CHATGPT PROMPTS TO GET YOU STARTED

Summary	Prompt	Points to note
Press release	Hey ChatGPT, act as a PR specialist. Draft a press release for **[specific company]** announcing their **[specific news or event]**. The press release should include an engaging headline, a concise summary, quotes from key stakeholders, and relevant company information. It should also contain contact information and instructions for further press inquiries. Please adhere to the traditional press release format and make it newsworthy for a wide range of media outlets	This includes a specific request (clear on what has to be included) and specifies tone of voice ("act as a PR specialist")
Ideation	Create a list of potential blog post ideas for our company's website. Here's what my company is about **[summary of your key points]** and the topics we want to cover are: **[any topics you already want to cover]**	Provides focus to an ideation request
Summarise	Can you pull out the key points from the below and summarise it for me? **[copy in report/email/notes/etc]**	If more focus is needed, specifiy number of points (e.g. top 3)
Translate	I want you to act as a language translator from **[language A to language B]**. Please translate the below for me **[insert text]**	Specifiying language reduces avoidable errors, eg specifying British English vs American English
Podcast script	Generate a script for a podcast episode discussing industry trends. Focus on topics like **[mention some trending topics in your industry]** and invite experts from **[mention fields e.g. technology, finance, healthcare]** to share their insights.	This prompt can be used to create scripts for videos also
Email drafting	Generate a professional email to request a meeting or consultation. Explain **[the purpose of the meeting]**, suggest **[potential time slots]**, and outline **[topics or questions to be covered]**.	This isn't the best prompt but is a good reminder that if there is a specific email you struggle with (cold outreach, asking for a late payment, chasing attendees), ChatGPT can get you going!
Learning	Teach me **[Anything you want to study]**. Ensure you provide its historical context and **[specific application or use]**. Include a test at the end with questions like **[sample question 1]**, **[sample question 2]**. Don't give me the answers. After I respond, tell me if I got the answer right. I really want to learn. Make sure you explain everything like I don't know anything about the topic and cover from the basics to advanced levels.	Again not the best prompt, but a good framework to learn and test new knowledge
Coding	Identify the bug in this given **[Code]** and provide suggestions for improvement Or Can you explain how this **[coding language]** code **[code snippet]** performs **[task]** and why it uses **[specific process]**?"	There are loads of example coding prompts out there, but to ask these questions well requires a base level of knowledge. An "explainer" prompt is a good place to start if you have limited coding knowledge (but not infallible!)
Creativity	Write a poem that captures the ethereal beauty of music, using **[specific imagery like flowing rivers, towering mountains]** and metaphors. The poem should convey the **[specific feeling, e.g. solace, nostalgia]** music brings.	Another vague prompt example to demonstrate how ChatGPT can provide creative draft for poems/music/ etc
Research	I want you to act as a **[research assistant]** and gather information **[mention the type of information]** on a specific topic for me.	Remember that ChatGPT has a static data set (at time of writing, up to April 2022). Developments since that point will not be captured
Competitive analysis	Create a detailed competitive analysis comparing **[our brand]** with the top market competitors **[optional – in market x/ globally]**. This analysis should delve into aspects like **[product ingredients, pricing, and customer reviews]**, showcasing where our brand stands out.	Again, info may not be fully up to date but this prompt will get you started

Summary	Prompt	Points to note
Discovery interviews	Formulate a set of questions for customer discovery interviews. These questions will aim to uncover the pain points customers might have with **[your product]**. Focus on understanding **[eg user experience, pricing concerns, and feature requests]**.	This can also be used for client interviews in the consulting sector. The more specific the prompt, the more sepcific/ tailored the questions that will be generated
Sales plan	Develop a strategic quarterly sales plan with the aim of boosting revenue for a **[business type]** that's facing challenges. Offer solutions and strategies focusing on **[promotions, community events, and partnerships]** to attract more customers.	The use of "strategic" can sometimes throw ChatGPT. Experiment with excluding this word
Cutomer persona	Create a detailed buyer persona for **[your company type]**. This persona should encompass key characteristics like **[e.g. for a pet insurance company: pet type, owner demographics, and common concerns]** to better understand and target potential customers.	This will get you started – your own customers may not adhere to the industry archetype
Product analysis	Determine which products are in high demand for our store. Consider the products we've added in the last **[number of months, e.g., "six months"]**. Focus on categories like **[mention specific product categories, e.g., "electronics, fashion, home decor"]** and the age groups they appeal to **[specify age groups, e.g., "18–25, 25–35"]**. Use this information to recommend top-selling items.	This works best with a data sample (and requires ChatGPT 4 – i.e. the paid version)
Learning & development	For professionals in the **[mention specific career]**, what are the top 5 skills they need to master this year? Please take into account the latest trends in **[mention a specific domain or field related to that career]** and the challenges faced by **[mention a particular group or demographic in that career]**.	Another good example of using ChatGPT as a start point. Your organisation may already have nailed these particular skills

About Croud

Croud is a global, full-service digital agency that helps businesses drive sustainable growth in the new world of marketing. With a rich heritage in performance, we apply that mindset to everything we do; brand planning, strategy, integrated media, social, creative, and data.

https://croud.com/

croud