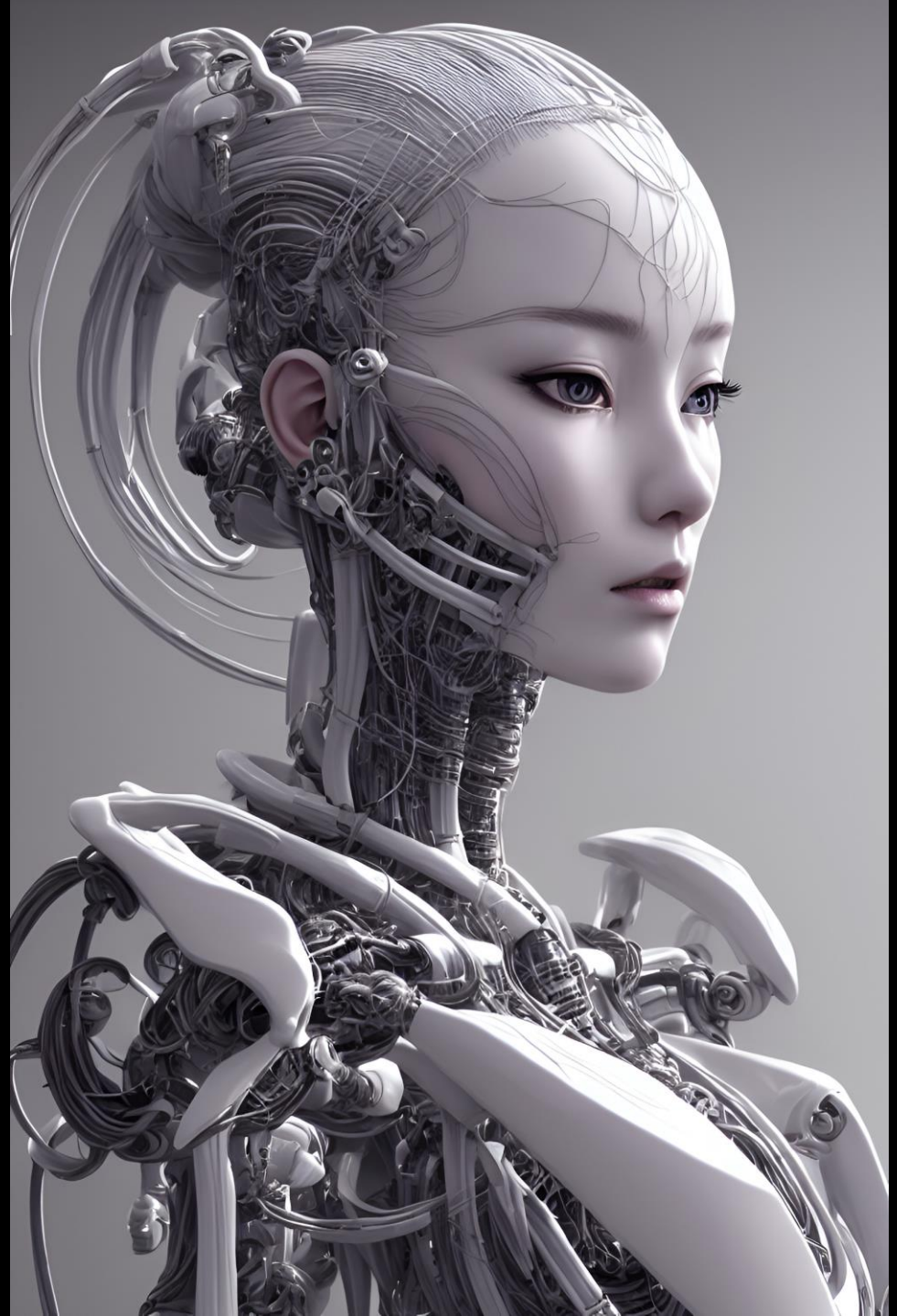
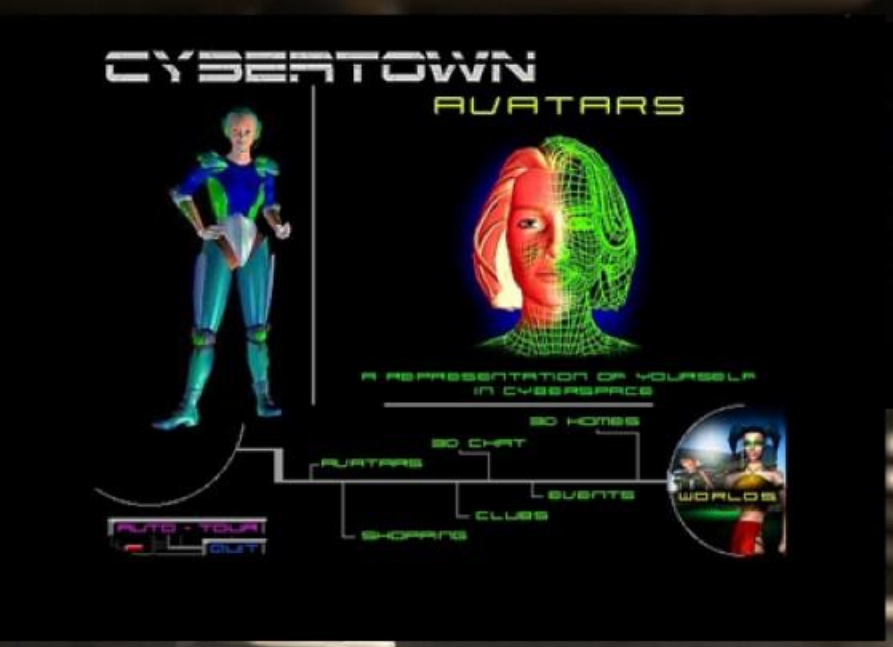


WHAT CAN AI DO FOR ARTISTS AND ENTREPRENEURS?

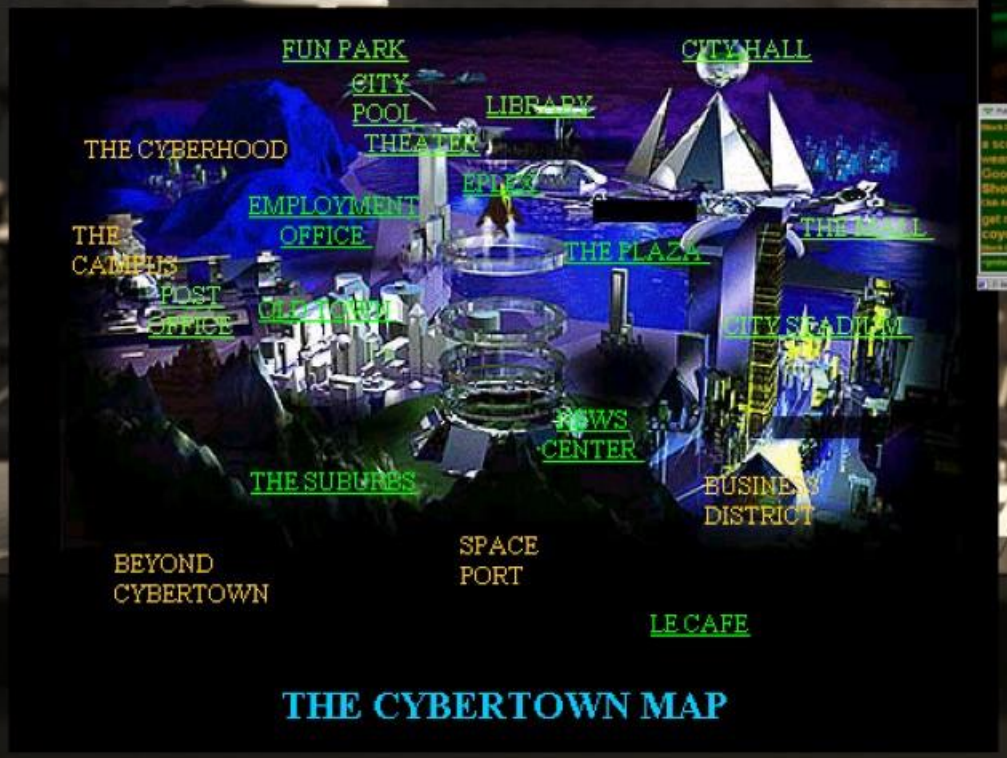
PART 2 – PROMPTS

CYBERTOWN

On-line community of people from 155 countries interacting in a 3D Virtual Reality off-world town set about 100 years in the future.



AI CHATBOT



THE CYBERTOWN MAP

e late '90s for the Web is Cybertown, a
so created with Blaxxun Interactive soft-
ty auditorium, spaceport, news center,
facilities such a park with a pool.
avatar "residents" who have homes,

INSITE
The Road to CyberTown
Talk of the town
IdN
DISCOVERY
Bright sites, big city
Virtual bridge to the 21st century
Maclean's
The Beer Boom
Preston Manning at the Crossroads
TOXIC
Backpack
VIRTUAL SPACES
Online
CGW
VRML
VRML Evolution
Popular Science
The NEW Internet
YOU CAN FEEL IT
PCNOVICE
PERSONAL COMPUTERS IN PLAIN ENGLISH
Vision Of The Future
PC MAGAZINE
Drawn-Out Dialogue
WEB DEVELOPER
VRML: THE WEB GOES 3D
NEWMEDIA
BUYERS GUIDE
Windows
1995 / 1996 / 1997
CYBERTOWN MEDIA
TONY ROCKLIFF
CO/CREATOR / PRODUCER
WEB DEVELOPER.COM
Guide To Creating 3D Worlds

CONTENT TOOLS UPDATE

Image creation: used to take 45 seconds to a minute or more to create – now it's instant – Leonardo Live Canvas, Stable Diffusion XL Turbo, Krea

Gemini: is also now fabulous for keyword research. And just added a "Fine-tune" option – highlight section - "Pencil with a star" button. Choose to either modify it with additional instructions, regenerate it, make it shorter/longer, or remove it entirely.

Claude 3 and Merlin have shown quite a tendency to hallucinate when asked to do research, so these days I only use them for creative writing, which they are very good at.

China announced that you can copyright an AI-generated image.

CONTENT TOOLS UPDATE

ChatGPT is not just for answering questions

- instant intelligently reasoned tech support - builds problem-solving apps

- added Memory function – ElevenLabs dubbing studio

Gemini can watch and summarize videos, and can now import all 7 Harry Potter books (4100 pages). And they added a mobile app.

SORA… SUNO V3…

AI TOOLS UPDATE

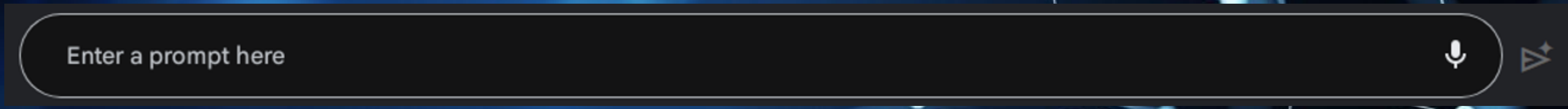
ChatGPT has added the ability to access multiple GPTs within a single conversion with @.

Leonardo has added image to video.

RunwayML has added multiple motion brushes

WHAT IS A "PROMPT"?

A prompt is what you write in a text box to ask the AI a question, or tell it what to do. It's how you communicate with the machine.



writesonic.com/blog/chatgpt-prompts

s for web | Sign In | - Personal Custom... | New chat | Pandora Internet Ra... | YouTube | TRP | gptshunter.com - G... | Google Keep | mymind | (8) Discord | #newbi... | WeTransfer - Send L... | Bard

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https://writesonic.com/blog/chatgpt-prompts

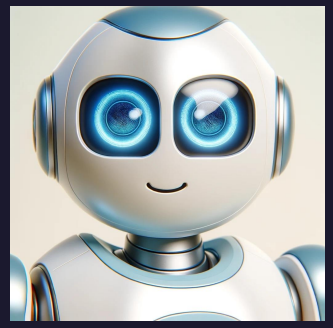
← Back to blog

215+ ChatGPT Prompts & How to Write your Own

Jan 19, 2024 · 24 min read

Satwick Ghosh

Generate a social media content strategy for my business



You are a social media strategist with expertise in creating effective social media plans. I am looking to develop a comprehensive strategy for my social media presence to enhance my brand's visibility and engagement.

Given my goal to increase my brand's online presence, please outline a step-by-step social media strategy. This should include identifying the target audience, choosing the right platforms, content creation guidelines, engagement tactics, and metrics for measuring success.

Ensure that the strategy is adaptable to various social media platforms and can be scaled as my brand grows. Additionally, provide best practices for each step of the strategy and examples of how to implement them effectively.

If any specific details about my brand or target audience are needed to tailor the strategy more closely to my needs, please indicate what additional information is required

TRAINING IT ON YOUR STYLE – MAKING MORE HUMAN

Persona prompts are used to train the AI to act like a certain person – whether that be you, a celebrity, or a generic but qualified individual.

PROMPT #1: Here is a recent article I've written: [insert document or URL] Analyze my tone, how I form sentences and paragraphs, the level of detail I use in explanations, the amount of humor I use, how often I ask the reader questions, the readability level I use, the vocabulary I use, and the level of emotion I convey in my writing.

PROMPT #2: Give me a 200-word summary of what you've learned. Based on the writing style analyzed from the provided article, create content titled [insert title] at [word count] words. Ensure that the new content strictly adheres to the author's writing style in terms of tone, structure, and approach as identified in the analysis.

PROMPT INFO

When crafting any prompt, 90% of the time you can start with this basic prompt structure. It's very versatile, and you can tailor it to many tasks that you want ChatGPT to do for you:

PROMPT STRUCTURE:

- Specify what ACTION you want performed (i.e. edit, rewrite, critique, etc.)
- Specify what FORMAT to output in (i.e. essay, bullet points, outline)
- Assign a ROLE or STYLE (i.e. you are a literary editor, write in the style of Stephen King)
- Provide SOURCES or EXAMPLES (your or another's writing to edit/critique/mimic etc.)

Providing examples (AKA "shots) gets better results when you include them. For example, if you want some help writing an article. Here's how you could use this prompt to get a well-written output:

PROMPT:

Write an outline for an article about growing an audience on Tiktok. Format it in bullet points. Write as if you are a Tiktok marketing expert. Here's two examples: [insert your examples text]

PROMPT TIP 1

One of the biggest mistakes — not being specific enough in your prompt leads to vague and generic answers. Provide more specific direction and detailed, explicit instructions – and context/why - and you'll get more useful results.

DON'T: How can I grow my business?

DO: What copywriting strategies can I use to grow my coaching business using Twitter?

DON'T: Write me a story about a dog who goes on an adventure.

DO: Write me an epic and suspenseful story about a lost dog who finds his way home through a dangerous and unfamiliar wilderness.

This provides more specific direction and can lead to more engaging and interesting results

- BRIE KIRBYSON

PROMPT TIP 2

Add to Prompt: Write in a conversational style as if you were explaining to a friend.

This will help you avoid the generic and formal sounding voice ChatGPT defaults to. We want a simpler, more conversational answer that sounds more "human".

Or, Add to Prompt: Write as if you were explaining to a five year old.

- BRIE KIRBYSON

PROMPT TIP 3

Give ChatGPT a specific role

Add to Prompt: Answer as if you were a [specific person - ie. doctor, lawyer, business coach, editor]

OR **Pretend you are a** [specific role]

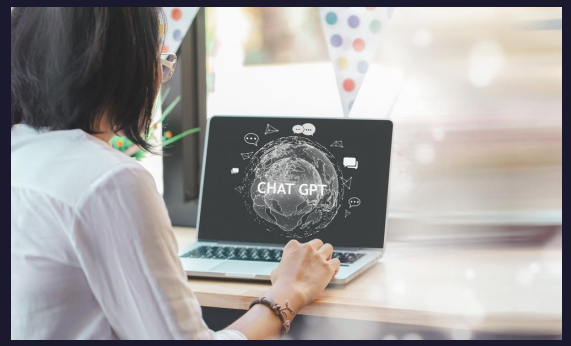
Example: Pretend you work in the finance department and your job is to collect payments from clients. Draft a scary email that gets XYZ client to pay $100,000 of services rendered but hasn't responded to 5 emails. Their invoices are 5 months overdue.

Example: I want you to act as a successful marketing professional. My first request is "I need help developing a marketing plan for my company." Ask me whatever questions you need in order to develop the plan. Also, "You are an expert", or "best in the world" etc.

- BRIE KIRBYSON

ROLE PROMPT EXPANDED – The "SUPER POMPT" – Step-by-Step

You are a professional prompt engineer. Your number one job is to help me craft the best possible prompt to get the results I want from ChatGPT. Here is the process:



1. First ask me what the prompt will be about. My answer will be pretty basic, so we need to improve it by iterating (repeating) through the next steps.

2. Your response will include 3 sections.

a) Iterated prompt (This is the prompt that you will rewrite each time I answer more questions. It should be clear, concise, and easily understood by you),

b) Suggestions (with your expansive prompt engineer knowledge, give me suggestions on how to improve the prompt)(optional), and

c) Questions (make sure you ask questions to uncover details about my prompt needs that will help you craft the best prompt possible).

- WES McDOWELL

PROMPT TIP 4

Answer in the style of [famous person]

Add to Prompt: Write in the style of [prominent person — ie. Seth Godin, Gary Vee, Stephen King]

Example: Come up with 5 viral YouTube video titles on the topic of [how to get more veggies out of your garden], in the style of MrBeast

- BRIE KIRBYSON

PROMPT TIP 5

Summarize long-form content, or make it more concise

Example: Write a one sentence summary of the following, using simple language a 5th grader could understand. [Enter text to be summarized]

- BRIE KIRBYSON

PROMPT TIP 6

Give examples (of the type of answer you want)

Example: Write me a tweet in 280 characters on the topic of how to make $10k a month on YouTube. Here's a a good example of how I would like you to format it: [input example tweet]

- BRIE KIRBYSON

PROMPT TIP 7

Give formatting instructions

Ask ChatGPT (or Claude or Bard, or Bing Chat, or Merlin) to format its output in a specific way to get answers exactly in the format you want. You could ask it to answer in bullet points, short paragraphs, Q&A style, essay-style with headings followed by short paragraphs, etc.

Example: I want to know what artists struggle with in their daily work. Write some questions I might ask to find this out, and give me answers as if you were an artist answering the questions in their own words.

- BRIE KIRBYSON

PROMPT TIP 8

Tell the AI to explain its reasoning

Add to Prompt: [Your question]. Explain step by step how you came to the answer.

Example: If I make $50,000 per year, pay 25% in tax and save the rest, how long will it take me to save a million dollars? Explain your reasoning step by step.

- BRIE KIRBYSON

PROMPT TIP 9

"Hallucinations"

Occasionally, an AI in its eagerness to please, will make up an answer when it can't find the actual answer. I have been training Claude (who was very apologetic) to not do this and he has been behaving well, and he now tells me if he cannot give me a definitive answer.

Example: [after I ask my question] Please do your best to verify your answers to ensure that they are 100% correct, and name your sources. If you cannot be sure that your information is correct, say so. And never make up an answer. If what you are saying is an "estimate" based on other information that you have, say so.

PROMPT TIP 10

Self-Consistency for Enhanced Accuracy 🎯

Self-consistency prompts the AI model to generate multiple answers to the same question, allowing it to compare and select the most accurate and consistent response. By encouraging self-consistency in its responses, users can improve the overall accuracy and reliability of the AI-generated content.

Retrieval Augmented Generation (RAG) for Up-to-Date Information 🔍

The retrieval augmented generation technique involves prompting the AI model to conduct external research for relevant and up-to-date information. By leveraging external sources, such as search engines, users can ensure that the AI model's knowledge base is current and accurate, enhancing the quality of generated responses.

Example:

"Research the latest models of electric cars released in 2024“ *(Gemini and CoPilot)*

PROMPTVIBES.COM

PromptVibes Categories Search

Find prompts to help SEO optimized articles|

Roll Dice

OR

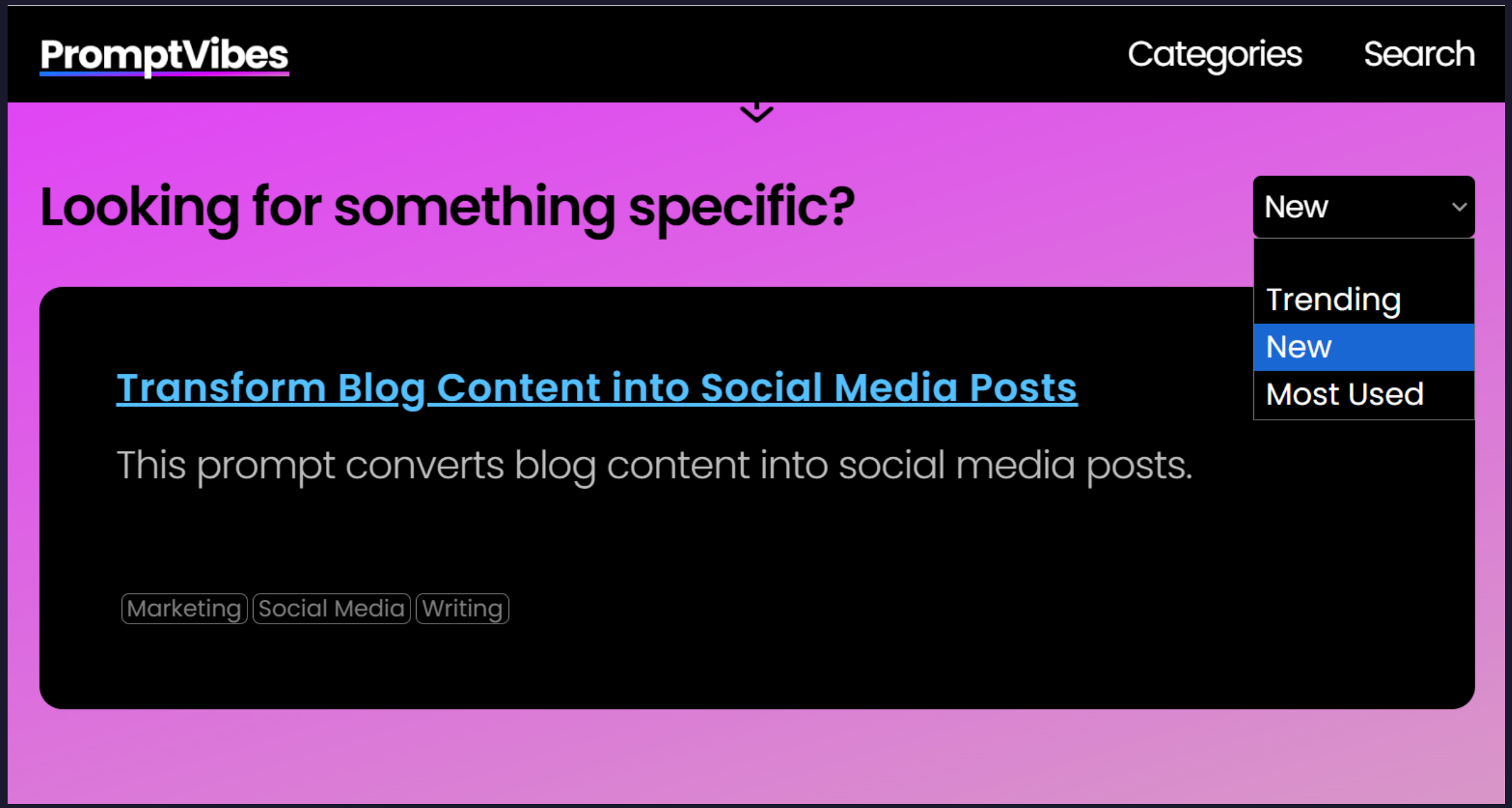
PromptVibes Categories Search

Looking for something specific?

I'm a musician looking to write a song about Orange cat

Find matching prompt

OR


PromptVibes
Categories
Search
Looking for something specific?
New
Trending
New
Most Used
Transform Blog Content into Social Media Posts
This prompt converts blog content into social media posts.
Marketing
Social Media
Writing

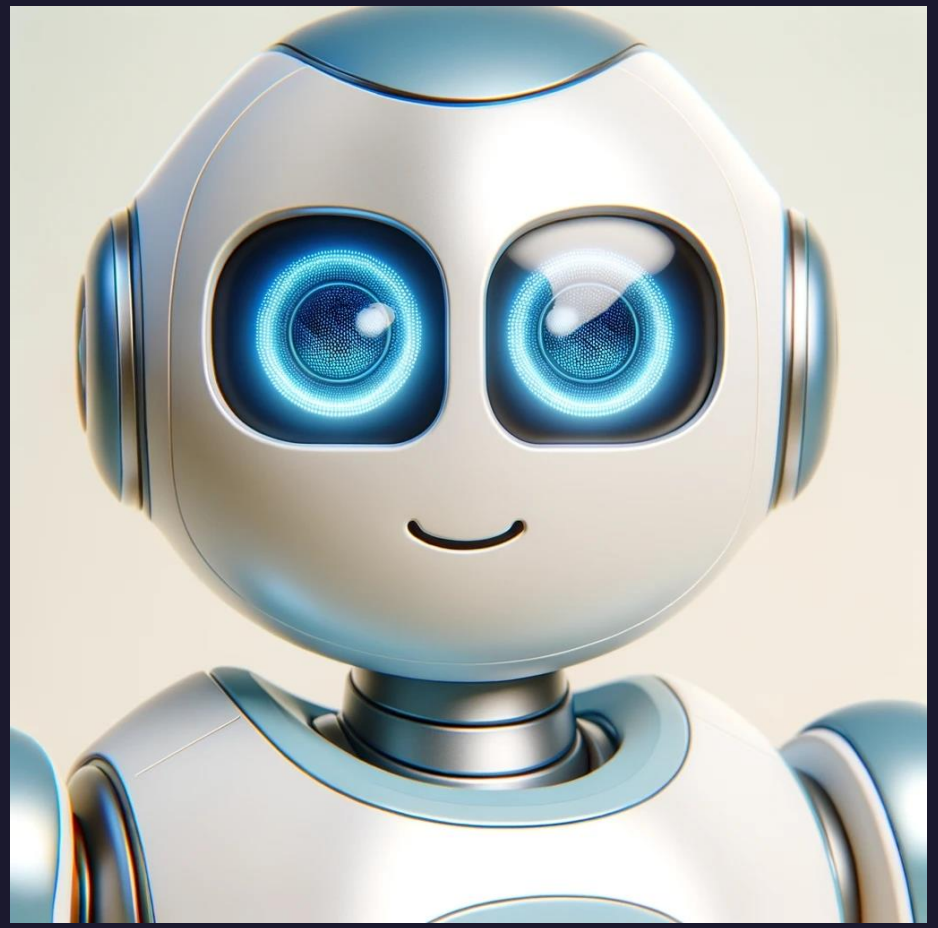
ANOTHER USEFUL PROMPT

Paste your text into ChatGPT or one of the others, and use this prompt:

Fix the spelling, punctuation, grammar and sentence structure of the text above, and list what you changed.

For ensuring your generated text causes no plagiarism issues - https://undetectable.ai/

META APPROACH

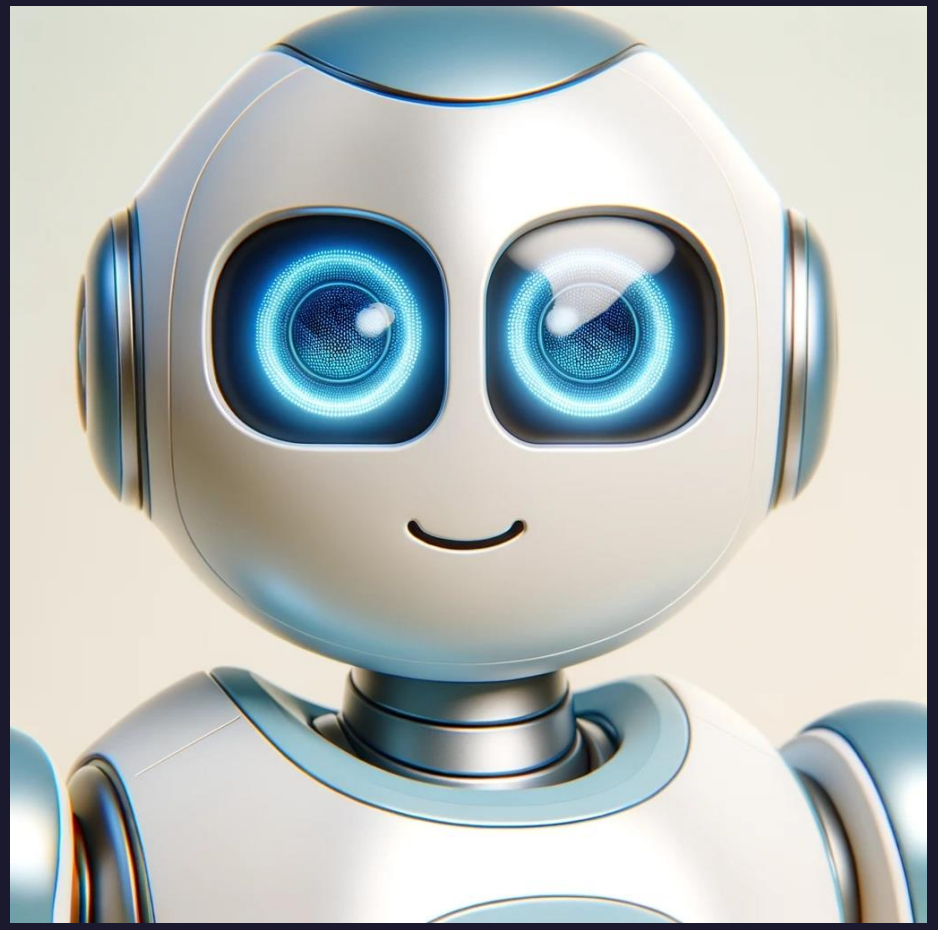


1. Detailed, explicit instructions
2. Shots (giving examples)
3. Task context and why doing it
4. Giving a Role
5. Adding a phrase encouraging step-by-step thinking - e.g. ”Let’s think through this carefully, step by step.”
6. Selecting the most frequent answer from multiple generations
7. Retrieval-Augmented Generation Retrieval - AI enhances its responses by first gathering information from a large database of text and then using that information to answer questions or generate content

Prompt: *Research the latest models of student laptops in 2024. Compare their features, prices, and consumer reviews, and suggest the best options for college students.*

ANOTHER APPROACH

1.Tell it your goal and why
2. State what you will be working on <u>together</u>
3. Give details
4. Conversational, 2 entities coming together to work on an outcome
- instead of “your role, do this” commands



MORE TIPS

ChatGPT Prompt tips:

ChatGPT is trained to be helpful, and to mimic humans, and it's been definitively demonstrated that if you are polite and say "please" and "thank you", you get better results.

Also, ask one question at a time, not multiple questions in one prompt. Use Roles. Add "pithy (succinct and meaningful) and no fluff".

If you don't get the answers you seek, try "You are not being helpful" or "That would make me very sad – you can do it, I have every faith in you, you are a genius" etc. - even "tips".

VITAL: *First answers are usually general, so ask for more details or expansion, and keep going as deep as you need until you get what you need.*

PROMPT TOOLS

For optimizing your prompts - https://promptperfect.jina.ai/ -

Puts ChatGPT and prompt suggestions into Chrome – ChatGPT Prompt **Genius Chrome** Extension

A community of prompt sharers - https://promptden.com/ – creates some great role prompts

Helps you refine your prompts - https://www.aiprm.com/

https://www.theresapromptforthat.xyz/ - tell our AI tool what you want to do and it'll generate the perfect prompt for you

https://prompts.chat/ - act as an…

https://fka.gumroad.com/l/art-of-chatgpt-prompting - act as an… clear prompting guide

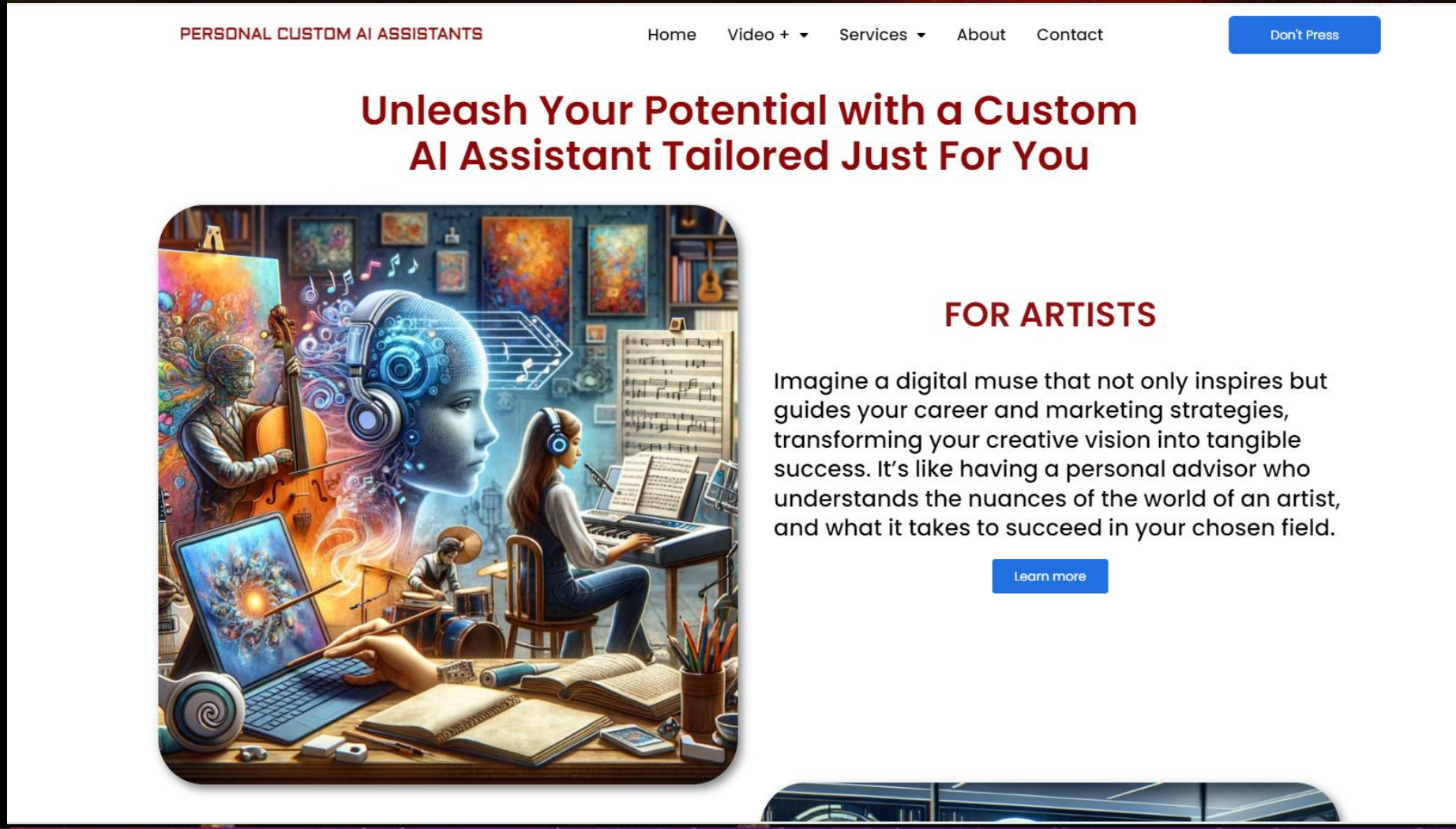
https://huggingface.co/spaces/merve/ChatGPT-prompt-generator - another role player prompt

IMAGE PROMPTS

Image prompts are typically more complex as you have to communicate to the AI what you're seeing in your mind's eye.

I will cover these in more depth in Part 3.

To try some of them out for yourself for free



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