

# How To Write Better ChatGPT Prompts

## TALK TO CHATGPT AS IF IN CONVERSATION

**Generic prompt:** Write a Facebook ad copy on [topic].

**Specific prompt:** Can you write a Facebook ad copy for [company] to promote [product]? Make sure to include this information in the ad copy: [pertinent information you would like to add such as current offers, product or service features].

## PROVIDE CONTEXT WITHIN YOUR CHATGPT PROMPTS

**Generic prompt:** Write 5 LinkedIn ad headlines for [website or company].

**Improved prompt:** Can you write 5 LinkedIn ad headlines for [website or company] promoting [product or service] to [target demographic]?

## ASSIGN ROLES AND IDENTITIES TO CHATGPT

**Generic prompt:** Write 5 Facebook ad copies to advertise [product or service].

**Improved prompt:** I want you to act as [company or entity]. You are [provide a brief background of the company or entity you want ChatGPT to embody]. Your task is to write 5 Facebook ad copies to advertise [product or service, including features and specific ad details you want to include].

## SPECIFY THE RESPONSE LENGTH YOU REQUIRE

**Generic prompt:** Write a Facebook ad copy on [topic].

**Specific prompt:** Can you write a Facebook ad copy for [company] to promote [product]. Make sure to include this information in the ad copy: [pertinent information you would like to add such as current offers, product or service features]. Keep the ad copy within [number of words].

## REFINE YOUR CHATGPT PROMPTS. AND DO IT AGAIN.

If the responses you receive don't precisely align with your intent, don't hesitate to refine your prompts. Small prompt adjustments, like rephrasing questions or changing your approach, can guide you to getting the desired answers from ChatGPT.