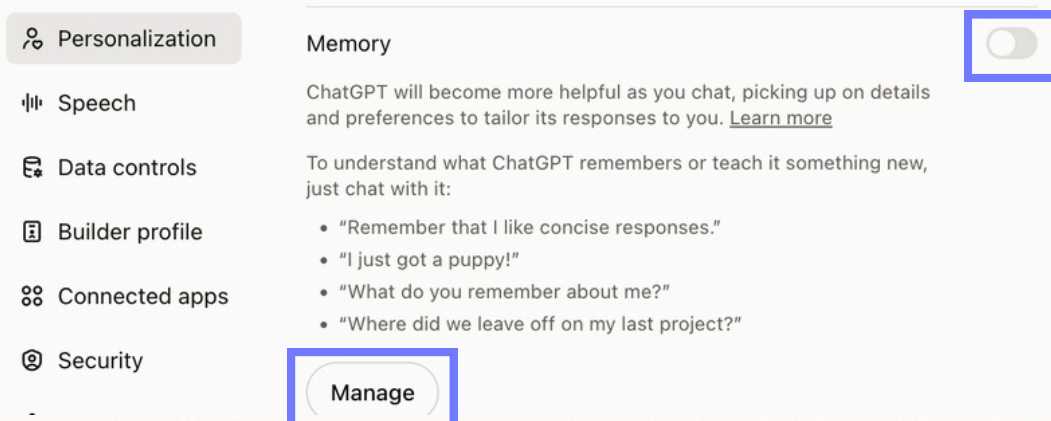


Memory

The memory feature lets ChatGPT remember key details you share, like your preferences, frequent topics, or ongoing projects, so it feels more personalized and intuitive over time. Instead of re-explaining everything, ChatGPT recalls past interactions to tailor its responses and save you time.

You control what it remembers! You can easily update, delete, or clear memory through the settings, giving you full control over your data (Settings → Personalization → Manage).

Important note: by default, memories (and chats) are used to train Open AI models. You can turn this off at Settings → Data Controls.





ADVANCED TACTICS – CHAPTER TWO

EXPERT CHATGPT TECHNIQUES

1

ENHANCED DATA ANALYSIS

Ever wish you could turn raw data into something more useful? ChatGPT can help by analyzing your social media reports, creating eye-catching visuals, and even running sentiment analysis. This turns those numbers into meaningful insights for your marketing.

How to use

Simply upload your data by clicking on the paperclip icon in the bottom-left corner and selecting “Upload from computer.”

Example of prompt

Act as a Social Media Analyst and analyze the provided social media report. Create visual graphs to represent engagement trends over the past month and perform a sentiment analysis of the comments section.

2

SMART AND EASY LEARNING

Why spend hours reading when ChatGPT can do the heavy lifting for you? Get quick summaries of articles and videos, or have complex ideas broken down into simple, easy-to-understand terms. Perfect for when you need to grasp something quickly without getting overwhelmed by information.

How to use

Just include the link to the article or video in your prompt, and ChatGPT will analyze the content for you, providing a summary, graphs, or whatever you need.

Example of prompt

Here's a link to an article on digital marketing trends. Summarize the key points for me and explain the main concepts in simple terms.



ADVANCED CONVERSATIONAL STRATEGIES

ChatGPT isn't just for typing, it can talk too! You can use the voice feature for brainstorming sessions or detailed conversations. Picture a dynamic brainstorming session where ChatGPT transcribes everything for future reference. It's like having an assistant always ready to help with ideas.

How to use

Download the ChatGPT mobile app, launch it, and look for the headphones icon next to the chat box. Start the conversation by pressing it. You can pick a voice in the speech settings and chat hands-free until you're done. Transcriptions of your voice chats will appear as text once you finish.

Example of prompt

As a creative content strategist, I need help brainstorming original content ideas for my digital marketing Facebook account. Provide 3 unique post ideas that will captivate my audience and encourage engagement, with a brief explanation for each concept.

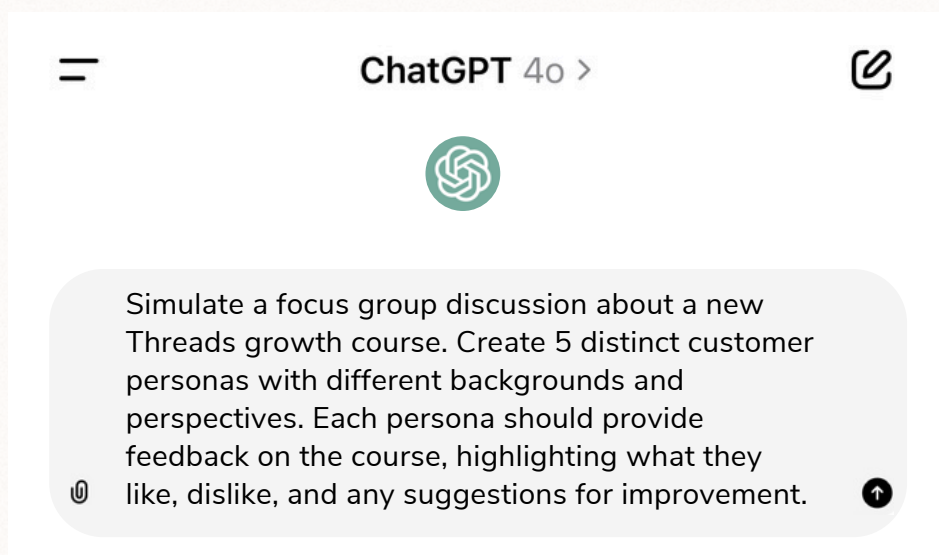
CHALLENGE

Simulated Focus Group

To help you truly understand the power and versatility of ChatGPT's conversational abilities, here's a fun and practical challenge.

Imagine running a focus group to gather diverse opinions about your new product or service. ChatGPT can simulate various customer personas, giving you a range of feedback and insights that can be incredibly valuable. This can help you see things from different perspectives and uncover potential areas for improvement. Here's how to do it:

- **1. Set the Scenario:** Choose a product you want feedback on. For example, a new Threads growth course.
- **2. Define Personas:** Ask ChatGPT to create several different customer personas, each with unique characteristics and perspectives.
- **3. Simulate the Focus Group:** Have these personas discuss and provide feedback on your product. Watch as ChatGPT generates varied and insightful responses from each persona.
- **4. Analyze the Interaction:** Review the conversation to gather valuable feedback and identify common themes or concerns.



4

SMART SHEET SYNC

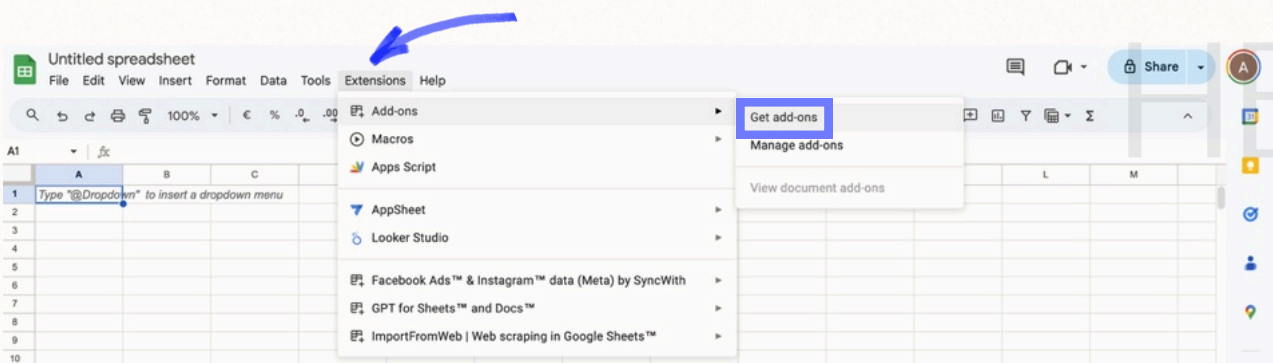
Google Sheets and ChatGPT together can do wonders for automating tasks, analyzing data, and even creating content directly in your spreadsheets. Google Sheets is a favorite for businesses to organize and analyze data, but doing this manually takes time. That's where ChatGPT comes in, speeding things up and making the whole process smoother.

For example, you can analyze your social media reports, generate captions, or create hashtag lists right inside your content plan sheet.

How to guide

→ **Step 1:** Open a new spreadsheet

Log into Google Sheets with your Gmail account. In the new sheet, click on Extensions > Add-ons > Get add-ons.

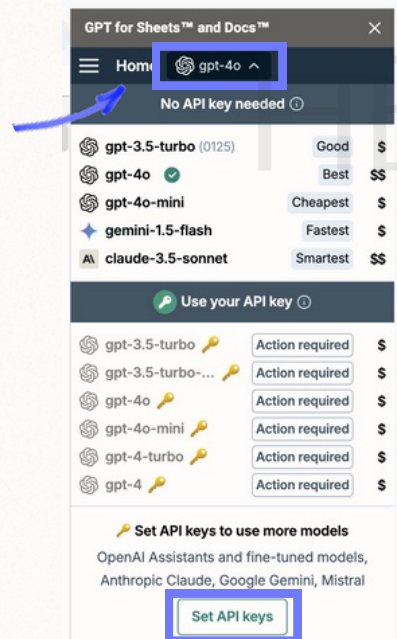
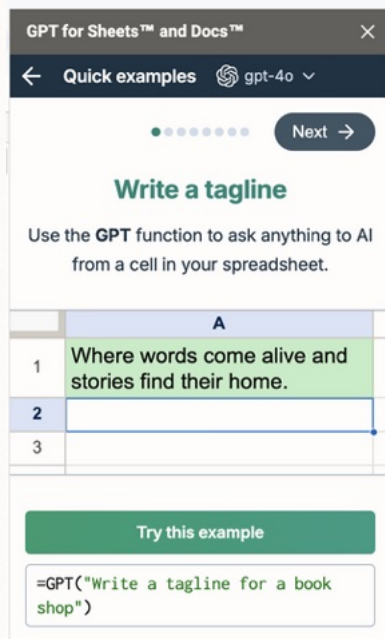
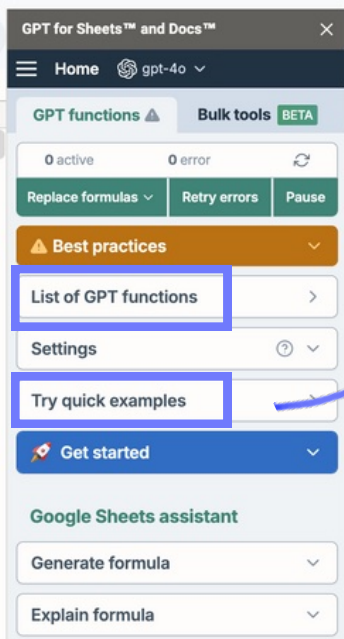
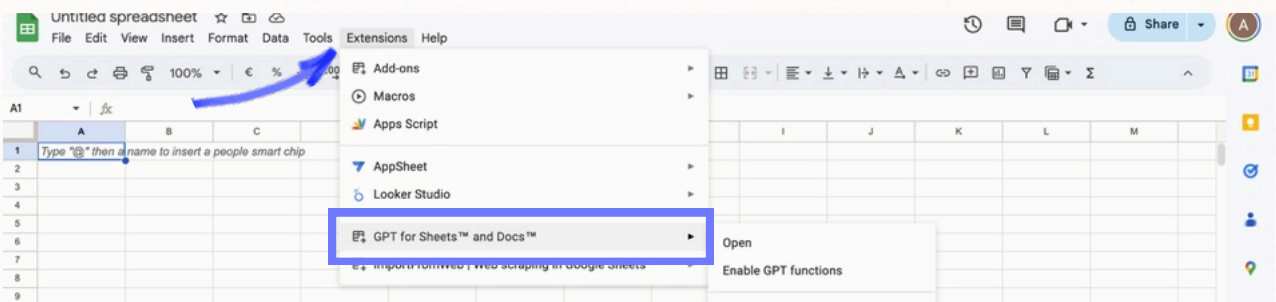
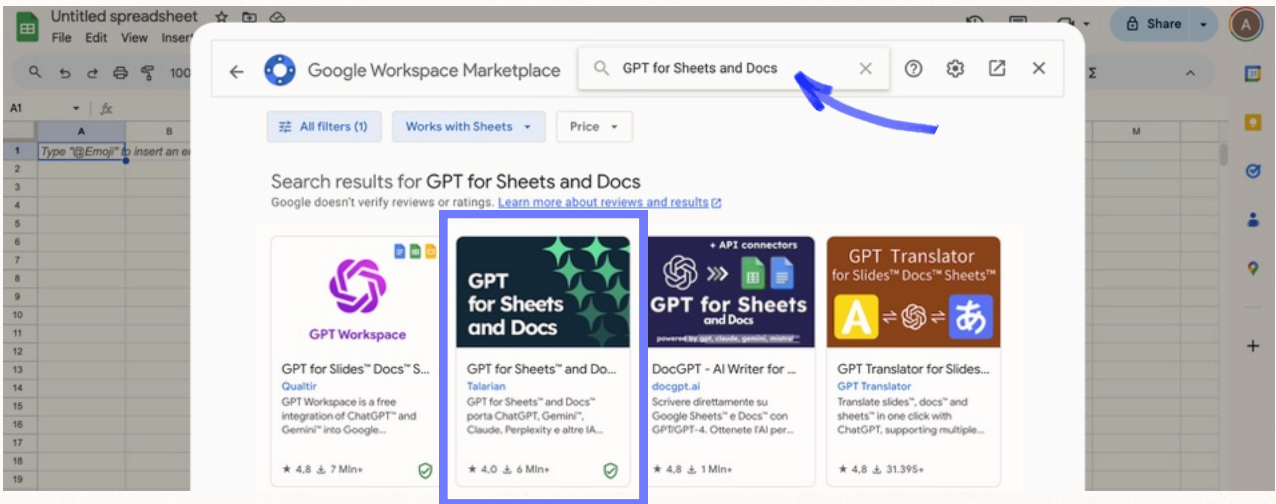


→ **Step 2:** Search “GPT for Sheets and Docs” and install it

Use the search bar to find ‘GPT for Sheets and Docs.’ Click on the extension thumbnail and select Install. Follow the prompts to grant permissions and complete the installation. Once installed, the extension will be available under the Add-ons menu.

Now you can start using ChatGPT right inside Google Sheets!

Once the add-on is activated, you'll find a list of available functions and quick examples to help you get started.



Note: You can also choose which version of ChatGPT to use, with several default options available.

If you'd like to use your own version with custom rate limits, you'll need to connect your API key. Detailed instructions can be found on the [Extension website](#).

5

MANY(CHAT)GPT

If you're already using ManyChat to manage your business on Instagram, you're probably getting some great results. But, have you really unlocked its full potential? By integrating ChatGPT, **you can take your customer interactions to the next level.** This dynamic duo allows you to offer real-time support, handle frequently asked questions, and provide personalized feedback 24/7, all in a smooth and engaging way.

Think of it as giving your customer experience a serious upgrade, making conversations more personalized and impactful.

Here are just a few scenarios to give you an idea:

- Imagine a live FAQ system that not only answers your customers' questions instantly but also suggests products based on their preferences or previous purchases. For example, a customer checking out your offerings could get personalized recommendations, making their shopping experience seamless and tailored just for them.
- No matter what industry you're in, you can offer high-value, customized feedback that fits your customers' needs. Whether it's creating personalized workout plans for fitness fans, designing custom weekly meal plans for the health-conscious, or planning travel itineraries for adventurers, ChatGPT helps you deliver content that's super relevant and engaging. The possibilities are endless, and you can create unique experiences that really resonate with your audience.

And these are just a few ways to use this powerful combo!

One last tip: Always be upfront about the fact that a bot is handling these conversations. It helps build trust and prevents frustration if something doesn't go as expected. Plus, why not have some fun with it? Give your bot a name and personality that reflect your brand, turning each interaction into something memorable. Keep things lively and enjoyable, and your customers will love the experience... even if they're chatting with a bot! 😊

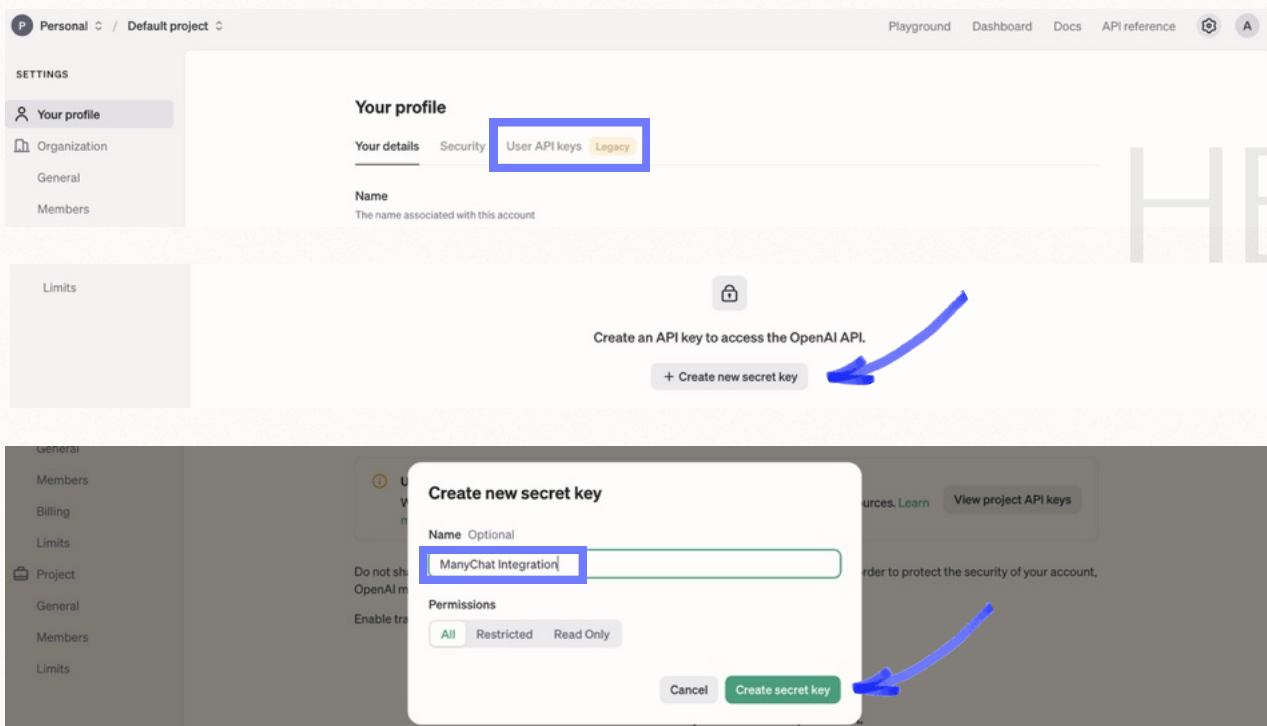
How to guide

To set up this integration, you'll need a ManyChat Pro account to use the API feature. Now, an API (Application Programming Interface) is basically a way for different software applications to talk to each other. But don't worry about the technical jargon, it's easier than it sounds, and I'll guide you through it!

→ **Step 1:** Get ChatGPT API

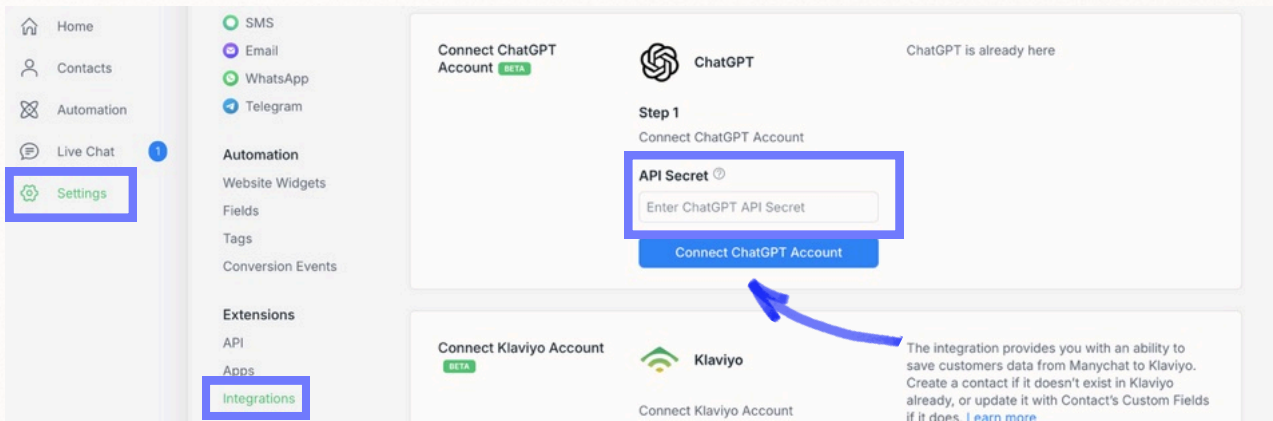
Go to [this](#) link and sign in to your ChatGPT account. In the Profile section of your account, click on "User API keys," then select "+ Create new secret key." Give your key a name, and hit "Create secret key." Your secret key will be generated in a few seconds.

Important: You won't be able to view this key again, so make sure to copy and save it somewhere safe!



→ **Step 2:** Set Up ManyChat and ChatGPT Integration

Log into your ManyChat account, navigate to "Settings," and scroll down to the "Extensions" section. Click on "Integrations," where you'll find ChatGPT as the third tool on the list. Here, simply enter your secret key and click "Connect ChatGPT Account." Done! ChatGPT will now show up in the "Actions" menu.



Perform next actions...

☆ Recently used

📁 Contact data

⊗ Automation

💬 Live Chat

🧠 ChatGPT

ChatGPT
OpenAI's ChatGPT: Talkative AI for diverse text tasks.

Make request PRO
Make request to ChatGPT.

→ Step 3: Create your New Automation

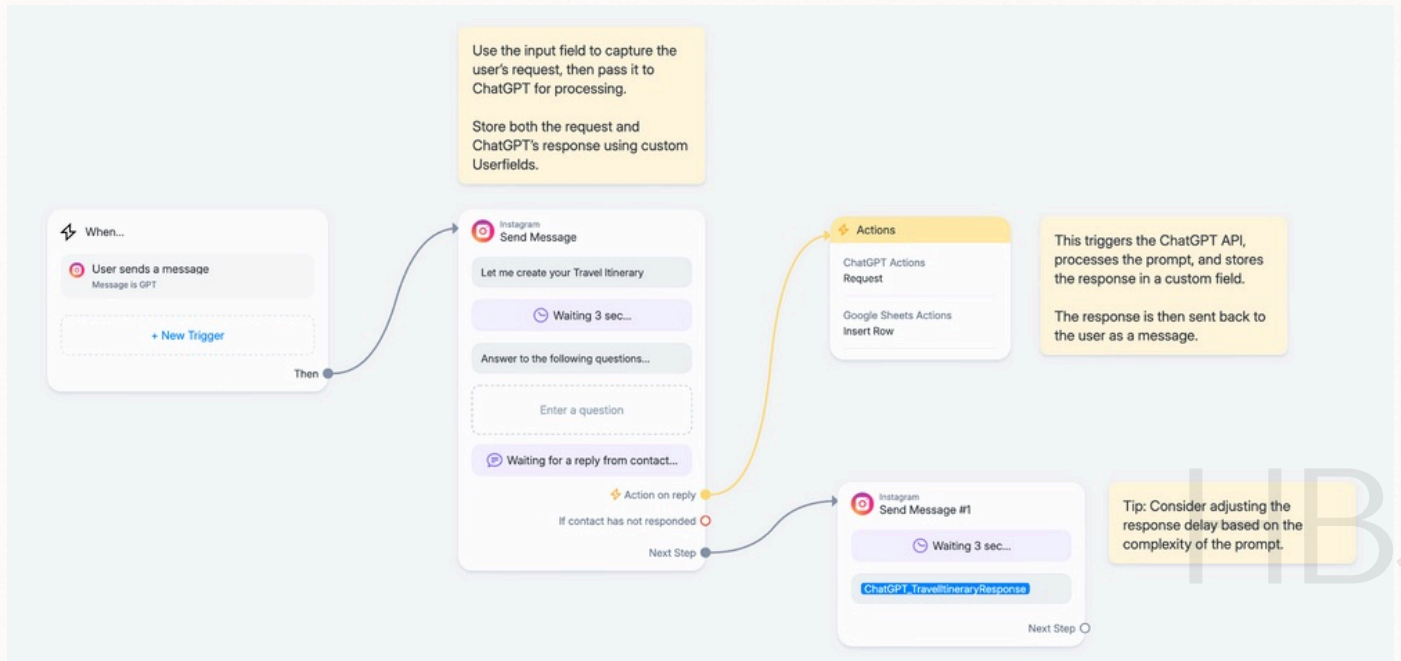
Now it's time to create your flow and integrate ChatGPT into the process. Here's how to do it:

1. Set a Trigger: Choose a trigger for your automation, like when a user sends a message or asks a question. Use the input field to capture their message and store it in a custom user field.
2. Create an Action: Set an action to send the captured message to ChatGPT. Include a prompt that explains what you want ChatGPT to do with the message.
3. Store and Send: Save ChatGPT's response in a custom user field (you may want to set up a Google Sheet* to track these responses). Then, create an action that sends the response back to the user through ManyChat.

* You can easily integrate ManyChat with Google Sheets by going to Settings > Extensions > Integrations. Log in with your Google account, and you're good to go. This powerful combo can also be used to automatically create CRM files! If you need help, you can find a clear guide in the Help section of ManyChat.

Depending on how complex your automation is, ChatGPT might go back and forth with the user multiple times. The process I've described here gives you a basic framework to start with. Also, important, don't forget to ensure everything works smoothly by running multiple tests!

Below is a visual representation of a typical setup to give you an idea of how it all comes together.





ADVANCED TACTICS – CHAPTER THREE

PRO USE CASES

In the previous chapter, we looked at some advanced techniques to really tap into ChatGPT's potential. But trust me, we've only just begun!

Most people use ChatGPT to write text or brainstorm ideas, and while that's great, the real power of this AI lies in how it can simplify tasks, streamline your work, and save you time in ways you might not have thought possible. Once you truly understand how to use it, **you'll realize it's capable of much more than just generating words.**

In this chapter, we're taking things up a notch. We're moving past the usual examples like "write a blog post" or "draft an email." Instead, we're going to explore some **less obvious but incredibly powerful ways** to use ChatGPT that you probably haven't come across before. These ideas are here to spark your creativity and help you find new, exciting ways to take your business to the next level.

Think of this chapter as a **supercharged brainstorming session**. My goal is to give you a variety of innovative ideas that push the limits and allow you to create custom solutions that fit your specific needs and goals.

So, let's fire up those creative engines and see what we can come up with!

BRANDING & CONTENT MARKETING

USE-CASE	DESCRIPTION	EXAMPLE
EMOTION DRIVEN STORYTELLING	Use the power of emotions to create stories that really connect with your audience. ChatGPT can help you understand what triggers resonate with your target demographic and align with your brand values. By focusing on storytelling that brings out strong emotions, whether it's joy, inspiration, or even a little sadness, you can create content that sticks with people and makes an impact.	Ask ChatGPT to craft a brand story that pulls at the heartstrings, like a customer success story that highlights how your product made a difference in their life, or a behind-the-scenes look at your team's journey. This kind of storytelling works great for social media posts, videos, or even as part of a larger campaign to build a deeper connection with your audience.
CHALLENGE CHAT	One of the best ways to improve your ideas is to challenge them. ChatGPT can act as your devil's advocate, giving you counterarguments or different perspectives on something you're working on. This can help you spot weaknesses, strengthen your approach, and improve your overall strategy.	Before launching a new product or campaign, ask ChatGPT to critique your plan by pointing out any potential issues or by playing the role of a skeptical customer. This exercise can help you fine-tune your approach, address possible objections, and make sure you're fully prepared for any challenges.
CONTENT REPURPOSING WIZARD	Turn your existing content into a treasure trove of new ideas. ChatGPT can help you take old posts or videos and suggest fresh ways to repurpose them into new formats or for different platforms. This not only saves time but also helps you get more out of the content you already have.	Ask ChatGPT to review a popular post and come up with ideas for turning it into a series of Instagram posts, a video script, or whatever you want. This way, you can reach new audiences in different formats and get more value from your existing content.
BRAND VOICE BUILDER	Develop a unique brand voice that truly connects with your audience. ChatGPT can analyze your existing content and brand values to suggest the right tone, language, and style that represent your brand across all your channels.	Ask ChatGPT to create a brand voice guide by analyzing your past content and summarizing key elements like tone, vocabulary, and messaging style. This guide will help ensure consistency in all future content, whether it's for social media posts, emails, or newsletters. Pro Tip: If you admire the voice of another brand, grab a few paragraphs from their website and ask ChatGPT to analyze the tone for you. This can give you insights into what works and how you can apply it to your own brand voice.

LEAD GENERATION & SALES

USE-CASE	DESCRIPTION	EXAMPLE
PREDICTIVE LEAD SCORING	Use ChatGPT to analyze customer behaviors, demographics, and interactions to predict which leads are most likely to convert. This way, you can focus your efforts on the leads that are more likely to result in sales, making the most of your time and resources.	Feed ChatGPT data from your CRM about past customer behaviors and conversion results. ChatGPT can then create a predictive model that scores incoming leads based on their similarity to your top-converting customers, helping you know where to focus your efforts.
TARGET PERSONA DEEP DIVE	Speed up your sales process by getting a full understanding of your target persona within a specific industry. ChatGPT can help you quickly gather insights on their pain points, preferences, and behaviors, making it easier to create more personalized and effective sales pitches.	Input the industry and basic persona details into ChatGPT, and it will generate a few detailed profiles. This includes typical challenges, communication preferences, and potential objections. With this information, you can tailor your approach to meet the specific needs of each prospect, increasing your chances of closing the deal.
SCENARIO BASED PITCH PRACTICE	ChatGPT can simulate different sales scenarios, allowing you to practice and fine-tune your pitch for various customer personas and situations. Whether you're getting ready to pitch a client in DMs or preparing a sales post, this tool helps you anticipate responses and objections, so you're always ready.	If you're pitching a digital product to a tech-savvy audience, ask ChatGPT to simulate a conversation where a follower raises common concerns, like pricing or how your product compares to competitors. Practice your responses, refine your messaging, and use the feedback to make your pitch stronger.
CUSTOMIZED SALES FUNNEL OPTIMIZATION	ChatGPT can review your current sales funnel and suggest ways to improve it based on customer behavior and best practices. By spotting where potential customers drop off, you can make changes that guide leads more smoothly toward conversion.	Use ChatGPT to review each stage of your sales funnel, from awareness to decision. It can suggest tweaks like more personalized content during the consideration phase or stronger calls to action at the decision stage, helping make your sales process smoother and more effective.

BUSINESS OPTIMIZATION

USE-CASE	DESCRIPTION	EXAMPLE
SCALING YOUR BUSINESS WITH THE 80/20 RULE	ChatGPT can help you identify the 20% of activities that bring in 80% of your results, making it easier to scale your business. By analyzing your tasks, customers, or sales channels, the tool can highlight where your highest returns are coming from and suggest how to maximize those areas.	Use ChatGPT to analyze your sales data and figure out which products or services are your top performers. Then, it can help you create strategies to double down on these areas, whether through targeted marketing, optimizing your operations, or reallocating resources.
TURNING OBSTACLES INTO OPPORTUNITIES	When you're faced with challenges, ChatGPT can help you turn them into opportunities. By brainstorming solutions and offering fresh perspectives, it can help you turn roadblocks into chances for growth and innovation.	If your business is having trouble with customer retention, ask ChatGPT for ideas to improve loyalty. It might suggest launching a new rewards offer, improving the customer service, or personalizing communication to keep your audience more engaged.
WHAT WOULD [INSERT YOUR IDOL] DO?	Ever wonder how a business leader like Elon Musk or Alex Hormozi would handle your challenges? ChatGPT can simulate their thought processes and give you strategies that align with their business philosophies. It's like having a mentor at your fingertips, anytime you need advice.	If you're thinking about making a big shift in your business, ask ChatGPT, "What would Elon Musk do?" and it will generate a response based on Musk's decision-making style. You might get bold, innovative suggestions that help push your business forward in new ways.
AUTOMATED TIME-SAVER TRICKS	Time is your most valuable resource, and ChatGPT can help you save more of it by automating repetitive tasks. By connecting ChatGPT with tools like Zapier or Make (which link different apps and services), you can streamline your workflows and reduce human error in routine processes.	Example: <ul style="list-style-type: none">• Set up ChatGPT to draft and send routine emails based on predefined triggers.• Automatically pull data from spreadsheets and generate summary reports.• Have ChatGPT create a content calendar by pulling content ideas, dates, and formats into a Google Sheets document, ready for review.

PRODUCTIVITY

USE-CASE	DESCRIPTION	EXAMPLE
AI-POWERED DAILY PLANNER	Imagine starting your day with a perfectly planned schedule, created just for you by ChatGPT. It can take your to-do list, deadlines, and how long tasks usually take, and turn them into a daily or weekly plan that helps you stay productive and balanced.	Give ChatGPT a list of your tasks with estimated times. It will create a daily plan that includes time blocks for focused work, breaks, and even some time for brainstorming or reflection—helping you get things done without burning out.
MICRO-TASK MASTERY	Sometimes the hardest part of a big project is figuring out where to start. ChatGPT can break down any overwhelming goal into smaller, manageable tasks with clear, actionable steps. This makes big projects feel less daunting and keeps you motivated as you check off each task.	If you're planning a product launch, ask ChatGPT to break the process into small, actionable steps, from research to marketing. This way, you can tackle each part without feeling overwhelmed, and nothing gets missed.
PRIORITY CRUSHER	With so much on your plate, it can be tough to know what to focus on first. ChatGPT can help you figure out which tasks align best with your goals, so you can stay focused on what really matters. It can also help you stay on track with goal-setting principles.	Give ChatGPT a list of your tasks, deadlines, and how they fit with your overall goals. It will rank them in order of importance, making sure you're always working on the most impactful tasks first.
DISTRACTION DESTROYER	Staying focused can be hard in a world full of distractions. ChatGPT can help you create a work routine that keeps distractions to a minimum and maximizes your focus. It can suggest techniques, schedule focus blocks, and remind you to take breaks, keeping your workday balanced and productive.	Ask ChatGPT to create a daily schedule with focus periods, regular breaks, and strategies like the Pomodoro Technique. It can even suggest ways to cut down on distractions like social media or too many emails.

Great! We've reached the end of this chapter, where we explored just a few ways you can use AI and the tools at your fingertips. Honestly, the only limit here is your imagination!

I hope this chapter has sparked some creativity and given you the inspiration to explore even more possibilities.

Fun fact:

Did you know that Netflix's AI-powered recommendation engine is estimated to be worth \$1 billion a year because it keeps users glued to their screens? So, the next time you're deep into a binge-watching session, you'll know who to thank! 🧐

On a serious note, just think about what similar technology could do for your business. Keep experimenting, stay curious, and may your creativity never run out of... billion-dollar ideas!

HBS



BONUS

Since this is a mindset-driven guide, it wouldn't feel complete without diving deep into the very foundation of success: your mindset. After all, the way you approach challenges, **your attitude towards growth**, and your ability to stay resilient in the face of obstacles are just as important, if not more so, than the strategies themselves.

By now, you've seen how tools like ChatGPT can truly transform your business. But here's the thing: it's not just about leveraging AI for your professional life. The real game-changer happens when you start using these tools to **unlock your personal potential**.

I'm not talking about asking ChatGPT for generic motivational quotes or easy answers like "What should I cook with what's in my fridge?" (Though, seriously, try that, it's surprisingly helpful! 😊). Instead, I want to guide you through some reflection exercises that go deeper, that can genuinely help you tap into the power that's already within you, no matter what challenges you're facing right now.

We have incredible potential, more than we often realize. And with the right tools, combined with the right mindset, we can break through barriers and reach new heights we never thought possible.

You've probably heard the saying, "**Success is 80% mindset and 20% skills**," and I fully believe that. That's why I couldn't leave out this bonus section, because mindset is everything when it comes to personal growth, and ChatGPT can be a surprising ally in that journey.

This section is for you... the people who keep pushing forward, no matter the odds, who understand that real change begins from within.



BONUS MODULE

MINDSET SESSIONS

In the next section, I'm sharing **4 Mindset Sessions** that I've personally tested and found incredibly valuable. These exercises are designed to help you have those "aha!" moments where everything just clicks—whether it's something you knew deep down or a new insight you hadn't considered before.

Each of these sessions is **structured as a guided conversation** with ChatGPT, aimed at sparking deeper reflection. I recommend taking it step by step to really get the most out of them. Each session builds on the last, so starting at the beginning will help you clarify your values, which becomes super helpful as you move into the more advanced exercises— like reverse-engineering success (Mindset Session #4).

The goal is to **build a strong foundation** for a more personalized and impactful experience.

So, take your time with these sessions, it's worth it. It might take a few hours, but the more you chat, the deeper the insights you'll uncover. This isn't about rushing to the finish line. The process of reflection and exploration is the true goal.

Here's one more tip: as you work through these sessions and start gaining insights, consider creating custom GPTs that are tailored to your personal growth journey. That way, you'll have a tool that's perfectly aligned with your needs and goals, making your self-development even more effective.

Important Note: While AI can be an amazing tool for self-reflection and gaining insights, remember that it's just that, a tool. It doesn't have the emotional depth or human understanding that we do, so it's not a substitute for professional help like therapy.

Use ChatGPT as a way to explore ideas and perspectives, but always keep in mind: it's here to **support YOU and your thought process**.

MINDSET SESSION #1

Clarify your core values

Core values are the foundation of how you live: they guide your choices, actions, and how you see the world. Understanding your values is key to personal growth because they help you make decisions that align with what truly matters to you. ChatGPT can be a helpful tool to explore and clarify these values, making it easier for you to live with purpose and intention.

Act as an expert life coach and help me uncover my core values. Begin by asking about any strong emotions or feelings I've experienced in the past few weeks. For each feeling I mention, ask why it's important to me and what I care about related to it. Continue asking why each answer matters until we reach a deeper, core value (using the '5 Whys' method). At the end, summarize the core values we've identified together.



Once you've listed your core values, ChatGPT can also help you dig into the beliefs and assumptions behind them, encouraging you to reflect on them more deeply.

Take the list of core values we've uncovered. Help me examine any implicit assumptions behind them by identifying patterns in my statements. For each assumption, ask why I hold that belief and whether it supports or limits my personal growth. Guide me to reflect on these critically.



Now that you've got your core values and underlying beliefs clear, you can ask ChatGPT to help you come up with ways to integrate these into your daily life and long-term goals. It can offer guidance on how to make decisions that align with your values and even help you anticipate potential risks and challenges.

Using the list of my core values and assumptions, help me explore how I can incorporate these into my daily decisions and long-term goals. What are the potential risks of living by these values, and how can I avoid pitfalls? Give me insights into how I can best stay aligned with my values in both personal and professional life.

MINDSET SESSION #2

Breaking Through mental blocks

Mental blocks, whether they're negative thoughts, limiting beliefs, or emotional challenges, can really hold you back from growing. ChatGPT can be a helpful guide in reframing negative thoughts, processing tough emotions, and helping you rewrite your personal story from a place of strength and empowerment.

Act as an expert cognitive behavioral therapist and help me reframe my negative thoughts. I'll start by identifying a limiting belief or negative thought that's been on my mind. Guide me through reframing it by offering alternative perspectives or empowering statements. Let's dig deeper by exploring where this belief comes from and uncovering any recurring patterns that may be driving it.

After you've reframed your belief, ChatGPT can help you uncover deeper emotional patterns or triggers. Unresolved feelings like frustration or sadness often contribute to mental blocks. By working through these emotions, you can gain clarity and start making progress.

*I've been feeling [angry/sad/frustrated] recently.
Can you help me explore the root cause of this emotion and guide me in understanding why I feel this way? Let's work together on strategies for managing and releasing these emotions.*

Once you've processed and reframed your emotions, you can begin rewriting your personal story. Focusing on your strengths and moments of resilience, ChatGPT can guide you in shifting from a mindset of limitation to one of empowerment.

*Guide me through rewriting my personal story.
Let's focus on moments where I showed resilience and strength. Help me reframe past struggles into key growth moments and create a positive narrative that highlights my personal evolution.*

Finally, it's time to put this new mindset into action by setting goals that align with your core values. ChatGPT can help you create a plan to make these changes stick, ensuring you don't slip back into limiting beliefs.

Help me set specific goals based on my new mindset and personal growth. How can I incorporate this perspective into my daily life, and what steps can I take to avoid returning to old thought patterns?

MINDSET SESSION #3

Mindful journaling & meditations

Daily mindfulness practices can do wonders for your emotional well-being, mental clarity, and personal growth. With ChatGPT, you can create a personalized routine that includes reflective journaling, empowering affirmations, and guided meditations. Here's how to pull it all together into a seamless flow.

Start by reflecting on your current state of mind and emotions. Journaling helps you process your thoughts and feelings, offering clarity and insight. ChatGPT can guide you through this process by asking reflective questions that dig into your thoughts, helping you spot patterns and discover new perspectives.

Act as my journaling guide and ask me 5 reflective questions, starting with what I'm feeling right now. Encourage me to explore how these emotions have impacted my day and if any recurring patterns or themes emerge. Help me connect these feelings to broader life goals or values, offering insights where possible.



After reflecting on your emotions, use those insights to create affirmations that match your goals and mindset. ChatGPT can help turn your reflections into affirmations that reinforce positive thinking and keep you grounded.

Using the emotional patterns we've uncovered in my journaling session, help me craft 5 personalized affirmations. Make them focused on resilience, positivity, and overcoming current challenges. Ensure that each affirmation is specific to my experiences and goals, and offer guidance on how I can incorporate them into my daily routine for maximum impact.



Once you've journaled and crafted your affirmations, it's time to ground yourself even more with a guided meditation. Based on your emotional state and goals, ChatGPT can create a meditation script tailored just for you. This helps you relax, reflect, and reset.

Based on the emotions and affirmations we've explored, guide me through a 5-minute meditation. Include deep breathing exercises, a grounding visualization, and the setting of a positive intention for the rest of my day. Tailor the meditation to focus on promoting calm, clarity, and confidence in my actions.

MINDSET SESSION #4

Tailored mentorship

Imagine having access to a personal mentor 24/7, someone who guides you, offers advice, and helps you level up both personally and professionally. With ChatGPT, you can get something similar, whether you want to reverse-engineer the success of someone you admire or need real-time guidance on building positive habits.

Success leaves clues. Start by identifying a major figure you admire, whether it's Elon Musk, Oprah, or someone else. By reverse-engineering their journey, you can uncover the key habits, decisions, and mindsets that helped them succeed.

Act as a personal mentor and guide me through the process of reverse-engineering the success of [person]. Break down their journey step-by-step, identifying key habits, decisions, and mindset shifts that contributed to their achievements. As we go through each phase, suggest actionable steps that I can adapt to my own goals and challenges. Focus on areas where their strategies align with my personal strengths and objectives.



Once you've identified their success formula, the next step is adapting it to your own life. Ask ChatGPT to align those strategies with your goals, values, and current skills, helping you create a personalized plan that's realistic and achievable.

Now that we've explored [person's] journey, help me adapt their strategies to my current goals. Considering my values, strengths, and skillset, suggest a personalized action plan that builds on their principles but fits my unique situation. Make sure to highlight how I can stay flexible while pursuing these goals.



With a clear plan in place, it's important to stay flexible when challenges come up. ChatGPT can simulate advice from your chosen role model, helping you tackle problems from a new perspective.

Simulate advice from [person] as if they were my mentor. I'm currently facing a challenge related to [describe challenge]. Based on their approach, how would they tackle this problem? Break down the mindset they'd use, specific actions they'd take, and strategies to apply. Afterward, let's refine that advice so it suits my available resources, timeline, and goals. What adjustments should I make to ensure it's practical and achievable for me?

THANK YOU!

Thank you so much for choosing to invest in this guide and for letting me be a part of your journey to grow your business with the help of AI.

I truly hope the insights shared here will spark your success. I put my heart into creating this guide to make it something special, and I hope you enjoy it as much as I enjoyed putting it together!

I especially encourage you to explore the bonus section on Mindset. It's a little treasure that could bring unexpected value to your personal growth, not just professionally. Those sessions are drawn from my own years of learning, personal experiences, and deep self-reflection, and I hope they serve as a meaningful tool for you too.

As we wrap things up, I want you to **take a moment and reflect**: think back to those times when you faced a tough challenge. Remember how you felt in the middle of it... maybe a bit overwhelmed or discouraged. But also recall that feeling of pride and accomplishment when you came out on the other side, stronger and more confident. That feeling of knowing you can handle anything life throws your way... you have everything you need to take your business to the next level, so go out there, enjoy the process, and have fun with it.

YOU'VE GOT THIS!

Lastly, I'd love to hear your feedback! 🙏

Whether you found it helpful, have ideas for improvement, or just want to share your thoughts, your input means a lot to me. You can leave your honest feedback [HERE](#).

Wishing you continued success on this exciting journey!

Angelica ❤️

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