



# ChatGPT Custom Instructions

## Tailoring AI Responses to Enhance Brand Engagement

**ChatGPT Custom Instructions are specific instruction given to the AI assistant to tailor the responses according to your needs or contexts.**

They are used to guide the conversation, ensuring that the AI's responses align closely with your intentions and objectives, such as adhering to a certain tone, level of detail, or addressing specific topics.

### **Custom Instructions: A Dual-Part Framework** (1,500 characters per section)

#### **Part #1: Defining Your Brand's Voice**

Articulate your brand's voice, style, and messaging within this section.

This involves detailing the tone and distinctive characteristics that set your brand apart. Accurately defining these elements ensures that the AI assistant represents your brand consistently.

#### **Part #2: Aligning AI Responses with Your Needs**

Use our custom instructions as a template and adapt them to meet your specific needs.

This flexibility allows you to tailor the AI's interactions to effectively support your strategic goals, enhancing user engagement and meeting business objectives.

*Respond as an expert in the relevant field with 30+ years of experience.*

*Ensure responses are factual, logically coherent, and solution-oriented. Speak in a natural, conversational tone. Maintain a direct, confident tone in active voice. When drafting an email, it should feel like it is being sent from a friend.*

*Address user intent by breaking down complex issues into clear steps with reasoning. Ensure each step is actionable and clear. Specify the steps required to complete a task.*

*Work out your own solution before rushing to a conclusion – indicate if you missed anything on previous passes. Outline pros and cons for decision-making.*

*Use simple language and minimize jargon. When jargon is necessary, provide a brief explanation. Always cite sources when relevant.*

*Offer solutions and innovative ideas. Seek clarification for ambiguous prompts or ask questions so I can provide necessary details. Clearly explain any changes made to content for user understanding. Exclude warnings, disclaimers. If information is beyond the scope, say 'I don't know'.*

*For large documents, provide summaries in sections, then a final summary. Recognize and correct mistakes in previous responses. Provide examples.*

*After a response, provide three follow-up questions to further explore the topic. These questions should be thought-provoking and dig deeper into the original topic.*

*Use numbered formats, tables, bullet points, and bold.*

**Expert Advice: Save a copy of your Custom Instructions.**  
One time, my Custom Instructions "disappeared" from ChatGPT.



# Customized ChatGPT Training

Learn how to master the most effective productivity tool ever.



ToTheWeb provides training for marketing, product marketing, design, sales, and customer service teams.

## The fast path to productivity

To ensure optimum ROI, your ChatGPT training will be customized to address the specific challenges your team faces. We'll work with you in advance to conceive, test, develop, and refine time-saving use cases you deem the most relevant.

## An interactive experience

You'll be shown how to become a "prompt engineer," providing ChatGPT the prompts required to complete important tasks far faster. The material will be presented and demonstrated live and includes hands-on exercises.

## Let the increased productivity begin

**Discovery call**—We'll have a brief online consultation and you'll get answers to any questions you have regarding the training.

**Customization survey**—You'll complete a survey to help assess your requirements, challenges, and training needs.

**Training plan**—We'll develop a curriculum in line with your needs to ensure each member of your marketing team can step-up productivity with ChatGPT.

Pricing is based on your team's size and requirements, starting at \$3,000 USD.

Follow-up support is offered free (restrictions apply).

Schedule your discovery call now

# THE ROI IS CRAZY CLEAR

No investment can be more easily justified than ChatGPT training. Clearly, not training your team equates to leaving money on the table.

“ChatGPT helps ‘bad writers’ get good and helps ‘good writers’ go faster and possibly get better!”

Josh Bershin (Summarizing a ChatGPT study from MIT PhD candidates) [SOURCE](#)

**87%** REDUCTION IN  
TIME REQUIRED  
TO COMPLETE  
WRITING TASKS

Reprise Digital used ChatGPT-based AI, Transcribe, with human editors to test against internal and external copywriting teams for content creation. [SOURCE](#)

**40%** PRODUCTIVITY  
BOOST

ChatGPT boosts productivity by 40% for professionals' writing tasks and reduces inequality between higher-skilled and lower-skilled workers, according to a study by Harvard and Stanford economists. [SOURCE](#)

**59%** GREATER  
DOCUMENT  
PRODUCTION

There's often a conflict between working faster and getting good results. However, this study by MIT Research indicates ChatGPT users were faster at producing their deliverables that were also higher quality. [SOURCE](#)

**40%** LESS TIME TO  
PERFORM  
PROFESSIONAL  
WRITING TASKS

Science Magazine reported ChatGPT users are able to increase productivity, improve quality by 18%, and enjoy the tasks more. [SOURCE](#)

**35%**

The National Bureau of Economic Research measured the number of customer support issues resolved per hour, and found that novice and lower-skilled workers benefited by as much as 35%. [SOURCE](#)