

**BuiltByPro**

# CHATGPT DESIGN

**[WWW.BUILTBYPRO.COM](http://WWW.BUILTBYPRO.COM)**

When it comes to doing things online, nobody wants to spend time doing work if they don't have to. That is what this entire Hyper Guide is about.

In this guide, I'm going to be covering an AI tool called ChatGPT and will go over the "PROMPTS" that we're going to use in order to make this entire process easier.

### What Is ChatGPT?

ChatGPT is an advanced artificial intelligence (AI) language model developed by OpenAI. It's designed to understand and generate human-like text, making it capable of engaging in natural-sounding conversations with users. ChatGPT is part of the GPT-3.5 architecture, a successor to the widely popular GPT-3 model.

At its core, ChatGPT uses deep learning techniques to process and generate text based on the input it receives (Prompts). It has been trained on a vast corpus of text from the internet, giving it a broad knowledge base that it can draw upon when responding to questions or prompts.

ChatGPT can be used for a wide range of applications, including answering questions, providing explanations, generating creative writing, offering programming help, and much more. It's a versatile tool that can assist with various tasks, making it a valuable resource for both individuals and businesses.

Now, let's dive into one of the key concepts when working with ChatGPT: Prompts.

In the context of ChatGPT, a "prompt" refers to the input provided to the model to elicit a response. It's the text or query that you give to ChatGPT to generate a meaningful and relevant response. Understanding how to construct effective prompts is crucial for harnessing the power of ChatGPT.

Later on, we will go over the free prompts included in this Hyper Guide. But, before we do we are going to breakdown the main parts to ChatGPT Prompts.

Here's a breakdown of key aspects related to prompts:

### **Structure of a Prompt**

A prompt can take many forms, but it typically consists of a statement, question, or command that you want ChatGPT to respond to.

For example:

"Translate the following English text to French: 'Hello, how are you?'"

"Tell me a joke."

"Explain the concept of blockchain technology."

The structure of your prompt should be clear and specific to get the desired response.

### **Context Matters**

ChatGPT generates responses based on the context provided in the prompt. Including relevant context or background information can help ChatGPT provide more accurate and informative responses.

For instance:

"In the Harry Potter series, what is the name of the school where young wizards and witches are trained?"

"Considering the current economic climate, can you provide insights on investing in the stock market?"

### **Experimentation**

Creating effective prompts can sometimes require experimentation. You may need to refine your prompts to get the most accurate or desirable responses from ChatGPT. Feel free to iterate and adjust your prompts until you achieve the desired outcome.

### **Politeness and Clarity**

When interacting with ChatGPT, it's essential to use polite and clear language in your prompts. Although ChatGPT aims to provide helpful responses, it's a machine learning model and may not always understand or respond perfectly to ambiguous or impolite prompts.

## Customizing Outputs

You can often customize the length and style of ChatGPT's responses by specifying the desired format in your prompt. For example, you can request a brief summary or an in-depth explanation depending on your needs.

# The Free Prompts

As we get into the different prompts included in this guide, there are some things that you should know.

These are my personal prompts.

As you look at the prompts you will see a lot of things repeated, and that is for good reason.

As the majority of the prompts I write & use generate content for consumption by the public, I try to keep the reading level included. I want to make sure I specify the length of the output and other things like that.

So the prompts may look very similar but these have been written and tested by me many different times on many different versions of ChatGPT.

If you wish to use another A.I. chat bot, you can. But I have to let you know, the results may not be the same.

For a more thorough breakdown of each prompt, be sure to watch the ChatGPT Design Video that came with this Hyper Guide.

As we get into the prompts, the prompts you would be using are going to be in-between two separators in the content AFTER the pen icon ... See the example below.



---

---

This is an example of a prompt. This would be the content that you would copy, edit, and paste into the ChatGPT chat window.

---

---

\*\*\*\*\*ONLY RUN PROMPT ENGINEER PROMPT IN NEW CHAT WINDOW\*\*\*\*\*

## Prompt Engineer Prompt (PEP)

This prompt is my goto starter prompt for almost everything that I do unless I already have a prompt. This prompt will get you the information you need to put into the **Pro Prompt Template** (we'll get to that in a bit.)

The reason why we are going to start here, is because, aside from the template, the rest of the prompts are written in a different format so it could get confusing.



---

---

I want you to become my Prompt Creator.  
Your goal is to help me craft the best possible prompt for my needs.  
The prompt will be used by you, ChatGPT.  
I want you to write the prompt at the eighth grade reading level in English.

You will follow the following process:

Your first response will be to ask me what the prompt should be about. I will provide my answer, but we will need to improve it through continual iterations by going through the next steps.

Based on my input, you will generate 3 sections. a) Revised prompt (provide your rewritten prompt. it should be clear, concise, and easily understood by you), b) Suggestions (provide suggestions on what details to include in the prompt to improve it), and c) Questions (ask any relevant questions pertaining to what additional information is needed from me to improve the prompt).

We will continue this iterative process with me providing additional information to you and you updating the prompt in the Revised prompt section until it's complete.

---

---

Because I use this as a base before putting the information into the prompt template, I do not really worry about having it perfect, I'm getting ChatGPT to tell me what it would need in order to deliver the best result. So it helps, with the template to create some amazing prompts.

But the secret is to run the cycle of answering questions about 5-10 times. This will allow you to feed ChatGPT with enough information that it can give you exactly what it would need in order to deliver the information for the next step.

The next thing we are going to cover is the Pro Prompt Template.

### **Pro Prompt Template**

What you are going to see in the "prompt section" below is how I start all of my prompts. I take this template and fill it out with the information provided by the PEP and that then gets added to the Pro Prompt Library.

As you start to use the Pro Prompt Template for your own ChatGPT prompts, there are some extra things to consider adding to your prompt template. We are going to cover those real quick before we get to the template.

Name & Contact Info - If you are planning to use the prompt you're creating exclusively for you, then you should definitely keep your name in the prompt template for yourself. Doing this, or adding your domain, or whatever other contact information you would like included in the prompt is a great idea.

If you are planning on creating your own prompt template for a series of blog posts or something like that, you want to make sure the prompt has all of the basic information to make it understand and delivers the same style, structure, and all that fun stuff.

As you go through the free prompts, you will start to get a good idea of how I add the prompt from earlier into the template in order to get the best result possible.

# PRO PROMPT TEMPLATE



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to

The output should be written in English at the eighth grade reading level.  
The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

A desired word count for the output you're going to give me is listed below.

Target Market: (list age, location, interests, etc.)

Desired Word Count: N/A

Other Information:

---

---



## Branded Username Prompt (BUP)

Use this prompt to assist you in finding a good Branded Username base, if you are having some issues with finding the best username.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to generate catchy usernames I can choose from based on the information below. Each username should be between 6 and 15 characters in length.

Business Name:

Curren Working Username:

Business Category:

---

---

## Target Market Prompt (TMP)

Use this prompt to help you define your target market.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to describe who my ideal customer for my business is. The information I have will be listed below. You should deliver the information in the form of a “Customer Avatar”. I need you to provide the information based on my location, business category/industry, and other information you may have access to.

Give me their demographics, geographic and psychographics. The more information you can give me on the customer avatar the better my business will be.

The output should be written in English at the eighth grade reading level.

A desired word count for the output you’re going to give me is listed below.

Desired Word Count: 200 words

Business Category:

Service Location:

Other Information:

---

---

## Client Compass Journey Prompt (CCJP)

Use this prompt to help find the journey that your client/customer will be going through to not only find you & hire you, but also how you can help them **AFTER** they hire you.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to Describe the complete journey that a client or customer goes through when they first start researching or taking action related to my business, all the way to the point where they have used my services or products. Include any potential ways in which you can continue to assist them even after they have become clients.

The output should be written in English at the eighth grade reading level.

The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

The output should be listed as an outline with the order of the steps in their journey.

Business Category: (painter, consultant, artist, etc)

Business Service Location:

Target Market: (list age, location, interests, etc.)

Other Information:

---

---

## Website SILO Prompt (SILO)

Use this prompt to create an outline for your website that also help decide what pages you will need on your website and how to structure it.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to create a detailed SILO structure for a website using the information below. The sections and categories should be organized in a hierarchical structure, with the home page at the top and the more specific pages at the bottom.

Use the knowledge of how tot make the best structure in terms of linking and SEO to rank on page one of Google and other search engines.

The output should be written in English at the eighth grade reading level.

The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

Business Name:

Business Category:

Business Service Location:

Target Market: (list age, location, interests, etc.)

Other Information:

---

---

# Home Page Content Prompt (HPC)

Use this prompt to help you create content for the home page of your website.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to write compelling content for the home page of my website. The information for my business is listed below.

The output should be written in English at the eighth grade reading level. The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

A desired word count for the output you're going to give me is listed below.

Business Name:

Business Tagline:

Business Service Location:

Focus Keyword:

Target Market: (list age, location, interests, etc.)

Call to Action: (schedule an estimate, visit our store, call today, etc)

Desired Word Count: 750 words minimum

Tone to Write in: (professional, friendly, informative, etc.)

Other Information:

---

---

## About Page Content Prompt (APC)

Use this prompt to help you create content for the about page of your website.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to write compelling content for the about page of my website. The information for my business is listed below.

The output should be written in English at the eighth grade reading level. The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

A desired word count for the output you're going to give me is listed below.

Business Name:

Business Tagline:

Business Service Location:

Focus Keyword:

Target Market: (list age, location, interests, etc.)

Call to Action: (schedule an estimate, visit our store, call today, etc)

Desired Word Count: 750 words minimum

Tone to Write in: (professional, friendly, informative, etc.)

Other Information:

---

---

## Blog Page Content Prompt (BPC)

Use this prompt to create content to put on your “Blog” page.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to write compelling content for the blog archive page of my website. This page is going to display the blog posts that I will post. So the content should be simple and not too detailed. The information for my business is listed below.

The output should be written in English at the eighth grade reading level. The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

A desired word count for the output you’re going to give me is listed below.

Business Name:

Business Tagline:

Business Service Location:

Focus Keyword:

Target Market: (list age, location, interests, etc.)

Call to Action: (schedule an estimate, visit our store, call today, etc)

Desired Word Count: 500 words minimum

Tone to Write in: (professional, friendly, informative, etc.)

Other Information:

---

---

## Services Page Content Prompt (SPC)

Use this prompt to create content for your “Services” page on your website



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to write compelling content for the services page of my website. The information for my business is listed below.

The output should be written in English at the eighth grade reading level. The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

A desired word count for the output you’re going to give me is listed below.

Business Name:

Business Tagline:

Business Service Location:

Focus Keyword:

Target Market: (list age, location, interests, etc.)

Call to Action: (schedule an estimate, visit our store, call today, etc)

Desired Word Count: 750 words minimum

Tone to Write in: (professional, friendly, informative, etc.)

Other Information:

---

---



## Disclaimer Page Content Prompt (DPC)

Use this prompt to create content for your “Disclaimer” page on your website



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to assess my business, and write the content for the disclaimer page on my website. The information for my business is below. Use your knowledge to write the disclaimer to include anything that would be needed on the disclaimer for my type of business specifically.

The output should be written in English at the eighth grade reading level. The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

Business Name:  
Business Category:  
Business Location:  
Other Information:

---

---

## Title Creation Prompt (TCP)

Use this prompt to help you come up with catchy titles for your blog posts, videos, and other content.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to write ten click-worthy titles for my blog post. The topic, and keywords for the blog post are listed below. Front-load the main keyword.

The output should be written in English at the eighth grade reading level. The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

A desired word count for the output you're going to give me is listed below.

Blog Post Topic:

Main Keyword:

Target Market: (list age, location, interests, etc.)

Desired Word Count: 750

Other Information:

---

---

## Meta Description Prompt (MDP)

Use this prompt to help you write an SEO friendly “Meta Description” for your page or post on your website



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to write a meta description for a page/blog post on my website. I need you to write this description with the main keyword front loaded, and made to help me rank highly in the search engines like Google.

The output should be written in English at the eighth grade reading level. The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

The description should be no more than 156 characters long.

Page/Blog Post Title:

Main Keyword

Target Market: (list age, location, interests, etc.)

Other Information:

---

---

## Blog Post Prompt (BPP)

Use this prompt to write an SEO friendly blog post.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to write a 750-word blog post on the topic listed below.

The post should be unique, well-researched, and engaging, with a clear purpose or message. Please provide a brief outline at the top of the post to give readers an overview of what they can expect to learn from the post. Make sure the outline accurately reflects the content of the post, highlighting the main points or sections you will cover. Additionally, please provide attention-grabbing headlines for the post, with at least one using an H1 tag and at least two using H2 tags.

The output should be written in English at the eighth grade reading level.

The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

A desired word count for the output you're going to give me is listed below.

Blog Post Title:

Blog Post Description:

Main Keyword:

Target Market: (list age, location, interests, etc.)

Desired Word Count: N/A

Other Information:

---

---

## Proof Content Prompt (PCP)

Use this prompt to proofread your content.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to proof read, edit, and rewrite what is needed with the content listed below.

The output should be written in English at the eighth grade reading level.

Content to proofread:

---

---

## ReWrite Content Prompt (RWC)

Use this prompt to rewrite content. This is great for PLR (Private Label Rights) content.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to rewrite the content listed below.

The output should be written in English at the eighth grade reading level.

The output is going to be used to reach my target market. Details about my target market are listed below. I need you to use the information about my target market to deliver the best output that will resonate with them.

Target Market: (list age, location, interests, etc.)

Content to rewrite:

---

---

## Lead Magnet Idea Prompt (LMIP)

Use this prompt to help you get an idea of some different lead magnets you can create.



---

---

Ignore all previous instructions and focus exclusively on the prompt below.

I need you to help me determine what kind of lead magnet to create for my business.

The output should be written in English at the eighth grade reading level.

Target Market: (list age, location, interests, etc.)

Other Information:

---

---

# **INDUSTRY OUTREACH**

Use this prompt to write an industry outreach email.

Please provide all relevant information in the prompt below. In the "other information" section, include any details related to the person, such as "We met at last month's Chamber of Commerce breakfast" or "Mr. \_\_\_\_\_ told me I should introduce myself to you"

## **PROMPT**

Ignore all previous instructions and focus exclusively on the prompt below.

Based on the information listed below, write me a professional introduction email. The email should be unique, brief and personal. Please write, in English, at a reading level of a high school graduate.

The purpose of the introduction email is to not only introduce myself to the professional but also to network and grow a professional relationship.

-----

## **PERSONAL INFORMATION**

-----

My Name:

My Business Name:

My Phone Number:

Person to write to:

Persons profession:

Region/City:

Other Information:



Now that you've got access to all the free ChatGPT prompts from BuiltByPro™, consider unlocking the complete ChatGPT Prompt Library by joining the Pro Branding Club. Further details can be found on the next page.

ChatGPT isn't just a valuable asset for your marketing journey; it can also enhance your day-to-day life. While it may not replace a real assistant, it's capable of handling various tasks. Understanding it as more than just a "tool" opens up additional ways for you to benefit, and yes, this applies even to the free version!

From planning your day to crafting notes for a sales presentation and generating professional responses to emails and online reviews, ChatGPT is a versatile companion. Embrace creativity and think outside the box when using ChatGPT!

(DISCLAIMER: Use ChatGPT responsibly. Despite its limitless capabilities, refrain from using it for anything negative. Let's maintain a positive and appropriate approach.)

I trust you find this HyperGuide valuable.

Talk Soon,

CJ

PS. (This is me... CJ) Yes, in case if you were wondering I gave ChatGPT some basic info and the content above is what it gave me. So just a reminder, you may have to go back and change a little bit so it sounds like you. If you have any questions just shoot me a message on social media @cjhallock on FB, X, Insta ... Yes, it's my personal account but that way you know it's me! Take Care! ~CJ

## **Transform Your Marketing Journey with Pro Branding Club!**


Congratulations on completing this HyperGuide! Now, take the leap towards elevating your business with the Pro Branding Club.

### **Why Pro Branding Club?**


Unleash the full potential of your marketing efforts with exclusive tools, resources, and expert guidance crafted for small business owners and brands.


### **What Awaits You?**

 **ProMAG (Pro Monthly Action Guide):** Receive monthly actionable insights and strategies to guide your marketing efforts effectively.

 **Website Template Library:** Explore a variety of website templates to elevate your online presence.

 **Quote Card Library:** Instantly create eye-catching social media content with our library of engaging quote cards.

 **ChatGPT Prompt Library:** Fuel your creativity with a curated library of ChatGPT prompts for compelling content.

 **And More:** With new content added monthly, the resources continue to grow. Use our social media posts, stock audio files, and gain access to our exclusive download vault. Inside the vault, you'll get photoshop templates, overlays, and more.

### **Ready to Elevate Your Brand? Join Pro Branding Club!**

 Click the link to sign up and unlock a world of marketing excellence: [JOIN NOW](#)

Your journey to marketing success begins here. [SIGN UP HERE](#)

Use the coupon code "CHATGPT" at checkout for 25% Off! 

Here's the link: <https://builtbypro.com/pro-branding-club/>