GETTING STARTED WITH CHATGPT

1. Google "chatgpt" or go to https://openai.com/blog/chatgpt.
2. Create an account if needed.
3. Click on "Try ChatGPT".
4. On the bottom of the page, you’ll find an input box labeled “Send a message” where you can enter your prompts or questions.
5. Enter your first prompt in the input box provided.

EXAMPLE

- “List instructions for the best practices in using ChatGPT to create a successful graduate school recruiting and marketing drip campaign.”

USES FOR CHATGPT IN GRADUATE STUDIES

- **Ask for help.**
  - Debug formulas and code (from spreadsheet formulas to python and SQL)
  - Ask for proofreading or editing help.
    - Request suggestions for improving:
      - Email drafts.
      - Website copy.
      - Landing pages.
    - Ask it to correct your grammar and spelling.

- **Request content.** Seek creative input by asking open ended questions. For example:
  - What are innovative ideas to engage prospective graduate students?
  - In what ways can BYU differentiate their graduate programs?
  - In what ways can a graduate program create interactive content on their website?
  - Address challenges or objections that prospective students may have and provide strategies to overcome them.

- **Seek suggestions:**
  - How would a prospective BYU student perceive the following message? Would this marketing approaches would resonate with them? How could I improve the message to better address the interests of a student who....?

- Engage in a conversation with the model.

- Beware of hallucinations! Although ChatGPT responses seem plausible they can be incorrect, so be sure to exercise caution when relying on responses, and verify responses with a reliable source.
TIPS FOR EFFECTIVE CHATGPT PROMPTS

Creating effective prompts for ChatGPT is crucial to receive the desired responses and help you create a successful recruiting and marketing drip campaign. Here are some instructions to help you craft the best prompts:

1. **Be clear and specific:**
   Clearly communicate what you are looking for from ChatGPT. Specify the purpose of the prompt, whether it's generating content ideas, drafting an email, suggesting a subject line, or providing insights on target audience preferences.

   - Use delimiters to clearly indicate distinct parts of input. Delimiters can be anything like
     - triple backticks: ```
     - Triple quotes: """
     - Angle brackets: < >

   - Use [brackets] to define variables or placeholders. For example, [First Name], [program] can be used as placeholders to be replaced by your CRM (i.e., SLATE).

   - Break down complex tasks, giving chatGPT time to think:
     If you have a complex task, break it down into smaller, more manageable questions. This helps ChatGPT focus on specific aspects and generate more precise and actionable responses. It may help to specify steps required to complete a task.

   - If a prompt is too long, you will need to instruct ChatGPT to continue by entering text such as "please continue exactly where you left off."

   - You can also restrict output by requesting ChatGPT to limit the number of words/characters/sentences to a certain number.

2. **Provide context:**
   Give ChatGPT relevant background information about your graduate school, its unique selling points, target audience, and campaign goals. This helps the model understand the context and generate more accurate and relevant responses.

3. **Iterate and refine:**
   Remember that effective prompts are a result of an iterative process. Continuously evaluate the responses, provide feedback, and adjust your prompts to fine-tune the collaboration with ChatGPT and improve the quality of the generated content for your drip campaign.
Email Generating Prompts:

- "Facts=<<<<The Department of Exercise Sciences values the human being as sacred and seeks to strengthen both body and spirit by attaining, advancing, and disseminating knowledge in the disciplines of human exercise and performance, injury and rehabilitation, and wellness while inviting divine inspiration to guide our efforts.

Students will demonstrate acquisition and application of athletic training knowledge, skills, and abilities at the master's degree level. The educational standards are listed as objectives and outcomes in required athletic training courses. The competencies and proficiencies are now curriculum standards: See 2020 Professional Standards for MAT.

Students will be prepared for athletic training professional practice by demonstrating professional dispositions and clinical decision-making with patients in level-specific practice internships at affiliated clinical sites with the mentoring of qualified clinical preceptors (instructors) by establishing collaborative relationships. Students will also demonstrate leadership and management skills.>>>

As a marketing expert, your task is to create captivating content that adheres to best practices. Some of these practices include:

1. Keeping it concise and impactful
2. Using action-oriented language
3. Personalizing the subject line with [student’s name]
4. Incorporating numbers and emojis
5. Engaging the reader with questions
6. Being clear and specific.

Compose an attention-grabbing email promoting BYU's Exercise Science program using the information provided in the Facts delimited by triple angle brackets."

Follow-up prompts:
- Rewrite the email to resonate with female international students. Address any potential objections.
- Limit output to 200 words.

Subject-Line Prompts:
- "Could you suggest attention-grabbing subject lines for an email about [topic/activity/program]?
- "What strategies can I employ to craft catchy subject lines that drive opens and clicks?"
- "In what ways can humor or wit be effectively used in email subject lines?"
- "How can I tailor subject lines to appeal to my target audience's interests and needs?"
- "What techniques can I use to personalize subject lines and boost open rates?"
- "Can you provide subject line ideas that incorporate the fear of missing out (FOMO) principle?"
- "I have written a marketing email. Please suggest a clear and intriguing subject line that isn't too long. Reply 'ready' to proceed, and I'll share the text for analysis."
SMS Event Invite

- "Compose a friendly and concise SMS inviting [First Name] to a [special event] on [date], at [time] in the [location]. Emphasize the main benefit. Use emojis. Limit the message to 140 characters."

Idea generation

- "For undergraduate senior students aspiring to get into grad school, please generate topics that are most important to them. List potential subtopics for discussion as bullet points. For each subtopic, provide one common fear, frustration, goal, and aspiration (FFGA) associated with it. Please present your answer as indented bullet points in the respondent's own words, as you would find in a survey."

- "What are some innovative methods to visually showcase the benefits of [program/activity] in an advertisement?"

- To better understand what prospective students are interested in:
  - "Putting yourself in the shoes of a graduate student, create a list of resources you would like to have access to on the university or department website."
  - "As a prospective graduate student, craft an email to the university inquiring about their [department]’s program. Pose specific questions to gather more information about potential challenges or objections that prospective students might have."

Other

- “Write a script for a video to advertise the 3-minute thesis competition at BYU.”

Sources

- https://chat.openai.com/
- DeepLearning.AI: ChatGPT Prompt Engineering for Developers
- Heidi Jensen, BYU Neuroscience Graduate Program Manager

Other resources

- ChatGPT: How-to Guide for Administrative and Executive Assistants
- Top 10 AI Tools for Admins
- 10 AI Writing Tools for Executive Assistants