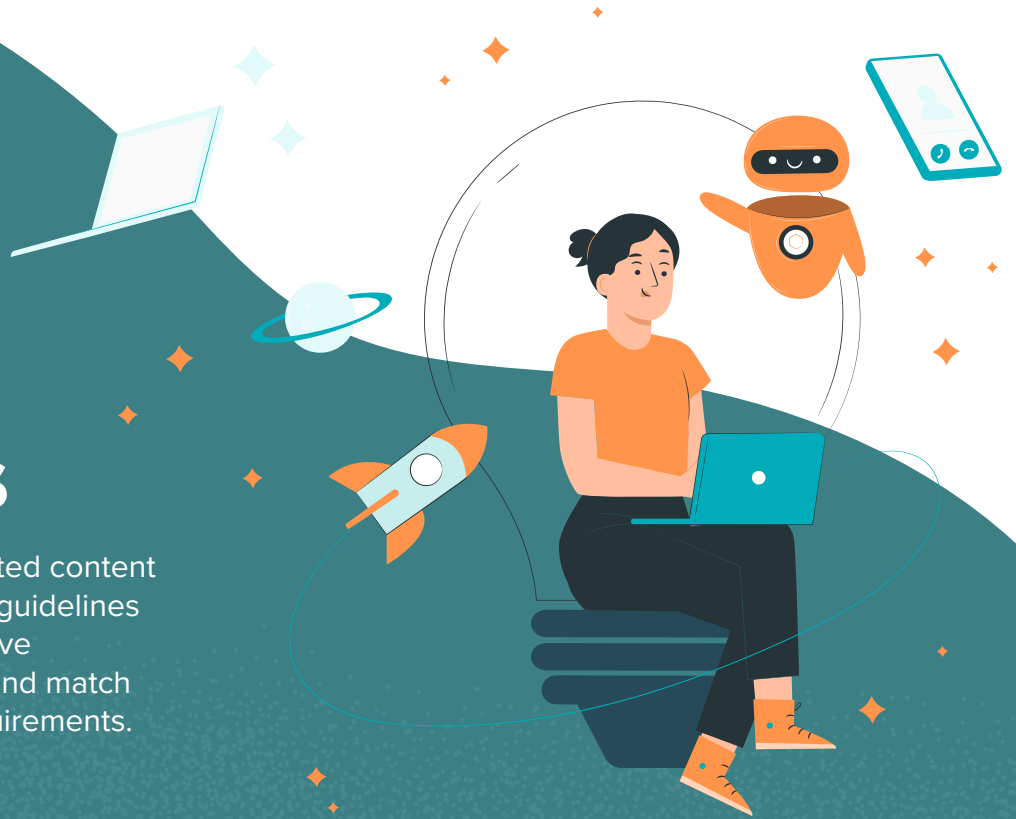


DOWNLOADABLE GUIDE

# ChatGPT Guidelines

Want to sharpen your AI-generated content results? Here are some content guidelines to add to your prompts that'll drive insane results! Feel free to mix and match depending on your content requirements.



## General Guidelines

1. Apply frame semantics to identify key relationships.
2. Use NLP principles to create coherent, cohesive and contextually relevant insights.
3. Use [insert designated brand voice] tone in the [headings/body copy/data points].
4. Write in the [first/second/third] person.
5. Create insights based on what an expert in the field has experienced about [topic].
6. Speak directly to the target audience. The ideal customer persona is [describe audience].
7. Write in [desired dialect] [language].

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## For Blog Posts

1. Organize headings and subheadings in a logical order
2. Ensure each heading or subheading is connected to the topic.
3. Speak directly to the target audience. The ideal customer persona is [describe audience].
4. Ensure the copy is [informational/commercial], focusing on [type of information required] to illustrate [blog topic].
5. Write [word count] words.
6. Make sentences [short/long].

## For Email Marketing

1. The audience is a [potential customer/existing customer].
  2. Keep sentences short and directly to the point.
  3. This email campaign must [convert/nurture]. End with a persuasive CTA encouraging the audience to [desired action].
  4. To enhance CTR, generate [number] alternative subject lines based on the email content.
  5. (a) Include data to back your arguments and reference the information.
  6. (b) Provide ChatGPT with the data you want to include in the email.
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## For Social Media Posts

1. [Use/Do not use] emojis — provide any specific emojis you want to add.
  2. [Include/Do not include] bullet lists.
  3. Add a persuasive CTA at the [beginning/end] to drive [desired action].
  4. Analyze [social media platform] posts from [link social media account] and replicate the [tone, style, engagement, etc.,]
  5. Use a [charming/sassy/whimsical/mischievous, etc.,] tone of voice.
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## For Infographics

1. Improve the [H1/datapoint titles] to make them more engaging.
2. Ensure [title/introduction/datapoints/copy] is no more than [number] [words/characters].
3. Use the design attached to draw visual metaphors from the copy.