

ChatGPT Lunchbox

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Outline


- What is ChatGPT?
- What can we use ChatGPT for?
- How is ChatGPT built
- Prompting ChatGPT (Interactive)
 - Basic Skills
 - Advanced Skills


What is ChatGPT?





+ New chat


Chatbot introd  

 Clear conversations

 Upgrade to Plus NEW

 Dark mode

 Updates & FAQ

 Log out



Hey Chat, tell me a bit about your self



Hello! I'm ChatGPT, a language model developed by OpenAI. I'm designed to understand and generate natural language text, which means I can have conversations with people like you! I've been trained on a large corpus of text data, which includes books, articles, websites, and more, so I have a lot of knowledge and information at my disposal.



I can help answer questions, provide explanations, generate text, and even make jokes or engage in small talk. However, it's important to remember that while I can understand and generate language, I don't have emotions or personal experiences like humans do.

 Regenerate response

|



What can we do with it?



Business Applications

Marketing Copy: Use it to help you write the marketing copy on your website.

Sales Outreach Emails: Write some cold call emails!

Get your **programmers** to use it to increase their productivity.

Content Ideation: ChatGPT can help you brainstorm ideas for blog posts (SEO optimised!)

Helping in **Drafting Grants, Tenders etc.**

Business Applications

AI powered tools are going to increase employee productivity across many professional industries.

Specialised AI tools will further improve upon ChatGPT

E.g. Programmers have reported ~50% productivity improvement

How is this magic possible?



The Data



Lets try it out!



Prompting Skills

ChatGPT needs context

Ask it to write some marketing copy for your business

E.g. "Write me some Marketing Copy for HappyFeet, an online sneaker store focused on selling unique / limited edition sneakers."



Write me some Marketing Copy for HappyFeet, an online sneaker store focused on selling unique / limited edition sneakers



Introducing HappyFeet, the ultimate online sneaker destination for all you sneakerheads out there! We specialize in bringing you the most unique and limited edition sneakers from the world's top brands.



At HappyFeet, we believe that sneakers are not just shoes, but a statement of style and individuality. That's why we work tirelessly to source the latest and greatest sneaker releases from around the globe, so that you can always stay ahead of the game.

Our selection of limited edition sneakers is second to none, with rare and exclusive designs that you won't find anywhere else. From classic styles to modern-day innovations, we've got something to suit every taste and preference.

With our easy-to-use website, you can browse our extensive collection of sneakers and make your purchase with just a few clicks. And with our fast and reliable shipping, you can rest assured that your new kicks will be on your feet in no time.

So why wait? Step up your sneaker game with HappyFeet today and join the ranks of sneaker aficionados worldwide. Shop now and experience the ultimate in sneaker shopping!

Prompting Skills

Ask it to write some marketing copy for your business in a different tone of voice

ChatGPT can mimic other styles of writing, this can be very engaging

E.g. *“Write me some Marketing Copy for HappyFeet, an online sneaker store focused on selling unique / limited edition sneakers. Write it in a gangsta style.”*



Write me some Marketing Copy for HappyFeet, an online sneaker store focused on selling unique / limited edition sneakers. Write it in a gangsta style.



Yo, what's good fam? Welcome to HappyFeet, the illest online sneaker spot for all you sneakerheads out there.



We ain't playin' around when it comes to sneakers, homie. We specialize in bringin' you the freshest and most exclusive kicks from the top brands around the block.

Our selection of limited edition sneakers is off the chain, with rare and one-of-a-kind designs that'll have you stuntin' on the haters. We're talkin' the dopest kicks you've ever seen, straight up.

And listen up, cuz our website is smooth as silk, so you can cop your new kicks with ease. Plus, our shipping game is on point, so you can rock your new sneakers in no time.

So if you wanna step up your sneaker game and show off your style like a true OG, you gotta hit up HappyFeet. Don't be a busta, shop now and be the flyest in the game.

Prompting Skills

Define an objective

When ChatGPT knows what you want, its advice is much more catered to your needs.

Simply tell ChatGPT what you are trying to achieve, and it will tailor its responses accordingly.

Be as specific as possible about what your objective is.

E.g. "I run an online sneaker store called HappyFeet. I need to write a cold outreach marketing email focused on under 40 year old male sneaker enthusiasts. Make it short and sharp, in a playful tone. Try to convert them to a paying customer."



I run an online sneaker store called HappyFeet. I need to write a cold outreach marketing email focused on under 40 year old male sneaker enthusiasts. Make it short and sharp, in a playful tone. Try to convert them to a paying customer.



Subject: Get ready to step up your sneaker game, [First Name]!



Hey [First Name],

Are you a sneaker enthusiast who wants to level up your game? Look no further! HappyFeet is here to help you step up your sneaker collection.

We've got the hottest kicks that will make you stand out from the crowd, whether you're hitting the gym or strolling through the city. Our collection is carefully curated to meet the needs of under 40 year old male sneaker enthusiasts just like you.

But don't take our word for it, check out our website and see for yourself. We guarantee you'll find a pair (or two) that will catch your eye.

As a special offer, we're giving you 10% off your first purchase with the code "HAPPYFEET10". Don't miss out on this opportunity to elevate your sneaker game.

Thanks for your time, [First Name]! We can't wait to see you sporting our sneakers.

Prompting Skills

Iterate on results

ChatGPT has some limited “learning” ability while you use it.

Make sure to iterate on your results.

E.g. “I just started a new online sneaker store called HappyFeet. We focus on selling unique high value items.

Could you help me to outline some target demographics?”

Follow up: “That is good. Could you now create a set of marketing personas that includes Name, Age, Target Demographic and the marketing channels to reach them. ”

Step 1.



I just started a new online sneaker store called HappyFeet. We focus on selling unique high value items.

Could you help me to outline some target demographics?



Certainly! Here are some potential target demographics for your online sneaker store HappyFeet, based on your focus on selling unique and high-value items:



1. Sneaker collectors: These are individuals who are passionate about collecting sneakers, particularly limited edition or rare models. They may be willing to pay a premium for unique items that are difficult to find elsewhere.
2. Fashion enthusiasts: These are individuals who are interested in staying up-to-date with the latest trends and styles. They may be drawn to HappyFeet's selection of unique and fashionable sneakers that can help them stand out from the crowd.
3. High-income consumers: These are individuals who have a high level of disposable income and are willing to spend money on luxury items. HappyFeet's focus on high-value items may be particularly appealing to this demographic.
4. Sneakerheads: These are individuals who are passionate about sneakers and may follow sneaker culture closely. They may be drawn to HappyFeet's selection of unique and hard-to-find items that cater to their specific interests.
5. Gift shoppers: These are individuals who may be looking for unique and special gifts for friends or loved ones who have a passion for sneakers or fashion. HappyFeet's selection of high-value and unique items may be particularly appealing to this demographic.

Keep in mind that these are just a few potential target demographics, and it's important to conduct market research and analyze your customer data to better understand who your target audience is and what their specific needs and preferences are.

Step 2.



That is good. Could you now create a set of marketing personas that includes Name, Age, Target Demographic and the marketing channels to reach them.



Certainly! Here are five potential marketing personas for HappyFeet:



1. Sneakerhead Sam:

- Age: 25
- Target demographic: Sneaker collectors and enthusiasts
- Marketing channels: Instagram, YouTube, Sneaker forums and communities

2. Fashionable Fiona:

- Age: 30
- Target demographic: Fashion enthusiasts and high-income consumers
- Marketing channels: Instagram, Facebook, Pinterest, Fashion and lifestyle blogs

3. High-income Henry:

- Age: 45
- Target demographic: High-income consumers
- Marketing channels: Facebook, LinkedIn, Luxury lifestyle magazines and websites

Step 3.



Excellent. Can you format this into a table.



Sure! Here's a table format for the marketing personas:



Persona Name	Age	Target Demographic	Marketing Channels
Sneakerhead Sam	25	Sneaker collectors and enthusiasts	Instagram, YouTube, Sneaker forums and communities
Fashionable Fiona	30	Fashion enthusiasts and high-income consumers	Instagram, Facebook, Pinterest, Fashion and lifestyle blogs
High-income Henry	45	High-income consumers	Facebook, LinkedIn, Luxury lifestyle magazines and websites
Gift-shopper Gina	35	Gift shoppers	Facebook, Instagram, Gift and lifestyle blogs, Email newsletters
Trendy Tim	18	Young fashion enthusiasts and sneaker collectors	Instagram, TikTok, Snapchat, Youth culture websites and blogs

How can I improve
results further



Advanced Prompting

Be overly specific about formatting


ChatGPT can format in Tables, dot points etc.

Ask ChatGPT to format its ideas into a Table or other format.

Follow up: *“Excellent. Can you format this into a table?”*




Or E.g. “Could you write me a small 150 word paragraph on sneakers?”



Write me a linkedin post about the benefits of buying used sneakers. Make sure to use bold and italics and underlines as necessary for the formatting. Specifically, on the section headings. 

Write only 300 words.



Are you looking for a way to save money while still enjoying your favorite sneakers? Consider   
buying used sneakers! Not only will you save money, but you'll also be helping the environment by reducing waste. Here are some benefits of buying used sneakers:

1. Affordable Prices

One of the most significant benefits of buying used sneakers is that they are often sold at a fraction of the cost of new ones. You can find great deals on popular styles that might otherwise be out of your budget. With the money you save, you can purchase multiple pairs or invest in other items that you need.

2. Unique Finds

Buying used sneakers is also an opportunity to find unique styles that are no longer available in stores. You might come across a pair of limited edition sneakers that you've been searching for or discover a vintage pair that will elevate your sneaker collection. By purchasing used sneakers, you're not only saving money, but also adding unique pieces to your wardrobe.

 Regenerate response

Advanced Prompting

Give ChatGPT an Identity

If you want ChatGPT to write better copy, try:

“You are a professional copywriter. You have been providing copywriting services to businesses for 20 years. You specialize in writing copy for businesses in the finance sector.”

Try to experiment with different personas.

Try a known persona, e.g.



Thats really great, could you now rewrite it as if you are steve irwin



Crikey, mates! Are you keen on finding a way to save money while still enjoying your favorite sneakers? Consider buying used sneakers! Not only will you save money, but you'll also be helping the environment by reducing waste. Here are some benefits of buying used sneakers:



1. Affordable Prices

G'day, folks! One of the most significant benefits of buying used sneakers is that they are often sold at a fraction of the cost of new ones. You can find great deals on popular styles that might otherwise be out of your budget. With the money you save, you can purchase multiple pairs or invest in other items that you need.

2. Unique Finds

Blimey, buying used sneakers is also an opportunity to find unique styles that are no longer available in stores. You might come across a pair of limited edition sneakers that you've been searching for or discover a vintage pair that will elevate your sneaker collection. By purchasing used sneakers, you're not only saving money but also adding unique pieces to your wardrobe.

Had issues with
response length?



Advanced Prompting

Prompt Chaining

Generating long form content can be a pain and it has a ~4000 character limit.

To get around this use: *Prompt Chaining*

Ask for an outline and then get ChatGPT to fill out each section independently.

Use "continue" to get it to continue where it left off

Step 1.





You are a professional business man with over 20 years of experience running and building some of the worlds biggest online brands. You are an expert in writing business plans and strategies.

Can you write me the outline of a business plan for a new online store called "HappyFeet", which is focused on providing its customers online access to unique and high value sneakers.

Please use bold, and underlines to correctly format section headings.



Sure, I'd be happy to help you with that. Here's an outline of a business plan for "HappyFeet":   

Executive Summary

- Briefly introduce "HappyFeet" and its mission.
- Highlight the unique value proposition of the store.
- Provide a summary of the market opportunity and potential growth prospects.

Company Overview

- Describe the legal structure and ownership of "HappyFeet".
- Explain the background and experience of the management team.
- Provide an overview of the organizational structure and key personnel.

Market Analysis

- Conduct a thorough analysis of  Regenerate response

Step 2.



That's excellent, based on the above, can you now write the executive summary section



Sure, here's an example executive summary for "HappyFeet":



Executive Summary

"HappyFeet" is an online store focused on providing customers with unique and high-value sneakers. Our mission is to become the go-to destination for sneaker enthusiasts looking for exclusive and hard-to-find sneakers. We aim to provide a personalized and convenient shopping experience for our customers, with a curated selection of products and excellent customer service.

The sneaker market has seen explosive growth in recent years, with a strong demand for high-value and limited edition sneakers. "HappyFeet" is well-positioned to capitalize on this trend, with a focus on providing unique and high-quality products to a dedicated customer base. Our team has over 20 years of experience in the online retail industry and is committed to delivering a superior shopping experience for our customers.

We project strong revenue growth in the coming years, driven by our unique product offering and effective marketing strategies. Our financial projections show steady profitability and a strong return on investment for our investors.

Overall, we believe that "HappyFeet" has a strong value proposition and a compelling market opportunity. We are excited to launch the business and believe that we have the team and resources necessary to succeed.

More...

Build your own set of prompts for different tasks.

Improve upon them over time!

Don't be afraid to experiment!

Can I integrate
ChatGPT with my
product?



ChatGPT API's

GPT-4

With broad general knowledge and domain expertise, GPT-4 can follow complex instructions in natural language and solve difficult problems with accuracy.

[Learn more](#)

Model	Prompt	Completion
8K context	\$0.03 / 1K tokens	\$0.06 / 1K tokens
32K context	\$0.06 / 1K tokens	\$0.12 / 1K tokens

Chat

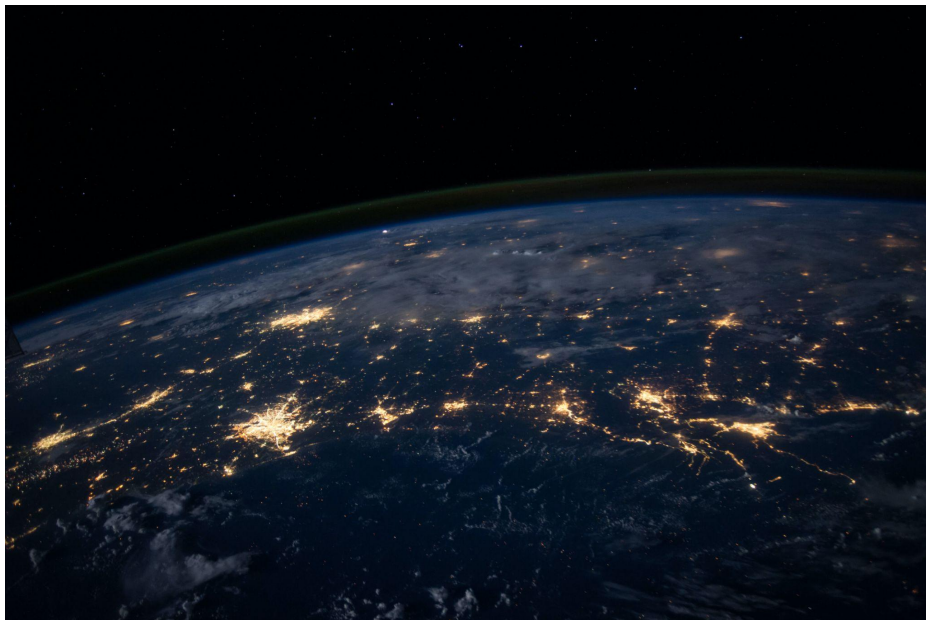
ChatGPT models are optimized for dialogue. The performance of gpt-3.5-turbo is on par with Instruct Davinci.

[Learn more about ChatGPT ↗](#)

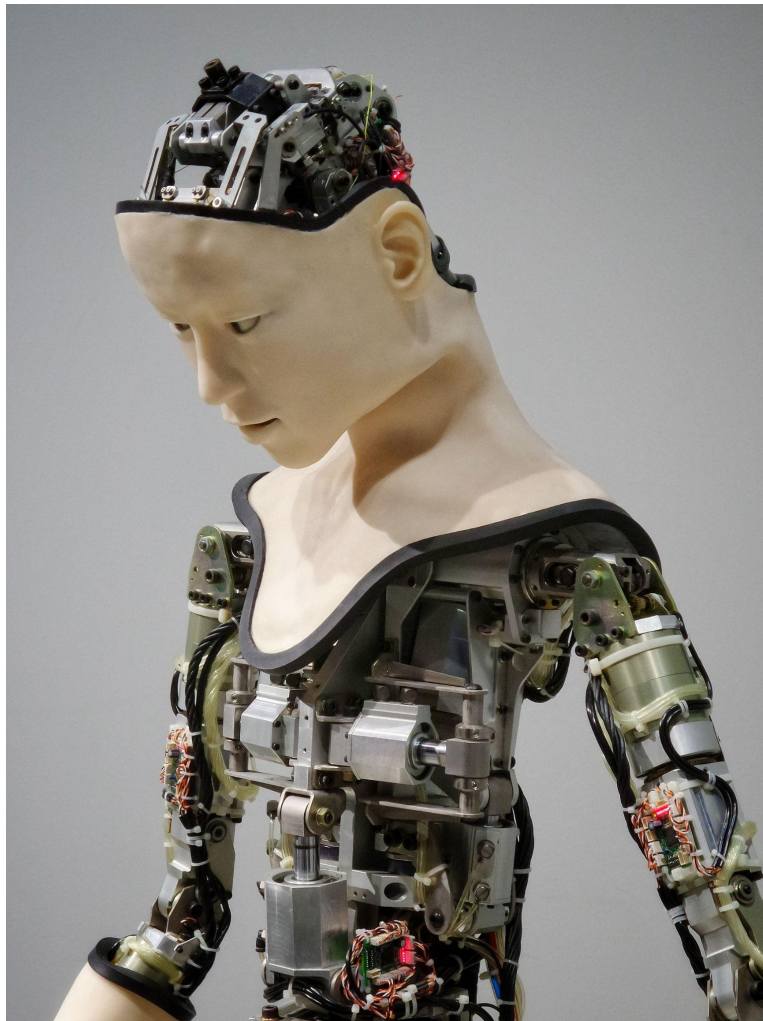
Model	Usage
gpt-3.5-turbo	\$0.002 / 1K tokens

What does the future of
AI hold?





||



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Thanks!

Email: adrian@xaminai.com



I run an online sneaker store called HappyFeet. I need to write a cold outreach marketing email focused on under 40 year old male sneaker enthusiasts



Dear [First Name],



We hope this email finds you well! At HappyFeet, we're passionate about sneakers and we're reaching out to fellow sneaker enthusiasts like you. As a premier online sneaker store, we offer a vast selection of the latest and greatest sneakers that are sure to elevate your shoe game.

We understand that sneaker enthusiasts are always on the lookout for the newest and hottest releases. That's why we make it our mission to bring you the latest and most coveted sneakers from top brands like Nike, Adidas, and Jordan. Whether you're looking for a new pair of running shoes or the perfect pair of kicks to complete your streetwear look, we've got you covered.

Prompting Skills

Combine them together!

Try combine the specificity with the tone of voice.



I run an online sneaker store called HappyFeet. I need to write a cold outreach marketing email focused on under 40 year old male sneaker enthusiasts. Make it short and sharp, in a playful tone. Try to convert them to a paying customer.



Subject: Get ready to step up your sneaker game, [First Name]!



Hey [First Name],

Are you a sneaker enthusiast who wants to level up your game? Look no further! HappyFeet is here to help you step up your sneaker collection.

We've got the hottest kicks that will make you stand out from the crowd, whether you're hitting the gym or strolling through the city. Our collection is carefully curated to meet the needs of under 40 year old male sneaker enthusiasts just like you.

But don't take our word for it, check out our website and see for yourself. We guarantee you'll find a pair (or two) that will catch your eye.

As a special offer, we're giving you 10% off your first purchase with the code "HAPPYFEET10". Don't miss out on this opportunity to elevate your sneaker game.

Thanks for your time, [First Name]! We can't wait to see you sporting our sneakers.

Best regards,

[Your Name]

HappyFeet



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That is good. Could you now create a set of marketing personas that includes Name, Age, Target Demographic and the marketing channels to reach them.



Certainly! Here are five potential marketing personas for HappyFeet:



1. **Sneakerhead Sam:**
 - Age: 25
 - Target demographic: Sneaker collectors and enthusiasts
 - Marketing channels: Instagram, YouTube, Sneaker forums and communities
2. **Fashionable Fiona:**
 - Age: 30
 - Target demographic: Fashion enthusiasts and high-income consumers
 - Marketing channels: Instagram, Facebook, Pinterest, Fashion and lifestyle blogs
3. **High-income Henry:**
 - Age: 45
 - Target demographic: High-income consumers
 - Marketing channels: Facebook, LinkedIn, Luxury lifestyle magazines and websites
4. **Gift-shopper Gina:**
 - Age: 35
 - Target demographic: Gift shoppers
 - Marketing channels: Facebook, Instagram, Gift and lifestyle blogs, Email newsletters
5. **Trendy Tim:**
 - Age: 18
 - Target demographic: Young fashion enthusiasts and sneaker collectors
 - Marketing channels: Instagram, TikTok, Snapchat, Youth culture websites and blogs



Excellent. Can you format this into a table.



Sure! Here's a table format for the marketing personas:



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Trendy Tim	18	Young fashion enthusiasts and sneaker collectors	Instagram, TikTok, Snapchat, Youth culture websites and blogs



that's good. could you update this to include a few more personas



Sure, here are a few more personas for HappyFeet:



Persona Name	Age	Target Demographic	Marketing Channels
Athletic Adam	28	Athletes and fitness enthusiasts	Instagram, Facebook, Fitness blogs and communities
Urban Olivia	22	City dwellers and streetwear enthusiasts	Instagram, TikTok, Urban fashion blogs and communities
Tech-savvy Tyler	32	Tech-savvy consumers and early adopters	Facebook, Twitter, Tech and gadget blogs and communities
Retro Rachel	40	Nostalgic consumers and vintage fashion enthusiasts	Facebook, Instagram, Vintage fashion blogs and communities
Creative Chris	27	Artists, musicians, and creatives	Instagram, Twitter, Creative communities and events