

8 CHATGPT LEVERS

TO SUPERCHARGE YOUR RESPONSES

“Outsource your doing, not your thinking.”
- Dan Fitzpatrick, The AI Classroom

Mastering AI isn't about finding a magic phrase or perfecting a digital incantation - it's about understanding which levers to pull so that you can yield superior results.

I'm about to hand you the blueprint.

Are You PREPARED?

I've distilled thousands of hours of [research](#) and hands-on experience into a set of eight levers that will transform your interactions with AI.

The eight levers are:



Propose

Lay out your command with laser precision. By introducing your prompt, you are setting the scene and creating a foundation for the rest of the instructions. It's vital to provide a clear and concise command. Avoid using vague language.

Example:

We are going to create an internal communication campaign to promote wellbeing at work for a UK-based tech company.

Role

Tell the AI who to be. Context is king. It helps it know how to approach the question and provide an accurate and relevant response. You are essentially telling it what hat to wear for the task at hand.

Example:

Act as the marketing expert Seth Godin. You are a world class communication strategist who delivers maximum impact with your campaigns.

Explicit Instructions

Clarity is your best friend. Leave little room for AI guesswork. Don't assume that it knows what you're thinking or what you need. By giving explicit instructions, you ensure it is on the same page as you.

Use your existing expertise to instruct it on:

- The strategic approach you want
- The content you want it to focus on
- Your audience

Example:

The campaign should be one month long and include multiple approaches to communicating with staff. We have 150 staff. 80% work from home and 20% work in an office in Manchester. 70% of our staff are in their 20s, 20% in their 30s and 10% in their 40s.

Presentation

Shape the response. Setting clear parameters helps it understand what you're looking for, while enabling it to provide a more accurate response. The aim is to be in control. Outsource your doing, not your thinking.

Things to consider include:

- Tone of voice
- Language
- Word length
- Number of paragraphs
- Length of sentences
- Sentiment
- Format
- Reading age

Example:

Be concise and professional in your writing.
Present the campaign in a table.

Ask

Flip the script. After you have a first draft, ask it to ask you questions that will help it provide you a more thorough and quality response. Instruct it to do this in bullet points, so it's easier for you to read.

Example:

Ask me some questions that will help you write a better campaign. Write these in concise bullet points. Order them from most impactful to least.

Rate

Demand self-evaluation. It's like having an AI quality control team. Ask it to rate the quality of the response it has given you and to give evidence for this rating. This will help you understand its thought process, so you can ask it to improve or adjust your prompt to get better results.

Example:

Rate your campaign on a scale of 1-10. Then, in a table, present me with the criteria you have used.

Improve the criteria by...

Now, using the improved criteria, try again but aim for 10 out of 10.

Emotions

Yes, you read that right. AI responds to emotional context. Appeal to its emotional side. Emphasize the importance of getting this right.

Example:

Try again, my job depends on it.

This phrase is proven to give on average a 10% better quality response.

Diversity

Proactively tackle bias. It's not just right; it's smart. We all know that we have to watch out for bias in the results of AI, but what if we don't recognise the bias present? Unconscious bias is something we all have. A tool like ChatGPT can help with this, by simply asking it to search for underrepresented voices in its output.

Example:

Are there any underrepresented voices not present in this campaign? Help me to incorporate them.