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ChatGPT Basics

Get to know conversational AI and its practical applications for your business.

What can you use ChatGPT for?

ChatGPT can help with redundant and time consuming tasks that require additional resources to accomplish. The possibilities are endless, but here are a few ways you can use it in your small business:

- **Customer support:** Set up automated responses or craft personalized messages for customer's questions.
- **Content creation:** Come up with ideas and drafts for blogs, newsletters, and social media posts. Write captions, product descriptions, or even create images from descriptions.
- **Business planning:** Create, refine, or get feedback on a business plan.
- **Market research and trend analysis:** Learn about market trends, gather customer insights, and design surveys or summarize data.
- **Training and documentation:** Develop training materials, onboarding docs, FAQs, and help guides.
- **Creative inspiration:** Brainstorm business ideas, product names, and branding elements.
- **Administrative tasks:** Draft emails and help plan events, tasks and schedules.

Getting started: What to include in your prompts

Prompts are the instructions or questions you provide to start a conversation or request a response from ChatGPT. When giving instructions, it is good to keep in mind these four components:

1	Persona	Specify ChatGPT's role or ask it to adopt a persona. For example, "You are a seasoned marketing executive."
2	Task	Make sure it's clear what you want ChatGPT to do. For example, "For each attached picture of baked goods, provide a written description."
3	Context	Include relevant background information. For example, "The descriptions will be used for the digital menu of a bakery in Michigan."
4	Format	Specify the response format, like whether it's an email or a report, and how long it needs to be. For example, "Each description should be 100 words."

Refine your responses to get better results

Don't stop with one answer — ChatGPT works best when you give feedback and ask for specific changes to get to the right outcome. Below is an example of how to prompt and refine the results from ChatGPT.

You are a website copywriter for a floral shop based in Florida. Based on this sample description I've created previously for my website, could you generate a product description for a picture I've uploaded?

Example: **Jungle Jubilee**

A vibrant collection of tropical flowers featuring striking Birds of Paradise, bold red and yellow Heliconias, heart-shaped red and pink Anthuriums, and exotic Ginger Flowers.



Provide feedback on ChatGPT's response

The tone is correct, but I need the description to feature roses.



More tips to keep in mind when providing prompts:

- ❑ If you're asking ChatGPT to do several tasks at once, try breaking it down in step-by-step instructions. This allows it time to think.
- ❑ Let ChatGPT know who the audience will be, so it can tailor the response.
- ❑ Provide examples if you can — ChatGPT is great at replicating a tone or style.
- ❑ Think of ChatCPT as your intern, who is eager to help but may make mistakes. Always double check the output.

For more ideas, visit
kiva.org/lp/small-business-ai

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