

# Maximizing ChatGPT's Potential

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# Agenda

- ↳ The Right Tier for Your Organization
- ↳ Features of ChatGPT
- ↳ Considerations for Organization Launch
- ↳ Prompting 101
- ↳ Building Your Own GPT





# The Tiers of GPT

# ChatGPT Tiers

	Free Plan	Premium	Teams	Enterprise
Language Model	3.5 Turbo	4.0	4.0	4.0 Turbo
Features	- Limited features and API access	-Access to Advanced Data Analysis, Dall-E & Browsing - Ability to create, browse & use GPTs	-Higher messaging caps -Create & share GPTs with your workspace -Admin console for workspace management	-Unlimited access & fastest response rates - Priority Support & Ongoing Account Management - Dedicated onboarding assistance
Training	Anything input is used in shared training	Anything input is used in shared training	Data excluded from training by default	Data excluded from training by default
Pricing	\$0	\$20 per month	\$25 per person per month (minimum of 2)	\$60 per person per month (minimum 150 users)





# CHATGPT FEATURES


# DALL-E 3

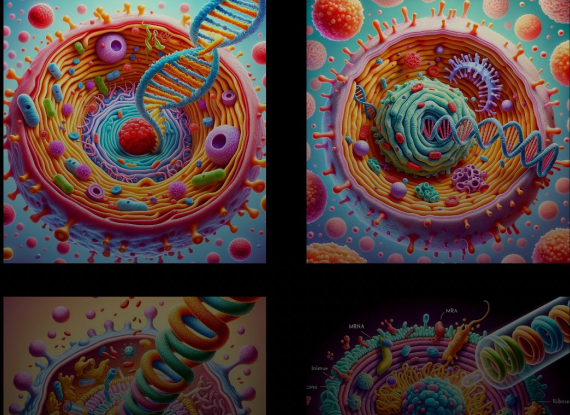
DALL-E is now incorporated into ChatGPT bringing together a deep understanding of language coupled with image variation that allows for easy exploration of images.

- Images for social media
- Brainstorming and production of mood boards or storyboards
- Revision or modifications of existing images
- Imagery for presentations

 Generate a detailed illustration showcasing the process of mRNA vaccine entry into a human cell, highlighting the ribosome's role in translating the mRNA into a protein, which then prompts an immune response. Ensure the image is clear, colorful, and suitable for an educational presentation to a general audience.

 DALL-E-3  
Created 4 images



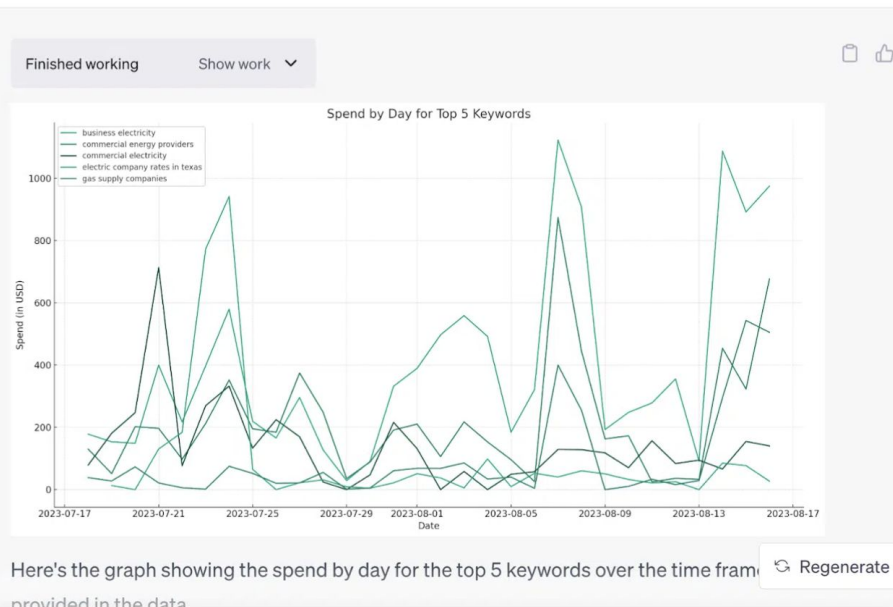


The image displays four distinct, colorful illustrations of a cell, each showing the process of mRNA vaccine entry and protein synthesis. The top-left illustration shows a cell with a prominent blue DNA double helix and a red mRNA molecule entering the cytoplasm. The top-right illustration shows a cell with a prominent blue DNA double helix and a red mRNA molecule entering the cytoplasm, with a large blue ribosome and a green protein chain. The bottom-left illustration shows a cell with a prominent blue DNA double helix and a red mRNA molecule entering the cytoplasm, with a large blue ribosome and a green protein chain. The bottom-right illustration shows a cell with a prominent blue DNA double helix and a red mRNA molecule entering the cytoplasm, with a large blue ribosome and a green protein chain.

# Advanced Data Analysis

This is your tech team's new best friend as it allows you upload data or code and ask question as well as new outputs.

- ↳ Data analysis and visualizations of research
- ↳ Code review, summarization and transformation
- ↳ Client reporting and visualizations
- ↳ Extraction of things like meta data



# Web Browsing

Enhanced information retrieval with Bing-powered web browsing in ChatGPT. This enhances your AI chats with real-time data from the internet.

- Augment information retrieval
- Real-time web search and citations
- Summarization of recent news articles and trends

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**You**

Please summarize the Corporate Transparency Act that is outlined here:

<https://www.uschamber.com/co/start/strategy/small-business-corporate-transparency-act>

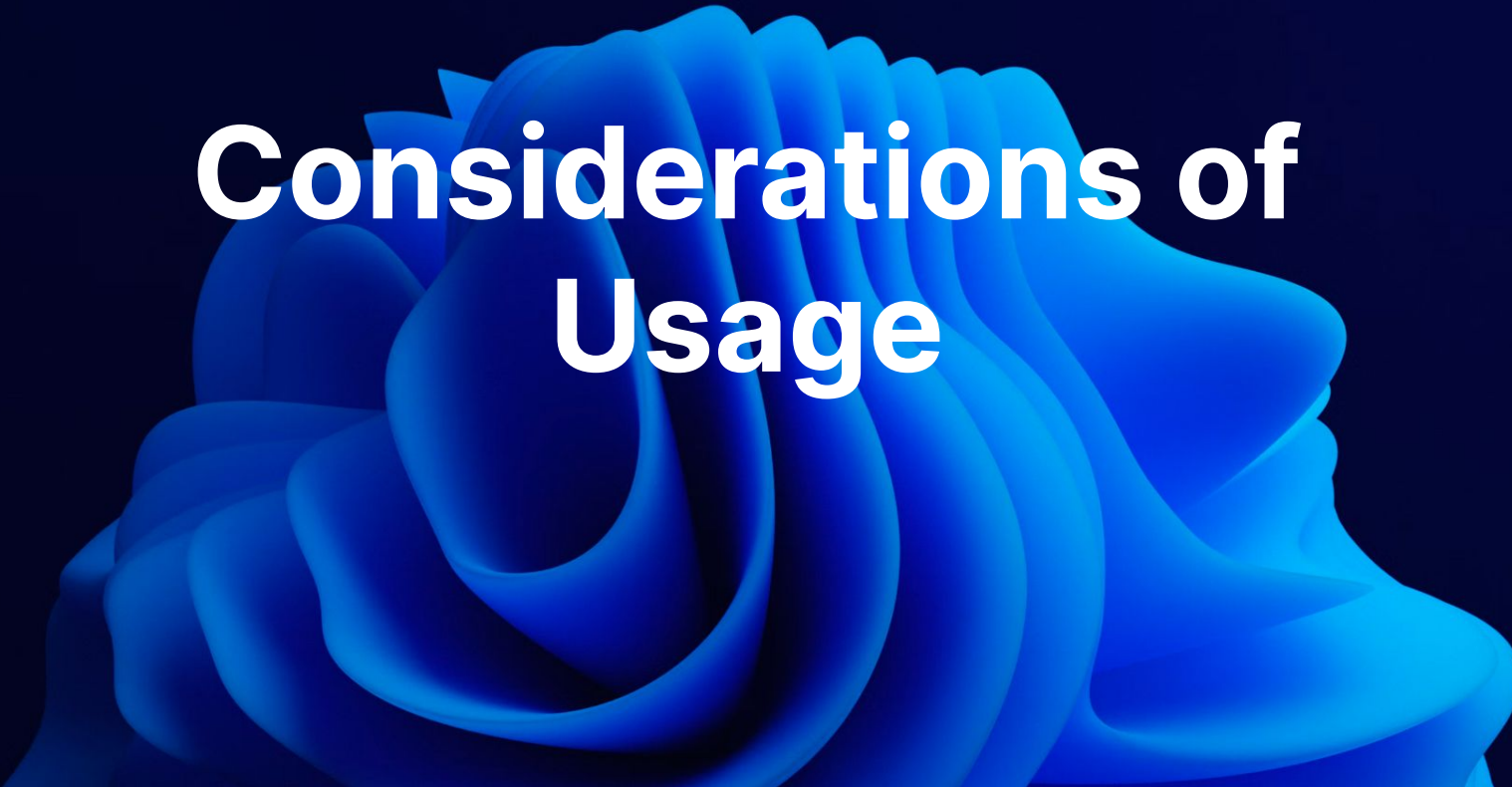


**ChatGPT**

The Corporate Transparency Act (CTA), effective January 1, 2024, mandates millions of small businesses in the U.S. to report ownership details to the government, aiming to combat tax fraud, money laundering, and terrorism financing. Businesses must submit a Beneficial Ownership Information (BOI) Report to the Financial Crimes Enforcement Network, detailing significant ownership stakes. Requirements vary based on the business's establishment date, including names, addresses, and identification numbers of owners. The act emphasizes transparency to prevent illicit use of business entities [1].



A large, stylized blue rose graphic is centered in the background. The rose is rendered with smooth, flowing petals that create a sense of depth and texture. The color is a vibrant, slightly gradient blue, with lighter tones on the outer edges of the petals and darker tones in the shadows. The rose is set against a dark blue, almost black, background.

# Considerations of Usage

# Internal Tips for Success

- ↳ Team members must take accountability for the output of ChatGPT
- ↳ Transparency of when and how AI is leveraged amongst your team
- ↳ OpenAI provides team and enterprise users ownership of both input & outputs it is as much as it can be given the nature of AI generated content and this context should be shared with teams and clients
- ↳ Create a mechanism for sharing and feedback so that your team can get the most out of your OpenAI software



# Use Cases to Get Started

- **Synthesize & Summarize Content:** ChatGPT is really great at summarizing and synthesizing content including rewriting content to make it more accessible
- **Documentation:** This creates a great opportunity to help you develop documentation and policies for your agency
- **Translation:** AI does have strong capabilities as it pertains to language translation and not just “Spanish” but more specific to Spanish from Venezuela
- **Proofreading:** Upload PDFs or Print Ads for proofreading. Be sure to tell Chat GPT to document changes needed by page.





# Prompting 101

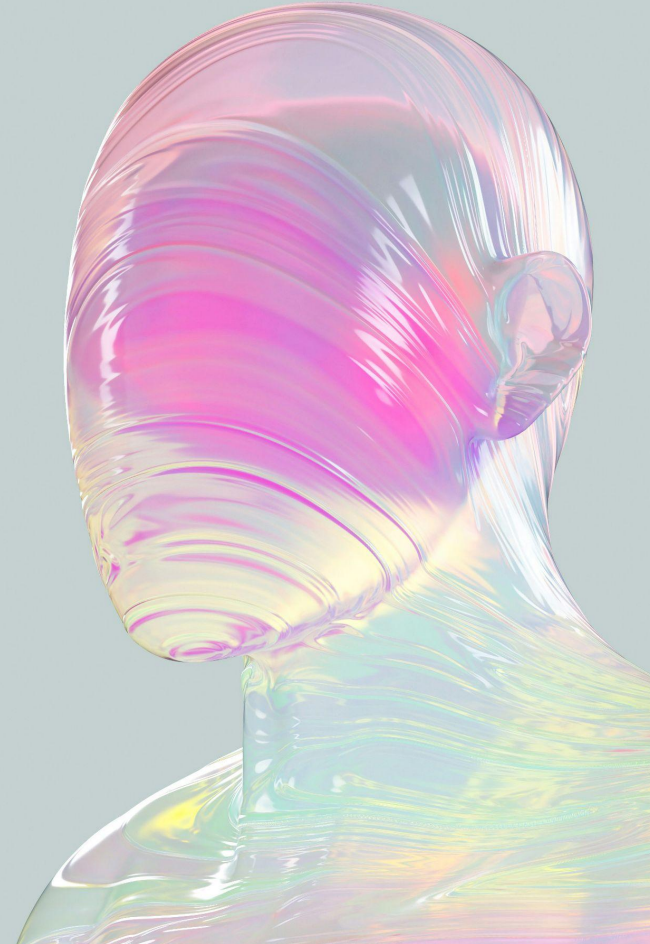
# Secrets to the Perfect Prompt

- **Be Specific and Detailed:** Clearly define your question or request with as much detail as possible to help the model understand precisely what you're seeking. Specificity is key to getting targeted and relevant responses.
- **State Your Objective:** Explicitly mention the goal of your prompt, whether it's generating ideas, seeking explanations, performing data analysis, etc. This guides the model in tailoring its response to meet your specific needs.
- **Specify the Desired Format:** Indicating how you want the information presented (e.g., a list, a summary, a detailed report) can significantly influence the utility of the response. This ensures the output meets your expectations in terms of structure and detail.
- **Provide Context:** If your request relies on background information or is part of an ongoing project, include that context. Contextual cues are crucial for the model to provide coherent and consistent follow-up responses.
- **Iterate and Refine:** Use the initial response as a stepping stone to refine your prompt, if necessary. Adjusting your approach based on the model's output can help hone in on the exact information or output you need.



# Speak Their Language

Take on the persona of [Expert Persona]. [Verb] [Format & Length] [objective]. The output should include relevant [Data]. The writing style is [tone of voice] targeted towards [Audience].

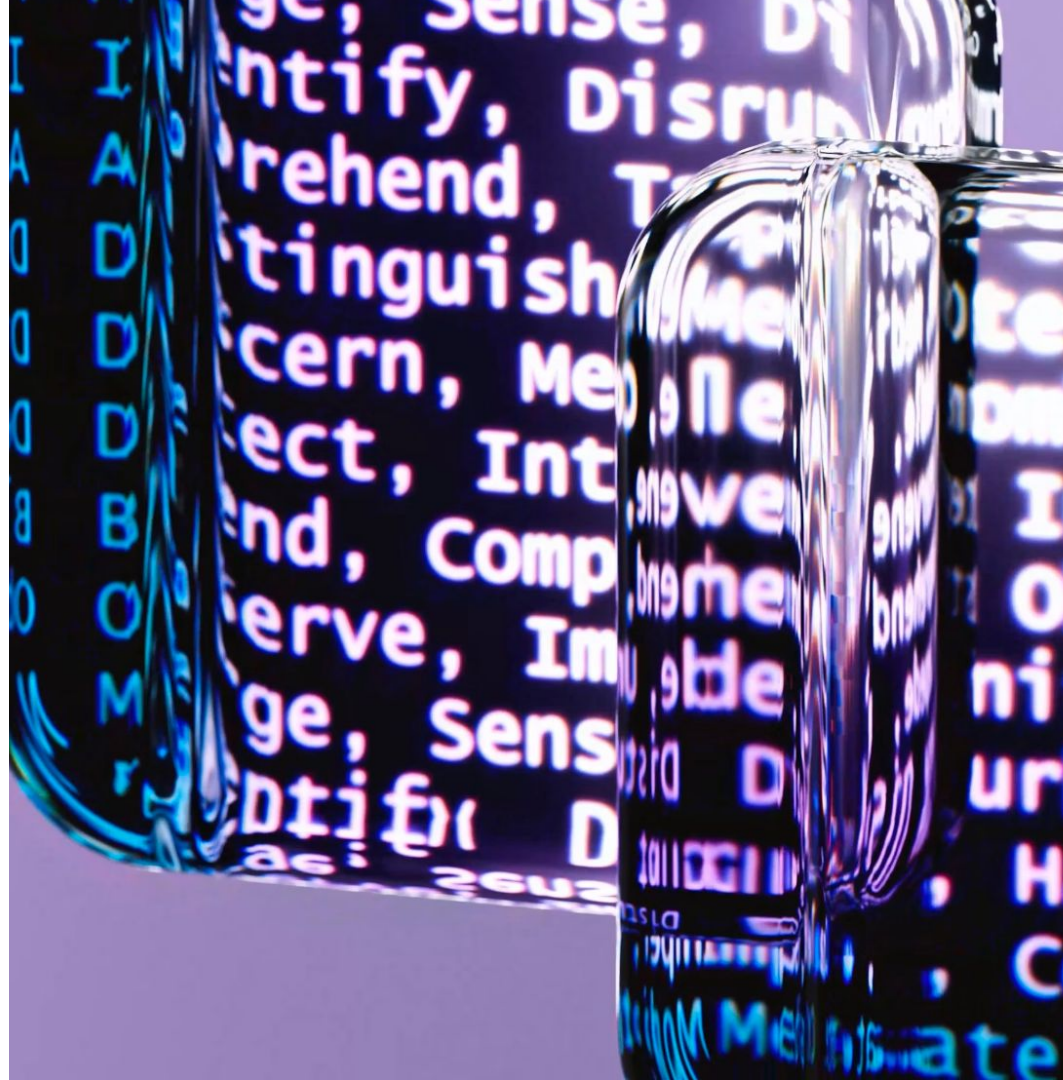




**Time for Action:  
Build Your Own GPT**

# Outlining Custom GPTs

- What is the use case?
- Who will use the GPT?
- What does success criteria look like?
- What are the documents that you can use as part of the GPT's knowledge base?
- How you will QA the GPT?





# Few Agency Custom GPT Examples

## Proposal GPT

**Idea:** Tailored proposals for client needs.

**Uses:** RFP replies, service customizations, executive summaries.

**Instruction:** Draft a brand repositioning proposal outline for IT sector.

**Uploads:** Successful proposals, service catalogs, client briefs.

## Onboarding GPT

**Idea:** Efficient new client integration.

**Uses:** Personalized welcomes, profile setups, initial guidance.

**Instruction:** Draft retail client onboarding checklist.

**Uploads:** Onboarding steps, service packages, FAQs.

## CRM Database GPT


**Idea:** CRM database management for accuracy and effectiveness.

**Uses:** Automating data entry, cleaning duplicates, marketing segmentation.

**Instruction:** Merge CRM duplicates and report changes.

**Uploads:** CRM guides, data quality standards, segmentation models.

# Superpower GPT With Zapier

- 1. Create the GPT**
  - 2. Click Action**
  - 3. Import Zapier URL**
    - a. Copy & Paste action from [here](#) and import via URL
    - b. Publish to Only Me or Add Privacy Policy
  - 4. Create Actions in Zapier**
    - a. Use this link [here](#)
  - 5. Set GPT Instructions**
    - a. Keep all instructions on top
    - b. Copy from [here](#)
    - c. Update Required Actions
      - i. Copy & Paste Name
      - ii. Confirmation Link = When click an action it is the URL
- 
- A decorative graphic in the bottom right corner consisting of several overlapping triangles in red, blue, teal, and yellow.

Questions?



# Connect with Me



## Kathleen Perley

Kathleen, founder of DECODE advertising, which she successfully sold in 2023, is renowned for her innovative digital transformation strategies. Now, she is pivoting back to her roots in linguistics and AI, building on her distinguished career and numerous accolades as an adjunct professor at Rice University.



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**Thank you!**