



prompt

PROMPT LIKE A PRO

ChatGPT for Business

Smarter Prompts, Better Results

Jena Dunham

VP of Marketing + Creative Services at **Etherio**



- Education: Public Relations, Journalism + Graphic Design
- Career: Creative Art Director + Project Manager
- Current: Divisional Leader + Agency Operations

I've helped professionals across marketing, operations, and leadership teams use AI more effectively in their work. Today's session is based on real-world trial, error, and success.

AGENDA

what ChatGPT is – and isn't

how to integrate it into your daily work

recipe for writing great prompts

common pitfalls and how to avoid them

Why ChatGPT?

ChatGPT is the most accessible and capable AI tool available today – offering a powerful free version, a robust paid tier, and a user-friendly interface that makes it easy to get started.

ChatGPT has become one of the most accessible, powerful tools for enhancing productivity – if you know how to use it well. From summarizing reports to drafting emails to generating creative ideas, it's like having a virtual assistant.

40% reduction

Teams using AI tools report up to a 40% reduction in time spent writing and brainstorming ideas (McKinsey, 2024).



FREE

ChatGPT-3.5

Limited Capabilities

Can handle basic queries but lacks advanced features.

No Advanced Knowledge

Doesn't offer plugins or real-time browsing.

Slower Response Time

Especially during peak usage times.

No Access to GPT-4

Limits content sophistication.

General
Writing
Assistance

Task
Automation

Idea
Generation

Language
Translation

Content &
Grammar
Checking

PAID
ChatGPT-4+

Access to GPT-4

More advanced; capable of generating sophisticated content.

Faster Response Time

Higher priority during peak periods.

Access to Advanced Features

Integrates plugins and real-time browsing.

Suited for Complex Tasks

Competitive research and analysis.

What Can ChatGPT Do?



Streamline Technical Documentation

Turn complex product spec sheets into easy-to-read summaries for customers.



Develop Marketing Copy + Content

Write promotional materials like event descriptions, social media posts, email campaigns, and other marketing content.



Quote + Proposal Writing

Draft customized RFQ responses or sales proposals in minutes instead of hours.



Draft Personalized Emails + Tactful Responses

Generate personalized email outreach, sales pitches, and master the art of tactfully responding to boneheads.



Conduct Competitive Analysis + Research

Monitor industry trends, research best practices, and discover untapped opportunities.



Draft Job Descriptions

Stand out and be more competitive, thoughtfully descriptive, and strike this annoying task off your list.

What Else Can ChatGPT Do?



Plan Travel

Get personalized travel itineraries, destination ideas, and activity suggestions based on your interests, budget, and timeline.



Summarize Articles or Books

Paste in a long article, blog post, or chapter and get a quick summary with key points so you can stay informed in less time.



Learn Something Fast

Ask ChatGPT to explain a concept like you're five, or in bullet points, so you can understand things quickly without Googling 10 tabs.



Meal Prep and Grocery Shop

Generate weekly meal plans with recipe links and a consolidated grocery list—tailored to dietary needs or picky eaters.



Write Polished Messages

Turn a rough draft text or email into something clear, polite, and professional—great for tricky replies or important notes.

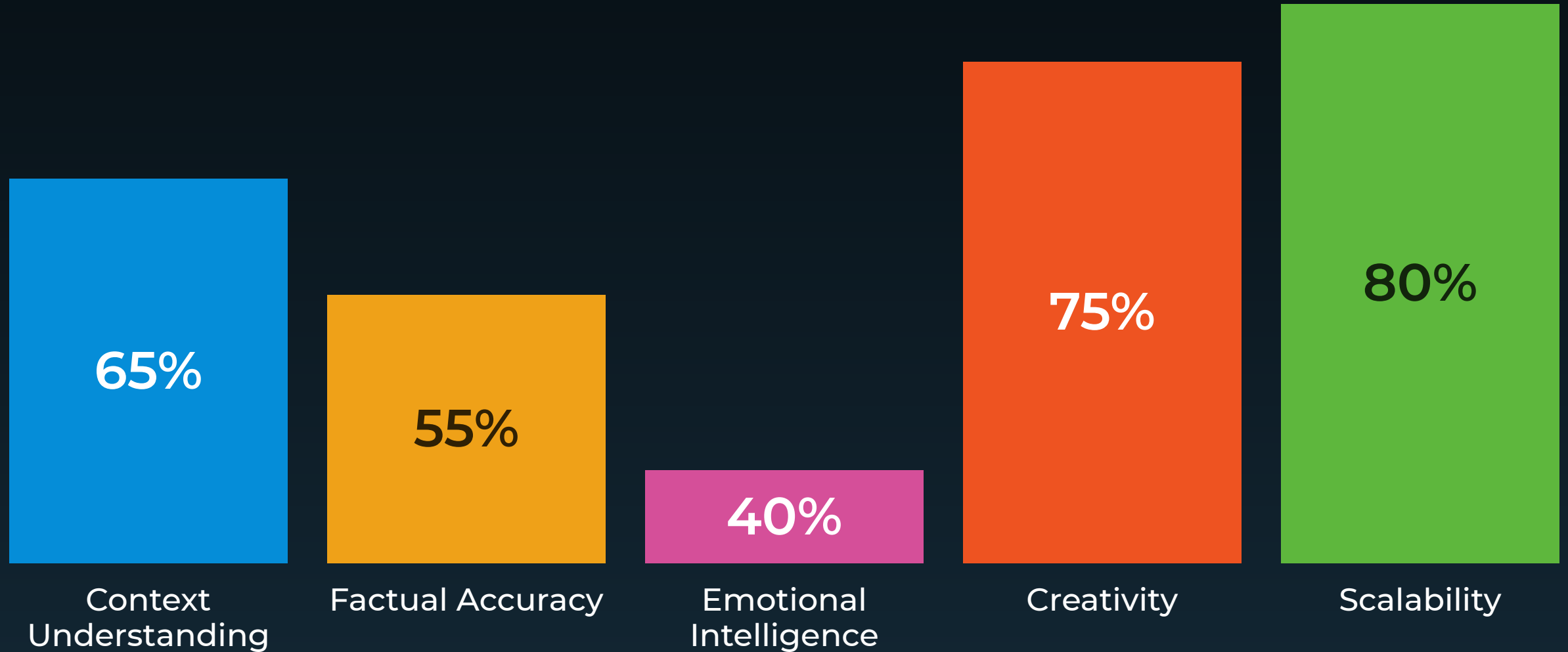


Training + Onboarding

Create training guides for new sales reps or warehouse staff. Turn a complex manual into a step-by-step job aid or interactive Q&A resource.

Limitations of ChatGPT

Comparison of key limitations as a percentage of maximum potential capability



The Human-AI Partnership: Best Practices



Craft Specific Prompts

Use precise, detailed prompts that clearly convey your objectives and the desired output. Avoid vague or open-ended requests.



Provide Necessary Context

Include relevant details about your target audience, industry, and any specific requirements to help ChatGPT understand the context and generate relevant responses.



Iterate and Refine

Engage in a dialogue with ChatGPT, providing feedback and refining your prompts to get closer to your desired outcome. Multiple rounds of prompts and responses often yield the best results.



Avoid Biased Outputs

Be mindful of potential biases in the training data and prompts, and work to generate inclusive and unbiased content.



Verify Information

Cross-check the information provided by ChatGPT, as it may contain factual errors or outdated data. Rely on authoritative sources to validate the accuracy of the output.



Maintain Human Oversight

Recognize that ChatGPT is a tool to assist, not replace, human expertise and judgment. Maintain active involvement and oversight in the creative and decision-making processes.



ChatGPT Prompt

Formula



The 5-Step Prompt Blueprint

5 Steps to Better Results

PRO TIP

Always add context about your audience or goals. A well-written prompt is 50% context, 50% clarity.

01. Sell the Role

Tell ChatGPT who to act as: an engineer, sales rep, operations manager, or industry expert. This frames the response in the right voice.

02. Define the Task

Be specific about what you need: a customer email, competitor comparison, sales summary, or training guide.

03. Give Details

Include the product, customer type, region, or data points that matter. The more context, the less generic the answer.

04. Clarify

Request the format you want: table, bullet points, executive summary, or draft email. Structure keeps the output usable.

05. Refine

Don't stop at the first draft. Ask follow-up questions, tweak the tone, or narrow the focus until it's right for your business.



ChatGPT Prompt Writing

Samples + Pitfalls

Example: Data Analysis

- **Vague Prompt**

Summarize our sales data for last quarter.

- **Weak Answer**

Sales were up in some cases and down in others. Overall, performance was mixed.

STRONGER PROMPT

Summarize Q2 sales data (provided below) in a one-page executive brief for our leadership team. Highlight top 5 performing products, underperforming regions, and a 3-bullet list of action items. Format in bullet points with bolded subheads.

Stronger Response

Executive Summary – Q2 Sales Performance

- **Top Products:** Hydraulic Valves (+18%), Pneumatic Fittings (+15%), Hose Assemblies (+12%)
- **Underperforming Regions:** Midwest (-10% YOY), Southeast (-7% YOY)
- **Growth Opportunities:** EMEA distributors (+20%) show strong adoption of upgraded seals

Action Items:

- Launch targeted sales campaign in Midwest/Southeast to address slump
- Expand distributor incentives in EMEA to accelerate momentum
- Prioritize supply chain resilience for hose assemblies (currently backlogged)

Example: Customer Communication

- **Vague Prompt**

Write an email to a customer about a delayed shipment.

- **Weak Answer**

“Dear Customer, your shipment has been delayed. We apologize for the inconvenience. Thank you for your patience.”

(cold, risks damaging trust)

STRONGER PROMPT

Draft a professional, empathetic email to a long-term client whose order of hydraulic seals has been delayed by 5 business days due to a supplier shortage. Emphasize our commitment to transparency, include the new delivery date, and offer a 10% discount on this order. The goal is to maintain trust and reinforce our reliability.

Stronger Response

Subject: Update on Your Order of Hydraulic Seals

Dear [Client Name],

I wanted to personally update you about your recent order of hydraulic seals. Due to a supplier shortage, your shipment will arrive on September 15 (five business days later than planned).

We know downtime impacts your operations, and we take this seriously. To thank you for your continued partnership, we're applying a 10% discount to this order.

Our team is also working with suppliers to prevent future disruptions. We value the trust you place in us and remain committed to delivering the reliability your business depends on.

Warm regards,
[Your Name]

Example: Competitor Analysis

- **Vague Prompt**

Tell me about our competitors.

- **Weak Answer**

Your competitors include companies in the same industry. They may offer similar products at different price points. To stay competitive, you should focus on quality and customer service.

(super generic, no depth, no usable insights)

STRONGER PROMPT

Provide a competitor analysis of [Competitor A] and [Competitor B] in the fluid power distribution industry. Focus on: product offerings, pricing approach, and service differentiators. Format in a comparison table with 3 rows: Products, Pricing, Services. Include a short paragraph with opportunities for us to differentiate.

Stronger Response

Opportunities

Both competitors focus narrowly—one on hydraulics at a premium, the other on discount pneumatics. Our positioning sweet spot is bundling **breadth of catalog** with **value-added services** (training + ongoing support). Messaging this balance could help us win mid-sized accounts seeking reliability and affordability.

	Competitor A	Competitor B	Our Differentiation Opportunity
Products	Strong in hydraulics, limited pneumatics	Broad pneumatics portfolio, weak in seals	Highlight our comprehensive catalog across both
Pricing	Premium pricing, minimal discounts	Aggressive discounts for bulk orders	Emphasize value + long-term savings instead of just price
Services	24/7 technical hotline, no training	Onsite training, limited post-sale support	Package training + post-sale care as our differentiator



PRO TIPS

Resources

Experts to Follow

Meet the industry experts and resources that can help support your experience. Not an endorsement, merely recommendations based on past success.



Instagram Feeds

[Instagram.com/ForGoodCode](https://www.instagram.com/ForGoodCode)

[Instagram.com/ChatGPTTricks](https://www.instagram.com/ChatGPTTricks)

[Instagram.com/AltheRevolution](https://www.instagram.com/AltheRevolution)



AI on LinkedIn

[Ethan Mollick](#)

[Kelly Daniel](#)

[Conor Grennan](#)



Final Thoughts

Questions & Discussion

THIS PRESENTATION WAS MADE WITH THE HELP OF AI

Directed by Jena Dunham

Written in Collaboration with ChatGPT

Proofed and Edited with Grammarly

Slick Design Made Possible by Beautiful.AI and Canva

**Special thanks to our audience for joining
us on this journey through prompt-writing!**