

ChatGPT AI: The secret of professional writing

THE TECHNIQUES - THE TRICKS - THE TIPS
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TEXT TRANSFORMERS
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Preface

Why this E-Book? AI and ChatGPT are revolutionary technologies that are changing our world, our lives, and our future. They offer us unprecedented possibilities but also significant challenges. What does the future of our work look like? How can we use these powerful tools responsibly?

Writing texts is something that many people engage in. Perhaps you have tried ChatGPT, found instructions online, but the generated text did not make sense. Then you may have tried an app that promised you ..., but unfortunately, it fell short, and the quality remained mediocre.

In this book, I focus on creating texts together with ChatGPT. Together because a text is content (you) and packaging (ChatGPT). Packaging texts is a practical application of ChatGPT. However, ChatGPT is not (yet) an optimal text generator; when you let it create the content it could be wrong, made up or copied from someone else.

I see it as my own personal assistant. It can help me write better texts for various purposes, targeted audiences, and applications. Whether I want to inform, inspire, or engage people with a text, ChatGPT can support me in doing so.

Writing good texts is an art, an art that I can learn, but it also requires knowledge, skill, and creativity. Before I start writing, I need to consider many aspects, and ChatGPT can also support me in doing that. The right instructions enable me to write high-quality texts without needing extensive specific knowledge, expertise, and qualities as a writer. Even as an experienced writer, ChatGPT can be a sparring partner that helps me write texts faster.

Therefore, I do not expect ChatGPT to do all the work for me. I still need to provide the input, the content and verify the output so it does reflect my input (content).

In this book, I will teach you how I have maximized the potential of ChatGPT.

- I will teach you how to rewrite texts in a different style or form.
- If the original text is targeted towards the UK, I can help you convert it to American English.
- I will show you how I combine different instructions.
- I will demonstrate proven marketing styles and techniques, incorporating psychological principles to engage, persuade, and prompt readers to take action.
- I will teach you techniques such as the power of three consecutive words, creating a curiosity gap, and writing in the scanner and reader style.
- I will show you how to use ChatGPT to optimize a text for SEO, creating compelling meta titles and descriptions to influence readers to click on the link and learn more.
- And much more.

Just like me, you will see ChatGPT as a valuable, fast, and effective tool. A tool to help you write better texts, professional text.

The key to achieving the highest quality lies in a text that reflects your own input, content. Using the correct instructions, you can transform that text into a professional text that aligns with your purposes and target audience.

Read, learn, and do.

Together with ChatGPT, you will take your writing to the next level, you will become a Text Transformer.

Table of contents

Sections	1
1 Purpose	2
2 Target Audience	4
3 Style	6
Style hack?	8
4 Tone	11
5 Perspective	13
6 Language	15
Dialect	17
You	18
7 Language use	19
Language use/Style	20
Language level	22
8 Structure	26
9 Length	30
10 Topic	31
References	32
Unique texts	33
Translation	34
Marketing	35
How do I use marketing?	35
Framework / Structure	36
AIDA	38
TIPS	39
FAB	40
PPPP	41
PAS	42
PASTOR	43
POS	44
SSS	45
Inverted pyramid	46
What framework do I choose for my purpose and target audience?	47
Scanners en readers	48
Other frameworks	50
Psychology	51
Kahneman	52
Cialdini	54
FOGG	58
Siegfried Vögele	60
Zeigarnik	63

Von Restorff effect	66
<i>Framing</i>	67
<i>Affect Heuristic</i>	70
<i>Future Pacing</i>	72
<i>Curiosity gap headline</i>	73
<i>The power of three</i>	76
<i>Because</i>	78
<i>Unique marketing bonus</i>	80
SEO	83
<i>Search words</i>	84
<i>Meta description / Title</i>	85
<i>SEO-friendly URL</i>	88
<i>Intentional errors (Link building)</i>	89
Text analysis	92
<i>Readability</i>	93
Feedback = Jamming with AI	96
Template	100
<i>Base template</i>	100
<i>Base template sales text</i>	101
<i>Rewriting an existing text</i>	102
<i>Examples</i>	104
Ad for a house	104
Job application letter	105
E-Mail to a new (potential) customer	106
<i>In general</i>	110
Epilogue	111
Examples	112
<i>Example Purpose</i>	112
<i>Example Target audience</i>	114
<i>Example Style</i>	116
Example Journalistic style	118
<i>Example Writing style of 2 famous persons.</i>	119
<i>Example Tone</i>	120
<i>Example Perspective</i>	121
<i>Example Language use</i>	126

<i>Example Language level</i>	128
<i>Example Framework / Structure</i>	132
<i>Comparing and using frameworks</i>	135
<i>Example AIDA</i>	138
<i>Example TIPS</i>	139
<i>Example FAB</i>	141
<i>Example PPPP</i>	142
<i>Example PAS</i>	144
<i>Example PASTOR</i>	145
<i>Example POS</i>	148
<i>Example START STORY SOLUTION</i>	150
<i>Example Inverted pyramid.</i>	151
<i>Example Cialdini</i>	153
<i>Example FOGG</i>	158
<i>Example Siegfried Vögele</i>	160
<i>Example Zeigarnik</i>	161
<i>Example Von Restorff</i>	162
<i>Example combination of different principles</i>	164
<i>Example Framing</i>	165
<i>Example Affect heuristic</i>	167
<i>Example Future pacing</i>	169
<i>Example Future pacing en Framing</i>	170
<i>Example Future pacing, Framing en Affect heuristic</i>	171
<i>Example Curiosity gap</i>	176
<i>Example The power of three consecutive words</i>	177
<i>Example Because</i>	178
<i>Example Meta description and title.</i>	180
<i>Example ChatGPT vs Multiverse</i>	181

Prompts are written in red (do not enter the word: prompt)
Answers from the AI are in dark blue or shown as images.

Sections

When writing a text, there are several components to consider:

1. Purpose: Determine what you want to achieve with your text. Do you want to inform, persuade, inspire, entertain, or sell?
2. Audience: Identify who your readers are and what their background, interests, and level of knowledge are. This can help you determine the language and content of the text.
3. Style: refers to the overall way in which you, as a writer, convey your message. It encompasses aspects such as word choice, sentence structure, rhythm, figurative language, and the use of literary techniques. Style is a comprehensive concept that influences the other elements.
4. Tone relates to the atmosphere or mood you want to create in your text. It determines the writer's attitude toward the subject and the reader. The tone can be formal, informal, serious, humorous, etc. Tone is an aspect of the overall style of the text.
5. Perspective refers to the point of view or angle from which the text is written. It can be first person (I), second person (you), or third person (he/she/it). The perspective determines the reader's involvement and proximity and influences the tone and the way the text is experienced.
6. Language refers to the medium used to convey the message, including words, grammar rules, spelling, and punctuation. It is the tool the writer uses to communicate. Language is a comprehensive concept that influences language usage.
7. Language usage refers to the specific words, expressions, and sentence structures used in the text. It includes word choice, sentence complexity, domain-specific terminology, level of formality, and other stylistic features. Language usage is influenced by style and language.
8. Structure: Consider the best structure to present your information and which components you want to include in the text.
9. Length: Determine the length of your text. This depends on the subject and your objectives. Choose a length that provides sufficient information without losing the reader's attention.
10. Topic: What is the content of your text.

1 Purpose

Some purposes to write a text:

Advise	Inform
Advocate	Instruct
Analyze	Inspire
Argue	Interpret
Ask questions	Investigate
Compare	Motivate
Describe	Persuade
Document	Present
Educate	Promote
Elicit emotions	Raise awareness
Entertain	Reflect
Explain	Tell stories
Express opinions	Summarize
Have informal conversations	Warn

By providing a purpose prompt, Chat-GPT knows the purpose of the text and will take it into account.

Prompt: The purpose of the text is to [purpose]

Prompt: The purpose of the text is to advise, inform and evaluate

Prompt: The purpose of the text is to find a buyer for my house listed on [website].

Prompt: The purpose of the text is to write a text about my internship at openai.com where they develop and train ChatGPT

Prompt: The purpose of the text is to write a blog text for my blog www.mydomain.com/blog

By adding the medium, such as website, blog, newspaper, magazine, letter, brochure, LinkedIn article, YouTube video, etc., ChatGPT gains more context.

You can briefly describe the purpose in a few words or provide a more detailed explanation of your purpose.

The more information you give, the more context ChatGPT can work with.

More is better!

Purpose or Goal?

When writing a text, it is important to have a clear goal or purpose in mind. While these terms are often used interchangeably, there can be a subtle difference between them.

The goal refers to the specific outcome or result you want to achieve with the text. It represents the desired end point or objective. For example, the goal of a persuasive essay might be to convince the reader to take a particular action or adopt a certain viewpoint.

On the other hand, the purpose refers to the broader reason or intention behind writing the text. It encompasses the underlying motivation or intention for communicating the information. For instance, the purpose of an informative article might be to educate the reader about a specific topic or provide valuable insights.

In practice, specifying both the goal and purpose can provide clarity and guide the writing process. Clearly defining your intended outcome and the overall intention of the text helps ensure that your message is focused, coherent, and effectively communicated to your target audience.

I have chosen to use purpose as this gives a broader reason or intention, thus more background information for ChatGPT.

This prompt:

Prompt: The purpose of the text is to find a buyer for my house listed on [website].

This prompt combines purpose and goal. To find a buyer will be seen by ChatGPT as a goal withing the purpose of the text. So, you can incorporate a goal in the purpose prompt.