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# AI PROMPTING

## AI Tools Presented

ChatGPT  
Claude  
WordHero  
Descript  
ScribeHow  
...and more

# Success

depends on

1) the quality of the prompt  
(specific instructions, including spelling and grammar)

2) the complexity of the task

- Give details you would like included in the response
- Tell AI the intent (use the correct verb - condense, rewrite, simplify, expand)
- Tell AI how to behave (otherwise it will react the way you inputted)
- Give AI an identity or role (answer as a professional woman getting back into the workforce after raising 3 children, or act as a lunatic)
- Provide examples AI should follow
- Ask for results in a particular tone or style (formal, professional, informal, fun, slang)
- Give AI permission to say "I don't know"
- Ask for the result returned in a certain format (list, paragraphs, outline, table, slides, etc)
- Tell AI what result you do NOT want
- Tell AI how long of a response you are looking for (500 words, 15 slides)
- Tell AI your audience
- Use a thesaurus to get more descriptive
- Add descriptors or adjectives

### Tones to Answer In:

Sarcastic  
Friendly  
Authoritative  
Professional  
Happy  
Formal  
Informal

### Tell AI Intent:

Rewrite  
List  
Simplify  
Expand  
Create  
Write  
Explain

### Return Results in Format:

List  
Article  
Headline  
Outline  
Slides  
Interview  
Table





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# AI USE CASES

## USE AI FOR

### Write Emails & Social Media Posts

- Write small snippets of text that will not be run through an analyzer like Emails and Social Media for content, tone and grammar checks
- Social Media Headlines
- Social Media Captions
- Writing Emails
- Writing Email Marketing Campaigns

### SEO

- Keyword research
- SEO Analysis
- Generate: SEO titles, meta descriptions, headings & subheadings

### Website

- Generate personalized content
- Rewrite your content
- Generate tag lines

### Improve Content

- Rewrite content in an different voice
- Check for grammar and spelling errors
- Analyze the tone of your content for specific audiences

### Get Started

- Research
- Gather Initial Content Ideas
- Overcoming Writers Block
- Providing an Outline

### Understand

- Summarizing Text
- Ask for Clarification
- Show How to do Math Problems
- Explain How Something Works



If you want a handy guide to website creation, our book, 'Building DIY Websites for Dummies,' by Jennifer DeRosa is a must-have. Get your copy from Amazon today! <https://amzn.to/42Vpl3r>

# Sample Prompt

I would like you to give me 20 4-10 word tag lines we can use on our website based on pain points our customers have before they work with us, {{Company Name}}, and the benefits and features of our offer that address those pain points.

The tag lines should address the pain points specifically our clients face and talk about the transformation they will see when they engage with us.

The tag lines you create for me should encourage the visitor to reach out to us to engage with us.

Here is the content containing the pain points, benefits of our offer and features of our offer:

## Do you like this prompt?

**Then you will LOVE the DIY SEO 201 courses  
created by Toto Coaching!**



**Learn More at <https://totocoaching.com>**

Embarking on an SEO or website-building journey may initially seem daunting, but **remember you're not alone**. There's a wide array of resources available to guide you every step of the way.

At Toto, we offer three main avenues to help you excel in your digital presence:

Toto Coaching - Courses & Private Coaching

Toto SEO

Book: "Building DIY Websites for Dummies"

