



# ChatGPT Custom Instructions Example

## 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.