

Paola Carbone - Antonia Pellicanò

ChatGPT for Professional Writing

Prompts, Theory
and Practice



Dino Audino
editore

© 2023 Dino Audino
srl unipersonale
via di Monte Brianzo, 91
00186 Roma
www.audinoeditore.it

Editor
Giovanna Guidoni

Cura redazionale
Vanessa Ripani

All trademarks referenced herein belong to their rightful owners. Third-party trademarks, logos, product names, trade names, corporate and company names mentioned in this book are the trademarks or registered trademarks of their respective holders and have been used solely for illustrative purposes, with no intention of infringing upon the current Copyright laws.

Stampa: Tipografia Politano, via Casilina Vecchia, 147/147A, 00182, Roma
Progetto grafico: Duccio Boscoli
Finito di stampare settembre 2023

È vietata la riproduzione, anche parziale, di questo libro, effettuata con qualsiasi mezzo compresa la fotocopia, anche ad uso interno o didattico, non autorizzata dall'editore.

Index

Introduction	p. 9
Chapter 1	
Writing meets Artificial Intelligence	13
1.1 About ChatGPT	13
1.2 Generative AI and Chatbot	13
1.3 Transformers and Tokens	14
1.4 How to use ChatGPT	15
1.5 How to maximize the benefits of using ChatGPT	16
1.6 Professional prompts	17
1.7 Prompting techniques	18
1.8 Punctuation	19
1.9 Temperature and Tone of voice	21
1.10 Instruction verbs	22
1.11 Limitations and potential of ChatGPT	24
1.12 Advanced Data Analysis	25
1.13 AI and the law: liability and responsibility in the use of ChatGPT (G. Rossi)	28
Chapter 2	
Writing with ChatGPT	33
2.1 Choose your Audience	33
PROMPT – CUSTOM AUDIENCE	35
USE CASE – CUSTOM AUDIENCE	35
2.2 The ODRC Method to Unleashing The Power of AI	36
2.3 Formulas and frameworks used in digital copywriting	37
PROMPT – FAB FORMULA	38
USE CASE – FAB FORMULA	38
2.4 Adapting Narrative Styles for Online and Offline Writing	39
PROMPTS – PRINT AND ONLINE TEXT	39
2.5 AI Copywriting	40
2.5.1 Company and Personal Logos	41
PROMPTS – COMPANY OR PERSONAL LOGOS	41

<i>USE CASE – BRAND NAMES</i>	42
2.5.2 <i>Company Profile</i>	43
<i>PROMPT – COMPANY PROFILE</i>	44
<i>USE CASE – COMPANY PROFILE</i>	45
2.5.3 <i>Blog Articles</i>	47
<i>PROMPTS – VOCABULARY AND REPHRASE</i>	51
<i>PROMPTS – BLOGS POST</i>	51
<i>USE CASE – BLOGS POST</i>	52
<i>USE CASE – SHORT-FORM FOR SOCIAL MEDIA</i>	54
<i>PROMPTS – PERSONAL BLOG</i>	54
2.5.4 <i>SEO-friendly Content and Optimization</i>	55
<i>PROMPT – SEO</i>	56
2.5.5 <i>Website Content Creation</i>	56
<i>PROMPTS – WEBSITE</i>	57
<i>PROMPTS – NONPROFIT ORGANIZATION WEBSITE</i>	58
<i>PROMPTS – E-SHOPS</i>	59
2.5.6 <i>Landing Pages</i>	60
<i>PROMPTS – LANDING PAGES</i>	61
<i>USE CASE – TEXT FOR LANDING PAGES</i>	62
2.5.7 <i>Social Media Writing</i>	63
<i>PROMPT – SOCIAL MEDIA</i>	64
<i>USE CASE – CHATGPT-INTEGRATED-APP</i>	65
<i>USE CASE – SOCIAL MEDIA CONTENT</i>	65
<i>USE CASE – INTEGRATIONS (APP, LINK, VIDEO)</i>	67
<i>USE CASE – EXTERNAL APP AND MIDJOURNEY</i>	67
2.5.8 <i>E-newsletters</i>	68
<i>PROMPTS – NEWSLETTER</i>	70
<i>USE CASE – NEWSLETTER EVENT</i>	71
2.5.9 <i>Email Communications</i>	72
<i>PROMPTS – EMAIL</i>	73
<i>USE CASE – EMAIL</i>	74
2.5.10 <i>Email marketing</i>	81
<i>PROMPTS – EMAIL MARKETING</i>	82
<i>USE CASE – EMAILS PRODUCT LAUNCH</i>	83
<i>USE CASE – EMAILS CUSTOMER CARE (TRANSLATION)</i>	84
2.5.11 <i>Email Marketing for e-shops</i>	85
<i>PROMPTS – EMAIL FOR E-SHOPS</i>	86
2.5.12 <i>Persuasive or Argumentative Letter</i>	87
<i>PROMPTS – PERSUASIVE OR ARGUMENTATIVE LETTER</i>	87
<i>USE CASE – ARGUMENTATIVE LETTER</i>	88
<i>USE CASE – ARGUMENTATIVE LETTER WITH AIDA FRAMEWORK</i>	90
2.5.13 <i>Press Release</i>	92
<i>USE CASE – PRESS RELEASE</i>	93
2.5.14 <i>Oral Speech</i>	96
<i>USE CASE – ORAL SPEECH</i>	96

2.5.15 Annual Reports	99
USE CASE – AUTHORIZATION LETTER	102
USE CASE – TRANSMITTAL LETTER	103
USE CASE – LETTER TO THE STAKEHOLDERS	104
USE CASE – EXECUTIVE SUMMARY	106
2.5.16 White Papers	107
PROMPTS – WHITE PAPERS	108
USE CASE – WHITE PAPER	109
2.5.17 Call to Actions	110
PROMPTS – CALL TO ACTION	111
USE CASE – CALL TO ACTION	112
2.6 Video and Generative AI for Images	113
PROMPTS FOR MIDJOURNEY POWERED BY CHATGPT	114
USE CASE – SCRIPT AND VIDEOS	115
2.7 ChatGPT Learns Your Writing Style	116
PROMPT – SET YOUR CUSTOM STYLE	117
2.8 Optimizing and Refining The Creative Process	118
2.9 Dealing With Repetitions and Inconsistencies	120
2.10 Hallucinations	122
Chapter 3	
ChatGPT for Creative Writing	125
3.1 Plot conception and development with ChatGPT	126
3.1.1 Theme	127
3.1.2 The creative universe	130
3.1.3 Conflict	134
3.1.4 Characters	136
3.1.5 Showing vs Telling	139
3.1.6 Pace	139
3.1.7 Let's write the story	140
3.2 Let's turn the story into a video	141
3.3 How to create a book from a short story	147
Essential Bibliography	149