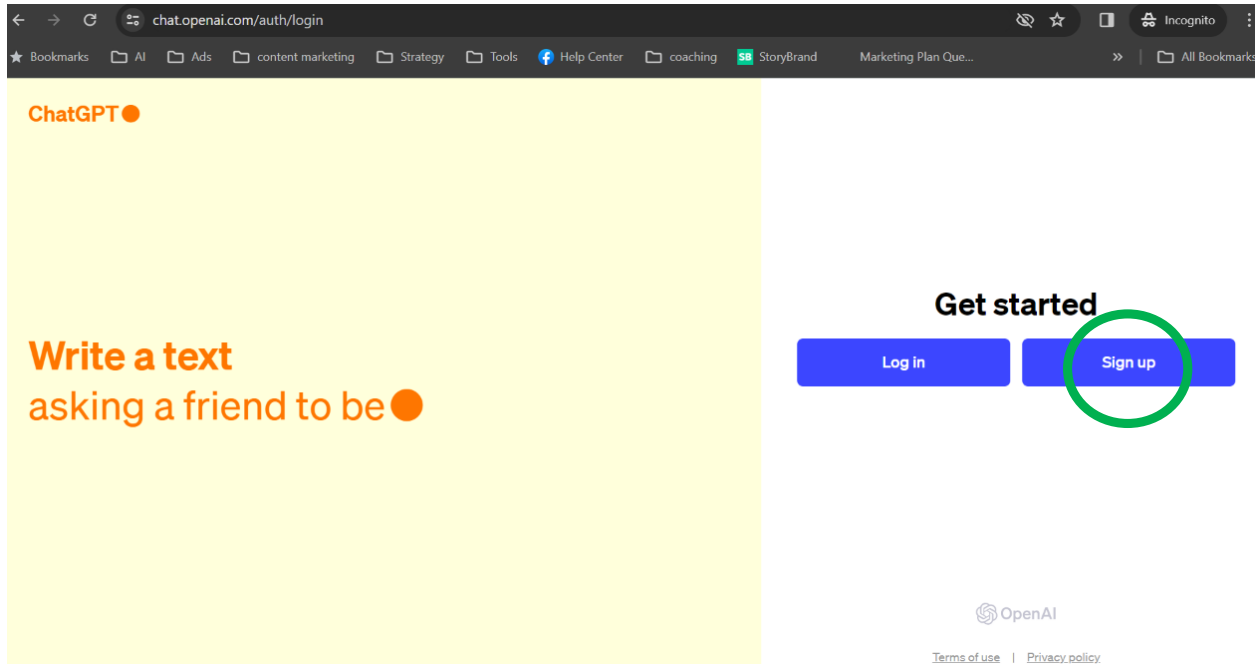


ChatGPT 101 Step by Step

Create your account

Sign up for a ChatGPT account. [Chat.openai.com](https://chat.openai.com).

Click on Sign Up.



On the homepage, click on the “Sign Up” button. You’ll be redirected to a “Create your account” page where you’ll be prompted to enter your email address and create a password. Note, that there are the options to enter an email or log in with existing Microsoft, Google, or Apple accounts for convenience.



Create your account

Note that phone verification may be required for signup. Your number will only be used to verify your identity for security purposes.

Already have an account? [Log in](#)

OR

Enter your email address in the text space and click continue button. You are not able to update your email address so use an email address that you can access.

A “Password” text space will appear if the email is accepted by OpenAI as a valid email address. Create a strong password that you haven’t used elsewhere in the “Password” text space. Then, click on the “Continue” button to proceed.

After you’ve completed the signup form, check your email inbox for a verification email from OpenAI or ChatGPT. Open the email and click on the “Verify Email” button or link which will redirect you back to the ChatGPT website where you can confirm your email.



Verify your email

We sent an email to

Click the link inside to get started.

[Resend email](#)

Once your email is verified, you can begin adjusting your account configurations and customizations. In the bottom left corner of the ChatGPT web app, locate your account tile and click the three-dot icon.

You will have 3 options:

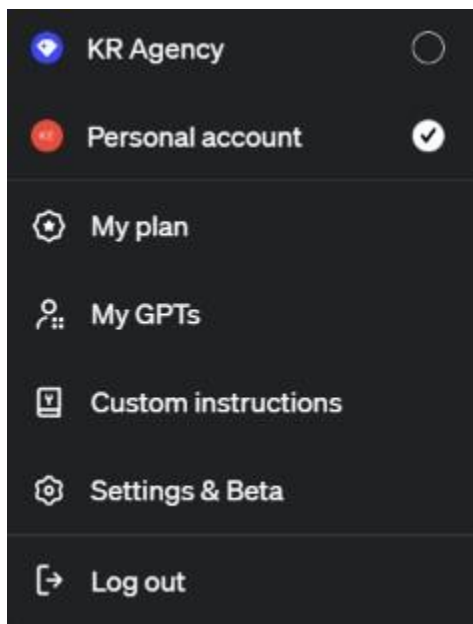
Free version-text based, no privacy, no image creation, no access to internet, no access to plugins, no ability to create GPTs, no ability to upload files.

Paid version for individual (personal) usage is \$20 per month per user. You will be able to use DALL-E, (image creator), Browse with Bing (able to read links), create GPTs, upload files, use plugins.

Team version is \$25 per month per user includes everything in the paid version plus privacy and security. <https://openai.com/chatgpt/team>

Settings

In the bottom left hand corner you will find your plan (you can upgrade at any time here), My GPTs (personal GPTs that you have built), custom instructions, settings and beta and log out.



Click on the “Custom Instructions” option to set specific details that should be applied to every ChatGPT session you use. These settings are information about your location, expertise, interests, occupation, target audience you are writing for etc., or provide specific preferences on how ChatGPT should generate our responses. For example, we may prefer a casual tone or a more professional tone in your ChatGPT responses. You might like for it to use analogies or brief responses. You can also ask it to tell you if it doesn’t know the answer to something versus making it up. Tell it to cite credible sources and provide links when available.

Custom instructions (i)

What would you like ChatGPT to know about you to provide better responses?

0/1500

How would you like ChatGPT to respond?

0/1500

Enable for new chats

Cancel

Save

Plugins (plugins are going away in April 2024 and focusing more on GPTs in the paid version)




Think of plugins like your Apple App Store. Plugins are useful for enhancing your experience and adapting ChatGPT to specific tasks.

Most ChatGPT plugins are free, you must purchase the ChatGPT Plus subscription to access its plugins.

There are always dangers of using third-party apps, ChatGPT plugins are no exception.

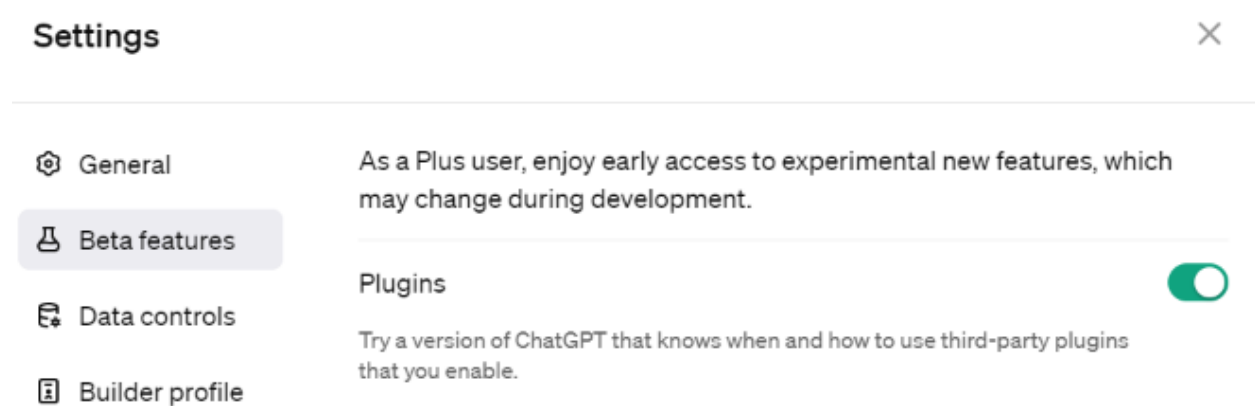
To install some ChatGPT plugins, you need to create an account on the third-party website.

About plugins

-  Plugins are powered by third party applications that are not controlled by OpenAI. Be sure you trust a plugin before installation.
-  Plugins connect ChatGPT to external apps. If you enable a plugin, ChatGPT may send your conversation, Custom Instructions, and the country or state you're in to the plugin.
-  ChatGPT automatically chooses when to use plugins during a conversation, depending on the plugins you've enabled.

OK

Turn on plugins in your settings under settings and beta features. Toggle on plugins.



Prepare to write your first prompt.

Think about your goal. What are you trying to achieve? Who are you writing for?

The more specific you are in your prompt the better the output.

Write your first prompt

Use our CONTEXT prompt framework:

C - Clear Objective and Role: Start with a specific goal for your prompt. What role do you want the AI to play?

O - Outline Key Points: List the essential messages or information that must be included.

N - Nuance in Tone and Style: Specify the desired tone and style (e.g., conversational, professional, write like a human).

T - Target Audience: Provide context about your audience, industry, or specific challenges. Who are you writing content for?

E - Examples or References: Include examples or references to guide the AI's output.

X - eXpectations and Constraints: Define any constraints like word count, format, or content limitations.

T – Task the reader with a Call to Action: End with a clear action for readers or users, if applicable.

BONUS: Finish the CONTEXT framework with - Ask me questions for clarity.

By asking the AI to ask questions for clarity, the AI will prompt you to ask for things it needs to know to provide a better output. Using this method will 10X your output every time.

If the response isn't correct, let ChatGPT know that the response is not correct and provide the correct answer. If you don't like the response provided, ask it to rewrite it, or ask it to provide more details or fewer details. Be conversational with it. You can also ask it to write sections versus the whole thing.

Example with CONTEXT framework for prompting being used:

Clear Objective: "Generate an engaging blog post on the latest AI trends for B2B marketing."

Outline Key Points: "Include AI's impact on data analysis, personalized marketing, and customer service automation."

Nuance in Tone and Style: "Ensure the tone is engaging and accessible, with a mix of informative content and practical examples."

Target Audience Context: "Our audience is small to mid-sized B2B business leaders in the Midwest, with a basic understanding of AI."

Examples or References: "Reference successful case studies of AI in B2B marketing, particularly in similar industries."

Expectations and Constraints: "The post should be around 1000 words, formatted with subheadings for easy reading."

Task the reader with a Call to Action: "Encourage readers to assess their current marketing strategies and consider integrating AI by downloading our AI 101 guide."

Ask me questions for clarity.

Using "CONTEXT" as your guide, you can easily remember to include all essential elements in your prompts, making them more effective and tailored to your AI interactions. This method ensures that your prompts are structured and comprehensive, leading to better outcomes and more relevant responses for your B2B business needs.

(C) You are a marketing expert. Generate an engaging blog post on the latest AI trends for B2B marketing. (O) Include AI's impact on data analysis, personalized marketing, and customer service automation. This is for a blog post. (N) Ensure the tone is engaging and accessible, with a mix of informative content and practical examples. (T) Our audience is small to mid-sized B2B business leaders in the Midwest, with a basic understanding of AI. (E) Reference successful case studies of AI in B2B marketing, particularly in similar industries like manufacturing. (X)The blog post should be around 1000 words, formatted with subheadings for easy reading. (T) Encourage readers to assess their current marketing strategies and consider integrating AI by downloading our AI 101 guide.

Ask me questions for clarity.

Here's a list of the top 20 general uses of ChatGPT, tailored for beginners, which can spark ideas and efficiency in both personal and professional arenas:

Writing Assistance: Draft emails, reports, or creative writing pieces with ease.

Coding Help: Get assistance with understanding coding concepts or debugging.

Language Learning: Practice a new language or improve your skills with conversational practice.

Informational Research: Quickly gather information on a wide range of topics.

Educational Tutoring: Receive explanations on complex subjects and topics.

Business Strategy: Generate ideas for marketing strategies, business plans, or product development.

Customer Service Automation: Use as a first-line response for customer inquiries before escalating to human operators.

Content Creation: Generate ideas and drafts for blogs, social media posts, or marketing content.

Brainstorming Sessions: Facilitate brainstorming for project names, business ideas, or creative projects.

Interview Preparation: Practice answering interview questions for various roles and industries.

Daily Planning: Organize your day, set reminders, or plan your goals.

Summarization: Summarize long articles, reports, or documents for quick understanding.

Entertainment: Write stories, compose poems, or generate jokes to lighten the mood.

Learning New Skills: Get explanations and resources on topics like photography, cooking, or any new hobby.

Decision Support: Weigh pros and cons for decisions or get suggestions on solving problems.

Mental Wellness: Engage in reflective writing or get prompts for mindfulness and gratitude.

Personalized Recommendations: Receive book, movie, or music recommendations based on your preferences.

Travel Planning: Get suggestions for itineraries, must-visit places, or travel tips.

Networking and Outreach: Draft messages for LinkedIn connections or outreach emails.

Market Research: Conduct preliminary market analysis or competitor research for businesses.