# ROVER

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# ChatGPT
## Prompting Cheat Sheet

## KEY TERMS

**OpenAI:** The company that built ChatGPT

**Generative AI:** A category of AI that generates media like text, images, music, and movies

**Large Language Models (LLMs):** eed text data to AI model, ask AI to find patterns, next token predictors

**Prompts:** Written instructions given to ChatGPT

**Prompt Engineering:** The technique of crafting the correct prompts to get your desired output

**GPT-4:** The latest AI model powering ChatGPT

**Artificial General Intelligence (AGI):** is a type of artificial intelligence (AI) that matches or surpasses human cognitive capabilities across a wide range of cognitive tasks

## KEY FEATURES

**Prompting:** Instruct ChatGPT to produce text output that you want. Examples: blogs, emails, essays, code, and more

**GPTs:** Are custom versions of ChatGPT that users can tailor for specific tasks or topics by combining instructions, knowledge, and capabilities

**Plugins:** Similar to Chrome plugins, these are add ons you can install to extend the capability of ChatGPT

**Web Browsing:** Enables ChatGPT to access the internet and obtain up to date information to generate prompts (requires a ChatGPT Plus subscription)

## LIMITATIONS OF AI
Knowledge Cut-off Date

**ChatGPT:** October 2023
**Claude:** April 2024
**Bard:** "Always Online" (Hallucinates)

## BUSINESS USES

Blog Posts, Customer Support, Project Management, Coding, Resume Screening, Employee Onboarding & Personalized Training, SEO

## CAPABILITIES

### Data Analysis

**Clean Data:** Find and correct errors in uploads

**Visualize Data:** Create myriad of different chart types

**Conduct Data Analysis:** Statistics like regression

**Interpret Key Takeaways:** Understand the "so what?"

### Programming

**App Development:** Turn ideas to apps

**Prototype to App:** Just upload a wireframe or sketch

**Code Analysis:** Explain code and logic

**Debug Code:** Identifies and corrects errors

**Give Itself Coding Tasks:** Self-plans and executes tasks

**Create a Video Game:** Designs and codes games

**Read & Answer Questions:** About your code base

### Creative

**Content Gen:** Create varied textual content

**Media Conversion:** Find and correct errors in uploads

**Image Editing:** Resizes and modifies images

**Video Editing:** Cuts and combines videos

**QR Code Gen:** Makes custom QR code

**Image to Video:** Turns image sequences into videos

## MODES AND ROLES

**Intern:** Find research on [insert topic]

**Idea Generator:** Generate ideas on [x]

**Editor:** Edit and fix this text: [insert text]

**Teacher:** Teach me about [insert topic]

**Critic:** Critique my argument: [argument]

**Thought Partner:** What should we think about when: [insert idea]

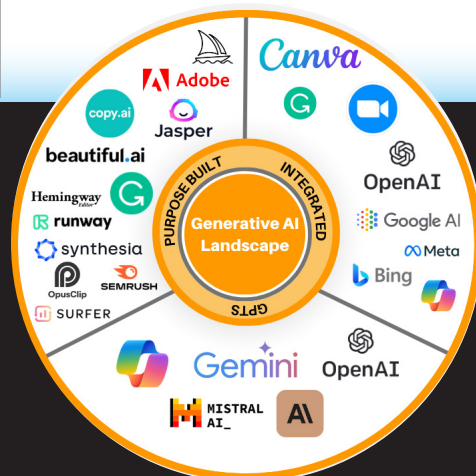*"Act like an [x]" Interviewer, Marketer, SEO Specialist, Coder, Assistant*

## FORMAT

| | | |
|---|---|---|
| Code | Table | Essay |
| Tweet | Blog | Report |
| Social Media | Email | Presentation |
| Script | Bullets | Research |

*"Be concise. Minimize excess prose."*
*"Use less corporate jargon."*
*"Output as bullet points in short sentences"*
*"Output as a table with columns: [x], [y], [z]"*
*"Be extremely detailed."*

## TONES

| | | |
|---|---|---|
| Firm | Professional | Persuasive |
| Confident | Descriptive | Formal |
| Inspirational | Humorous | Informal |
| Narrative | Reassuring | Friendly |
| Enthusiastic | Empathetic | Instructional |

*"Write using a [x] tone" Conversational Lighthearted Spartan*

## PROMPT GENERATION APPS

PromptBase · promptden · PromptPerfect

IMAGE SOURCE: https://bootcampdigital.com/blog/generative-ai-landscape-and-ecosystem/

# KEY USE CASES AND PROMPTS

**Improve your writing:** Proofread my writing above. Fix grammar and spelling mistakes. Make suggestions that will improve clarity.

**Delegate your research:** I am creating a report about [insert topic]. Research and create in-depth report with a step-by-step guide that will help readers understand how to [insert outcome].

**Learn new skills:** I want to learn [insert desired skill]. Create a 30 day learning plan that will help a beginner like me learn and improve this skill.

**Use 80/20 to learn faster:** I want to learn about [insert topic]. Identify and share the most important 20% of learnings from this topic that will help me understand 80% of it.

**Summarize long texts/articles/reports:** Summarize the text below and give me a list of bullet points with key insights and most important facts.

**Simplify and understand complex documents:** Rewrite this text and make it easy for a beginner to understand: [insert text].

**Brainstorm/Generate new ideas:** I want to [insert task or goal]. Generate [insert desired outcome] for [insert task or goal].

## PROMPTS FOR MARKETERS

List [insert number] ideas for blog posts about [insert topic]

Create a 30 day social media calendar about [insert topic]

Generate landing page copy for [insert product description]

Write 5 pieces of Facebook ad copy for [product description]

Generate 5 persuasive subject lines for an email about [insert email description]

## PROMPTS FOR SALES

Generate 10 ways to generate leads for [product description]

Create personalized sales email for potential customers. Include [topic, brand name, promo offers, etc]

Write sales landing page description for [product description]

Generate 5 personas I should include in my outreach for [x]

Generate a script to use when cold-calling [insert persona]

## PROMPTS FOR RESEARCH

Identify the top 20 companies in [insert industry] by revenue

What are the top trends in [insert industry] for 2023?

Find me the best reviewed software for [insert topic]

Summarize the annual financial statement of [insert company]

Summarize this research paper and give me a list of the key insights [insert research paper text]

## PROMPTS FOR CODING

Help me find mistakes in my code [insert your code]

Explain what this snippet of code does [insert code snipped]

What is the correct syntax for a [statement or function] in [programming language]?

How do I fix the following [programming language] code which [explain the functioning]? [insert code snippet]

## PROMPTS FOR DESIGNERS

What are some interactions to consider when designing a [insert app or website description]

Create user persona for [describe product]

Generate 10 customers for a user interview regarding [topic]

Create a user journey for [insert app and persona description]

Generate UI/UX design requirements for [describe feature]

## PROMPTS FOR CUSTOMER SERVICE

Create a template for an email response to customers inquiring about [product'

What are the most frequently asked questions about [topic]?

Create a help a page that explains how to use [your product]

Summarize the following knowledge base article to give step-by-step instructions [insert article]

# PROMPT STRUCTURES

**RTF:** Role, Task, Format
**CTF:** Context, Task, Format
**RASCEF:** Role, Action, Steps, Context, Examples, Format
**PECRA:** Purpose, Expectation, Context, Request, Action
**TREF:** Task, Requirement, Expectation, Format
**GRADE:** Goal, Request, Action, Detail, Examples
**ROSES:** Role, Objective, Scenario, Expected Solution, Steps
**RDIREC:** Role, Definition, Intent, Request, Example, Clarification

# COMMANDS

**Act as:** Directs the AI to assume a specific role

**Brainstorm:** Spark creativity and explore different design solutions

**Reverse Engineer:** Deconstruct a design or process to understand its components and logic

**In Simple Terms:** Communicate complex ideas to non experts/clients

**Elaborate:** Gain a deeper understanding of a concept, technique, or design principle

**List:** Enumerate items, ideas, or steps

*Two prompting methods:*
- **Megaprompts:** Write one big message that contains all of the above
- **Prompt chaining:** Break down the task into smaller steps

**Anatomy of a ChatGPT Megaprompt**
- *Declare Role / Simulate Persona*
- *Task*
- *Steps to Complete Task*
- *Context / Constraints*
- *Goal*
- *Format Output*