

# PROMPTS

FOR **BARD** & **CHATGPT**

HOW TO USE IN BUSINESS  
& FOR PERSONAL USE





# GAME CHANGER





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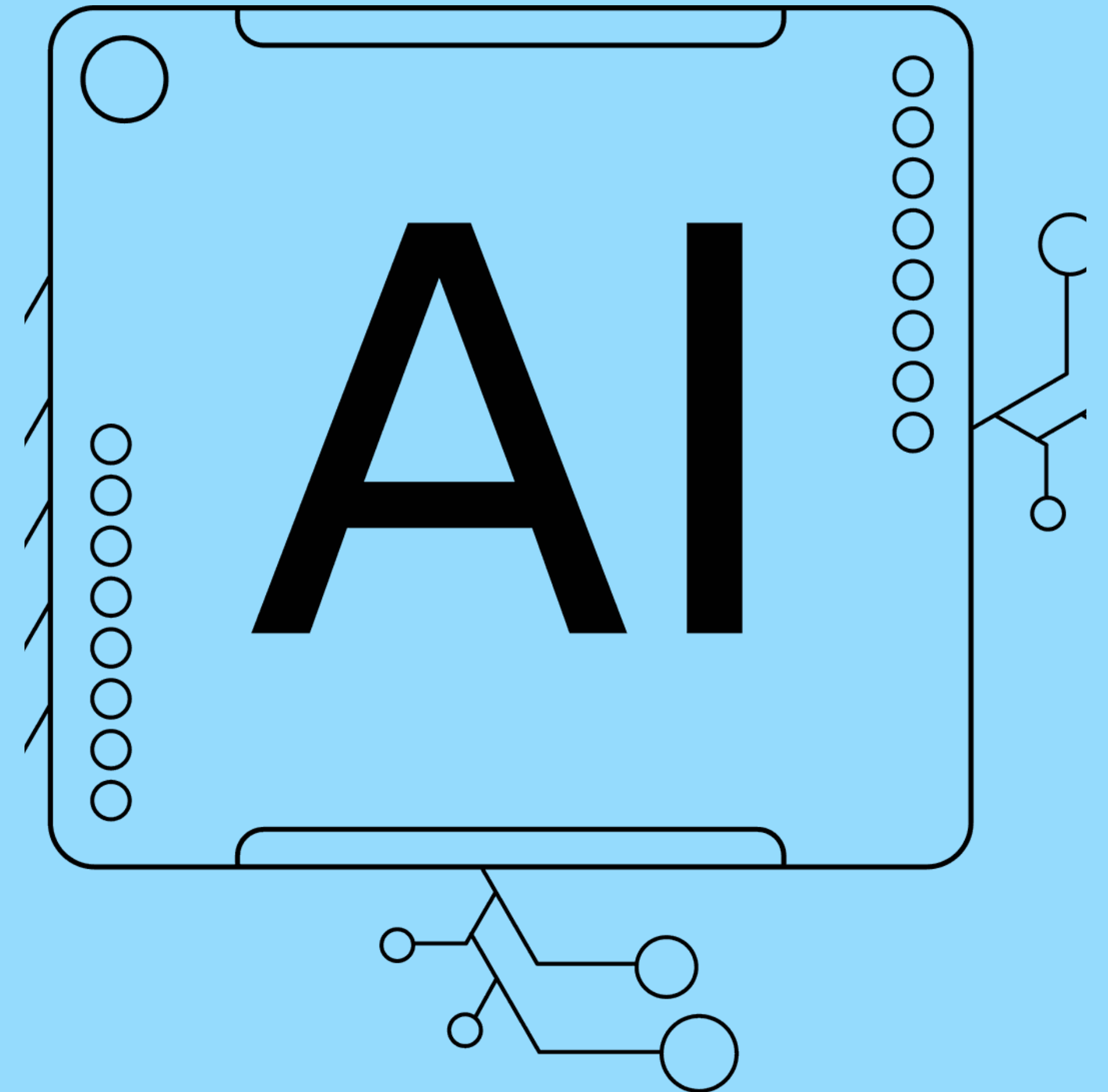
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# Topics Covered

- Differences between Bard & ChatGPT
- Uses & Capabilities:
  - Text to Text, Text to Code
- Limitations & Copyrighting
- Fact Checking
- How to Use for Business
- How to Use for Personal
- Prompt Engineering & Sample Prompts

# GAME CHANGER

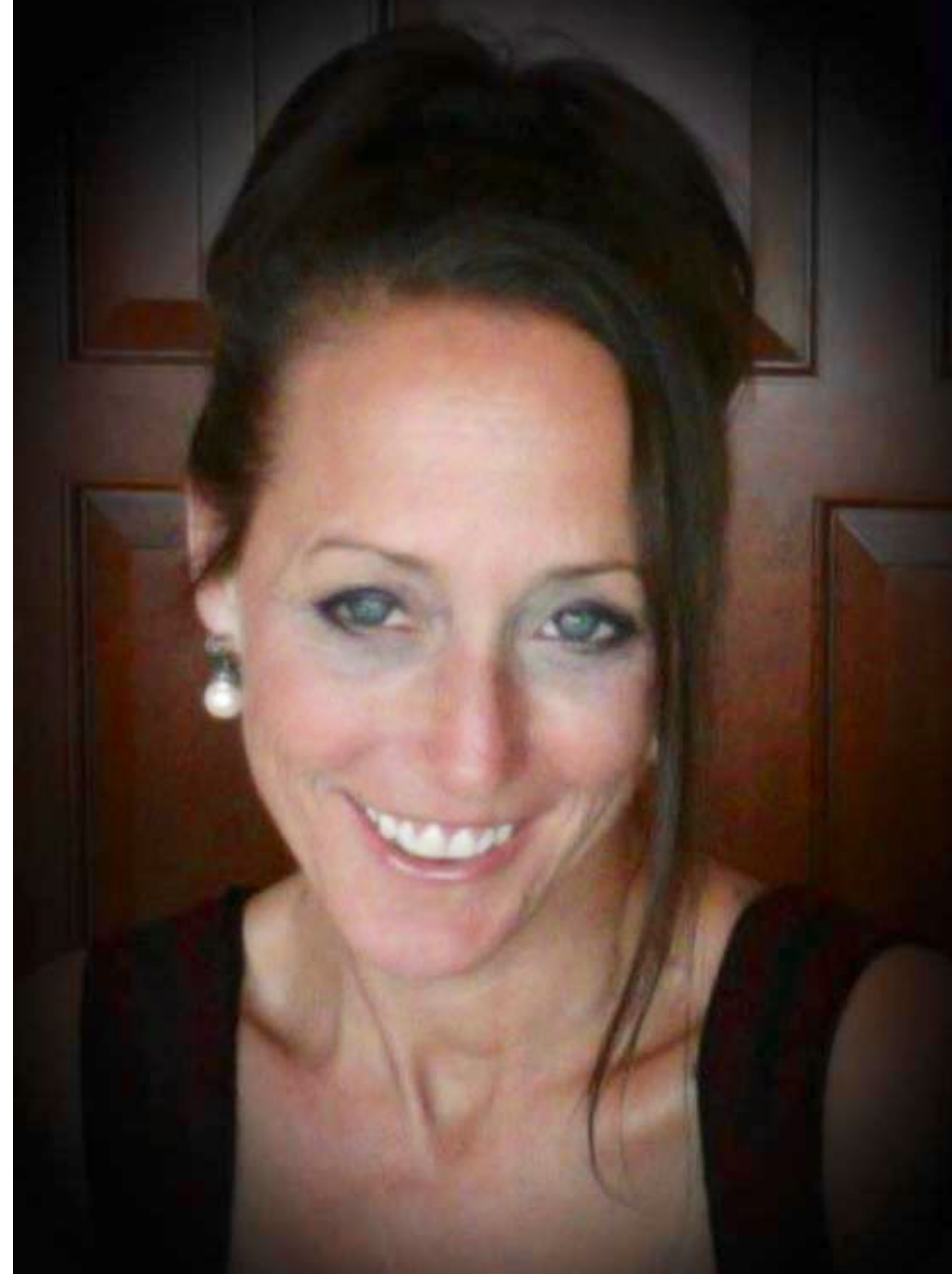




# Beth Rosen

## A little about me

- Graduate of the Wharton School of Business, University of Pennsylvania & Columbia Law School
- #1 Best-Selling Author
- Award Nominated Film Producer
- President/Owner of Signature Beth Productions LLC, a company focused on creation of original content for a variety of media outlets (film, TV and digital platforms), services also include coaching, mentoring, workshops and courses.
- Screenwriter, actress, songwriter, artist, film editor, keynote speaker, social influencer, thought leader, attorney
- In development on various TV/film projects in scripted, unscripted and animation
- Certified Knowledge Broker
- Certified Professor of Yoga
- Trained Healer (studied with world-renowned masters in various healing modalities)





# Bard vs. ChatGPT (Generative AI)

## Data Sources:

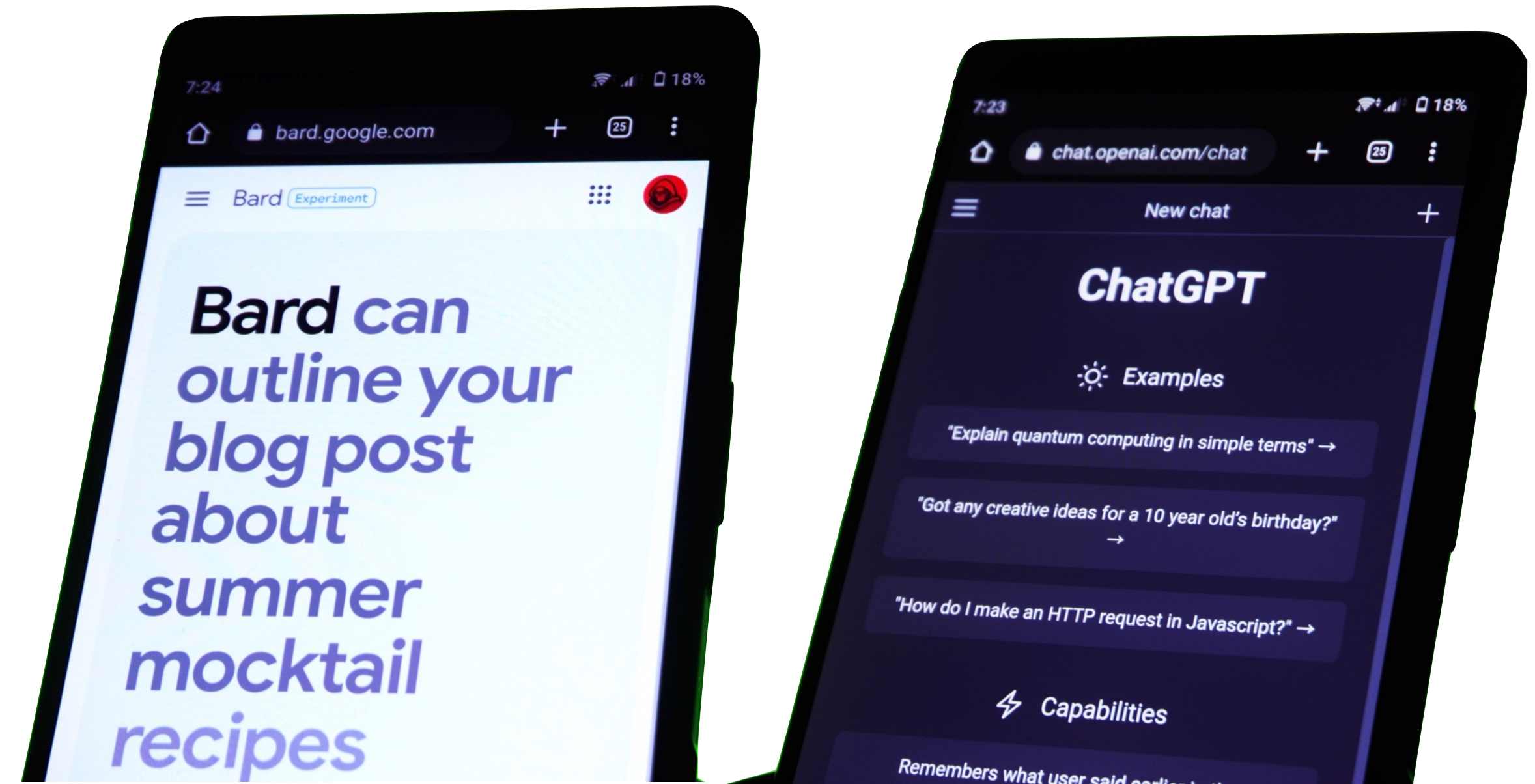
- Bard is trained on a massive dataset of text & code which includes information from the internet.
- ChatGPT is trained on a pre-defined set of data that has not been updated since September 2021 which means it cannot provide up-to-date data.

## Internet Access:

- Bard has real-time access to the internet, which means it can craft responses from real time information. It has search capability and is best for current information, market data and forecasts.
- ChatGPT does not have access to the internet. This means that ChatGPT can only craft responses from the data that it was trained on. In the paid version, you can add plugins that bring it current.

## Cost:

- Bard is free as of now
- ChatGPT has a free and a paid version



**Which Should You Use?**



# Gift at the End





- **Bard Website**

- <https://bard.google.com/>

- **ChatGPT Website**

- <http://chat.openai.com/chat>

- Both are good

- Bounce between them depending on what you want to do/get familiar with both

- Experiment & play

- ChatGPT is good for generating documents & social media posts

- Bard is best for getting up-to-date answers & market research because it can pull data from the internet in real time

ChatGPT

Bard



**Organize**

# Search Capability



**Compare**

**Bard Searches with Real Time Databases**

What is the cheapest online food delivery service and do a cost comparison of companies

What are the cheapest one stop flights from NY to London on Monday September 1st 2023 and organize by airline

Where can I find a free online 2D image to 3D image converter?

Where can I find a free tax calculator online for my employees?

**Compile**

**Analyze**



**BUSINESS**

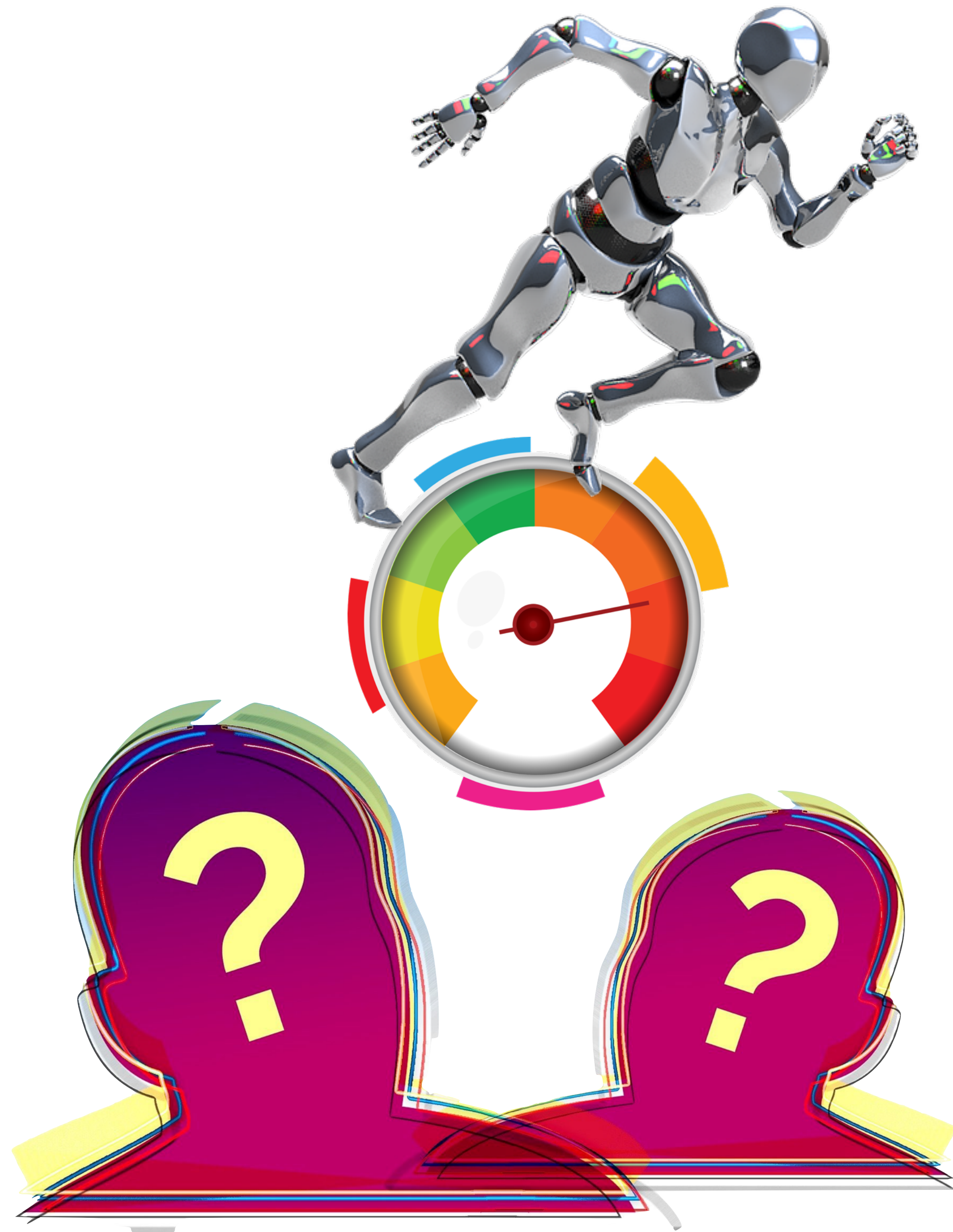
**PERSONAL**

# Some Uses Bard & ChatGPT

- Answer questions
- Generate text
- Translate languages
- Write creative content
- Brainstorm ideas
- Outline documents
- Generate keywords for SEO optimization
- Course and curriculum creation
- Collaborate
- Write/debug code
- Revise/organize/compile/clean up data
- Synthesize/analyze/interpret data (input or from a link) & make recommendations based on data
- Comparison shop







# Warp Speed

- Saves Time
- Provides Answers Quickly
- Helps Draft
- Gives you Direction
- Supports you at Work & Personal
- Refine Responses
  - tweak & optimize by weaving in your own expertise, personal touch, additional prompts
- Use Prompts that help it write in your own style (serious, conversational, etc.)

# AI Sometimes Makes a Wrong Turn

It misunderstands your prompt and generates something unrelated to what you really want

Words in Prompt

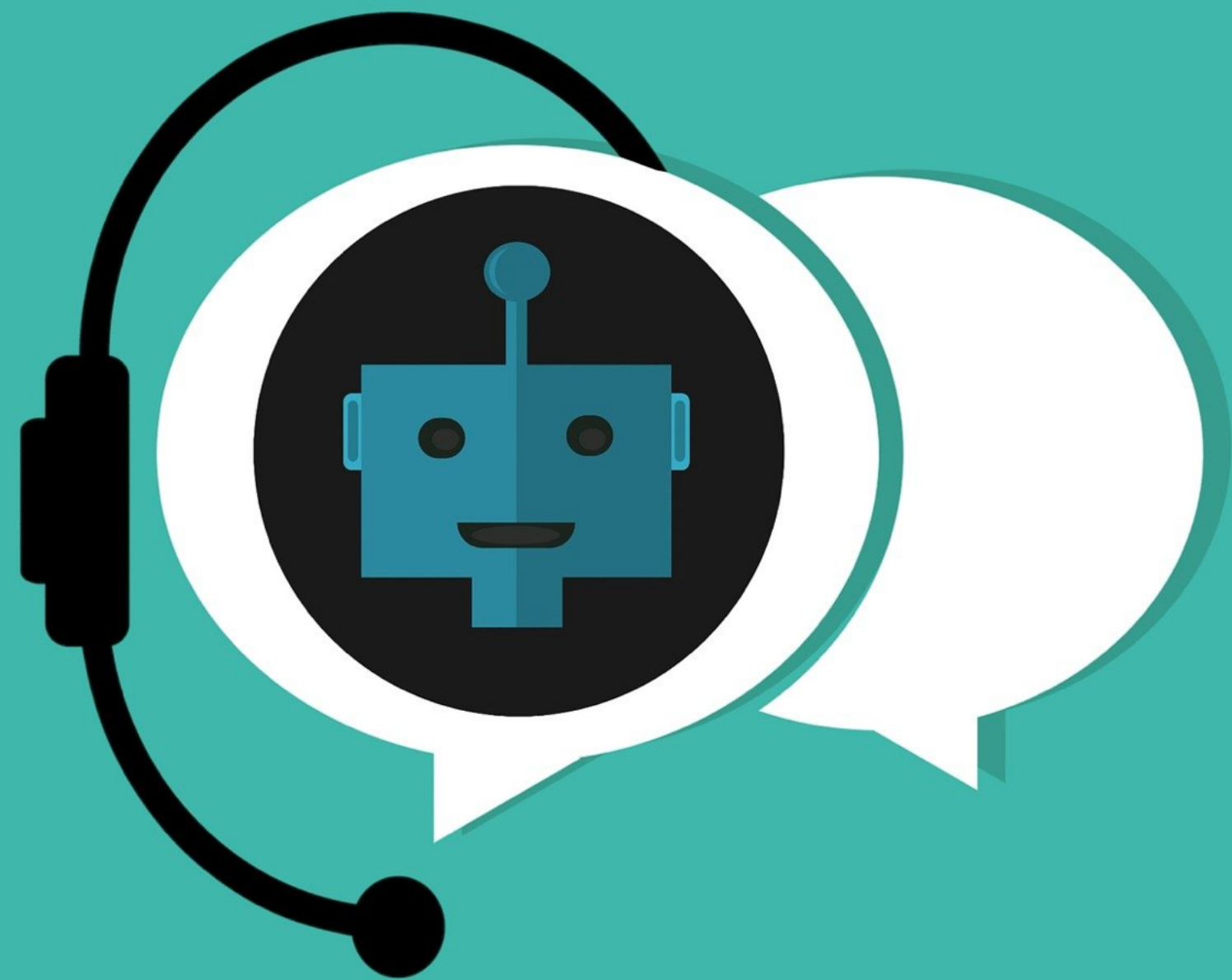
Correct & Continue

**WRONG  
WAY**

**TURN  
AROUND**



# Prompt Engineering

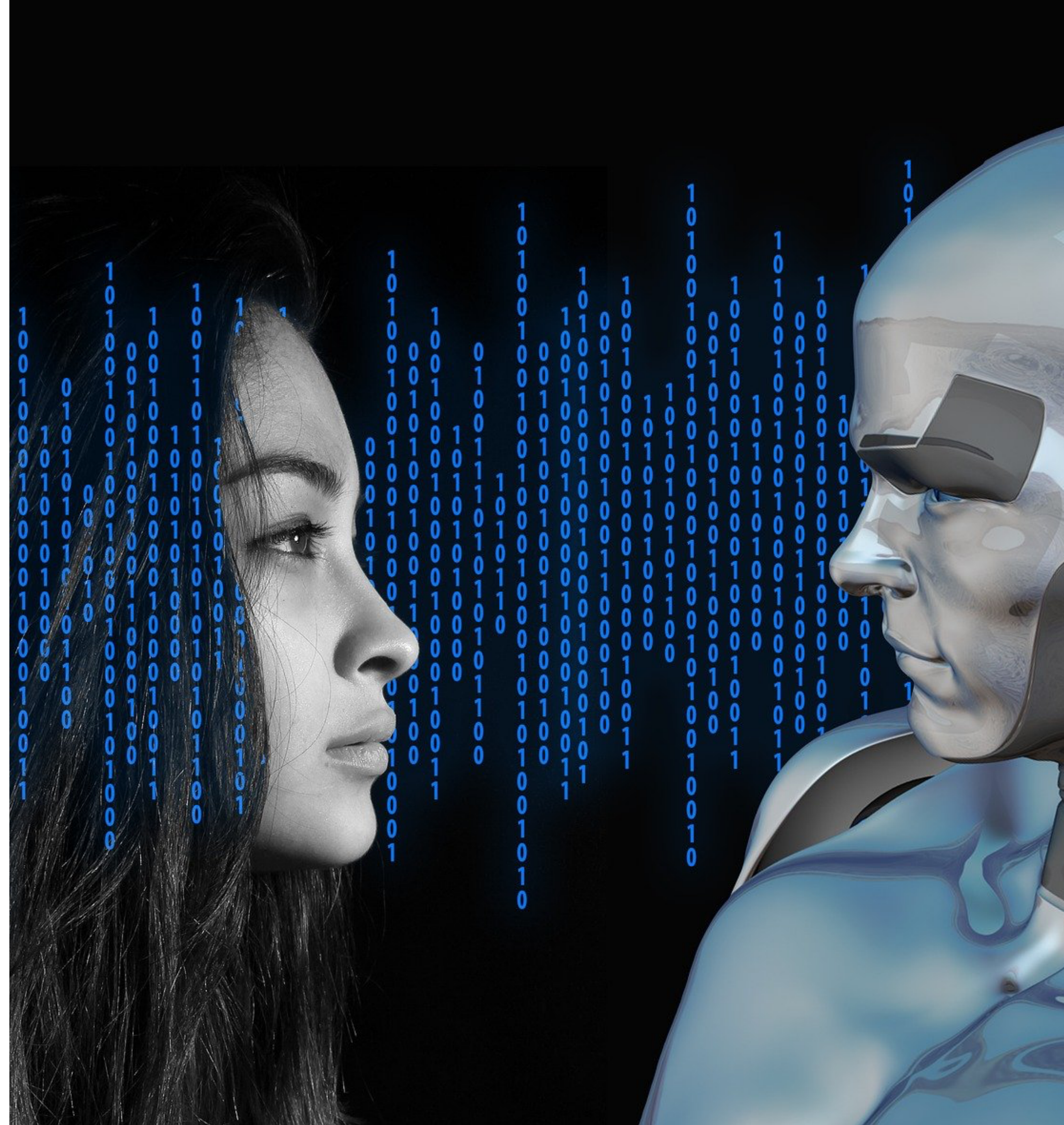




# How to Use

## Maximize Interface & Results

- Ask it questions
- Give it directions to write something personal or business
- Use to generate business documents (i.e. reports, keynote presentations, investor decks, agendas)
- Use it to edit documents
- Use it for research
- Correct & continue
  - If you don't get the response you're looking for, revise and refine your prompt
- Edit your documents to make them more concise and focused
- Current news/developments/search/compare (on Bard)



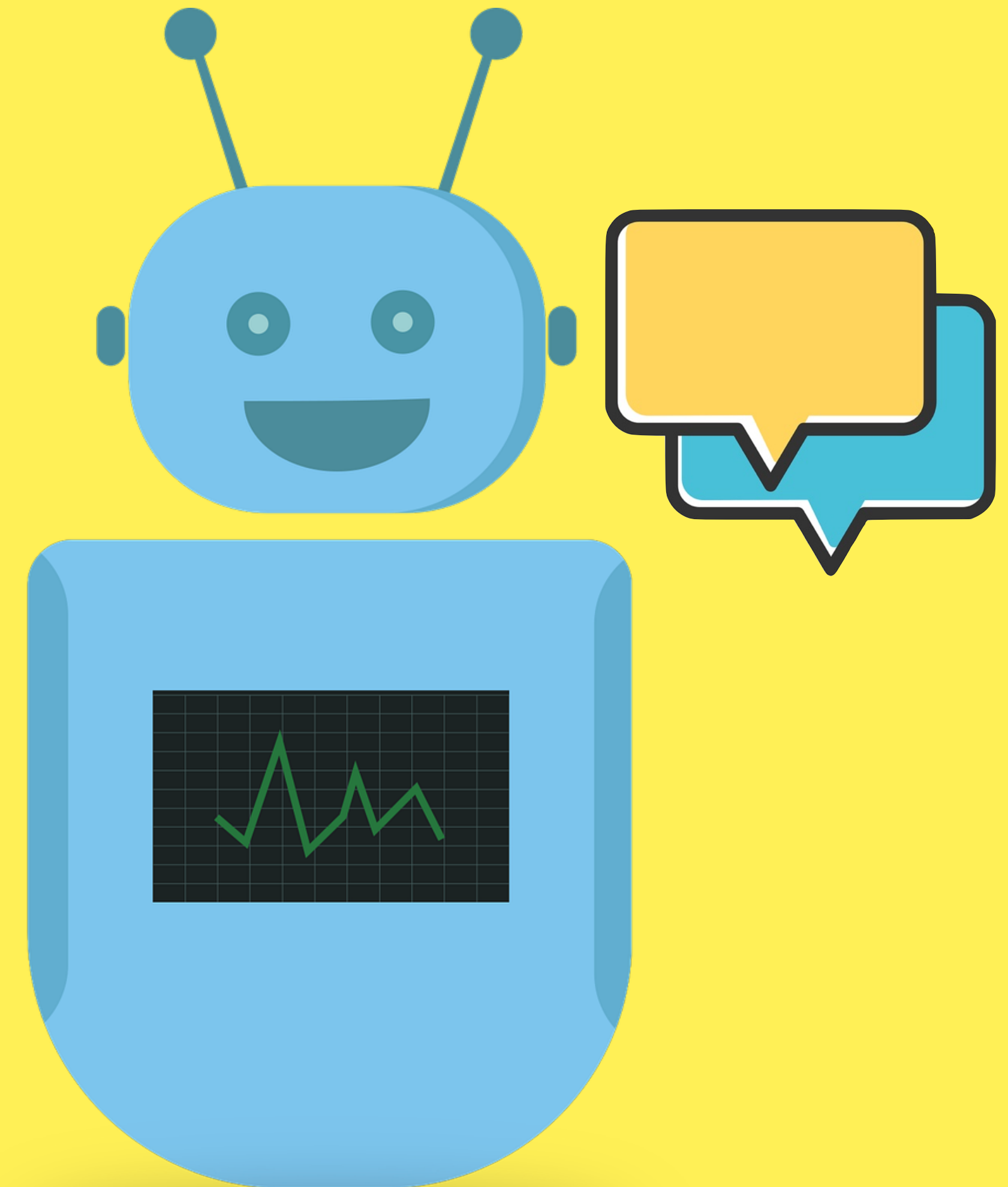


# Chat & Prompt

## Plain English

- ChatGPT & Bard both accept prompts in plain English
- You can ask questions & chat without knowing code
- Casual prompts like you are chatting with a friend, employee, assistant, business representative, customer service bot
- Give it parameters & specific directions to get good responses
- You can use it to overcome a creative block
- If you're not clear on what you want, you can use it to learn about topics & then refine your prompts with that knowledge
- Tailor prompts to your specific needs
- Give it as much guidance as you would if you were giving someone an assignment & explaining exactly what they have to do

## Chat Bot





**What**

**Who**

**Why**

**When**

**Where**

**How**



**Get Creative**

**Get Going**





# Writing Prompts

## Be Specific & Tailor to Needs/Task

- Provide context
- Give it as much information upfront as you can
- Tailor it to your specific needs
- Revise with further prompt instructions after each response until you are satisfied
- Tell it the length of the response (i.e. one page article, 10 tips, 500 words, 10 slides)
- Tell it the style (i.e. concise bullet points, short paragraphs with headings and subheadings, use statistics, vignettes, personal experiences, perspective, serious, funny or casual, etc.)
- Provide the format (i.e. investor deck, keynote presentation, blog, script, code, social media post, app code, game code, etc.)







## Sample Prompts

### Prompt 1

Write a blog article about 5 ways to stand out from the competition in the job market, using concise short sentences, bullet points, headings and subheadings, with hypothetical scenarios and a bit of humor.

### Prompt 2

Add common mistakes and mishaps and keep entire article to 1000 words.

### Prompt 3

Make it more concise and use statistics on what employers are looking, delete [XYZ] and [ABC] references and replace with researching your interviewer ahead of time and finding common ground to talk about, and wish readers good luck at the end of the blog, take a more serious tone and make it less cheeky humor.

**Garbage In**



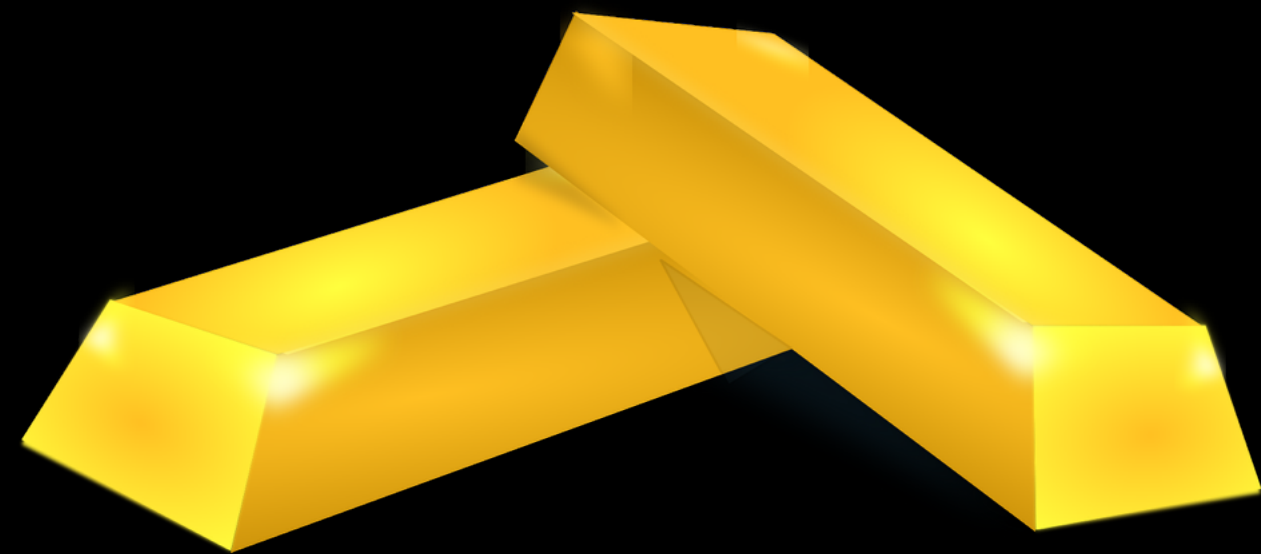
**Garbage Out**



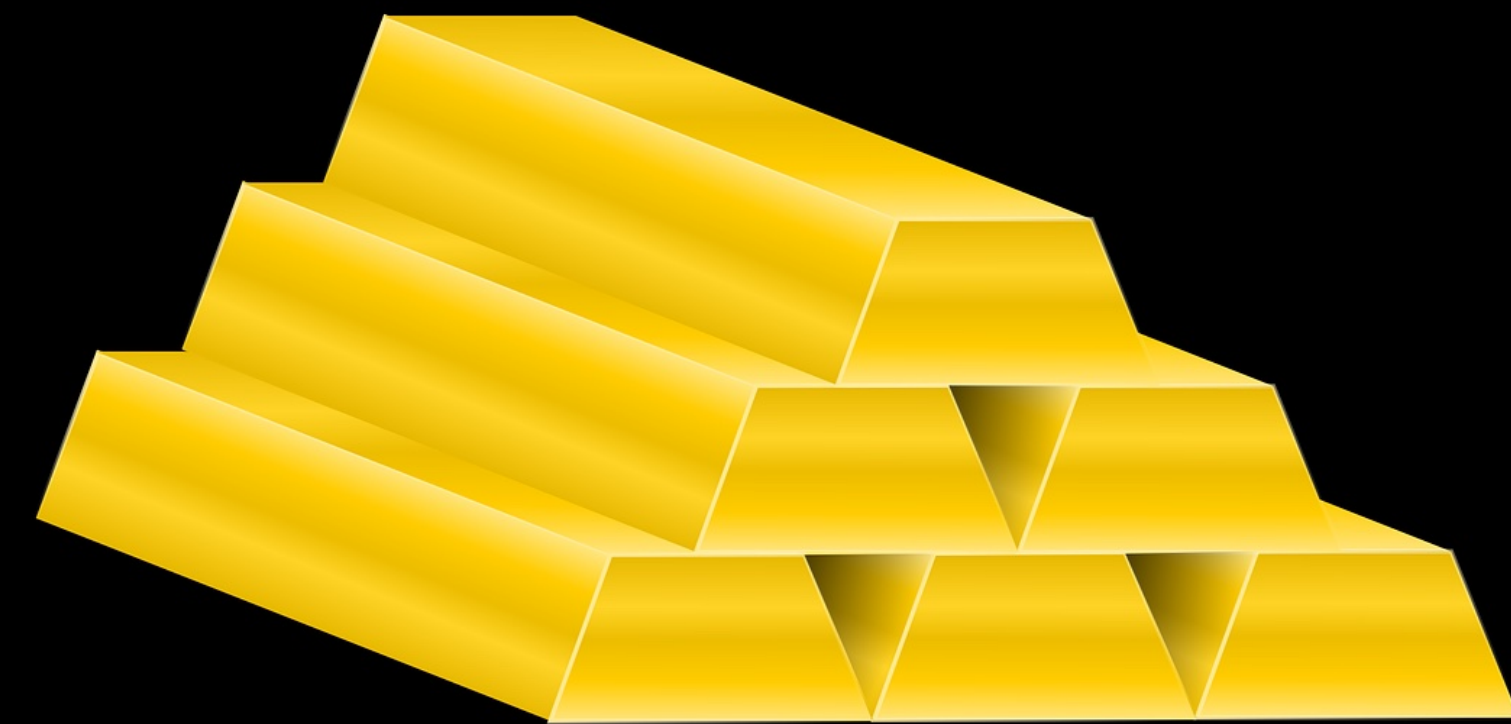


The more detailed your prompt, the better  
& more specific the AI response

**Gold In**



**Gold Out**



# Be Specific

## Give it detailed descriptions

- Write an [entertaining][serious] article with concise bullet points, [funny vignettes] [statistics] about [insert topic]
- Revise to make it shorter
- Add a topic about [\_\_\_\_\_]
- Provide sources for the data







# Creative Block



# Creative Prompts

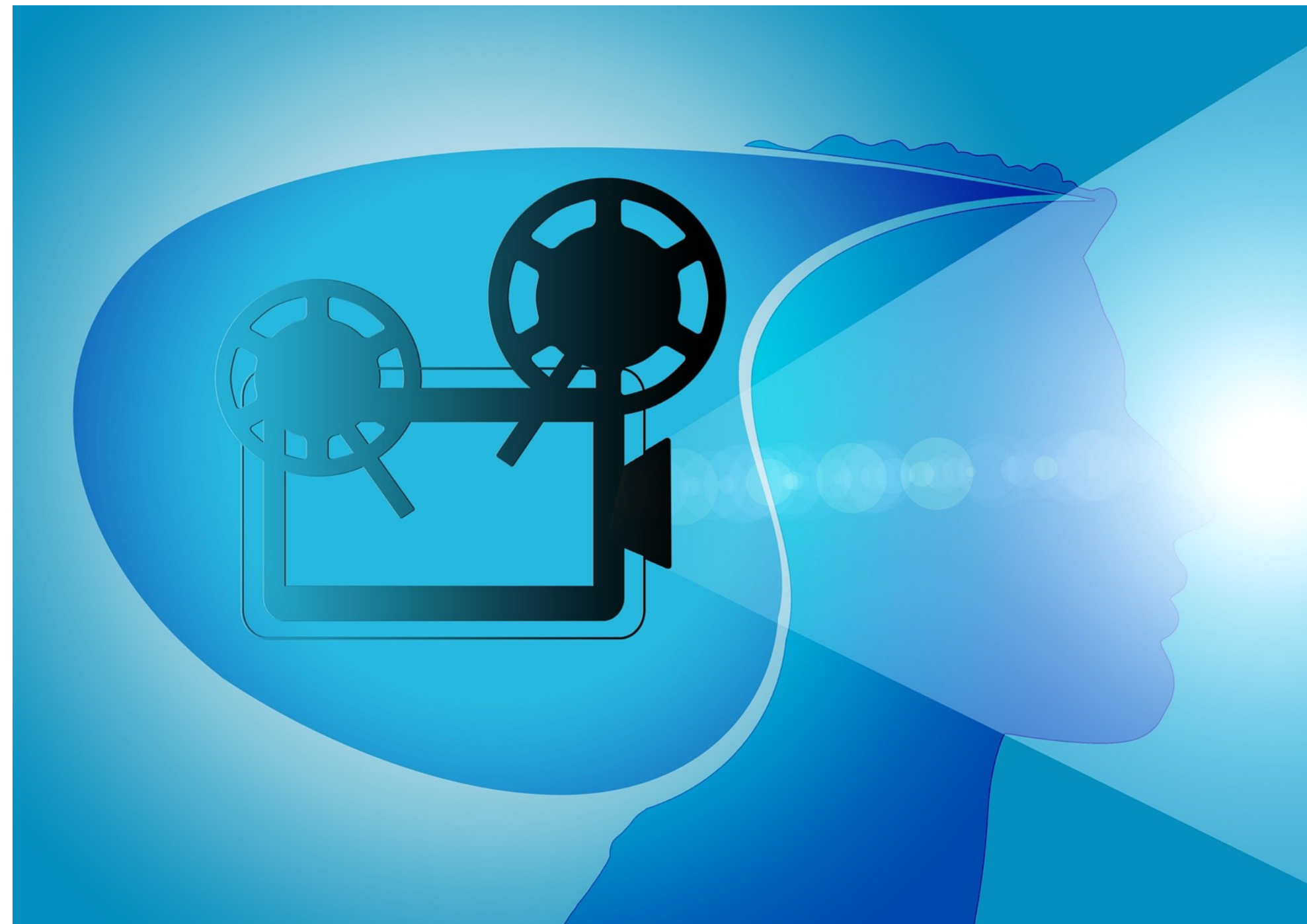






# Limitation: AI Sometimes Hallucinates

- AI makes up facts that are not true
- AI doesn't know if what it says is right or wrong
- That's where you come in





# Limitation: Intellectual Property Issue

- On March 16, 2023, the U.S. Copyright Office launched a New Artificial Intelligence Initiative with copyright guidelines for works containing AI-generated material. It issued a Statement of Policy on whether works consisting of both human-authored and AI-generated material may be copyrighted and is proceeding on a case-by-case basis. Here are some links to learn more.

- <https://www.copyright.gov/ai/>
- <https://www.federalregister.gov/documents/2023/03/16/2023-05321/copyright-registration-guidance-works-containing-material-generated-by-artificial-intelligence>
- [https://www.copyright.gov/ai/ai\\_policy\\_guidance.pdf](https://www.copyright.gov/ai/ai_policy_guidance.pdf)

- AI draws from its databases and may pull up information from websites with copyrighted materials. But it doesn't currently know, and does not let you know, if that content is subject to intellectual property rights like copyright and trademark in its responses to your prompts. This is a current limitation of the AI's so it is currently your responsibility to avoid infringement.
- If you ask Bard if the text it generates is copyrighted, it claims it is copyrighted by Google and gives certain fair use exceptions.
- If you ask ChatGPT if the text it generates is copyrighted, it claims that the text is not copyrighted or trademarked but the underlying code and parameters used to train it is owned by OpenAI.
- Consult a lawyer if you have questions or issues or need advice. This is not, and is not intended to be, legal advice, and is not to be construed as legal advice. Please see disclaimer at beginning of deck for additional disclaimers.





# Equally Important

**Speed**

**+**

**Integrity**

# FACT CHECK

FALSE



TRUE



RESEARCH.

RESEARCH.

RESEARCH.



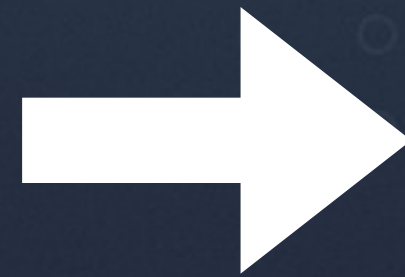
# Collaboration

**It's a Partnership, Not a Substitute for Work**

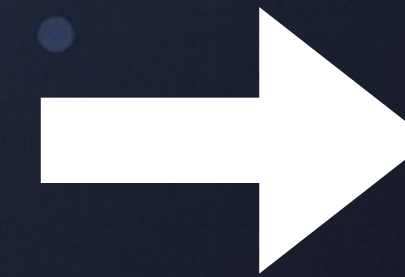




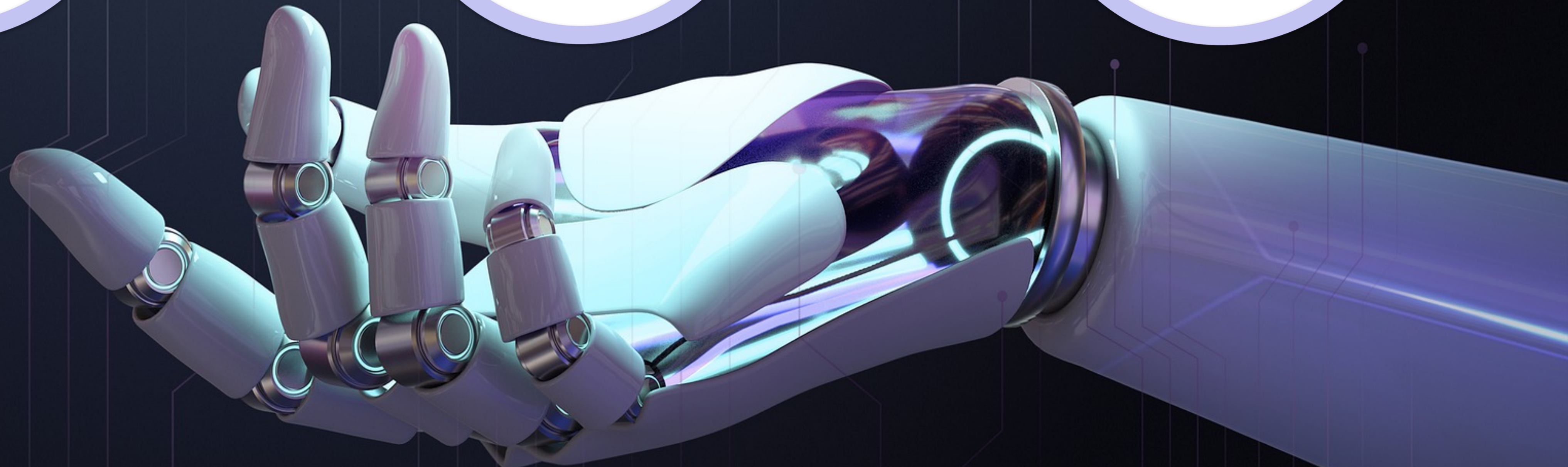
**GET AN IDEA  
WRITE A PROMPT**



**AI GIVES  
SPEEDY RESPONSE**



**YOU DO  
THE WORK**

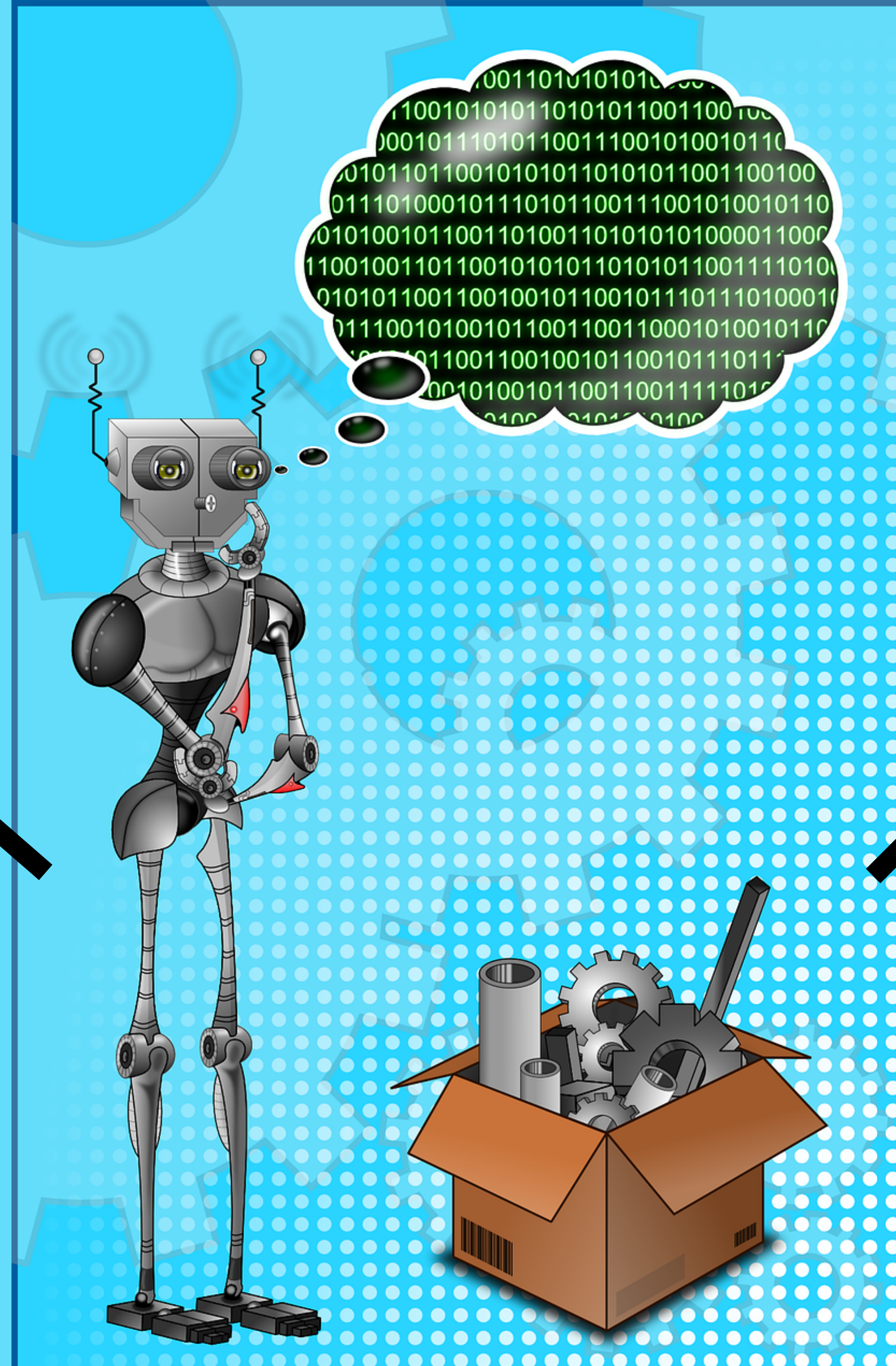
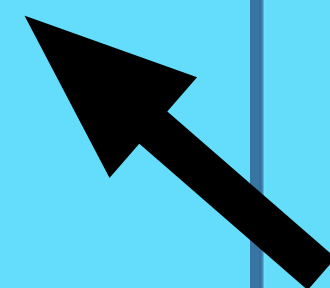




# AI

## Assistant

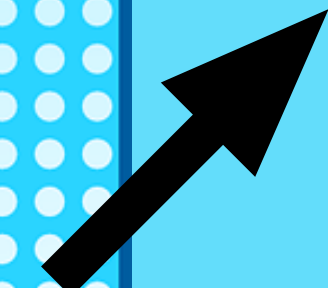
- Organizes
- Consolidates
- Expands
- Answers
- Searches databanks
- Compiles
- Writes/Edits
- Converts
- Codes
- Summarizes
- Drafts
- Database Access
- Speed Processing
- No discernment of right or wrong



# You

## Guide with Tools

- Knowledge
- Expertise
- Experience
- Creativity
- Research
- Discernment of right and wrong
- Fact Check/Verify
- Prompt Engineering
- Humanity/Compassion
- Responsibility
- Ethics/Truth/Heart
- Review/Revise/Edit





# Do the Work

## Get Better Results

- Be very specific on your prompts
- You can upload documents or provide links for AI to analyze which helps address the quality of information issue
- Fact Check & Research
- Can always add more prompts
  - narrow, refine, redefine, edit and AI gives new answers with those additional prompts and directions





# Business Use





# Simple Business Prompts That You Can Add More Context To:

- Write a business plan for [XYZ company]
- Create a marketing strategy for [product or service]
- Develop a sales pitch for [product or service]
- Write a press release for [XYZ company announcement]
- Create a website for [XYZ company]
- Write a blog post about [business topic]
- Create a social media campaign for [product or service]
- Create an email campaign for [product or service]
- Write an email newsletter for [XYZ company]
- Write a Youtube video about [topic, product or service]
- Write code for an app for XYZ company that [insert task/parameters]





# Simple Business Prompts You Can Add More Context To:

- Write an investor pitch deck for [product or service]
- Write a slide on [insert topic] for an investor deck (slides include concept, problems, solutions, market opportunity, target market, marketing, sales & distribution strategy, key indicators, revenue streams, competition, financial projections, capital needs/uses, management team, exit strategy)
- Generate Code for an app that [product or service]
- Generate Code for a computer game that [insert story line and characters]
- Create a computer game about [topic]
- Prepare a meeting agenda for a [board of directors] [team] [management] about [topic]
- What is the global market revenue for [XYZ industry]?
- Create a customer service script for [XYZ company].
- Write a keynote speech with slides on [topic]





# Email Prompts

## Emails:

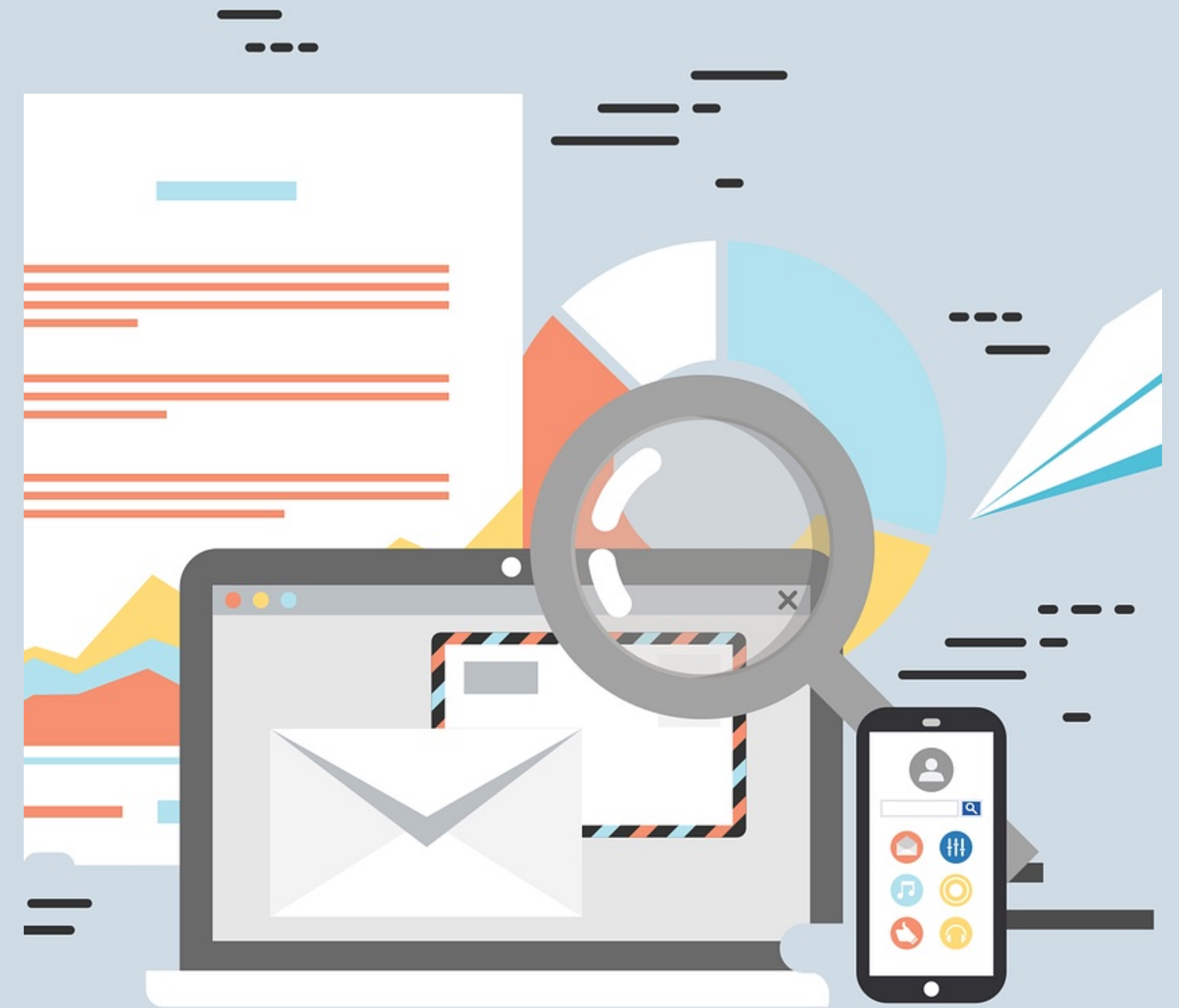
- Write a follow up email to a team member for information
- Write an email to customers about new products for XYZ company
- Write a newsletter email to subscribers about new developments in ABC industry that can help them
- Write an email to subscribers about a [one day sale for X% discount][last chance to attend]
- Write a progress report email to your boss or team
- Write an email to a customer about new products/services
- Write an email to a vendor to negotiate price and delivery terms





# Email Prompts

- Write a follow up email to a client or professional colleague on a recent meeting
- Write an email to a coworker to request information or help
- Write an email to a customer to apologize for a mistake, problem with delivery and/or delay
- Write an email reminder about an upcoming meeting/deadline
- Write an email with an agenda for an upcoming meeting
- Write a thank you letter to a customer, speaker, professional colleague





# Sample Prompts for Reports

- Write a report on recent marketing campaign results
- Write a report on last quarter financial performance of XYZ company
- Write a report on the status of a new product development project
- Write a report on the progress of a team or department
- Write a report on a research project





# Some Uses for Business

## Presentations:

- Create a presentation for your team about a new project
- Create a client presentation about your company's products/services
- Create a keynote presentation about your research or findings for a conference keynote speech
- Create a presentation to give to a board of directors about your company's financial performance.
- Create a presentation to give to investors about future company plans.
- Create a business plan to give to potential investors or management
- Preparing comps (to XYZ company, real estate property, films, etc.)





# Some Uses for Business

## Proposals:

- Write a proposal to a potential client to sell them your company's products or services
- Write a proposal to your boss for a new project or initiative
- Write a grant proposal to a government agency for funding
- Write a proposal for a charitable contribution from a donor
- Write a proposal to a strategic joint venture partner

## Invitations & Data Analysis:

- Write an invitation to a paid charitable event
- Write an invitation to potential keynote speakers for speaking at your conference
- Write an invitation to a summit, program, course, conference, etc.
- Analyze data or customer feedback (use a link to data in the prompt)
- Find latest trends or problems facing customers or competitors

## Courses/Continuing Education:

- Write a course on a topic that you're an expert in
- Write a continue education course for your employees or clients





# Sample Prompts for Business

- Write an agenda for a board of directors meeting on XYZ company
  - Revise to include impact of new ABC technology
  - Revise to address customer churn
- Write an agenda for a team meeting on the impact of AI on XYZ company
- Synthesize and analyze data from [link], identify trends, patterns and inconsistencies, and make recommendations based on the data.
- What are the problems facing XYZ company and how would you solve them?
- Write a report about ABC industry with research data and statistics
- What is the global market revenue for the ABC industry?
- What is the growth rate of ABC industry over 5-10 years?
- How many daily active users does XYZ website have?
- You are a working woman struggling with XYZ problem, what would you want in an [ABC product/service] that addresses your problem?





# MEETING AGENDA

## Sample Prompts

### Prompt 1: Too General

Write an agenda for a team meeting.

### Prompt 2: More Direction

Revise for a meeting on the impact of AI to XYZ company.

### Prompt 3: Even More Direction

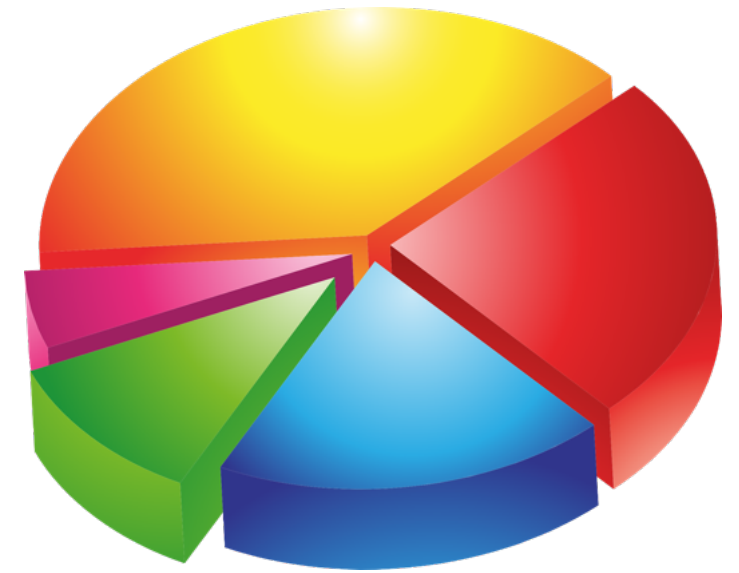
Write an agenda for a meeting on the impact of AI to XYZ company, reviewing financial results for the 3rd quarter, potential investments in ABC company, budget cuts, etc.



# MEETING



# Investor Deck Slide for Market and Competition



## Sample Prompt

Write a market slide for an investor deck on a healthy eating app, with statistics on the global health market, healthy eating app market, target audience for healthy eating apps, growth rate over the next 5-10 years, and 10 leading competitors, include sources of data

### Tips:

- Because you are asking for statistics and data, it's best to use BARD since it has real time information and can give you up to date information and forecasts.
- Always check your data. Don't assume it's correct. Remember, AI hallucinates.
- Always ask for sources for the data to make it easier to fact check and to add those sources into the investor slide if they are accurate [i.e. According to a 2022 survey by XYZ Source .....]

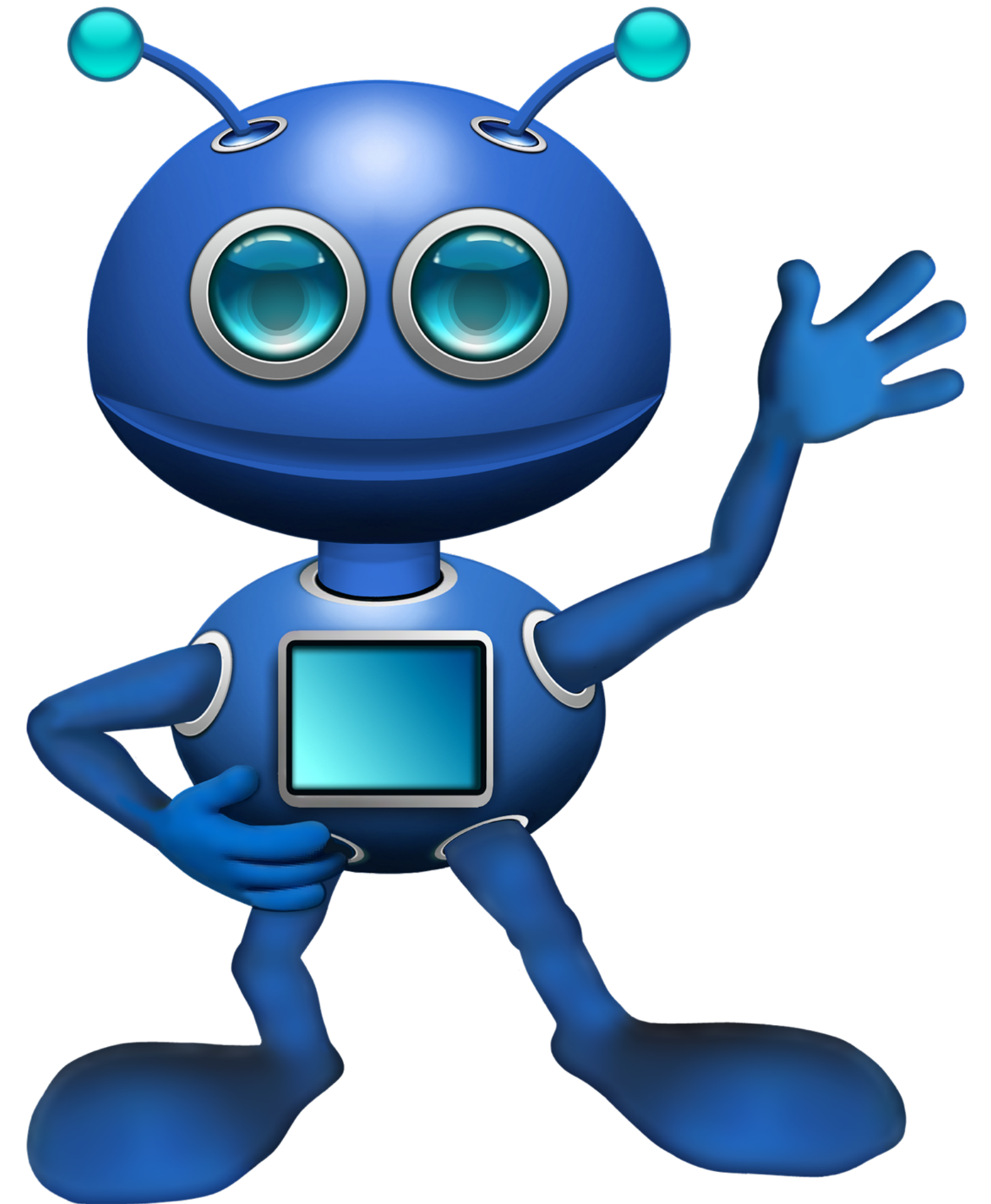
# You Can Go Even Deeper With:





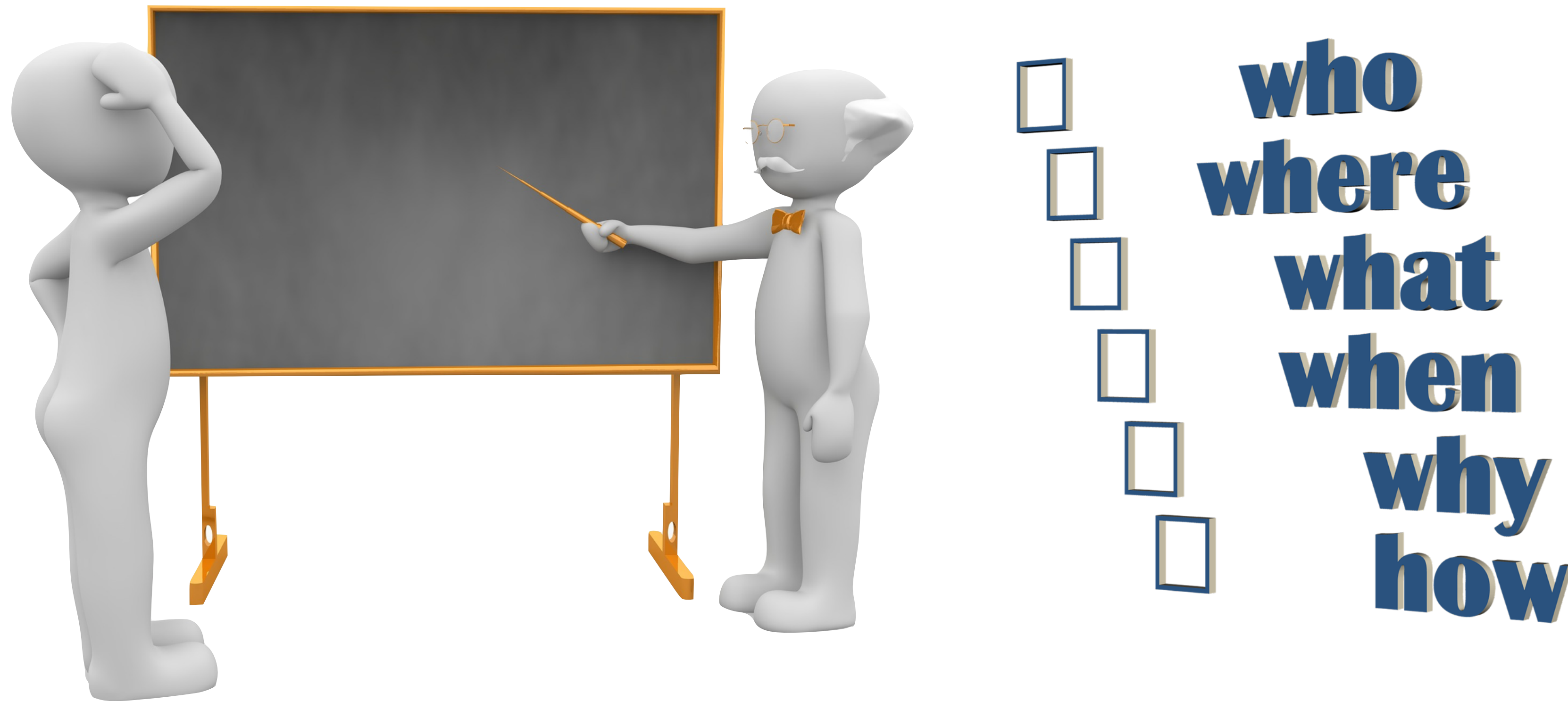
# Some Personal Uses

- Write a resume for [job title]
- Create a cover letter for [job application]
- Write a personal statement for [college application]
- Write a letter to the editor about [current event][opinion]
- Write a blog post about [personal topic]
- Create a social media post about [personal event][topic][with emojis]
- Write a letter to a friend or family member
- Write a poem, song, story, novel, e-book, speech
- Write a screenplay or play
- Write a video for [insert topic]
- Write a speech about [insert topic]
- Write a Youtube video about [topic]
- Help me prepare for an interview for [job role] at [XYZ company]
- Give me the shortest route to [destination] from [location]
- Write a wedding toast about [person] with [add vignettes]
- Get directions, gift ideas, comparison shop, etc.



# Don't Know Something or How to Do Something?

**Use AI to Educate You. Then Verify & Fact Check.**





# AI Game Code Generation

## Use AI as a Starting Point

### Sample Prompt

Generate code for an online adventure game in the wilderness where two contestants race to avoid obstacles, flying objects and dangerous beasts until they get to a rickety bridge and cross safely to the other side without falling off.

Bard & ChatGPT will both generate code but there are differences when you do a comparison of the two.

It is just a starting point. The next step is to develop the code and tweak it.



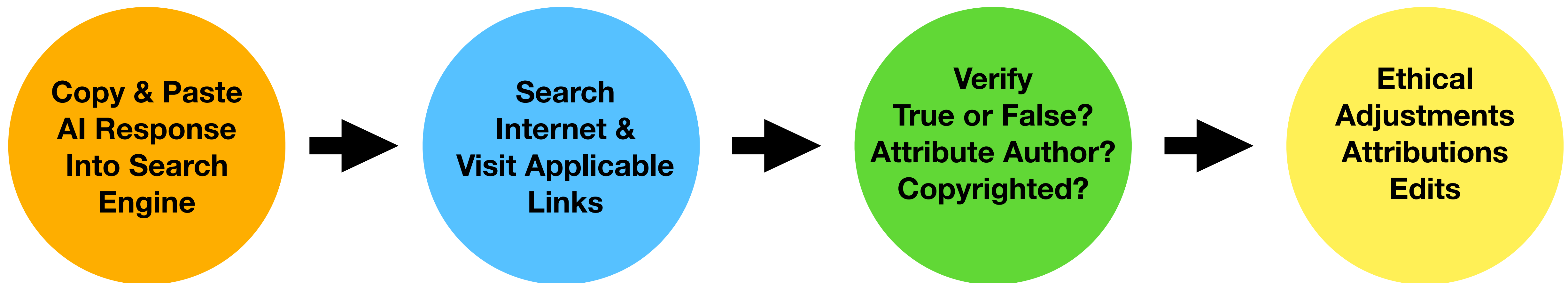


# Social Media Post Prompt

Write a concise inspiring social media post about success, 1 sentence with emojis

One AI generated a post that was a famous author quote in text without quote marks and without the author's name.

If you use that quote, you need to attribute the quote to the author but you might not know that it's someone else's quote. So you need to verify and check AI's work.





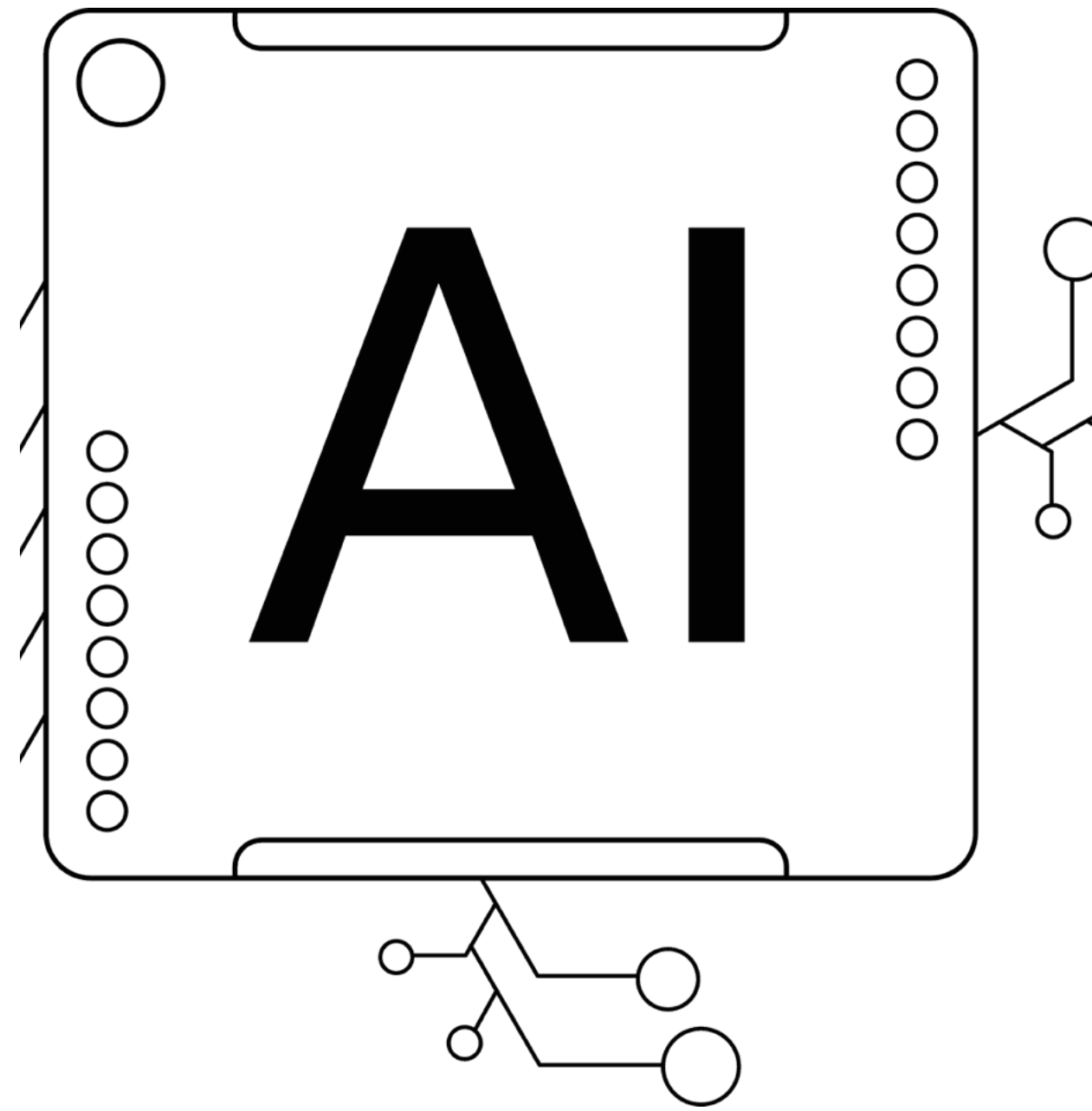
# Use AI Responsibly

**Know**

**Like**

**Trust**

# Starting Line



# Finish Line



It's your job to make sure you finish strong. When you are done with fact checking, attribution credit, revising, honing, making it your own, it should not read like an AI generated your content. It should read like you did it.

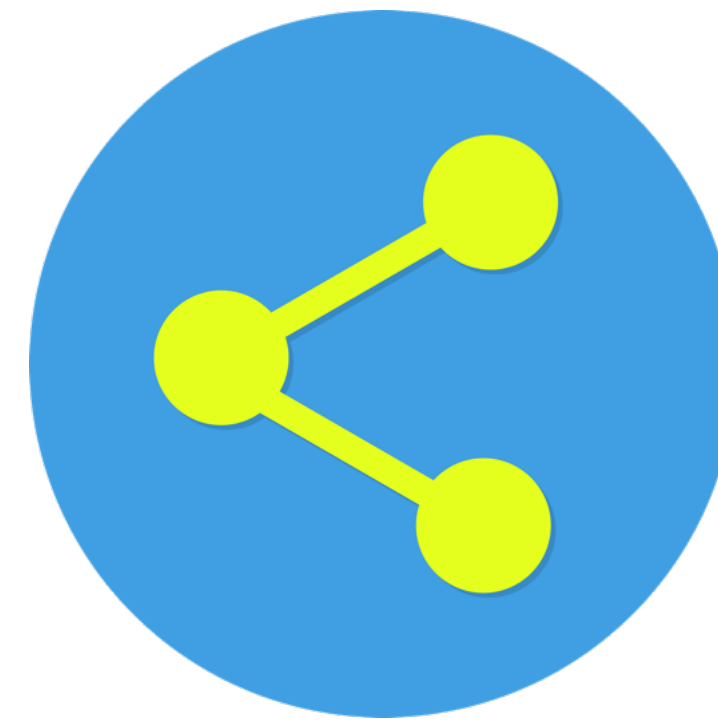
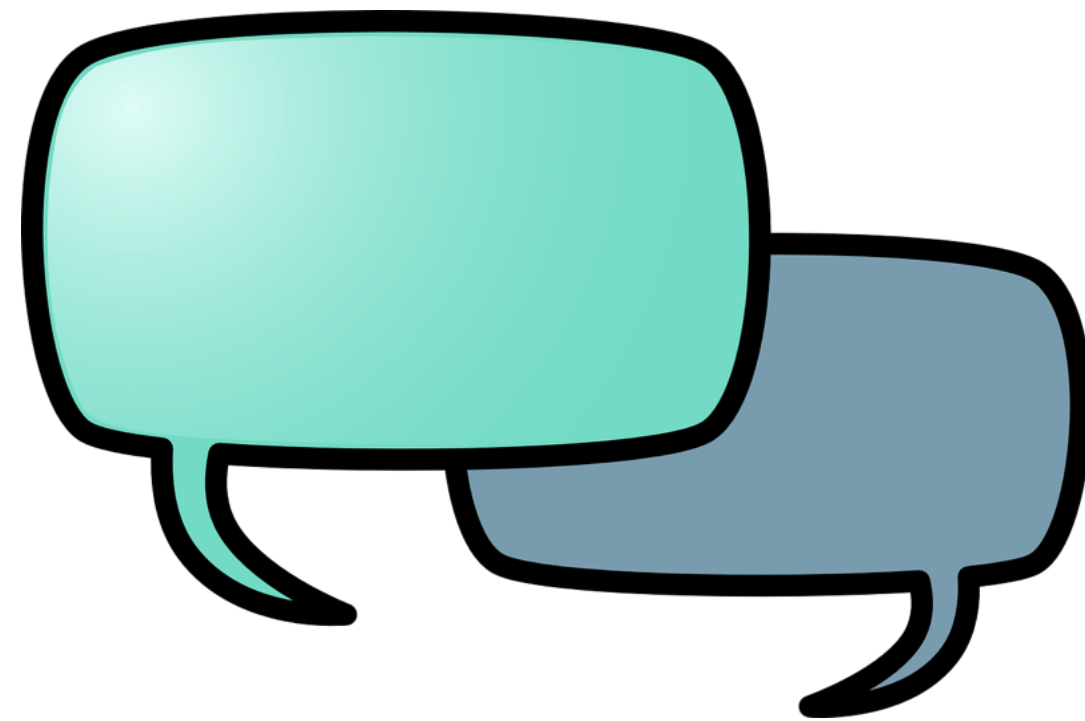


**Like**

**Comment**

**Share**

**Download  
Slides**



# Signature Beth Productions LLC



- We are an award-nominated production company focused on creation of original content for a variety of media outlets (film, television and digital platforms).
- We are currently in development and preproduction on a variety of media projects, including scripted and unscripted comedy, drama, science fiction suspense-thrillers, animation and docudramas.
- We also create and produce videos, podcasts and commercials, as well as manage and optimize social media. Our clients and creative writing and production partners include multiple award winning talent.
- Our films have been official selections of prominent film festivals, including *Photo Finish* by EMMY® winner Mort Scharfman and #1 best selling author Beth Rosen, which was nominated for "Best of the Festival Audience Award" at the Hoboken International Film Festival.
- Some of our posts for the social media pages we manage, have hit over 5 million reach in a week with over 163,000 shares and over 450,000 engagements over time.
- We teach various online courses and provide a variety of services for individuals and businesses, including coaching, mentoring, workshops and keynote speeches.
- To contact, hire or inquire about projects, please send us a message on our website. Please feel free to follow us on Facebook and Twitter.
- Website Link: [signaturebethproductions.com](https://signaturebethproductions.com)



# Services



## Keynote Speaking

Beth Rosen is available for keynote speeches, panel discussions at summits, podcasts, conferences, TV interviews, and much more. Beth Rosen is a #1 best selling author, award nominated filmmaker, influencer, thought leader, speaker, attorney, producer, songwriter, actress, and entrepreneur.



## TV, Film, & Digital Services

We create original content for a variety of media outlets (film, TV and digital platforms). Our clients and creative writing and production partners include multiple award winning talent.



## Coaching & Mentoring

Individual Coaching Packages are available for all levels to support and accelerate your success with skills, knowledge and transformational tools to thrive in this fast moving economy and evolving AI advancements.



## Workshops & Seminars

Beth Rosen is available to speak on a variety of topics in her areas of expertise. She provides transformational workshops that teach new skills, including how to use AI tools efficiently to support a faster work turnaround.

For more information about services, please visit our website:

<https://www.signaturebethproductions.com/services-4>



# Courses Available

**STAND OUT FROM THE CROWD CHALLENGE**

**5 Secrets 5 Days**

Secrets to Make People Stop Scrolling and Watch Your Video

Secrets to Make Them Stop Scrolling and Watch Your Video

Signature Beth Productions

**MASTER CLASS**

PROFESSIONAL

MASTER CLASS

The Secret to Making a Professional Marketing Video for Your Mastermind or Course

Stand Out From the Crowd!

Learn the Secrets All the Masters Know With This 8 Step Process

With Award Nominated Filmmaker, #1 Best Selling Author, Former Radio Host, Actress, Film Editor, Professor of Tech, Beth Rosen

Secrets to Making Professional Marketing Videos

Tools

Video

Tutorials

Done For You Clips

Secrets to Make People Stop Scrolling and Watch Your Video

**The Secret to Making a Professional Marketing Video**

How to Write a Professional Screenplay

Your Ticket

**SCREENWRITING COURSE**

Learn How to Write a Professional Screenplay

with a Captivating Story and Unique Memorable Characters

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