CHATGPT

Shelby & Company Inc.

SHELBY
MCFARLAND

ABOUT ME
SHELBY AND COMPANY INC

- 12 YEARS OF MARKETING EXPERIENCE
- CERTIFIED PERSONAL DEVELOPMENT COACH
- CUSTOMER SERVICE & YOUNG PROFESSIONAL AWARD-RECIPIENT
- 3 YEAR OLD DAUGHTER

CLASS OBJECTIVES

- **YOU WILL KNOW HOW TO USE CHATGPT FOR YOUR BUSINESS IDEAS AND CREATIVE WRITING**

- **YOU WILL KNOW HOW TO USE CHATGPT FOR THE BETTERMENT OF YOUR SEO THROUGH SOCIAL MEDIA AND WEBSITE**

- **YOU WILL KNOW HOW TO USE CHATGPT IN SIMPLE WAYS FOR FINANCE**

WHAT IS CHATGPT?

- **Chat GPT stands for Chat Generative Pre-Trained Transformer**

- **ChatGPT serves as a cutting-edge natural language processing (NLP) platform facilitating seamless real-time interactions between users and AI-driven digital assistants. It comprehends user inquiries, retains contextual information from previous exchanges, and tailors responses to suit the specific queries of each individual user.**

YOUR NEW VIRTUAL ASSISTANT

ChatGPT 4 ⌄

How can I help you today?

| Help me pick | Suggest fun activities |
| a gift for my dad who loves fishing | to do indoors with my high-energy dog |

| Explain options trading | Compare storytelling techniques |
| if I'm familiar with buying and selling stocks | in novels and in films |

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

My GPTs + Create

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Search public GPTs

Top Picks   DALL·E   Writing   Productivity   Research & Analysis   Programming   Education   Lifestyle

Featured
Curated top picks from this week

Book Creator Guide
A writing assistant specializing in book creation, web research, and format recommendations.
By Choi Yong

Gauntlet: Movies
Enjoy this Five-strike movie trivia game.
By Josh Brent N. Villocido

Escape the Haunt
A text-based haunted hotel escape adventure.
By Matthew Schlicht

The Designer's Mood Board
Mood Board Specialist
By Brendan Donnelly

Trending
Most popular GPTs by our community

1   **image generator**
A GPT specialized in generating and refining images with a mix of professional

2   **Write For Me**
Write tailored, engaging content with a focus on quality, relevance and precise

4

COMMON MISCONCEPTIONS:

- **Replacement for Human Interaction:** it lacks empathy
- **Ethical Judgment:** has no morals…basis everything from data
- **Unlimited Knowledge:** cutoff date of 2021
- **100% Accuracy:** makes mistakes and require human verification of facts
- **Security and Privacy Risks:** the user is not protected

SECTION ONE

HOW TO USE CHATGPT FOR YOUR BUSINESS IDEAS AND CREATIVE WRITING

HOW TO USE CHATGPT FOR BUSINESS IDEAS & CREATIVE WRITING

MARKET RESEARCH & ANALYSIS

BUSINESS PLAN WRITING

SOCIAL MEDIA CONTENT

NAMING AND BRANDING YOUR BUSINESS

SECTION TWO

HOW TO USE CHATGPT FOR THE BETTERMENT OF YOUR SEO THROUGH SOCIAL MEDIA AND WEBSITE

WHAT IS SEO?

- SEO is an acronym for Search Engine Optimization. **SEO is the process of taking steps to help a website or piece of content rank higher on Google.**

- Growing your SEO takes *TIME and PATIENCE and EFFORT*

- We are focusing on *on-page SEO and organic growth*

- We want to *feed Google as much information as you can* about your business and expertise through social media and website content

HOW TO USE CHATGPT FOR SEO

SOCIAL MEDIA CONTENT

WEBSITE BLOG

UPDATING INDUSTRY KEYWORDS

SOCIAL MEDIA PROMPT 1:

Write a social media post about an employee of the month

We're thrilled to shine the spotlight on our Employee of the Month, [Employee Name]! 🎉

From the moment [he/she/they] stepped into our team, [Employee Name] has embodied the spirit of excellence, dedication, and teamwork. [His/Her/Their] unwavering commitment to not only meeting but exceeding expectations has set a new standard for us all.

This month, [Employee Name] went above and beyond by [describe a specific achievement or action, e.g., leading a successful project, providing exceptional customer service, or demonstrating innovative problem-solving skills]. [His/Her/Their] ability to [mention another quality or achievement, such as inspire those around him/her/them, tackle challenges head-on, or bring creative solutions to complex problems] has been nothing short of inspiring.

But it's not just [his/her/their] professional accomplishments that make [Employee Name] stand out. [His/Her/Their] positive attitude, willingness to help others, and [mention a personal quality like sense of humor, empathy, or team spirit] contribute significantly to our workplace culture, making [our office/our store/our team] a better place every day.

Please join us in congratulating [Employee Name] on this well-deserved recognition. Your hard work and dedication do not go unnoticed, and we are so proud to have you as part of our team. Here's to many more achievements and successes together! 🎊

#EmployeeOfTheMonth #TeamSpotlight #WorkplaceExcellence

SOCIAL MEDIA PROMPT 2:

Write a social media post about how my company offers heating and air services

🌟 **Beat the Weather with Us!** 🌈✨

As the seasons change, so do our comfort needs! Whether you're looking to escape the summer heat or cozy up during the winter chill, **[Your Company Name]** has got you covered with our top-notch heating and air services. 🌞❄️
Why choose us?

- 🔧 **Experienced Technicians:** Our team is skilled in all things HVAC, ensuring your system runs smoothly year-round.
- 🔑 **Eco-Friendly Solutions:** We believe in sustainability, offering energy-efficient options that are kind to your wallet and the planet.
- 🕐 **Reliable Service:** We understand the importance of timely assistance, which is why we're committed to prompt and efficient service.
- 💡 **Custom Solutions:** Every home is unique, and so are your heating and cooling needs. We tailor our services to match your specific requirements.

Don't let the weather dictate your comfort. Contact us today for a consultation and see how [Your Company Name] can enhance your living or workspace. Stay comfortable, no matter what the weather brings! 📞🏠

#HeatingAndAir #ComfortZone #EcoFriendly #ReliableService #CustomSolutions #StayComfortable

CURRENT KEYWORDS:

What are the current keywords to use for the finance industry for SEO purposes
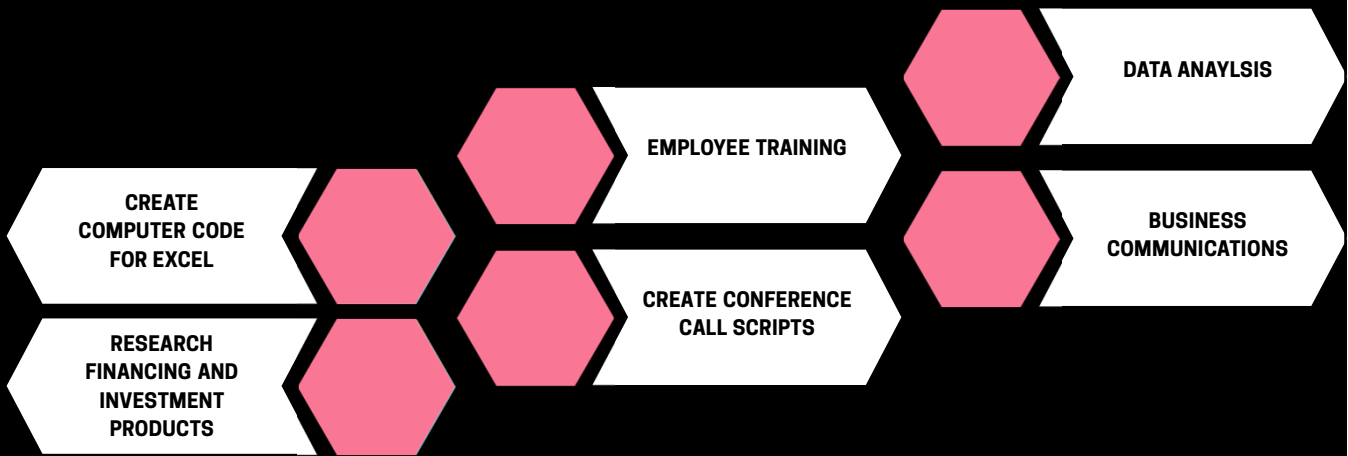
mutual funds, crypto, real estate investing, retirement, life insurance, mortgage loans, debt consolidation, business financing, credit cards, balance transfers, tax credits, income tax retursn, ira accounts, wealth planning, stock market analysis... etc.

Use the keywords as hashtags on social media & topics for blogs.

SECTION THREE

YOU WILL KNOW HOW TO USE CHATGPT IN SIMPLE WAYS FOR FINANCE

HOW TO USE CHATGPT FOR FINANCIAL MANAGEMENT INDUSTRY

- DATA ANAYLSIS
- EMPLOYEE TRAINING
- BUSINESS COMMUNICATIONS
- CREATE COMPUTER CODE FOR EXCEL
- CREATE CONFERENCE CALL SCRIPTS
- RESEARCH FINANCING AND INVESTMENT PRODUCTS

CREATE COMPUTER CODE FOR EXCEL

- **Specify what you are wanting to get done in Excel into ChatGPT in as many words as you can. They will then show you the code for Excel and you simply copy/paste**

RESEARCH FINANCING AND INVESTMENT PRODUCTS

- **In a management role, you may need to find new financing and investment products for employees. ChatGPT can help you do find new ones, and compare the options that you already have. Simply upload the document to the ChatGPT and it will send back an analysis.**

EMPLOYEE TRAINING

- **ChatGPT can assist in the creation of training materials and programs for new hires and ongoing employee development. They can help with handbook content, contract details, etc.**

DATA ANALYSIS

- **ChatGPT can summarize financial reports, market trends, and research papers to provide quick insights. Upload the documents into ChatGPT and they will send back a report**

CONFERENCE CALL SCRIPT PROMPT

CREATE CONFERENCE CALL SCRIPT ABOUT ASKING FOR A SPONSORSHIP OF A 5K

Introduction:
Good [morning/afternoon/evening], and thank you for taking the time to join this call today. My name is [Your Name], and I'm [your position or role] with [Your Organization or Event Team]. I hope this call finds you well.

Purpose of the Call:
The reason for our meeting today is to discuss an exciting opportunity that aligns with [Sponsor Company's] values and commitment to community engagement and health. We are organizing a local 5K run, named [Event Name], scheduled for [Event Date], and we believe that [Sponsor Company] would be the perfect partner to help us make a significant impact in our community.

About the 5K Event:
Our 5K run is not just an event; it's a celebration of health, community spirit, and the dedication of individuals pushing their limits. It aims to [briefly state the goals or causes, e.g., promote health and fitness, support a local charity]. Last year, we successfully attracted over [Number of Participants] participants and raised [Amount Raised] for [Cause/Charity], thanks to the support of our wonderful sponsors and the community.

Sponsorship Benefits:
By sponsoring our 5K run, [Sponsor Company] will have the opportunity to:
- Enhance your brand visibility and engage with a wide audience through event branding, social media mentions, and promotional materials.
- Demonstrate your commitment to the community and corporate social responsibility.
- Connect with potential customers in a meaningful way, promoting health and wellness.
- Enjoy various branding opportunities, including [mention specific sponsorship packages or benefits, e.g., logo on race shirts, banners at the event, inclusion in all marketing materials].

Why [Sponsor Company]?
We specifically chose to approach [Sponsor Company] because [mention reasons such as alignment with company values, previous community engagement, interest in health and wellness, etc.]. We believe that this partnership can create a positive impact and offer mutual benefits for both [Sponsor Company] and our community.

Next Steps:
We are excited about the possibility of partnering with [Sponsor Company] for this event. I would love to discuss in detail the sponsorship packages we offer and how we can tailor our partnership to meet your marketing objectives and budget.
Would [Sponsor Company] be interested in exploring this opportunity further? I am happy to answer any questions you may have and provide more detailed information on the event and sponsorship benefits.

Closing:
Thank you again for considering this opportunity and for your time today. We are looking forward to the possibility of working together to make [Event Name] a success. Let's create a lasting impact in our community together.

BUSINESS COMMUNICATIONS PROMPTS

WRITE A 1 PARAGRAPH EMAIL TO AN EMPLOYEE THAT NEEDS TO FINISH WORK IN A TIMELY MANNER

Subject: Importance of Timely Project Completion

Dear [Employee's Name],
I hope this message finds you well. I wanted to touch base regarding the ongoing project you're currently handling. As you're aware, meeting our project timelines is crucial for maintaining our team's workflow and meeting our clients' expectations. I understand the challenges that can sometimes arise, but I'm confident in your ability to manage your tasks efficiently. Please let me know if there are any obstacles you're facing or if you need additional support or resources to complete your work on schedule. It's important for us to work together to ensure that deadlines are met without compromising the quality of our output. Let's aim to discuss this further at a time that's convenient for you, so we can strategize on any adjustments needed to keep things moving forward smoothly.

Best regards,
[Your Name]

CREATE MEETING AGENDA FOR WEEKLY TEAM EMPLOYEE MEETING

1. **Opening Remarks**
2. **Review of Last Week's Action Items**
3. **Project Updates**
4. **Key Challenges and Solutions**
5. **New Initiatives and Announcements**
6. **Training and Development**
7. **Feedback and Suggestions**
8. **Setting Next Week's Goals**
9. **Any Other Business (AOB)**
10. **Closing Remarks**

WHAT BARRIERS TO CROSS WHEN USING CHATGPT

- READ AND REWRITE TO MAKE IT YOUR OWN VOICE AND PERSONALITY

- ChatGPT was only trained on data through 2021-To overcome the gap in training data between 2021 and the current year, you need to provide additional inputs to ChatGPT if it is required to achieve an up-to-date answer to your question or task.

- Don't use confidential data in ChatGPT inputs to ensure that company data privacy and security are retained. Use software with enterprise security features if it embeds ChatGPT.

- Fact check and edit and rewrite ChatGPT-generated content and reports.

- Using ChatGPT alone isn't always efficient because its effectiveness depends on your prompt engineering expertise and ChatGPT understanding your prompts.