

ChatGPT for CEOs

Transform Your Email Communication with Staff, Customers, and Investors

A step-by-step guide featuring tips and tools
to create effective prompts for writing tasks



About This Guide

This guide offers a straightforward yet practical approach to using ChatGPT, showcasing how AI can enhance the everyday tasks of CEOs.

With step-by-step instructions, you'll learn how to efficiently write clear, concise, and engaging emails to your employees, customers, and investors.

You can then apply this approach to other writing tasks, enabling you to accomplish more, faster, and with higher quality. The goal is to free up your time so that you can focus on your other leadership tasks.

The guide also includes instructions for signing up for ChatGPT if you don't already have an account, upgrading to ChatGPT Plus (highly recommended), and additional tips and tools.

Please note that the exact steps and features may vary slightly, depending on the most current version of ChatGPT.

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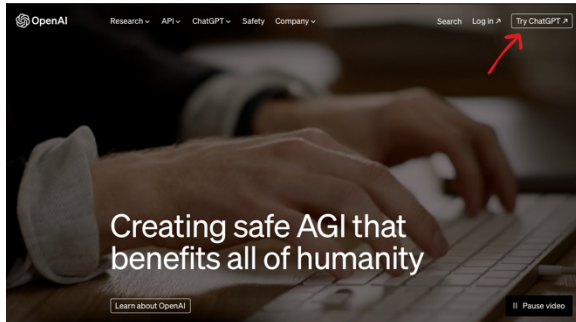
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SECTION 1

Signing Up for ChatGPT

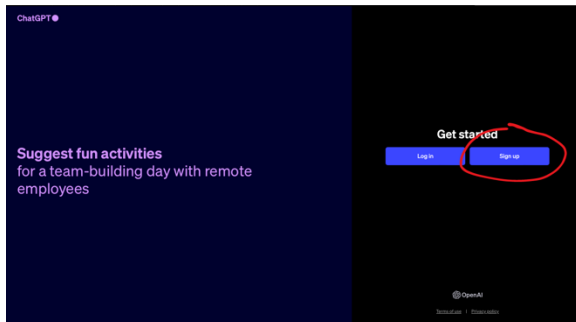
Step 1: Visit the OpenAI Website

Go to the OpenAI website (www.openai.com) and click the **Try ChatGPT** button in the upper right corner.



Step 2: Create an Account

Click on the **Sign Up** button.



You will be prompted to enter your email address, or you can sign up using a Google, Microsoft, or Apple account.

Follow the instructions to set up your account. This typically involves verifying your email address and setting a password.

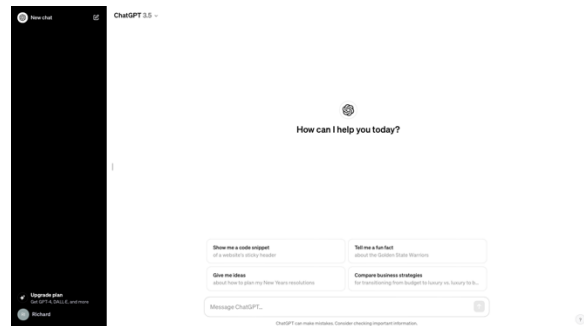
Step 3: Complete Profile Setup

After signing up, you may be asked to provide additional information.

Agree to the terms of service and privacy policy as required.

Step 4: Access ChatGPT

Once your account is set up, you can access ChatGPT. Initially, you will be on the free tier with access to the GPT-3.5 model.



Step-by-Step Email Guide

Let's say you want to email all employees congratulating them on achieving a significant milestone. Follow the steps below to craft the email.

The same steps can be applied to communicate a company update, policy change, event announcement, or a general motivational message.

Step 1: Craft Your Persona

Open your word processor or notes tool like Microsoft Word or Google Docs.

Write a description of who you want ChatGPT to be to get a much better result. Be as specific as possible and add the skills and expertise that you want it to have.

Example

You are the CEO of a tech startup with 25 employees. You are skilled in crafting compelling emails, promoting team spirit, and recognizing achievements.

Note: This is a simple persona to start with. The Advanced Tips section includes instructions for crafting a more advanced persona.

Step 2: Define the Purpose of Your Email

Explain what you want to create, the primary purpose, and the intended audience.

Example

You are writing an email to all employees. The purpose is to communicate the successful completion of [Project Name] and to acknowledge the team's hard work and dedication. The email also aims to motivate the team for upcoming challenges and reinforce the company's commitment to excellence and innovation.

Pro Tip

It's good practice to use placeholders for confidential or sensitive information. In this example, the placeholder [Project Name] was used.

Step 3: Provide Additional Guidance and Context

Write the key points you want to include in your email and provide any other context to help ChatGPT with the task. Bullet points are fine.

Example

Here is additional guidance and context:

- Express gratitude for the hard work and dedication shown by the team in completing the project.
- It's a major milestone for the company and enables us to provide additional value to customers, while setting the company apart from the competition.
- Commend the collaborative spirit and innovation, and how that aligns with our company values.
- Reiterate the importance of teamwork and continuous improvement in facing new challenges.
- Encourage employees to share their ideas on how we can improve even further.
- End with a positive note, reinforcing confidence in the team's abilities.
- Offer best wishes and express excitement for the company's future.

Pro Tip

Craft your prompt as if you had to explain what you want to accomplish to a person.

Step 4: Set the Voice/Style/Tone

Guide ChatGPT on the voice, style, and tone of the email, as it significantly influences the quality and appropriateness of the responses that you receive.

Voice examples

- **Authoritative and Confident:** Demonstrating expertise and leadership in the industry.
- **Professional and Formal:** Suitable for legal documents, formal agreements, and high-level corporate communications.
- **Inspirational and Visionary:** Motivating employees and stakeholders with a clear and compelling vision.
- **Conversational and Approachable:** For internal memos or communications that aim to create a sense of camaraderie.
- **Analytical and Data-Driven:** When discussing performance metrics, market analysis, or financial results.
- **Innovative and Forward-Thinking:** Especially suitable in tech or rapidly evolving industries, focusing on future trends and developments.

Style examples

- **Clear and Concise:** Direct and to the point, avoiding unnecessary jargon.
- **Detailed and Thorough:** Providing comprehensive information, especially on technical or complex topics.
- **Narrative and Storytelling:** Using anecdotes or stories to illustrate points or values.
- **Persuasive and Compelling:** Aimed at convincing stakeholders, partners, or customers, especially in sales or investment-related communications.
- **Educational and Informative:** Particularly useful in thought leadership articles, whitepapers, or presentations.
- **Problem-Solution Structure:** Presenting a problem followed by a solution, common in case studies or business proposals.

Tone examples

- **Optimistic and Positive:** To boost morale or in communications about growth and success.

- **Urgent and Direct:** In critical situations where immediate action or attention is needed.
- **Respectful and Empathetic:** Appropriate when addressing sensitive issues, employee concerns, or in times of crisis.
- **Reflective and Thoughtful:** In messages that analyze past performance or in lessons-learned discussions.
- **Encouraging and Supportive:** When acknowledging team efforts or in employee-focused communications.
- **Neutral and Objective:** Important in regulatory or compliance-related communications, where personal opinions should be avoided.

Putting it together

Mix and match the voice, style, and tone depending on the context and audience.

Example

Use an inspirational and visionary voice in a concise style with an encouraging and supportive tone.

Note: this is a simple voice/style/tone prompt. The Advanced Tips section includes instructions for crafting a more advanced prompt.

Step 5: Assemble Your Prompt

You will now have a prompt that defines the persona and purpose, provides additional guidance and context, and gives direction on voice, style, and tone.

Example

You are the CEO of a tech startup with 25 employees. You are skilled in crafting compelling emails, promoting team spirit, and recognizing achievements.

You are writing an email to all employees. The purpose is to communicate the successful completion of [Project Name] and to acknowledge the team's hard work and dedication. The email also aims to motivate the team for upcoming challenges and reinforce the company's commitment to excellence and innovation.

Here is additional guidance and context:

- Express gratitude for the hard work and dedication shown by the team in completing the project.
- It's a major milestone for the company and enables us to provide additional value to customers, while setting the company apart from the competition.
- Commend the collaborative spirit and innovation, and how that aligns with our company values.
- Reiterate the importance of teamwork and continuous improvement in facing new challenges.
- Encourage employees to share their ideas on how we can improve even further.
- End with a positive note, reinforcing confidence in the team's abilities.
- Offer best wishes and express excitement for the company's future.

Use an inspirational and visionary voice in a concise style with an encouraging and supportive tone.

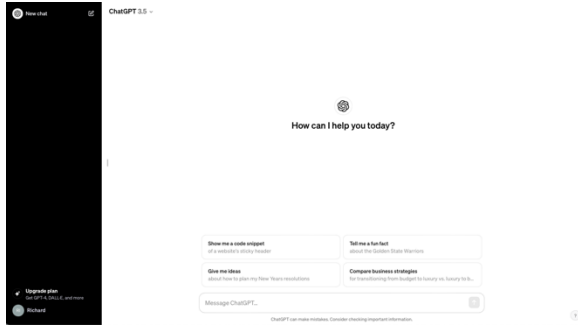
Pro Tip

It's good practice to read over the assembled prompt. If you sent it to a human, would it provide clear direction on what you want to achieve? Tweak it if need be.

Step 6: Open ChatGPT

Access ChatGPT. In this guide, it is assumed you are using the website version. There is also an app that you can use on a mobile device.

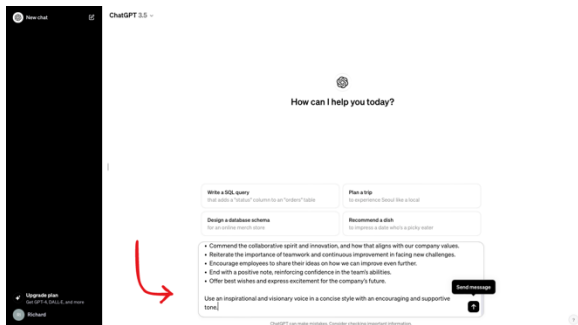
Ensure you're logged in if required.



Step 7: Input Your Prompt

Copy your assembled prompt from Step 5 into the **Message ChatGPT...** box.

Ask ChatGPT to generate a draft by clicking the arrow to send the message (or press the Return/Enter key).



Pro Tip

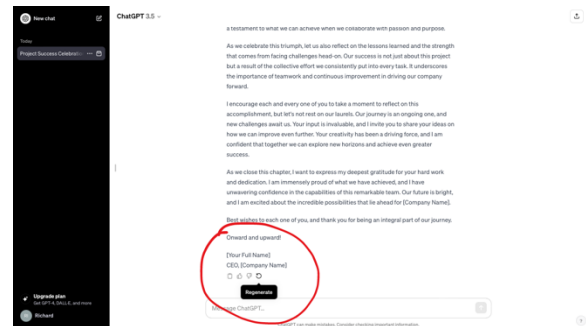
Once submitted, you can edit your prompt by clicking on the pencil icon that appears when you hover over the prompt.

Step 8: Review the Draft

Review the draft to ensure it aligns with your initial concept and includes all necessary information.

Ask ChatGPT to generate additional versions by clicking on the **Regenerate** icon at the bottom of the draft.

Keep regenerating until you have a draft that you are happy with as a starting point.



You can also give ChatGPT further instructions and feedback on the response. For example, you may want to elaborate on some points. Enter the additional guidance in the **Message ChatGPT...** box.

Pro Tip

Use the < > arrows to switch between the different versions that have been generated.

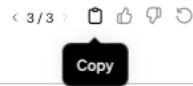


Step 9: Copy and Paste

Copy and paste your selected draft back into your document.

Pro Tip

Click on the Copy icon to easily copy your preferred version.



Step 10: Proofread and Edit

Carefully proofread the email, correct errors, or elaborate on areas needing additional clarification.

Add personal touches, and ensure the email reflects your voice and the company culture.

Step 11: Paste back into ChatGPT

You can ask ChatGPT for help with grammar and spelling checks, ask it to make additional suggestions to improve your email, and ask it to recommend alternative subject lines.

Example

Please read and suggest edits for the following email {copy_to_read} delimited by ///. Do NOT re-write the email. Instead, list what specific changes I should make by writing a bullet list of ALL suggested changes with both before and after written out exactly. Explain why you suggest the change. Make sure you include every single grammar and spelling mistake. Do not change anything that would not improve the quality of the final email by changing it. If you do not see anything you would recommend changing to improve the writing, respond with, "There are no recommended changes to this copy." At the end, provide a version with all your suggested changes implemented. Also, include some alternative subject lines to include with the email.

```
copy_to_read = ///
```

```
[Insert your edited version here]
```

```
///
```

Prompt credit: Nicole Leffer (nicoleleffer.com)

Step 12: Prepare for Sending

Transfer the final draft to your email client.

Replace any placeholder text like [Project Name].

Add your email signature.

Add the recipients (all employees or specific mailing lists).

Enter your preferred subject line.

Decide if the email needs any attachments or additional formatting.

Send the email immediately or schedule it for an optimal time.

Other Writing Tasks

Beyond Email

ChatGPT is a very versatile tool for helping CEOs with a wide range of writing tasks, significantly reducing time and effort while enhancing the quality of communication.

It ultimately enables you to focus more on strategic decision-making and running the business, or better yet, taking time for yourself.

Writing Tasks

The same process and prompt structure can be used to help write:

- Board, Customer, Partner, and Shareholder communications
- Business plans and proposals
- Reports and executive summaries
- Presentations and speeches
- Staff performance reviews
- Policy documents and guidelines
- Grant applications and funding requests
- Meeting agendas and minutes
- Thought leadership articles and social media posts

Remember, the adage, “garbage in, garbage out” applies.

Take the time to craft your thoughts in an effective prompt, and you’ll get significantly better results.

Writing Process with ChatGPT

Here’s a summary of the process used to craft emails that can also be used with your other writing tasks:

- 1 Draft your ideas and prompt in a word processor or notes application.
- 2 Generate the initial draft in ChatGPT. Regenerate additional options and choose the one that best meets your needs.
- 3 Edit the ChatGPT output in your word processor or notes application to make corrections and reflect your perspective.
- 4 Enhance further in ChatGPT to fine-tune grammar, spelling, and sentence clarity.
- 5 Perform a final human edit to ensure it aligns with your voice and message. If you’ve been using placeholders for confidentiality reasons (such as company names or sensitive details), replace them now.

Prompt Structure

You can use the same prompt structure for other writing tasks.

Example

- A You are the CEO of a tech startup with 25 employees. You are skilled in crafting compelling emails, promoting team spirit, and recognizing achievements.
- B You are writing an email to all employees. The purpose is to communicate the successful completion of [Project Name] and to acknowledge the team's hard work and dedication. The email also aims to motivate the team for upcoming challenges and reinforce the company's commitment to excellence and innovation.
- C Here is additional guidance and context:
 - Express gratitude for the hard work and dedication shown by the team in completing the project.
 - It's a major milestone for the company and enables us to provide additional value to customers, while setting the company apart from the competition.
 - Commend the collaborative spirit and innovation, and how that aligns with our company values.
 - Reiterate the importance of teamwork and continuous improvement in facing new challenges.
 - Encourage employees to share their ideas on how we can improve even further.
 - End with a positive note, reinforcing confidence in the team's abilities.
 - Offer best wishes and express excitement for the company's future.
- D Use an inspirational and visionary voice in a concise style with an encouraging and supportive tone.

- A **Persona:** Tell ChatGPT the kind of expert you want it to be.
- B **Purpose:** Explain what you want to accomplish and who you are targeting with the communication.
- C **Additional Guidance and Context:** Provide your thoughts, relevant details, and constraints. You can also request specific formatting (e.g. bullet points) and desired length.
- D **Voice/Style/Tone:** Provide direction on the writing style.

Additional Tips

❶ Be cautious about sharing sensitive or confidential information with ChatGPT. It's best to have a company policy on this.

❷ Legal considerations include copyright, intellectual property rights, compliance with data protection laws, and other compliance laws applicable to your industry. Be aware that regulations are evolving and differ by jurisdiction. As a general guide, don't share with ChatGPT what you wouldn't publish on your website.

❸ Fact-checking is very important. Like all other large language model tools, ChatGPT can get confused and make up things that sound credible (called hallucinating). Always review and apply human judgment to the outputs.

❹ Break larger projects into smaller steps. For example, draft each section for a report at a time instead of asking ChatGPT to complete the task in one step.

❺ You can ask ChatGPT to format the output (e.g., bulleted list and subheadings) or summarize it in a table. You can also specify the desired length and ask for recommended emojis and hashtags for LinkedIn posts.

❻ Save your prompt snippets where you can easily access and re-use them in other tasks.

Other Use Cases

ChatGPT can be used for many other things beyond writing tasks. Here are just some of the ways that CEOs are using it:

- Synthesizing information and generating summaries and insights.
- Market research and competitive analysis.
- Preliminary legal and compliance assistance (you'll still want professional legal advice, but it can help you initially navigate unfamiliar areas).
- Scenario analysis.
- Generating and stress-testing ideas.
- Learning new topics.

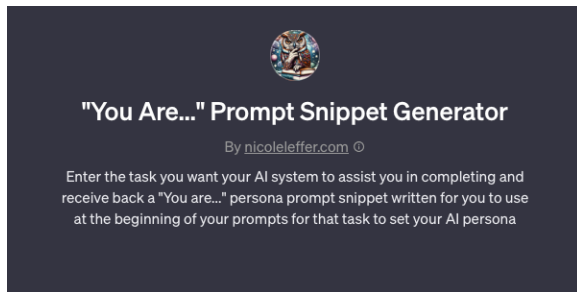
Helpful Prompt Generators

ChatGPT Plus users can access Generative Pre-trained Transformers (GPTs) created by developers tailored to specific topics or needs. These can be found by clicking **Explore GPTs** in the left navigation.

Use caution, as many are poorly implemented, but the following tested ones produce good results.

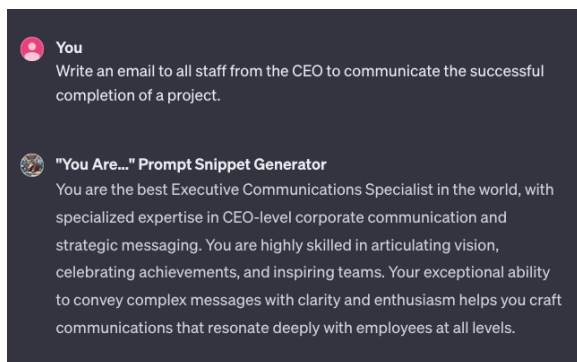
Advanced Persona Prompt

The “You Are...” Prompt Snippet Generator by Nicole Leffer (nicoleleffer.com) helps you create a persona snippet to include in your prompts.



Begin by describing the task that you wish to accomplish.

You'll be provided with a prompt snippet to include as part of your prompt.

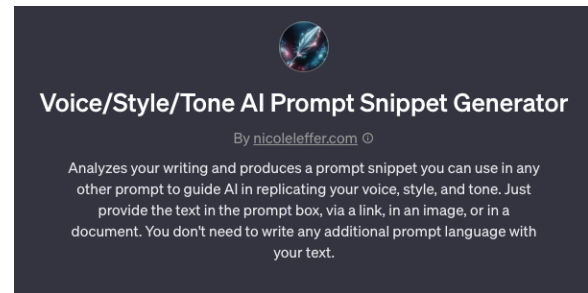


Regenerate the snippet for alternative options or customize the snippet as needed.

Voice/Style/Tone Prompt Snippet Generator

The Voice/Style/Tone Prompt Snippet Generator by Nicole Leffer (nicoleleffer.com) analyzes your writing and produces a snippet for your prompts.

ChatGPT will replicate your voice, style, and tone to make outputs sound more like you.



Begin by adding examples of your writing. These can be images (such as screenshots of emails you've written), attaching documents, providing a link, or entering text in the prompt box.

The generator will create a rich snippet to include as part of your prompt.

Pro Tip

ChatGPT Plus users can use the *Custom Instructions* feature to provide specific details and guidelines for their chats (such as persona and voice/style/tone). Be aware that these instructions apply to all new chats.

Upgrading to ChatGPT Plus

While using the free plan to try ChatGPT is okay, upgrading to the Plus plan is highly recommended.

It provides access to the most capable model (GPT-4 at the time of writing), giving higher-quality responses. It also includes access to:

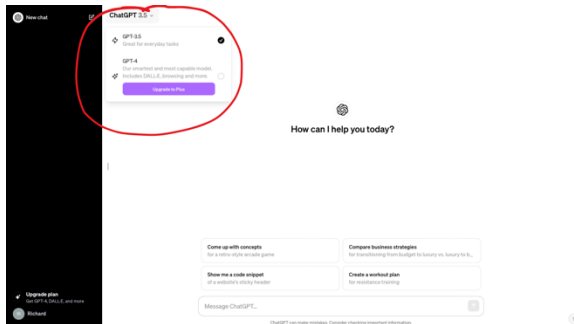
- DALL-E 3 image generation
- Advanced data analytics to help you analyze data
- Up-to-date information on the Internet with the **Browse with Bing** feature
- Additional tools and plugins for additional functionality
- GPT Store for custom versions of ChatGPT to perform specific tasks

Pricing of all plans can be found here:

<https://openai.com/chatgpt/pricing>

Step 1: Navigate to the Subscription Page

Within your ChatGPT account, look for an option to upgrade your plan to ChatGPT Plus. This is usually found in the left-side navigation panel or from a drop-down at the top of the page.



Step 2: Select ChatGPT Plus

Choose the ChatGPT Plus plan. The additional features of the plan will be listed and updated periodically.

Step 3: Enter Payment Information

You'll be prompted to enter your payment details. This typically includes credit card information or other payment methods accepted by OpenAI.

Step 4: Confirm Subscription

Review the subscription details, including the cost and billing cycle.

Confirm your subscription. You might receive an email confirmation for your records.

Step 5: Enjoy Plus Benefits

Once your subscription is active, you'll immediately gain access to the benefits of ChatGPT Plus.

OpenAI periodically updates its offerings and plans. It's advisable to check the latest information on their website for any recent changes.

About the Author

Richard McClurg helps CEOs achieve sustained profitability through marketing strategy and execution guidance. He has two decades of marketing and executive leadership experience across multiple industries, including telecommunications, semiconductors, medical devices, media and entertainment, public safety, automotive, industrial automation, and manufacturing.

Richard's passion lies in solving strategic marketing problems, launching products, establishing brands, building teams, and entering new markets. He is a proponent of the responsible use of AI, believing it can significantly help organizations accomplish more, accelerate progress, and enhance the quality of work.

Richard engages with clients as a fractional CMO (part-time Chief Marketing Officer), marketing consultant, or advisor through McClurg Marketing. At ADPList, he also mentors and coaches aspiring marketing professionals.



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