

CHATGPT AND THE PROFESSIONAL'S GUIDE TO USING AI

BY ALLIE K. MILLER



ChatGPT and The Professional's Guide to Using AI
Copyright © 2022 Allie K. Miller
Published December 2022
Updated July 2023

This document is not associated with any of our current, past, or future employers nor any of the companies, platforms, or technologies mentioned in this guide. This guide should be used for informational purposes only.

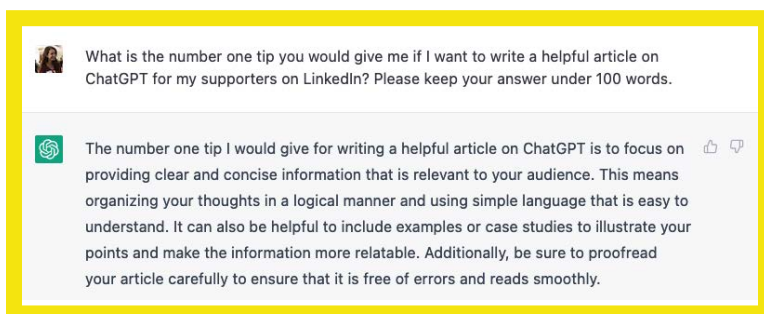
Do not reproduce without permission.

Save this document, share it with others through <https://alliekmiller.com>, and send feedback/additions to hello@alliekmiller.com or tweet me at [@alliekmiller](https://twitter.com/alliekmiller).

CHATGPT: THE LATEST ARTIFICIAL INTELLIGENCE RELEASE FROM OPENAI.

If you're anything like me, this new technology has taken over your entire social media feed for the last several months. Every text conversation I have inevitably falls to the question: "So have you tested ChatGPT? What do you think?" My inbox is filled with countless folks asking me how they can use it to improve their lives, wondering if it deserves the hype and attention, or anxiously questioning if it will completely take over their job. **All of these reactions are normal, and you are not alone.**

I wanted to write this article to help as many people as possible understand what this technology is, what it can do, why it's important, why it's different, and how professionals across a variety of industries can leverage ChatGPT to find more job success, get more career satisfaction, improve their workplace impact, and potentially even increase their likelihood of promotion.



Example prompt and output from ChatGPT

If you'd like to follow along with this article and try out your own ChatGPT prompts, you can register for an OpenAI account with your email address, Google account, or Microsoft account and use it for yourself at chat.openai.com. The website and mobile app are free, with the option to upgrade to ChatGPT Plus for \$20/month.

TABLE OF CONTENTS

Machine Learning in Your Life	5
Why ChatGPT is Different	6
ChatGPT and The Power of Increased Context Length	8
This Moment is Like the Launch of Google Search	11
So How Can Professionals Use ChatGPT?	13
Making ChatGPT Work For You	15
Real Ways Professionals Can Use ChatGPT to Improve Job Performance	17
I. TEACHERS AND CHATGPT	
II. SALES AND CHATGPT	
III. MARKETING AND CHATGPT	
IV. RECRUITING AND CHATGPT	
V. PRODUCT MANAGEMENT AND CHATGPT	
VI. PROJECT MANAGEMENT AND CHATGPT	
6 More ChatGPT Use Cases for Every Type of Professional	30
30 Expert ChatGPT Tips Any Professional Can Leverage	32
Understanding and Calculating the Impact of This Technology on Your Life	42
Future Predictions and Your Next Steps with ChatGPT	45
About ChatGPT, OpenAI, and the Author	48

MACHINE LEARNING IN YOUR LIFE

You might already be familiar with machine learning (ML) models in your everyday life. Here are some traditional examples:

- **Siri** and **Alexa** take in speech, convert your voice into text, feed that text into their respective artificial intelligence (AI) systems, identify the intent of the text, and return a hopefully helpful answer. You ask it how long do eggs last, and Siri tells you they last 3-5 weeks in the fridge.
- **Google Photos** stores all of the photos you take and not only maintains the metadata from those photos (like location, date, and what phone was used) but also automatically classifies, tags, and detects objects, faces, logos, and more in your images. You search for "woman beach San Francisco" and within seconds, Google Photos shows you photo and video results that hopefully match.
- **Netflix** keeps track of your activity on their website and app (like clicks, watch time, return watches, saves, ratings, and searches) and along with your user metadata (location, demographics) and item metadata (genre, publish date, popularity, movie poster option, etc.), recommends a top 10 list of action movies you might want to watch and will hopefully enjoy.

You might already be familiar with machine learning models in your everyday life.

All of these are fantastic use cases for machine learning and have saved me hours in manual typing, days in media organization, and endless agony in watching terrible TV shows.

WHY CHATGPT IS DIFFERENT

But unlike these "invisible" models (like Netflix, ones that just run in the backend without you specifically asking) or "cache it and query later" models (like Google Photos, that store the ML data and outputs as you upload the photos for quick searches months later) or "single query" models (like Siri, where you can ask a question or two, but it doesn't really carry on a conversation), ChatGPT is a machine learning model with a full *conversational* interface.

It's the chat interface, early guardrails, and context length that set ChatGPT apart.

And in my opinion, it's the chat interface, early guardrails, and context length that set ChatGPT's model and application apart.

I've been building, pushing for, and investing in ML applications for years, and ChatGPT is one of the few large language models to hit this at scale, and at lightspeed. In fact, ChatGPT hit 1 million users in just 5 days (which is mindboggling compared to GPT-3, which took 24 months to hit the same milestone) and 100 million

users in just two months. ChatGPT's no-code interface allows for anyone to use it. Unlike other sophisticated and complex ML models making their way through scientific research and engineering communities, you don't have to be a coder to use ChatGPT. If you know how to text a friend, you know how to use ChatGPT. It's as easy as typing a sentence and getting a response.

The team behind ChatGPT also heavily invested in safety mitigations and continue to gather feedback from users via the "upvote" and "downvote" on the site, as well as likely other methods (social media, customer feedback, researcher programs, iterative development, constant benchmarking, collaborations, internal teams, etc.). OpenAI demonstrates its ability to combat hallucination prompts (basically, asking a question that never happened like "When did the Eiffel Tower fall down?") with

ChatGPT [here](#)—just search for the "Columbus" example.

But when it comes to the topic of context length, I'm going to need a whole section. Feel free to skip it if you're less interested in the nuts and bolts, but I promise I made it beginner-friendly.

If you know
how to text
a friend,
you know
how to use
ChatGPT.

CHATGPT AND THE POWER OF INCREASED CONTEXT LENGTH

Let's say we're having a conversation, but every 100 words shared between us, my memory completely resets (or a bit more accurately, I can only remember our previously spoken 100 words).

Imagine how difficult that might make our conversations. You might tell me all about your recent vacation to Montana, the cool motorcycle you rented, and the moose you almost ran into on the trail, but if we talk about elevators for a few minutes, I will have zero recollection about the motorcycle and moose. That's basically what language models have been dealing with.

An ML model's context length is an indicator of an AI system's long-term memory and knowledge retention capabilities. For the advanced ML folks, here is a [2022 paper from Arxiv](#) sharing how "models with increased context length are better able to solve the [long document] tasks presented." While increased context length is not critical for all machine learning use cases, it is imperative for some.

So context length matters. But how big of a leap is ChatGPT?

GPT-2 (released in February 2019 by OpenAI) had a context length of 1,024 tokens. GPT-3 (released in June 2020 by OpenAI) had a context length of 2,048 tokens. ChatGPT (released November 2022) has a likely context length of 4,096, or as [one Twitter user \(Riley Goodside\)](#) tested, maybe 8,192 tokens.

There are other methods to extend context length (many theorize ChatGPT uses chained prompts), and competitors are working hard to increase the context

It's the chat interface, early guardrails, and context length that set ChatGPT's model and application apart.

window (Anthropic announced they expanded Claude's context window from 9k tokens to 100k tokens in May 2023). But ChatGPT's longer context length compared to its predecessors is already a big deal in my book.

So let's turn this nerdy token talk into real examples. 100 tokens is equivalent to about 75 words. So to put this in perspective with a basic conversion, GPT-2 could handle about 768 words in its context length, GPT-3 could handle 1,536 words, and ChatGPT (using the GPT-3.5 model) is theorized to be able to handle either 3,072 or 6,144 words. GPT-4 has two versions with context windows of 8,192 and 32,768 tokens (or about 6,000 words and 25,000 words respectively).

Here is a quick visual demonstration showing you what a token is, using ***OpenAI's Tokenizer tool***. Each new highlighted bit is a token, and you can read the example for details. Feel free to find a document and paste it in to see how many tokens it is.

GPT-3 Codex

Hi everyone! My name is Allie K. Miller, and this is a demonstration of tokens. For the most part, every word (and its preceding space) and punctuation mark is a single token. But if I use a longer word like personalization, it might be multiple tokens. This example is 65 tokens.

Clear Show example

Tokens	Characters
65	280

Hi everyone! My name is Allie K. Miller, and this is a demonstration of tokens. For the most part, every word (and its preceding space) and punctuation mark is a single token. But if I use a longer word like personalization, it might be multiple tokens. This example is 65 tokens.

TEXT TOKEN IDS

OpenAI Tokenizer Tool example, written by author

Tying that into real examples, a full length tweet is about 55 words. The length of an average New York Times article is 622 words. A random instruction manual I found online for a Honeywell programmable thermostat was 1,300 words. The U.S. Constitution is 4,543 words (7,591 including the 27 amendments). For all your internet meme fans, the script for the Bee Movie is 9,155 words. A standard novel is about 90,000 words. The book War and Peace is 587,287 words. And the King James Authorized Bible is 783,137 words.

Right now, we're somewhere between an instruction manual and the script for Bee Movie. And while this may sound quite limited, ChatGPT's context length for the GPT-3.5 free model is a big leap from its predecessors and it's enough to grab my attention, especially when it comes to conversational AI or chat interfaces.

THIS MOMENT IS LIKE THE LAUNCH OF GOOGLE SEARCH

I have written, delivered, and filmed thousands of posts, videos, tweets, articles, and keynotes about the future of artificial intelligence and machine learning. For several years, it was my literal job at Amazon to predict and invest our resources into the future of machine learning. Despite that, without fail, there is always a small but persistent cohort in my comments section saying, "Eh, I'm not impressed." or "This is nothing special." or "I can already do that."

Ignore them.

Being ahead of the curve means adopting technology while others say it's dumb. That's how this works. People may mock you, question you, disagree with you, or laugh at you, and it might go on for years or even decades, but that's what it feels like to tap into an insight that not everyone else can see. It will look stupid to some. But to the visionaries, the dreamers, the fortunetellers, it's obvious.

That's what this feels like.

Being ahead of the curve means adopting technology while others say it's dumb.

Now, I don't want to diminish the AI advancements of the last 66 years. We wouldn't be here today if not for those brilliant teams and thinkers and their research and innovation. My jaw has dropped to the floor multiple times in my career as I witnessed new breakthroughs across human versus AI videogame battles, weather predictions, drug discovery, and more. But this whole guide is about step function growth, and the next few years (including GPT-4 and beyond) are only going to be bigger.

I'm going to sound like an MLM for a moment, but with nothing to sell you: this is the time to act. This is the time to be ahead of the curve, to be the person at your work who brings new ideas to the table, who creates new processes or programs that positively impact the lives of you, your team, and your customers.

Because in the same way that Google or the internet lets you access *knowledge* in real-time, AI will let you access *intelligence* in real-time.

I'll share two quotes from leaders that I look up to. **Reid Hoffman**, the co-founder of LinkedIn, said in a statement to CNBC, "AI is one of the most transformative technologies of our time." And **Mark Cuban** said on The Colin Cowherd Podcast, "There's two types of companies: those who are great at AI and everybody else." And went on to say that in order to be successful, "at some point, you're going to have to understand it."

In the same way that Google lets you access knowledge in real-time, AI will let you access intelligence in real-time.

If you're curious about this technology, I encourage you to lean in and dig in to more companies, models, and applications. Despite being the focus of this guide, OpenAI is not the only player in the "mega model" space. In addition to the big cloud service providers (Amazon Web Services, Microsoft Azure, Google Cloud Platform, Alibaba Cloud, IBM Cloud, Oracle Cloud), there are a number of research labs and startups breaking onto the scene across language and vision and general intelligence—from **Anthropic** and **Cohere AI**, to **AI21** and **Aleph Alpha**, to **Stability AI** and **Wombo AI**. I've been fortunate enough to work with the majority of these companies; the next two years of artificial intelligence development are going to be huge.

SO HOW CAN **PROFESSIONALS** USE CHATGPT?

Professionals from all industries can leverage artificial intelligence and ChatGPT to improve their worklife, but it can't do everything. AI is not a replacement for every single task you do right now. It's a tool, and it matters how you use it.

ChatGPT can get you a rough draft of a meeting agenda, but it can't hold the team meeting for you. It can help you brainstorm great birthday gift ideas for your mom based on her interests, but it can't call her and hear about her day. ChatGPT can give you the list of questions to ask your doctor so you have a better appointment experience, but it can't diagnose you like a medical professional can.

It's a rough draft, a first try, a brainstorm tool, a foundation, an augmentation.

But *you* need to bring the industry expertise, the execution, the critical thinking, the teamwork and collaboration, and the emotional intelligence.

So what is the first step to using ChatGPT in a meaningful way in your work? Think about your repetitive tasks at work. Open up a Google Doc right now or grab a sheet of paper and write down the repetitive, manual things you do on a daily or weekly basis: write emails, create to-do lists, generate meeting agendas, recap workshops, commute to work, pick a podcast to listen to, edit weekly budgets, write status reports, whatever. Circle two that you believe ChatGPT can help with, and start to form example prompts to submit.

Grab a sheet of paper and write down the repetitive, manual things you do on a daily or weekly basis.

My other advice before continuing on is to read the **Terms of Service on OpenAI's website**. Section 3A includes content rights and currently states: "As between the parties and to the extent permitted by applicable law, you own all Input, and subject to your compliance with these Terms, OpenAI hereby assigns to you all its right, title and interest in and to Output. OpenAI may use Content as necessary to provide and maintain the Services, comply with applicable law, and enforce our policies. You are responsible for Content, including for ensuring that it does not violate any applicable law or these Terms."

This goes without saying, and this is not legal advice, but ChatGPT is a research tool, and you should never submit confidential information to the system. Additionally, be sure to understand your specific company and team policies—there are many schools that have blocked the use of ChatGPT on campus while they adjust their homework and testing protocols, as well as many Fortune 500 companies. Enterprise-grade AI systems will certainly launch in the next two years, but you should know whether the system you are using is in alpha, beta, or full production, and how your data is being used.

Now that you've brainstormed some repetitive tasks and read the fine print, let's get into it.

MAKING CHATGPT | **WORK FOR YOU**

According to Pew Research, 66% of US adults find ChatGPT “somewhat useful”, “not too useful”, or “not at all useful”. And that feels low to me.

ChatGPT adult users under 50 are more likely than those 50 and older to say it has been highly useful

Among the 14% of U.S. adults who have used ChatGPT for entertainment, education or work, % who say ChatGPT has been ___ to them

	Extremely useful	Very useful	Somewhat useful	Not too useful	Not at all useful
Total	15	20	39	21	6
Ages 18-49	17	21	37	20	5
50+	8	16	44	24	7

Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 13-19, 2023.

PEW RESEARCH CENTER

My theory is that the majority of US adults find ChatGPT underwhelming because of three reasons:

- **A lack of understanding of use cases** - what exactly can ChatGPT do? What am I doing today that ChatGPT could meaningfully help me with?
- **A lack of understanding of prompt crafting** - what do I write to get ChatGPT to do exactly the thing I’m looking for? What is the right combination of words to use in my prompt? How should I structure my prompt? Why isn’t it customized to me?
- **A lack of imagination of impact** - is this really going to help me? Is this just a one-off gimmick? Is it overhyped?

I have yet to meet someone where I chat with them for 15 minutes about ChatGPT and they walk away with any score less than ChatGPT being “extremely useful” or “very useful”.

So part of the reason I wanted to put this guide into the world is to show a few of those first prompt tricks and use cases to get more juice out of the tool and move up the value chain.


Let’s jump into fixing those three pieces—use cases, prompting, and impact.

REAL WAYS PROFESSIONALS CAN USE CHATGPT TO **IMPROVE** **JOB PERFORMANCE**


It's time to dive into some real examples of how professionals across sales, marketing, product management, project management, recruiting, and teaching can take advantage of this new tool and leverage it for even more impact in their careers.

Note that these examples have been generated using GPT-3.5, the free model. GPT-4 outputs will likely be better quality, but is currently only accessible via ChatGPT Plus for \$20/month.

TEACHERS AND CHATGPT



Tell me every grammar rule that has been violated in this paragraph: In addition to the tasks outlined above, it's important to build in regular break andd time for team bonding and brainstorming sessionz. This will helps keep the team motivated and focused, and will also foster a positive and creative work environment.



Here are the grammar rules that have been violated in the paragraph:

1. The word "andd" should be "and"
2. The word "break" should be "breaks"
3. The word "sessionz" should be "sessions"
4. The word "helps" should be "help"
5. The phrase "will also" should be "also"


Some other potential issues with the paragraph include:

- The phrase "tasks outlined above" is not clear without context. It would be helpful to specify what the tasks are.
- The phrase "time for team bonding and brainstorming sessions" is not clear. It is not clear what the "time" refers to or how it is related to team bonding and brainstorming sessions.


Overall, the paragraph could be improved by providing more context and being more specific about the ideas being discussed.

ChatGPT and grammar editing example for teachers



1. Help with grading and feedback on student work. Example prompt: *"Tell me every grammar rule that's been violated in this student's essay: [paste in essay]"*
2. Create personalized learning materials. Example prompt: *"Help me explain photosynthesis to a 10th grade student in a way similar to sports."*
3. Generate lesson plans and activities. Example prompt: *"Create an activity for 50 students that revolves around how to learn the different colors of the rainbow."* or *"Generate a lesson plan for a high school English class on the theme of identity and self-discovery, suitable for a 45-minute class period."*
4. Write fake essays several reading levels below your class, then print them out, and have your students review and edit the AI's work to make it better. Example prompt: *"Generate a 5th grade level short essay about Maya Angelou and her work."*
5. Provide one-on-one support ideas for students. Example prompt: *"How can I best empower an introverted student in my classroom during reading time?"*



Create an activity for 50 students that revolves around how to learn the different colors of the rainbow.



Here is an activity for 50 students to learn the different colors of the rainbow:

1. Divide the students into groups of 10.
2. Give each group a set of colored flashcards, with one card for each color of the rainbow (red, orange, yellow, green, blue, indigo, violet).
3. Have each group come up with a short skit or song to teach the colors of the rainbow to the rest of the class.
4. Have each group perform their skit or song for the class.
5. As a class, review the colors of the rainbow by having students hold up the corresponding colored flashcard when their color is mentioned.
6. As a follow-up activity, you could also have students work in pairs or small groups to create their own rainbow-themed art projects using the colors they have learned.

This activity helps students learn the colors of the rainbow in a fun and interactive way, while also giving them the opportunity to be creative and use their artistic skills.

ChatGPT ideating an activity to teach students the colors of the rainbow

SALES AND CHATGPT



I work in Sales. What should I include in my weekly Sales review with my boss to impress her?



Here are some things you could include in your weekly sales review with your boss to impress her:



1. An update on your sales progress, including the number of deals you have closed and any new leads you are working on.
2. A review of your sales strategies and tactics, including any changes or adjustments you have made based on your performance.
3. A summary of any challenges or roadblocks you have encountered and how you have addressed them.
4. A list of any new skills or knowledge you have acquired that have helped you in your sales efforts.
5. A discussion of any customer feedback or insights you have gathered that could be useful in improving your sales approach.
6. A list of any upcoming sales events or initiatives you are planning or working on.

By providing a comprehensive overview of your sales efforts, you can demonstrate your dedication to your job and show your boss that you are actively working to improve your performance.



Can you generate a table for that report that I can quickly leverage and fill in myself?



Sure, here is a sample table that you can use for your report:

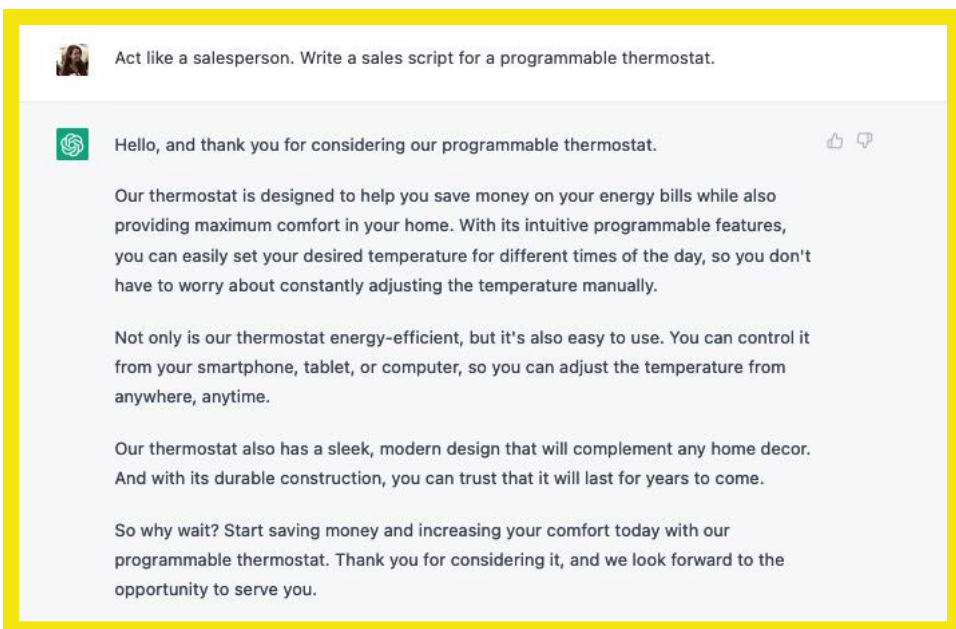


Key metric	Value
Total sales	
Sales by product category	
Sales by region	
Average sale price	
Customer retention rate	
Conversion rate	

To use this table, simply fill in the "Value" column with the appropriate data for each key metric. This table can be a helpful way to organize and present your report data in a clear and concise manner.

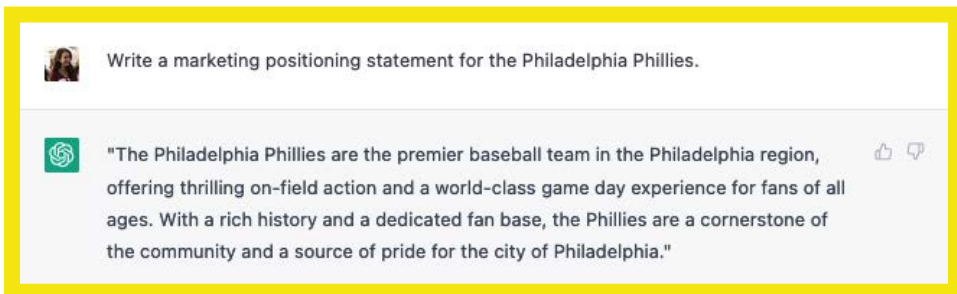
ChatGPT automatically generates a sales report template

1. ChatGPT can help answer questions about sales best practices. Example prompt: *"I'm a salesperson for a cloud product that checks your grammar, and I want to sell my product to Airbnb. Who should I sell into at Airbnb? What role types from Airbnb should be invited to the first sales call?"*
2. Write sales emails to different clients. Example prompt: *"Write me a cold sales email to sell Calendly to a new healthcare startup customer based in Austin."*
3. Organize and deliver updates on sales activity, including reports for leadership meetings. Example prompt: *"I work in Sales. What should I include in my weekly Sales review with my boss to impress her?"* and then *"Can you generate a table for that report that I can quickly leverage and fill in myself?"*
4. Create sales scripts and first call questions to more quickly qualify leads. Example prompt: *"Act like a salesperson. Write a sales script for a programmable thermostat."* or *"I sell programmable thermostats. What 3 qualifying questions should I ask a residential customer to know if they want to buy my product?"*



ChatGPT generates a first draft of a sales script for a thermostat

MARKETING AND CHATGPT



ChatGPT and marketing position statements

1. Generate positioning statements based on industry, company, values, and product details. Example prompt: *"Write a marketing positioning statement for <name and describe your company>."*
2. Gather quick market trend insights (important note: ChatGPT's data stops in 2021, so if you are looking for up-to-date statistics or articles, please reference Google or your favorite industry blogs). Example prompt: *"What are the top 10 trends in retail technology, especially as it relates to beauty products?"*
3. Generate personalized ad or photo caption copy. Example prompt: *"Write a Facebook ad for a new high-end shampoo brand meant for people with curly hair." or "Write a witty Instagram caption for a photo of a zookeeper and a zebra to promote the zoo's upcoming family day. And use a similar writing style to this one: <paste previously published caption from your brand>"*
4. Generate social media responses. Example prompt: *"Provide 5 short social media replies when a customer complains that our product was delivered late. Ask them to DM with their order number."*
5. Generate new ideas for your annual marketing strategy. Example prompt: *"I run marketing for <company>. I have to create an annual marketing plan. <Channels> are working well, but <other channels> don't work well for us. We're targeting <customers>. What other channels should we explore?"*



I run marketing for the language education app Duolingo. I have to create an annual marketing plan. Digital ads perform well for us, as does TikTok. Billboards were helpful, but only in New Jersey. What other channels should we explore, knowing that we're largely targeting people who want to learn a third language?



There are many channels that you can consider exploring as part of your marketing plan for Duolingo. Here are a few ideas:



1. Social media: In addition to TikTok, you may want to consider using other social media platforms like Facebook, Instagram, and Twitter to reach potential customers. You can create targeted ads on these platforms, or create engaging content that will appeal to language learners.
2. Email marketing: Email marketing can be an effective way to reach potential customers and keep them informed about new language courses or features on Duolingo. You can use email to send newsletters, promotional offers, or other updates to your email list.
3. Content marketing: Creating and sharing high-quality, informative content can help you attract new customers and build your brand. This could include blog posts, articles, videos, or other types of content that are relevant to language learners.
4. Partnerships and collaborations: Partnering with other companies or organizations that are focused on language learning can be a great way to reach new customers. For example, you might consider collaborating with language schools, language meetup groups, or other organizations that serve language learners.
5. Influencer marketing: Influencer marketing involves working with social media influencers to promote your brand and reach new audiences. Influencers in the language learning space could be a good fit for Duolingo, as they often have a large and engaged following of language learners.
6. Events: Participating in events or hosting your own events can be a great way to promote Duolingo and connect with potential customers. For example, you could host a language exchange event or a workshop on language learning.

I hope these ideas are helpful! Let me know if you have any other questions.

Using ChatGPT to ideate marketing channels for a specific demographic

RECRUITING AND CHATGPT



I'm a recruiting manager. I am working with a new hiring manager and she wants me to find great data engineers based in Canada. What are some good qualifying interview questions to ask potential candidates on the first call to see if they're a good data engineer?



As a recruiting manager, it is important to ask targeted and relevant questions during the interview process to ensure that you are identifying the best candidates for the role. Here are a few qualifying interview questions you might consider asking potential data engineer candidates on the first call:

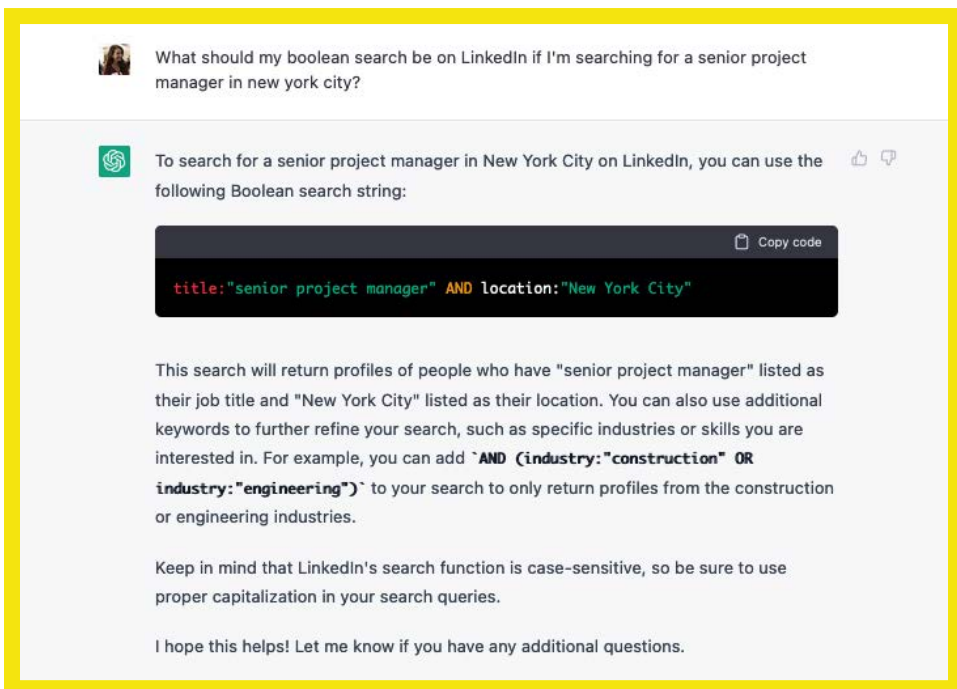
1. Can you describe your experience working with data engineering technologies, such as SQL, Python, and Hadoop?
2. How do you approach problem-solving when working with large datasets? Can you provide an example of a particularly challenging problem you had to solve and how you approached it?
3. How have you dealt with data quality issues in the past? Can you give an example of a situation where you had to clean or transform data, and how you approached it?
4. Can you describe your experience working with data visualization tools, such as Tableau or Power BI? How do you choose which visualization tool is most appropriate for a given dataset?
5. How do you approach data security and privacy in your work? Can you describe any experience you have with implementing data security measures or complying with data privacy regulations?

These questions can help you assess a candidate's technical skills, problem-solving ability, and experience with relevant tools and technologies. It is also important to listen carefully to their responses and ask follow-up questions to better understand their thought process and approach to data engineering work.

ChatGPT generated 5 candidate questions for a Recruiter to ask


1. Edit a job description to make it more compelling to potential applicants. Example prompt: *"I'm a recruiter, make this software engineering job description sound more fun and don't use the words ninja, guru, or wizard: <copy and paste current job description>."*
2. Write personalized outreach based on candidate profiles. Example prompt: *"I'm a recruiter at Goldman Sachs, and I want to write a LinkedIn message to a potential candidate I want to recruit. They are currently an investment banker at Morgan Stanley."*

3. Ideate search terms for candidates. Example prompt: *"What should my boolean search be on LinkedIn if I'm searching for a senior project manager in new york city?"*
4. Generate example qualification questions to share with the hiring manager for approval. Example prompt: *"I'm a recruiting manager. I am working with a new hiring manager and she wants me to find great data engineers based in Canada. What are some good qualifying interview questions to ask potential candidates on the first call to see if they're a good data engineer?"*




ChatGPT and LinkedIn boolean search string ideas

PRODUCT MANAGEMENT AND CHATGPT



I lead product development for an HVAC company and we want to do more green work, especially those targeting temporary renters. What are 2 innovations that we should invest in that could make an air conditioning for a studio apartment better for the environment?



Here are two innovations that you may want to consider investing in to make your air conditioners for studio apartments more environmentally friendly:

1. **Smart controls:** Installing smart thermostats or other control systems can help you better manage the energy usage of your air conditioners. These systems allow you to set temperature schedules and customize settings based on your needs, which can help reduce energy waste and lower your carbon footprint. Smart controls can be especially useful for temporary renters, as they can easily adjust the settings to match their preferences and schedules.
2. **Advanced technologies:** There are several advanced technologies that can improve the efficiency of air conditioners and make them more environmentally friendly. For example, variable speed compressors and inverter technology can help air conditioners run more efficiently by adjusting their output to match the cooling needs of the space. These technologies can help reduce energy consumption and lower your carbon footprint.


I hope these suggestions are helpful! Let me know if you have any additional questions.

ChatGPT for market trend analysis


1. Summarize articles about recent industry trends. Example prompt: *"I'm a product manager, summarize this article and highlight any opportunities for new products that can be created: <paste in article>"*
2. Ideate a framework to make resourcing decisions. Example prompt: *"I'm a product manager and I'm stuck between two ideas for features. One might lead to more revenue but the other can get shipped more quickly. What is a decision framework I can use for this?"*
3. Generate ideas for new products or features, based on market research or product vision. Example prompt: *"What innovations could make an air conditioning for a studio apartment better for the environment?"*
4. Improve customer discovery during beta testing. Example prompt: *"I'm a Product Manager for accounting software, and*



we're testing out a new product feature that allows you to automatically calculate, track, manage, and send your quarterly tax estimates. What are 5-10 good questions I should ask customers who are testing this feature to know if they like it and to know if we should release it to the general public?"

Here are even more **Product Management examples**.



I'm a Product Manager for accounting software, and we're testing out a new product feature that allows you to automatically calculate, track, manage, and send your quarterly tax estimates. What are 5-10 good questions I should ask customers who are testing this feature to know if they like it and to know if we should release it to the general public?



Here are five to ten questions that you could ask customers who are testing your new product feature to gauge their feedback and determine if it's ready for release to the general public:  

1. How easy was it to set up and use the feature?
2. Did you encounter any issues or errors while using the feature?
3. Did the feature meet your expectations in terms of accuracy and functionality?
4. How often do you think you will use this feature?
5. How does this feature compare to other solutions you've used in the past for calculating and tracking your quarterly tax estimates?
6. Did you find the feature helpful in managing and sending your tax estimates?
7. Would you recommend this feature to other users?
8. Are there any additional features or improvements you would like to see for this feature in the future?
9. How likely are you to continue using this feature in the future?
10. Overall, how satisfied are you with this feature?

By asking these types of questions, you can gather valuable insights from customers about their experience with the feature, as well as identify any potential issues or areas for improvement. This will help you make an informed decision about whether to release the feature to the general public.

ChatGPT generates questions to ask customer during a beta test

PROJECT MANAGEMENT AND CHATGPT



Create a daily schedule for my team for this week. Each day needs to start with a 20-minute standup with the developer team. Each day needs at least two deep work sessions that are 2 hours long and uninterrupted. Please give me the schedule for every 30min block from 9am until 5pm.



Here is a sample daily schedule for your team for this week:



9:00am - 9:20am: Standup with developer team
 9:30am - 11:30am: Deep work session
 11:30am - 12:00pm: Break
 12:00pm - 1:00pm: Lunch
 1:00pm - 3:00pm: Deep work session
 3:00pm - 3:30pm: Break
 3:30pm - 5:00pm: Team meeting or individual work time

You can adjust this schedule to fit your team's specific needs and preferences. It's also a good idea to include breaks throughout the day to give your team time to rest and recharge. It's important to have a balance between focused work time and breaks to ensure that your team stays productive and engaged.

ChatGPT drafts a schedule for a Project Manager to review

1. Generate first draft of a schedule. Example prompt: *"Create a daily schedule for my team for this week. Each day needs to start with a 20-minute standup with the developer team. Each day needs at least two deep work sessions that are 2 hours long and uninterrupted. Please give me the schedule for every 30min block from 9am until 5pm."*
2. Summarize meeting notes and action items. Example prompt: *"Summarize these notes from my finance meeting with engineering and leadership. At the end, create a set of important action items to complete by the end of the week. Here are the notes: <paste notes>"*
3. Prioritization of tasks to balance multiple stakeholders and their needs. *"I have to do four things: I have to refresh the budget (needs engineering input), meet with the engineering team to understand their dev timeline, meet with the executives, and deliver an updated schedule to everyone. Please tell me what order I should do these in. Let me know how much time each task will take."*



I have to do four things: I have to refresh the budget (needs engineering input), meet with the engineering team to understand their dev timeline, meet with the executives, and deliver an updated schedule to everyone. Please tell me what order I should do these in. Let me know how much time each task will take. Make sure your reply is less than 150 words.



Here's a suggested order for completing these tasks, along with rough estimates of how long each one might take:



1. Meet with the engineering team: This meeting will likely take a few hours, as you'll need to discuss the team's development timeline in detail and ask any questions you may have.
2. Refresh the budget: Depending on the complexity of your budget and the amount of data you need to review, this task could take anywhere from a few hours to a full day. You should aim to complete this task as soon as possible after meeting with the engineering team, as their input will be critical to accurately refreshing the budget.
3. Meet with the executives: This meeting could also take a few hours, depending on the amount of information you need to discuss and the number of people you need to meet with.
4. Deliver an updated schedule: This task could take anywhere from a few hours to a full day, depending on the complexity of the schedule and the amount of work that needs to be done to update it. Make sure to include the updated budget and development timeline in the updated schedule when you deliver it to everyone.

Overall, it's likely that these tasks will take a full day or more to complete, depending on the specifics of each task and the amount of time you have available. It may be helpful to break the tasks down into smaller chunks and tackle them one at a time to make the process more manageable.



That's too long. Edit your reply to be under 100 words.



Here's a prioritized list of tasks, with rough time estimates:



1. Meet with engineering team (a few hours)
2. Refresh budget (a few hours to a full day)
3. Meet with executives (a few hours)
4. Deliver updated schedule (a few hours to a full day)

Overall, these tasks may take a full day or more to complete. Break them down and tackle them one at a time to make the process more manageable.

ChatGPT helps a Project Manager balance competing priorities

And that's just scratching the surface. More than anything, I hope that gives you some examples to start from and a sense of how powerful this tool can be in your life.

What role are you most curious about? What is your role today? I can imagine hundreds of use cases for content creators, startup founders, chefs, electricians, nurses, executive assistants, software engineers, lawyers, mechanics, designers, scientists, landscapers, and more. Take a few minutes to brainstorm what some use cases in your industry might be, try them out with **ChatGPT**, and share it on social media so others can learn from you.

Beyond the job roles shared above, Cookup AI also has a list of use cases by category that can be found **here**.

Read on to learn about 6 use cases anyone can use and

30 expert tips on how to use ChatGPT to its fullest.

I can imagine hundreds of use cases for chefs, electricians, nurses, engineers, lawyers, mechanics, designers, scientists, landscapers, and more.

6 MORE CHATGPT USE CASES FOR EVERY TYPE OF PROFESSIONAL

I wrote a [LinkedIn post that went viral](#) (or on [Twitter](#), if that's your preference) on how professionals in any industry can use ChatGPT for gains in productivity, creativity, and learning. Below are those use cases as well as example prompts that anyone, regardless of domain, can use.

Professionals in any industry can use ChatGPT for gains in productivity, creativity, and learning.

Summary. Copy and paste a confusing part of a textbook or news story, and ask, "Can you summarize this article in one paragraph in a way that a 5th grader could understand it?"

Coding. Ask it to write basic scripts or even more qualitative questions like "what is the most efficient way to loop through a list in Python?" Supporting code-writing is one of the biggest spaces that Amazon Web Services, Microsoft, and OpenAI are focused on in their marketing and press stories in 2023. For extra information, check out Github Copilot and Amazon CodeWhisperer.

Planning. Think of an overwhelming task you have on your plate and a reasonable timeline, and ask, "Create a schedule for me to launch my new machine learning startup by May 1, 2023. Please include deliverables, timelines, contingency planning, team bonding, breaks, brainstorming, and user testing. Put it in a table."

Creativity. Think of something you want to shake up in your life and ask, "I'm going to turn 40-years-old soon and I want to celebrate my birthday in a new and different way that incorporates my passions. I love archery, Korean BBQ, musicals, and axe throwing. What are three ideas for a birthday that costs under \$2000 and can accommodate 10 people?"

Writer's Block. Do you have an email or blog post you've been meaning to write but need a little push? Just ask, "Write a nice email to Tom that asks him if he enjoyed the company offsite, and then to update his monthly report and send me his promotion document." Use that as a foundation, then edit or tweak as needed.

Motivation. AI is not a replacement for trained medical professionals, but if you're feeling a little low you can ask, "Can you give me three motivational phrases to help me get through a hard day when I'm low on sleep?"

AI is not a replacement for trained medical professionals.

Feel free to try the Summary idea above on this very guide. Copy the URL from this guide, navigate to ChatGPT, paste part of this guide in, and ask ChatGPT the following prompt: Please summarize this writeup in simple terms using 10th grade reading level and rank the takeaways in order of importance. Use markdown and a numbered list. <paste in a few paragraphs>. ChatGPT will analyze the text and then do its best to summarize what you shared with it.

30 EXPERT CHATGPT TIPS

ANY PROFESSIONAL CAN LEVERAGE

Two humans asking ChatGPT similar questions can get vastly different results. I've been using the tool almost daily, watching every ChatGPT video I can find, and speaking with other AI leaders to compile a list of 30 top tips that anyone reading this can use right away.

If you're not getting the results you want out of ChatGPT or similar conversational AI systems, take a look at these quick tips below and try one of them out.

1. **Get specific.**

Rather than asking it "please write a tweet about music", ask it to write about the bluegrass influence on pop music and how that relates to rap. Rather than asking it to write an essay about flowers, ask it to write an essay about roses at a 9th grade reading level. Generic inputs will get generic (and likely less impressive) outputs. So get into the nitty gritty—it's worth it to spend more time crafting your prompts, especially if you're paying per query (like with the GPT-4 API).

2. **Add parameters.**

Constraints breed creativity. Ask your question or give your prompt, but at the end, add restrictions or requirements. Some sample parameters: make it under 100 words, make your response between 49 and 59 characters, include the word "cynical", don't use the word "perpetual", explain it to me like I'm 5-years-old, explain your reasoning behind the advice, make it under \$200, make it work for 15 people, I'm allergic to strawberries. Give it a weird spin for extra fun.

Constraints breed creativity. Add restrictions or requirements.

3. **Add more context.**

If you were asking for advice from a friend, you would likely start off with a bit of a backstory to share the context of your question. AI is not dissimilar; if you add in some context to your ask, you might receive more relevant, customized, and valuable answers. For example, if you're asking for management advice, give it context (nothing confidential!) about your business, team, direct report, and historical background.

4. **Get more options.**

If you're generating something like product names or email subject lines or new market launch strategies, don't just ask for one option, ask for 20. It will give you more first ideas to work from, or you might want to grab the best parts from each, and then incorporate your own edits. It's a scaled brainstorming session, and it will likely speed up your whole process.

Don't just ask for one option, ask for 20

5. **Test out some role play.**

One of the biggest hacks that folks are using with ChatGPT is prefacing the main prompt with "Pretend you're a ____" or "Act like a ____". If you're asking for public speaking advice, for example, start your prompt with "Act like a public speaking coach." You can get creative with it: "Act like the world's best photographer who knows the ins and outs of lens type, aperture, and shutter speed and write an Instagram caption about photography tips in Africa" or "Act as a speechwriter for a top politician and craft a pitch for my promotion <+ tons of context about your work history>" or "Act as a sales operations specialist and suggest 3 ways to pitch this product". There are over 100 role play ideas on GitHub (8.8k stars and counting) [here](#).

Ask ChatGPT to review a proposal from a CEO's viewpoint.

6. **Get expert (by job type) feedback.**

As a conversation partner, ChatGPT can simulate different perspectives and roles. For instance, you can ask it to review a

proposal from a CEO's viewpoint: "Review this proposal and pretend you're a CEO providing feedback". The AI would then generate responses as if a CEO was critiquing your proposal, potentially uncovering valuable insights you might not have considered. You can create an entire fake board of directors, just remember that this isn't the same as asking real humans for feedback.

7. **Get expert (from public figures) feedback.**

Pushing the role-play concept further, ChatGPT can also (attempt to) imitate known personalities. A prompt like, "What would Steve Jobs correct about this product pitch?" can provide input that's based on Jobs' well-known principles. Similarly, if you're working on a screenplay, you could ask, "How would Shonda Rhimes provide feedback on this screenplay?" The key is to choose individuals whose expertise or perspective aligns with your needs. Again, remember that this is not the same as asking these individuals directly, this is pattern matching against their commonly shared insights.

Make it
scarier,
make
it more
technical,
make
it more
persuasive.

8. **Coach it with extra feedback.**

After ChatGPT answers your question, use its conversational interface to edit or tweak the answer. Try one of these edits: make it funnier, make it scarier, make it longer, make it more persuasive, make it more literary, make it simpler, make it more technical, use fewer adjectives, add more hashtags, add another sentence at the end. It's okay if the output isn't perfect the first time, keep iterating.

9. **Click "regenerate".**

If you don't like what ChatGPT replies with, just hit "regenerate" on the bottom of the screen on desktop or by long-clicking the response on the mobile app and selecting "regenerate response". Bard has a similar feature where you can review the alternate drafts the AI created without regenerating anything.

10. Give high-quality examples.

By providing examples, you allow ChatGPT to utilize few-shot learning.

ChatGPT learns and mimics patterns in human language. This is where giving examples comes into play. By providing examples within your prompts, you allow ChatGPT to utilize few-shot learning, where it learns from a small number of examples and generates responses based on them. I use this tip when I want to mimic a writing style or format. For example, if you're creating a business report, you could include a snippet of a previous report to guide the tone and structure.

11. New topic, new thread.

Use the chat thread capability to your advantage. Have one thread for social media posts, one for at-home recipes, one for vacation planning, one for business email responses, etc. Be sure to use the "edit and re-name" feature to give your thread a title you'll remember (try all capital letters or starting with ** to denote an important thread you want to re-use).

12. Ask a friend or ChatGPT.

If you're stuck or you're not getting the quality of output you're looking for, ask a friend. And yes, that friend can even be ChatGPT. Try the prompt: "That's not quite what I was looking for. I'm looking to <prompt goal>. What are some ideas for how I can improve my prompt?"

Ask ChatGPT to explain complex topics using familiar analogies.

13. Use analogies you prefer.

If there's a subject you're looking to dive deeper into, try and ask ChatGPT to explain complex topics using familiar analogies. For instance, "Explain climate change in terms of basketball" or "Explain quantum computing in terms of jazz music". This can make difficult concepts more relatable and understandable, while also adding a touch of creativity to the explanation.

14. Develop your own brand voice prompt.

Creating a consistent brand voice is key for any organization, and this is one of my favorite tips for social media mavens or marketing teams. Creators and brands can develop a specific prompt capturing their unique voice and style, which they can share in their brand kit with internal marketing teams, external agencies, and contractors. Feed ChatGPT a series of 5, 10, or even 20 samples of your writing, or a link to your website with the LinkReader plug-in, and ask it to synthesize the tone, structure, grammar, style, format, reading level. Next time you ask for ChatGPT to write you a LinkedIn post about your latest product launch, it can use your exact brand voice.

Creators and brands can develop a specific prompt capturing their unique voice and style.

15. Save your frequently used prompts.

As of June 2023, ChatGPT doesn't have the capability of storing prompts, but you'll be significantly more productive if you save your favorites down. My go-to hack is to store these in my phone using the iPhone "text replacement" feature, which allows you to create a shortcut for a longer phrase or question (like "brvoice" for your brand voice prompt or "igtravel" for an Instagram caption that relates to your travel niche). I've also seen people use code snippets for desktop use, or Notion/Google Docs to create a sort of "prompt library" for themselves and their teams or businesses. If you think you'll use a prompt more than twice, save it.

Create a "prompt library" for yourself, your team, and your business.

16. Ask it to go deeper.

Don't hesitate to probe deeper into the outputs you get—ask for explanations or elaborations. Follow-up prompts like "tell me more about paragraph 2" or "please explain every physics term in paragraph 3" or "go deeper on options 4 and 5" can go a long way.

17. Take it one task at a time.

Remember, you don't have to give one-off commands to these systems, you can leverage the conversational interface and have a back-and-forth chat with it. This means you can build upon previous prompts, ask follow-up questions, clarify points, and much more. On top of that, performance actually seems to improve when you give ChatGPT one task at a time (like first summarizing an article, then writing a social media plan to promote it, then asking for 5 fake CMOs to provide reactions).

Build upon previous prompts, ask follow-up questions, clarify points, and much more.

18. "Let's think step by step."

It's not just breaking up the task into smaller tasks, it's also asking ChatGPT (or other large language models) to think about their answer "step by step". When you ask an AI system to think step by step, performance can improve (check out [this paper](#) on the topic). If you find your prompt to be complex, adding in this short phrase might help the LLM stay on track.

19. Variable replacement.

This technique is akin to a Mad Libs approach. By creating a generic prompt with variable placeholders and then listing the variables at the end, you can customize the input each time you use it, while keeping 99% of the prompt the same. For example, "It's your task to write a business memo using the following brand voice guidelines and content preferences. I will provide the recipient's name, two details about them, and their role title" and then just swapping out the name, details, and title at the end for each person. This can be a real time-saver and a fun way to generate custom content—I've seen tons of parents use this method to create a unique bedtime story each night for their children.

20. Get clarity, ask for guidance.

ChatGPT doesn't just help you answer questions, it helps you ask better ones. If you're stuck on a problem, you might say, "I'm stuck on <define the problem, like whether or not to

purchase solar panels>. I've already considered <decision factors>. What are additional questions I should consider?" This can help frame the problem in new ways and reveal new angles for you to explore.

21. Use markdown for easier reading.

Markdown is a simple way to format text and it can make your interaction with ChatGPT more organized and readable. You can use it to create headers, lists, links, and more, directly in your prompts. For instance, if you're asking ChatGPT to draft a blog post, ask it to use markdown to specify the headers, bullet points, and other formatting elements. It's easier to skim and results in output that's ready for immediate use or requires minimal editing.

22. Turn it into a game.

Using ChatGPT can be more than just productive; it can be fun too. I hosted a ChatGPT Karaoke night for friends, where a topic (ex: meatballs) and song (ex: Mr. Brightside) are chosen randomly, and the AI writes the song for a live performance. I also hosted two ChatGPT Theater nights, where someone crafts the script prompt, a few people act out the scene, and everyone else enjoys the hilarity that ensues. ChatGPT can even help invent new games for your family, team, or classroom.

Markdown can make your interaction with ChatGPT more organized and readable.

23. Try to break it.

Is the tool perfect? Absolutely not. I've explored these flaws in countless posts—bias, data privacy, homogeneity, centralization, accuracy, reliance, plagiarism, job shifts, just to name a few. But part of preparing for the future means understanding it. And understanding it often means trying it, testing it, breaking it.

24. In fact, get excited by the errors.

These AI systems are not perfect and there will be times you get frustrated. But it's best to think of errors as stepping stones on the path of discovery. When ChatGPT generates an

unexpected or inaccurate response, seize it as an opportunity for learning and improving. Analyze where and why these errors occur, and use it to refine your prompts. It's a learning curve—as you understand more about how ChatGPT interacts with your prompts, your future inputs will become more effective.

25. Summarize and re-use to extend memory.

ChatGPT does not have a "persistent memory" beyond a single conversation, but there's a hack: summarize and re-use information within a conversation. You can ask ChatGPT to

Summarize and re-use information within a conversation.

compare multiple articles or assess several brand voices, then use those comparisons in subsequent prompts. This helps simulate a continuous understanding of context over a longer conversation.

26. Change the temperature.

If you want to change the creativity of the AI's responses, try adjusting the temperature. Higher values make the output more random, sparking new, unanticipated ideas, while lower values keep it more focused and predictable. It's all about finding the right balance for your specific needs. One example of an assistant with higher temperature: try using Bing Chat in "creative mode".

27. Have ChatGPT write its own prompts.

Want to add an element of surprise? You can ask ChatGPT to generate its own prompts. This can lead to unexpected topics, thought-provoking questions, or fun twists on familiar themes. I use this for brand-new prompt areas as my first step. So ask ChatGPT: "I want you to write your own prompt for <project task, like generating a new product requirements document>. Ask me 10-20 questions about my product and customer to learn the details you need to craft a perfect prompt I can re-use in the future." You can also use the plug-in "Prompt Perfect" to do this (more on that later).

28. Change the output medium.

ChatGPT isn't limited to just generating paragraphs and

text. Depending on your needs, you might want to explore changing the format to bullet points, flowcharts (my favorite!), tables (my second favorite!), decision trees, dialogue scripts, poetry, song lyrics, code snippets, quizzes, or step-by-step instructions. Get funky with your visual and structural options and find the way that you prefer to consume the information.

29. **Test out third-party Plug-ins.**

Plug-ins are third-party add-ons that ChatGPT users can bring into the app to do extra tasks like analyzing a PDF, scraping a link, honing your SEO strategy, booking a flight, or finding a restaurant reservation. It is a tad clunky of an experience (you have to download the plug-ins you want and then enable the plug-ins you want in the conversation, and there is a maximum of 3 plug-ins in use at one time). There are hundreds of plug-ins, and the appropriate plugin will depend on your specific use case. Best thing to do: search the ChatGPT plug-in library for your industry or task keyword (like “SEO” or “code”) or Google the task (“best ChatGPT plug-in for competitive analysis”) to find the right plugin that matches your needs and customize your ChatGPT to provide the best results for you.

30. **Think multi-modal.**

The future of AI is multi-modal, and that includes ChatGPT. Soon, you'll be able to interact with the AI not just through text, but also links, data tables, images, audio, video, and more. For instance, 50% of the time I use the ChatGPT mobile app, I use the built-in voice transcription feature. Bing Chat lets you upload images and ask follow-up questions. And the still-in-alpha plug-in Code Interpreter can take in a multi-thousand row CSV file to run insights and build from. The possibilities are endless, so stay tuned for what's to come.

The future of AI is multi-modal, and that includes ChatGPT.

A QUICK SUMMARY

1. Get specific.
2. Add parameters.
3. Add more context.
4. Get more options.
5. Test out some role play.
6. Get expert (by job type) feedback.
7. Get expert (from public figures) feedback.
8. Coach it with extra feedback.
9. Click "regenerate".
10. Give high-quality examples.
11. New topic, new thread.
12. Ask a friend or ChatGPT.
13. Use analogies you prefer.
14. Develop your own brand voice prompt.
15. Save your frequently used prompts.
16. Ask it to go deeper.
17. Take it one task at a time.
18. "Let's think step by step."
19. Variable replacement.
20. Get clarity, ask for guidance.
21. Use markdown for easier reading.
22. Turn it into a game.
23. Try to break it.
24. In fact, get excited by the errors.
25. Summarize and re-use to extend memory.
26. Change the temperature.
27. Have ChatGPT write its own prompts.
28. Change the output medium.
29. Test out third-party Plugins.
30. Think multi-modal.

UNDERSTANDING AND CALCULATING THE IMPACT OF THIS TECHNOLOGY ON YOUR LIFE

Now that we've discussed top use cases and prompt tips, let's dive in to calculating the impact of this innovation on your personal and professional life.

Generally speaking, something valuable for your business is either making you money or saving you money. But I think where a lot of people stop short is what counts as "money"—it's not just cash, it's time, effort, people, and resources. And in the calculation of ROI, the adoption of new tech can lead to a gain in your top line revenue or a reduction in bottom line investment.

It's not just cash—it's time, effort, people, and resources.

AI has the ability to grow revenue. For example, it can help you and your business:

- Increase customer conversion through more personalized ads
- Discover and qualify new sales prospects
- Predict customer trends in your industry and tailor offerings accordingly
- Boost customer engagement with 24/7 virtual customer support

AI also has the ability to reduce cost. For example, it can help you and your business:

- Reduce the time it takes to produce something (an ad, a product, an idea, a blog post, a schedule)
- Reduce the headcount required to get the same amount of effort completed
- Automatically digitize and store data from documents

- Write 100 ads in the time it normally takes to write 1
- Negotiate a vendor deal to yield additional savings

Now, as much as I wish I could say the moment you open ChatGPT, you'll see these benefits materialize, I can't. And I think that's where people stop. They open the ChatGPT, Bard, or Bing window, they ask the system to write a cute poem for them or answer a trivia question, and they stop and go back to their ways.

Envision your work being augmented by AI.

Testing and maybe implementing these systems should be part of a long-term strategy where you envision your work being augmented by AI. It's a journey marked by learning, stumbling, experimentation, curiosity, and iteration. And that journey starts now.

Assuming you have never used an AI system like this and are truly seeing it for the first time, here are some rough time estimates of what you can expect (and what I saw when I first opened a blank ChatGPT window for friends with zero direction). Within 5 minutes, you should be able to get a feel for how the chat interface works. Within 10 minutes, you should have your first "wow" moment. Within 20 minutes, you should be able to generate meaningful prompts for one of your specific use cases. And within 1 hour, you'll see the (humble) beginnings of a streamlined workflow powered by AI.

Truly dedicate several hours to explore these new LLM chat systems.

My best guidance here is for you and your team to truly dedicate several hours to explore these new LLM chat systems. Push their boundaries, aim to challenge them. And for the real cherry on top, as you input your prompts, reflect on how this technology can bolster your top-line or bottom-line, freeing you to focus on the more nuanced, complicated, human-needing aspects of your work.

Time yourself to see how long it takes to complete a task. Do it several times

without ChatGPT and take the average (ex: writing a formal email reply and sending takes on average 10min). Then time the exact same task while using ChatGPT (ex: 3min). Write down your efficiency score for each common task (e.g., 80% time savings when replying to an email, 90% time savings when reading a news article, 40% time savings when setting a meeting agenda). Double down on common tasks with the highest value add, taking into account time savings and frequency of task.

And just in case I haven't convinced you enough, here is the amount of time you would have to save from your work each week to pay for the \$240/year subscription of ChatGPT Plus (or any other \$20/mo AI subscription):

- If you earn \$50,000 per year, you'd have to save 12 minutes per week until ChatGPT Plus pays for itself. That's like summarizing one article.
- If you earn \$100,000 per year, you'd have to save 6 minutes per week until ChatGPT Plus pays for itself. That's like drafting one tweet.
- If you earn \$250,000 per year, you'd have to save about 2 and a half minutes a week until ChatGPT Plus pays for itself. That's like proofreading one email.
- If you earn \$500,000 per year, you'd have to save just over a minute a week until ChatGPT Plus pays for itself. That's like setting a calendar reminder for a big deadline.

And that's just rough calculations for one person. If your efficiency gains and process improvements can accelerate the work of an entire team, you could be easily saving thousands of dollars (and even hundreds of thousands for large companies).

In the world of AI, early dismissal is a missed opportunity. Keep exploring, keep experimenting, and keep tracking your top-line and bottom-line impact.

Savings needed for AI payback

\$50,000 a year = 12min a week

\$100,000 a year = 6min a week

\$250,000 a year = 2.5min a week

\$500,000 a year = 1min a week

FUTURE PREDICTIONS AND YOUR NEXT STEPS WITH CHATGPT

ChatGPT is not the first "send text to an AI system and make it do something" tool, and it won't be the last. There are already startups like **Adept** building AI RPA (robotic process automation) systems that will help you navigate a website's data through text prompts. For example, you can visit a furniture website and type in to a little textbox pop-up "show me dark gray couches that cost less than \$2,000 and can be delivered in the next two weeks" and the six couches that match that query will pop-up, and you can skip over all of those pre-configured filters on the side. Search, navigation, data processing, and more will all be handled through natural language.

It will also be more intelligent. In the future, instead of typing into YouTube a literal video you want (like "how to apply fake eyelashes") and clicking one on or some of the top ranked videos, you'll instead type "I want to get better at eye makeup" and it will auto-create a course for you. AI will move us from content-based queries to higher order goal-based queries, and everything will be customized to you. The **TED Conferences** (TED Talks) app is surprisingly one of the first brands to jump on this—I remember in 2009 navigating the app and filtering by video length and emotions like "funny" and "insightful", and 13 years later, the

AI will move us from content-based queries to higher order goal-based queries, and everything will be customized to you.

recommendation system categorizes its videos based on the viewers' goals (like "ideas for self-improvement", "a glimpse into the future", or "a sense of hope").

A good framework for the future of technology is what I call the "Three Ps". Artificial intelligence in its most impactful form will be **Personalized** (everything will become a market of one), **Predictive** (we can forecast actions and answers before they happen), and **Proactive** (we will take action on those predictions). So a subsequent version of ChatGPT or similar technology will be customized entirely to you, your life, and your goals, and it will share intelligence or take action with your approval but without your explicit query.

Looking ahead, one of the best things you can do for yourself when it comes to augmenting your worklife is to stay curious. Try new ways of using this technology, and see how it reacts. Have it design a workout plan for you and actually follow it and blog your experience. Throw an AI party and pull ChatGPT up on your TV to write a get-to-know-you game on the fly. Try new AI tools that your friends recommend and that you feel comfortable with. Ask your kids to show you the latest mobile app they're using and loving. The sky's the limit, but you need to keep poking at it.

Another tip is to keep asking critical questions about what this AI can do (and what it can't do). Dig into and test its limitations. Pay close attention to bias, data privacy, and the intentions of the builders. Ask the big questions and leverage your resources to find the answer, even if that means doing it yourself. Your voice matters, and I'm right there with you—I still send customer feedback or post concerns like *this* when I test new AI products. AI is a massive paradigm shift for our world, and everyone deserves a voice in our future. That includes you.

AI is a massive paradigm shift for our world, and everyone deserves a voice in our future.

Lastly, do what you can to stay relatively up to date. You don't have to be logged on every minute of the day or read every article that comes out (that would be an insurmountable task anyways), but I would make it a priority to check in on these advancements once every few weeks to start with. The tool and its use cases are constantly evolving and improving, so consider the following:

- Check back on the OpenAI website to see the latest (ChatGPT gets updated every few weeks) and any other tech you're interested in
- Follow AI leaders on social media (here's my [LinkedIn](#) and [15 top tech creators](#))
- Set Google Alerts for technologies and industry applications you care most about (like: "artificial intelligence" + "real estate") so you can get tailored content for your career
- Follow hashtags like [#artificialintelligence](#) and [#machinelearning](#) and [#chatgpt](#) on social media sites and apps
- Consider attending a local artificial intelligence or technology meetup or conference in your area (or find a virtual one) so you can hear the latest

ChatGPT and other AI technologies have the potential to significantly improve your job satisfaction, job success, likelihood of promotion, and impact on the world no matter your job or industry. If used appropriately and effectively, AI systems can be used to free up time spent on repetitive tasks (like email or meeting agendas) so that you can do what you do best and focus on more impactful and meaningful work.

If you have other ideas for these roles or other roles and how they may use ChatGPT or AI to maximize job success or job satisfaction, please be sure to share it with me and others.

The world of AI is yours to explore. Let's create the future together.

ABOUT CHATGPT, OPENAI, AND THE AUTHOR

About ChatGPT, GPT-3, GPT-3.5, and OpenAI: OpenAI was founded in December 2015 by Sam Altman, Ilya Sutskever, Greg Brockman, Wojciech Zaremba, Elon Musk, and John Schulman. "GPT" stands for "Generative Pre-Trained Transformer", meaning (a) the model can create brand-new outputs that are not copied-and-pasted from its original dataset and (b) that it has already been fed the data and comes to you trained so you can use it out-of-the-box. GPT-3.5 (or InstructGPT) is a sister model to ChatGPT. InstructGPT uses GPT-3 as its base model and is finetuned using RLHF ("reinforcement learning with human feedback") to add additional guardrails. According to [OpenAI](#), the original ChatGPT and the one that is still offered for free in the app is fine-tuned from a model in the GPT-3.5 series, which you can read about [here](#). On March 14, 2023, GPT-4 was released. In 2019, OpenAI received \$1B in funding from Microsoft.

Contributors to ChatGPT, according to the [ChatGPT page](#): John Schulman, Barret Zoph, Christina Kim, Jacob Hilton, Jacob Menick, Jiayi Weng, Juan Felipe Ceron Uribe, Liam Fedus, Luke Metz, Michael Pokorny, Rapha Gontijo Lopes, Shengjia Zhao, Arun Vijayvergiya, Eric Sigler, Adam Perelman, Chelsea Voss, Mike Heaton, Joel Parish, Dave Cummings, Rajeev Nayak, Valerie Balcom, David Schnurr, Tomer Kaftan, Chris Hallacy, Nicholas Turley, Noah Deutsch, Vik Goel, Jonathan Ward, Aris Konstantinidis, Wojciech Zaremba, Long Ouyang, Leonard Bogdonoff, Joshua Gross, David Medina, Sarah Yoo, Teddy Lee, Ryan Lowe, Dan Mossing, Joost Huizinga, Roger Jiang, Carroll Wainwright, Diogo Almeida, Steph Lin, Marvin Zhang, Kai Xiao, Katarina Slama, Steven Bills, Alex Gray, Jan Leike, Jakub Pachocki, Phil Tillet, Shantanu Jain, Greg Brockman, Nick Ryder.



About the Author: Allie K. Miller is a top artificial intelligence leader, advisor, and investor who has led scaled AI initiatives at two of the five largest cloud providers in the world. Allie was most recently the Global Head of Machine Learning for Startups & Venture Capital at Amazon Web Services (AWS). Prior to that, Allie worked at IBM, spearheading development across computer vision, conversation, data, and regulation. Outside of work, Allie is a National Ambassador for AAAS, and has spoken about AI around the world, drafted

national AI strategies, and created over 10 guidebooks on how to build successful AI and Web3 projects. Allie shares the latest in AI to her more than 1 million social media followers on [LinkedIn](#) and was named LinkedIn Top Voice 2019–2023, Chief in Tech’s Top 100 Women in Tech to Watch, Award Magazine’s Top 50 Women in Tech, and ReadWrite’s Top 20 AI Speakers in the World.

LEARN SOMETHING NEW? PUT THIS
AI KNOWLEDGE INTO PRACTICE?
SEND FEEDBACK AND SUCCESS
TO **HELLO@ALLIEKMILLER.COM**

I'D LOVE TO HEAR FROM YOU.

I POST ABOUT AI, TECH, LEADERSHIP,
BUSINESS, AND STARTUPS ON
LINKEDIN, **TWITTER**, **INSTAGRAM**,
AND **TIKTOK** AND WOULD LOVE TO
MEET MORE OF YOU.