BEFORE
WE PROMPT!

Your step-by-step guide to building your prompts the RIGHT way from the ground up!
Experience greater accuracy and quality of output when doing almost ANY task with CHAT 3.5.

If you haven't used CHATGPT yet, head over to: **https:openai.com/chatgpt - It's FREE!**

1. CONTEXT

Here, we provide a brief introduction and basic information to set the stage for the query or task, **helping CHATGPT understand the context of your request.**

Here's an **EXAMPLE:**
"Nova Scotia's tourism Sector is ramping up for another exciting season. We are looking to revitalize our tourism offerings and need input on new attractions and activities that are focused on **ecologically minded travelers**.
Can you help us brainstorm ideas?"

2. TASK

Let's give chat some clearer information to remove any ambiguity from our task or query!
To continue with our **EXAMPLE:**

"We need you to brainstorm **unique** and **appealing** tourism attractions that can draw visitors to Nova Scotia. Consider factors like cultural diversity, outdoor activities, and sustainable experiences."

3. INFORM

Now that the ambiguity is gone - let's get even more specific! We need to inform CHAT of any parameters or boundaries not yet defined that govern our question or task.

EXAMPLE: "In your brainstorming, please keep in mind that we want these attractions to be sustainable and eco-friendly. Additionally, they should cater to a wide range of interests, from adventure seekers to history buffs, and provide opportunities for local engagement and cultural experiences."

4. CLARIFY

Seek **clarification** from CHATGPT to confirm that it correctly comprehends your input and the requirements of the task, addressing any potential **misunderstandings** or **ambiguity**.

"Before we proceed, can you confirm that you understand the need for sustainable, diverse, and engaging tourism attractions in **Nova Scotia** that cater to various interests?"
This can also really help if we are asking chat to do something complex! If it can break down the steps of the process you've tasked it with, CHAT understands it!

5. REFINE

Review and refine CHATGPT's responses, ensuring they align with your expectations, fact-checking if necessary, and verifying the accuracy and credibility of any information provided. **Remember**: Chat may have helped, but **YOU** are responsible for how and where you use its **output!**

SPREADSHEET

Elevate your spreadsheet savvy with these carefully selected tips, part of our broader cheat sheet designed to sharpen your skills across various applications. In this section, we spotlight essential Excel and Google Sheets formulas that simplify adding numbers, calculating averages, and more.

01 | BASICS WITH EXCEL

Ask ChatGPT: "How do I add numbers in Excel from **A1 to A10**?"

ChatGPT's Answer: Use =**SUM(A1:A10)**.

Ask ChatGPT: "How do I find the **average of numbers** in Excel from **H10 to H20**?"

ChatGPT's Answer: Use =AVERAGE(H10:H20).

Ask ChatGPT: "How do I **add numbers in column B** in Excel when column **C says 'No'**?"

ChatGPT's Answer: Use =**SUMIF(C1:C13,"No", B1:B13)**.

02 | GOOGLE SHEETS BASICS

Ask ChatGPT: "How do I **add numbers** in Google Sheets from **A1 to A10**?"

ChatGPT's Answer: Use =**SUM(A1:A10)**.

Ask ChatGPT: "How do I **move data** from one Google Sheet to another?"

ChatGPT's Answer: **[ChatGPT would then provide a specific formula or method.]**

03 | COMMON BUSINESS FORMULAS

Ask ChatGPT: "I want to **track my total sales** in Excel. What formula should I use?"

ChatGPT's Answer: Use =**SUM(SalesColumn)**.

Replace **"SalesColumn"** with where your sales are.

Ask ChatGPT: "How can I find my **best-selling item** in Excel?"

ChatGPT's Answer: Use =**MAX(SalesColumn)**.

WRITING

Whether you're enhancing product descriptions or drafting compelling articles, this section is your quick reference for impactful writing across various platforms. Let's get your ideas flowing and your audience engaged.

BLOG POSTS/ESSAYS/ARTICLES

Ask ChatGPT: "How do I write a **[adjective] [type of content]** on **[goal]**?"

Example: "Write an **informative blog post** on the **importance of supporting local businesses**. Discuss community benefits, economic growth, and personalized customer service."

Example: "Craft a **persuasive article** about the environmental benefits of using **eco-friendly products in our daily cleaning.**"

WRITING ASSISTANT

Ask ChatGPT: "Can you **[action]** my text **[adjective]**?"

Example: "Can you make **my product description more compelling**?"

Example: "Can you **proofread this announcement for our upcoming event**?"

Example: "Can you **suggest a catchy opening sentence for our new menu-item launch**?"

Example: "Can you **help draft a thank-you note to a loyal customer**?"

COPYWRITING

Ask ChatGPT: "Write a **[type of content]** for **[subject]** showcasing the **[benefit1, benefit2, ...]**."

Example: "Craft a **flyer for our cafe's new seasonal menu**, showcasing its fresh ingredients & local sourcing."

Example: "Draft a **promotional email for our festive season clearance**, highlighting discounts, product quality, and limited local stock."

EMAIL

Ask ChatGPT: "Reply to this email: **[insert email]**. Be **[behavior]** and say **[ideas]**."

Example: "**Respond to a supplier inquiry**. Be professional and indicate payment will be remitted on [DATE]."

Example: "**Reply to a customer's feedback email**. Be appreciative and provide them with a promo code for a 15% off coupon for their next visit."

SOCIAL MEDIA

Ask ChatGPT: "Create X **[type of content]** for **[platform] [details]**."

Example: "**Craft a Facebook post introducing our new team member** with a brief bio & a warm welcome."

CONTENT CREATION & CURATION

Tailored for a wide range of fields from e-commerce to personal training, these pointers guide you in brainstorming relevant topics, outlining your pieces for clarity and impact, and turning information into interactive experiences.

01 | IDEA GENERATION

Ask ChatGPT: "Give me ideas for **[type of content]** about **[subject]**, covering topics like **[topic1, topic2, ...]**."

Example : "Provide ideas for a blog post about the future of washrooms in boutique hotels! Focus on the eco-friendlier cleaning practices/products we use."

Example : "Suggest themes for a podcast discussing exciting trails and nature attractions in our area."

Example : "Brainstorm ideas for a YouTube video demonstrating safe boating practices. Include tips for first time boaters and families."

Example : "Come up with ideas for an Instagram Story showcasing one of our homemade desserts."

02 | CONTENT OUTLINING

Ask ChatGPT: "Create an outline for **[type of content]**."

Example **(Social Media)**: "Structure an outline for a fiscal quarter of Instagram Posts for our Whale Watching Tour company. We'd like to do 4 posts a week. Please suggest a variety of concepts that vary from week to week"

Example **(Blogging)**: "Develop an outline for a Blog titled **"Why the Right Pillow Matters"**

Example **(SEO/Website)**: "Craft an outline for our **"About Us"** page on our website! Here's all the weird and wonderful facts about us..."

03 | QUIZZES & ENGAGEMENTS

Ask ChatGPT: "Turn a **[list]** into **[type of quiz]**."

Example: "Convert a list of popular local attractions into a multiple-choice quiz to educate customers and test their knowledge of the area."

Example : "Transform a list of popular food myths into a true/false engagement for social media followers."

CREATIVITY

Unlock creativity, strategy, and personalized engagement with this guide. From crafting jokes about restaurant mishaps for a humorous twist in hospitality, to strategizing marketing for organic produce, this section equips you to deliver with impact and innovation.

01 | ENTERTAINMENT

Create 5 Jokes **Considering Hotel Staff Mishaps.**

Write us a funny limerick to help us market our Valentine's Day Cocktail Special.

02 | PLANNING

Create a **7-day marketing strategy** for launching our **new organic farm-to-table menu.**

Create a **30-day content calendar** focusing on the **upcoming trends in summer travel** for an online accommodations and excursions booking platform.

03 | GIFT IDEAS

Provide **3 gift ideas for clients** of a scenic tours company **celebrating a successful long-trip.**

Provide **Welcome Package ideas that cost less than $20** for travelers who are booking with our hotel**.**

04 | ACT AS

Act as a **personal chef for a farm-to-table restaurant.** I'll tell you about my dietary preferences and allergies, and you'll **suggest farm-fresh recipes for me to try.**

Act as a **customer support assistant for a luxury hotel chain.** Be empathetic and polite. Now, reply to a **complaint about a booking mix-up.**

Act as a **salesperson for a local artisanal distillery.** We want to convince a popular restaurant to purchase our new line of liqueurs. Imagine we're on a call and try to **convince me to purchase 2 items from the new line.**

RESEARCH

Hone your research and analytical skills with this section, designed to guide you through the intricacies of data gathering, market analysis, competitor research, and more.

01 | DATA GATHERING

Where can **I find data on recent or planned commercial developments in my area**?

Where can **I find customer reviews and feedback for boutique** hotels **in Truro**?

Where can **I find statistics on the effectiveness of social media campaigns for casual/fine dining restaurants on Facebook**?

02 | MARKET ANALYSIS

What are the **current digital marketing trends that restaurant businesses** are leveraging?

What are the emerging eco-friendly **cleaning practices used in Boutique Hotels and Bed & Breakfasts**?

03 | BEST PRACTICES

What are the **best practices to observe while catering a private celebration?**

Can you provide guidelines for **effectively marketing** our **Water Park** online?
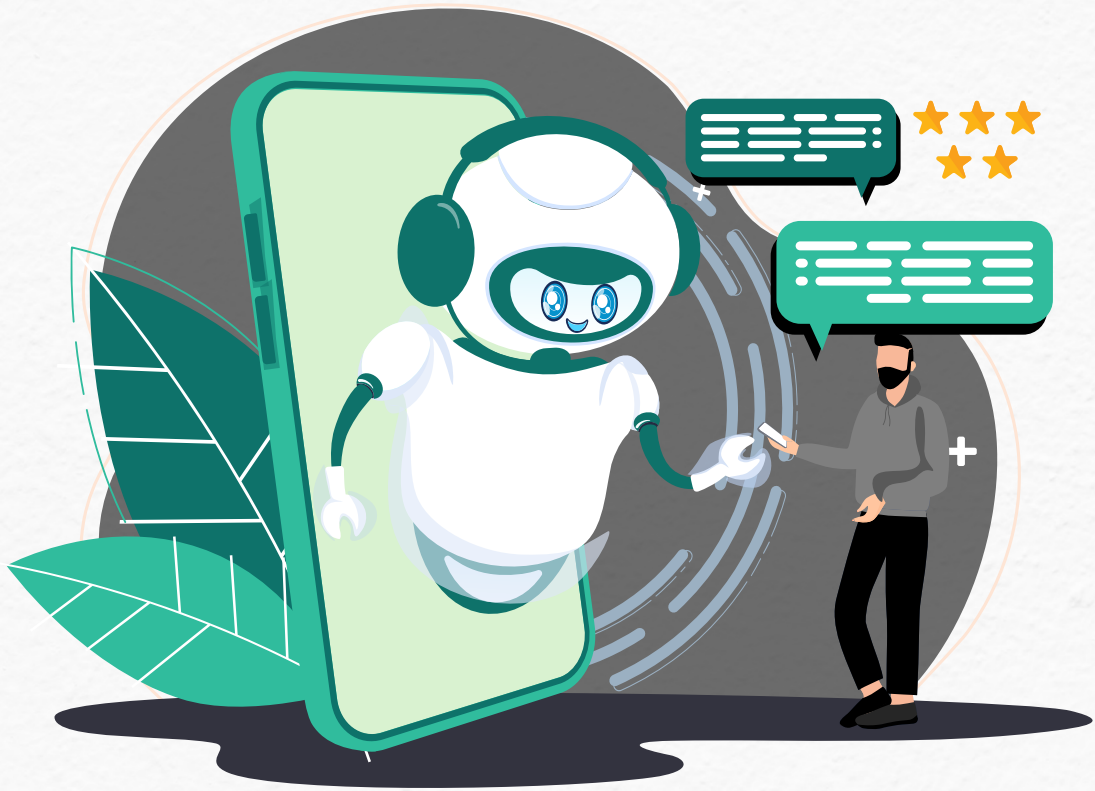
04 | TREND FORECASTING

Predict the **upcoming trends in sustainable seafood** for the next year.

Which **questions do users ask most often when searching for family-friendly activities to do while traveling**?

What are the trends seen in **intercontinental** and **international** travel to our **region**?

HELP US GROW WITH YOUR REVIEW!

TRAILBLAZE

We hope you found our free cheat sheet helpful! If you have a moment, we'd love to hear from you!

Reviews only take a moment and can help a small business like us out tremendously.

Join our Facebook page as well for more future helpful content, tips, and tricks!

LEAVE US A REVIEW

BOOK YOUR 1:1
WITH TRAILBLAZEAI

JOHN CODY | TRAILBLAZE | **COLIN ALEXANDER**

John Cody and Colin Alexander, co-founders of Trailblaze AI, champions the integration of AI in Atlantic Canada's business landscape. With a shared vision, they empower small businesses to harness AI's potential, driving operational efficiency and transformative job growth. Their commitment: educating enterprises to pave the future of smart business in the region.

START YOUR AI JOURNEY