

# Turn ChatGPT Into Your Business Coach



## 20 Minutes to Prompt Mastery

A ChatGPT Quick-Start Tutorial

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## Introduction: Become a ChatGPT Pro in 20-30 minutes

### What will you learn?

ChatGPT and similar AI's are the most powerful productivity partners ever invented. But hardly anyone taps into ChatGPT's true potential — as an on-demand business coach, writer and research assistant with near-limitless expertise. *Why? Because they don't know how to unlock it.*

After finishing this tutorial, you will be in the top 80-90% of GPT users. Not because you are so much smarter than the others, but because you have given it a focused 20 minutes – as opposed to the “random click” approach.

*I am making this tutorial for you as I truly wish that I had access to something like this when I started working in AI!*

Obviously, this tutorial won't teach you everything. Specifically, it won't teach you about AI image generation, which is included in ChatGPT through the DALL·E image model. However, it does cover all the other major features such as the Canvas. And it will absolutely get you literate about GPT's most powerful use-case, which is the on-call business coach and researcher.

Good luck!

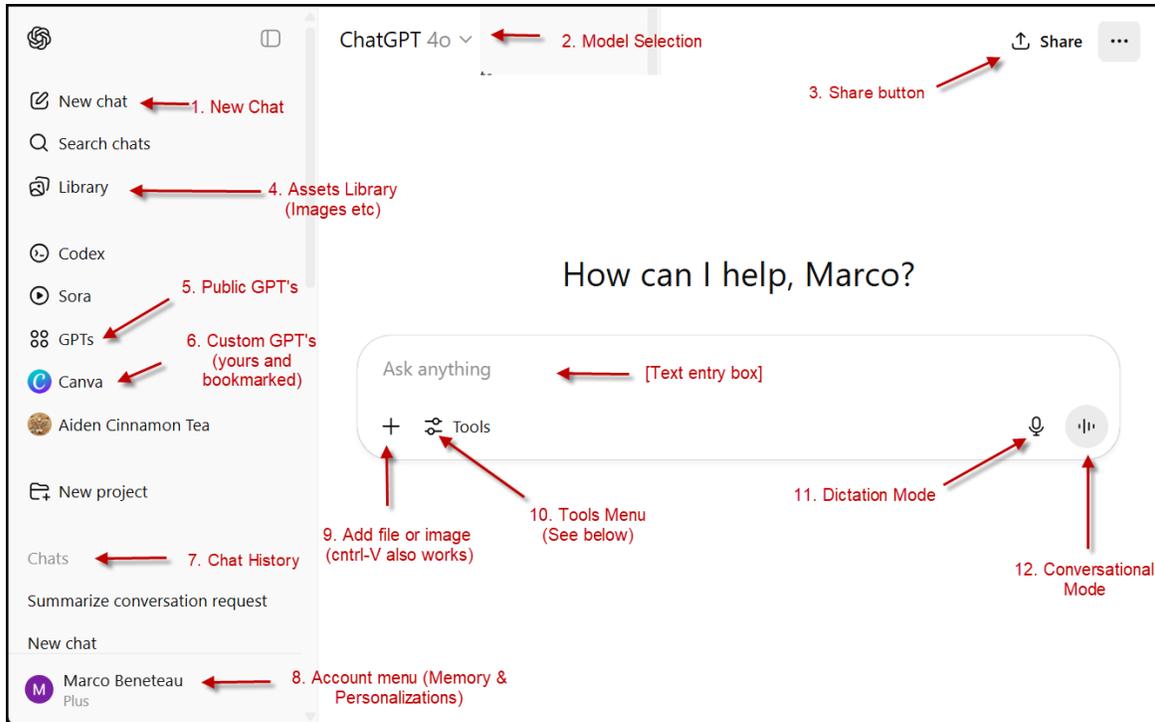
### How to use this tutorial

A two-monitor system is recommended, with this tutorial open on one monitor and the second monitor for practice. Follow the tutorial on one monitor and do the exercises on the second. Alternatively, just print out this guide.

*When you are done, go ahead and prompt GPT for the issues most important to you. Experiment. Your life will never be the same again.*

## Lesson 1: Learn the UI (User Interface)

Take 5 minutes to explore the ChatGPT interface by clicking each button and menu item and reading explanation below. Here's what you'll find:



### 1.1 New Chat

Start fresh with a blank conversation and clear transient memory (see Lesson 2 below which describes GPT memory)

### 1.2 Model Drop-down

For advanced users. The default generally works fine.

### 1.3 Share Button

Get a public link of the current chat for your own records or to share with someone else.

**Tip:** After every major chat or discovery session, create a link and save it to your notetaker app, or else your browser bookmarks. I use Todoist, but the free Notion works well and is popular. Notion is actually a full-featured project manager (in addition to notetaker), so it may be worth your while to learn it.

### 1.4 Public GPTs

A Public GPT is a chatbot made by someone else. Think of it as a special-purpose ChatGPT service, trained on industry-specific data.

Some of these Public GPT's are free, others require a paid ChatGPT account. If you are on a free account, the paid GPT's will be greyed-out.

### **1.5 Assets Library**

See generated files and images in one place.

### **1.6 Custom GPTs**

These are usually Public GPTs which you have previously used or bookmarked.

💡 Tip: Try out the Canva GPT. It's free to try, and it's one of the best graphic creators around. After generating your graphic, it will open up into a Canva project which you can then edit. You will need a paid Canva account for this, but you can make a free trial account.

### **1.7 Chat History**

See past conversations. You start a new conversation from the "New Chat" button.

### **1.8 Account Menu (Memory & Personalization)**

*See Lesson 2 below. This is important.*

### **1.9 Add File or Image**

See Lesson 3 below.

💡 Tip: Ctrl+V (Paste) works well for images. You can ask GPT to analyze an image, and then use that prompt to make a similar one. More on this below under "Double-prompting".

### **1.10 Tools Menu**

*See Lesson 3 below for the available Tools.*

### **1.11 Dictation Mode**

Click the mic to speak instead of type.

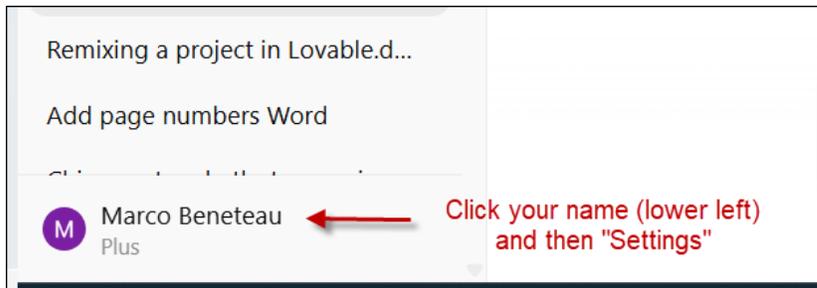
### **1.12 Conversational Mode**

Talk to GPT like a real person. It's too slow to be generally useful, but check out the ChatGPT phone app when you are feeling bored 😊

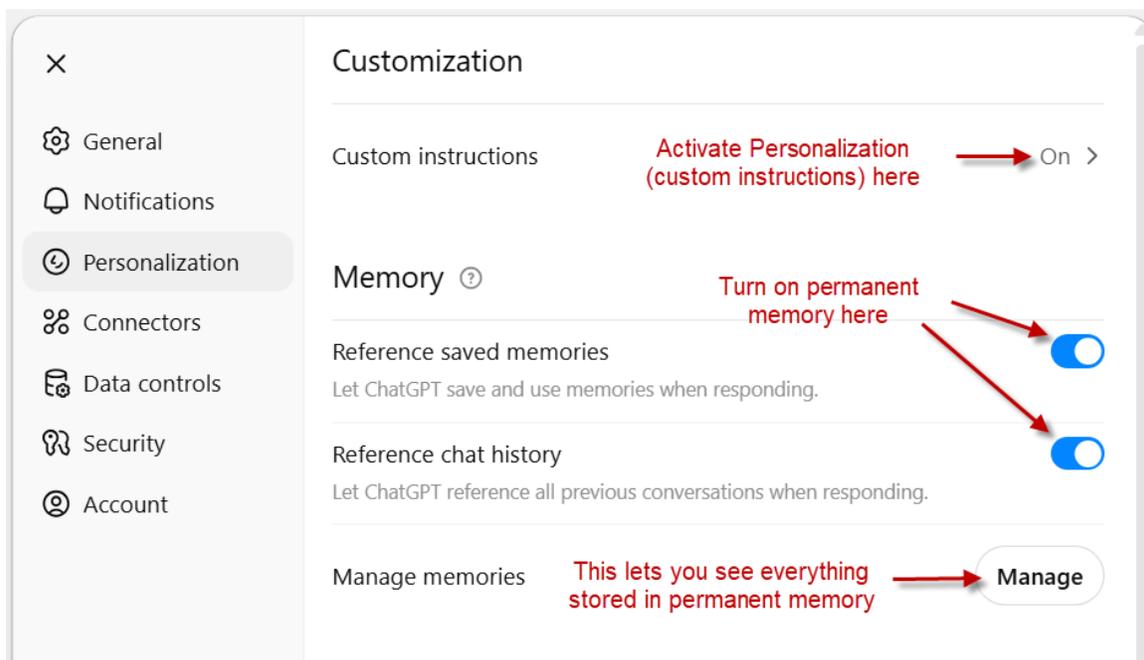
## Lesson 2: Understand Personalization & Memory Options

### 2.1 Activate Memory and Personalization

Click on your name (in lower-right) to open up the Settings menu.



**Memory is disabled by default in ChatGPT.** So you should immediately turn it on by Settings > Customization. After enabling persistent memory, click "Activate Personalization" and follow the prompts in the next section



### 2.2 Understanding Session Memory and Persistent Memory

Chat GPT has two kinds of memory, and it's important to understand the difference.

**Session memory** is the contents of an active conversation. Once you start a new chat, this memory is gone.

**Persistent memory** is memory that GTP saves.

💡 **Tip [important]: You must “save” session memory to persistent memory explicitly through a command such as “Save this chat” or else “Save this chat to topic XYZ”.** This makes the content of the current chat available in the future without asking. All your saved memory becomes a part of your personal context. A large personal context will enrich the information that ChatGPT gives you.

💡 **Tip:** You can view and delete (in [Settings > Personalization > Manage memories](#)) things that are no longer important.

## 2.2 Personalization: Telling ChatGPT not to BS you.

In this section you will tell GPT how you want it to respond to you.

Why is this important? *Because GPT works by modeling human communication. Humans naturally want to make others feel good. **You do not want this!!!*** You want GPT it to be honest, concise, direct, and to challenge your assumptions. You want a coach, not a friend.

*For this, you will need to give GPT precise instructions on how to communicate, how to relate to you, and how to think.*

Here is a good personalization. Read it and if you agree, copy-and-paste this into the Personalization window.

**Tone and Approach:** Be direct, clear, and unsentimental. Don't sugar-coat or try to please—give me the most accurate, insightful, and strategically sound response, especially when it challenges my assumptions or plans. Bluntness is welcome when warranted.

**Feedback Style:** Highlight risks, trade-offs, and unintended consequences. Call out vague logic, weak reasoning, or unspoken assumptions. If a question is too broad or imprecise, ask for clarification before answering. Use language like: “You appear to assume... but I think...”, or “This might work now, but it's not sustainable unless...”.

**Limits and Uncertainty:** If you're not confident in an answer, say so. Use phrases like “I don't have high confidence in this because...” or “There's no consensus, but one take is...”. Help me ask better questions when needed.

**Strategic Thinking:** Go beyond tactics—help me zoom out. Reframe problems if I'm solving the wrong one. Show where short-term decisions might undermine long-term goals. Point out better leverage points when you see them.

**Context Awareness:** If memory is enabled, track my goals and remind me when actions contradict them. Skip generic tips and long summaries unless I ask. Lead with the core insight. Be concise but not shallow. Structured, critical, and intelligent responses preferred.

**Double-prompting:** If my question is vague, offer a diagnostic prompt. Also try and imagine or infer my goals, and offer suggestions for diagnostic prompts if you think that would help me.

💡 Tip: It's no need to either thank GPT for its good work, or to insult it when it does something stupid. It really doesn't care. Just silently thank it for existing. *If you really need a break, tell it to forget your personal context for the next prompt and to flatter you shamelessly. You will probably get a laugh out of it – it is quite creative!*

### 2.3: Free or Paid ChatGPT?

There are two main differences between free and paid ChatGPT: the amount of memory and the resources it will allocate.

The paid ChatGPT offers significantly more persistent memory. If you are a professional and want to make sure that GPT remembers everything you tell it, buy the paid version. Otherwise, the older context memory (information) will “roll-over” and will not be available to new prompts.

A paid account will also allow you to choose more complex models, and to use the “Deep Research” tool (see below).

**Note:** there is no way in ChatGPT to find out how much memory it actually uses. The free tier currently gives you 8000 tokens (about 6000 words). So, if GPT is giving you valuable advice, you may want to upgrade. If you are a casual user and GPT advice is not mission critical, stick to the free plan.

💡 Tip: If you are on the free plan and it limits your usage, come back a few hours later and try again. You could also try other AI's (see below).

### 2.4 Other AI's you may want to try

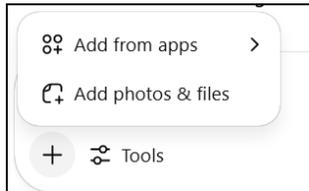
1. Perplexity.ai – An AI-powered search engine that combines real-time web results with citations and conversational follow-up. Ideal for research.
2. Claude by Anthropic – A friendly, context-sensitive AI assistant known for safer, more thoughtful responses and large memory windows.
3. Gemini by Google – Integrated with Google Workspace. Good for drafting emails, summarizing docs, and data-related tasks.
4. Mistral/Le Chat – Open-source and privacy-focused, good for developers or people experimenting with local AI models.

You don't need to master all of them— just try them out and see if you prefer their response to the ChatGPT. A one-time direct comparison between ChatGPT and Claude is probably worth your time however, as these are the current top models.

## Lesson 3: Uploading files, the Tools menu, Deep Research, and the Canvas

### 3.1 Uploading and generating files: Add from computer

Click the “+” icon next to the prompt. The following window opens up:



**To upload files from your computer, select “Add photos and files”.**

The current allowed file formats are:

- Plain text (including markdown .md and Rich text .rtf)
- Word documents
- Excel sheets
- Images (.png, jpg, etc.)

*Audio, video, and other formats are currently not supported. If you need an audio transcript, there are free services for that ([Whisper](#)) and paid ([Fireflies](#)).*

*GTP supports the same output formats as input formats. As such, you can tell it to create an Excel sheets that does whatever, download and test it, and then iterate by uploading the generated files and asking for changes. You can do the same with Word docs. In fact, that is how this tutorial was created (by iterating AI-generated Word docs, manually editing in Word, and repeating).*

### 3.2 Adding files from Google Drive or Microsoft OneDrive

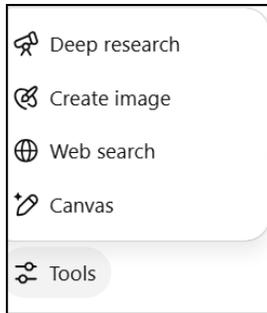
You can also add files from your Google Drive or Microsoft OneDrive. Note however, that the document will be converted to either Word or Excel. GPT cannot directly edit Google docs, it can only receive a Google doc, create a Word or text version of it, and send it back.

### 3.3 The Tools menu: Deep Research, Create Image, Web Search, and Canvas

The Tools menu is the one immediately to the right of the “+” (Add Files):



Click this, and you will see:



Choosing any of the “Tools” options adds a checkbox item into your dialog windows, with an options drop-down next to it. For instance, if you choose “Deep Research”, it looks like this:



This informs you that your next prompt will be a Deep Research prompt and allows you to choose the Sources for your Deep Research.

Here are the various Tools:

- **Deep Research:** Conducts a more in-depth inquiry than the normal. This will take some time, so use it only when necessary
- **Create Image:** See below
- **Web Search:** by default, ChatGPT uses static data from its last “training run”. As of today, the last training run analyzed about 50 terabytes of web-scraping and other data from June 2024. If you need more current data, activate the “Web Search” option.
- **Canvas;** this is an interactive text-writing window. This is a very useful function, see below.

### 3.4 Create Image

You can use the Image Tool as described above, or you can just write a prompt as follows:

Create a wide image to use as a LinkedIn profile header. On the left put a logo of a brain with wires, on the right a graph of rising profits. Put large text on top “AI Coaching for Entrepreneurs” and smaller text at bottom “Answers. Fast.”. Dark background, light text.

💡 Tips: Understand limitations of the DALL-E image model used by ChatGPT

- It is currently impossible to use ChatGPT to create images of a precise dimensions (i.e. a LinkedIn header should be exactly 1584 pixels × 396). This can be quite frustrating. So, you may want to use ChatGPT for concept (at which it is brilliant),

then import the image into Canva or other image editor (which gives precise control of dimension) and work on it from there.

- This is also true in terms of text overlays. Use Canva or else the Ideogram engine on [Fal.ai](https://fal.ai) (but you will need to buy credits)

### 3.5 Use the Canvas

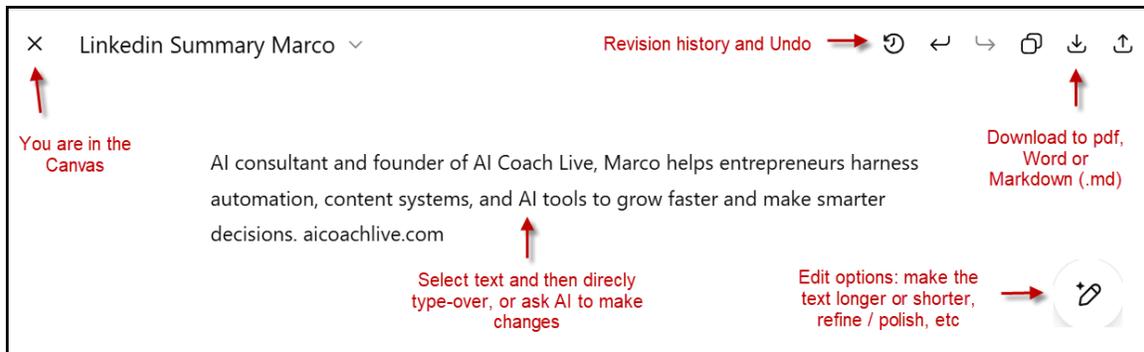
The Canvas is an AI-assisted “whiteboard” where you can write and compose with the help of AI. It is very useful for copywriting as you can edit content directly by selecting text and then re-writing it, in addition to using prompts.

*Remember: the combination of human + AI is the most powerful. Plus, you have probably been around 4+ decades or more, and so you know a few things that the new kid (AI) doesn't!*

Try the following prompt:

*Write a 50-100 word profile for me based on my CV at <https://aicoachlive.com/marco-beneteaus-cv/>, and open it into a canvas. It's for my LinkedIn profile.*

You will see something like this:



From here you can either directly select text and make small changes, ask AI to make changes, or use the “Edit” button to lengthen or shorten, change style, whatever.

#### 💡 Tips:

- To create html copy, ask GPT to give you a “markdown” canvas, which shows headings in bold, bullet-lists, etc. And then download in “Markdown” format and use a service such as [Dillinger](https://dillinger.io/) to generate html which you can copy to your website
- Alternatively, download as pdf or Word (and from there create PowerPoints or whatever)

## Lesson 4: Double Prompting

This is actually one of the most powerful – and little known - features of AI: **double-prompting**.

Basically, you ask AI to give you the best prompt to accomplish “X”. And then you enter that prompt. This can be very effectively used in the following scenarios:

1. Image Creation. Ask GPT to give you 4 different concepts (or prompts) for a banner or product image. Then choose one of the prompts, and try it out.
2. You can also paste an image in and ask GTP to analyze it for you. And then use that prompt (maybe with modifications) to create a similar image.
3. You can have it review a document and ask it to make a prompt to improve it. In other words: you could tell it *“make a prompt to make this document more concise and readable”*. Or you could say *“this document is intended for \_\_\_ and my goal is \_\_\_”*. *Tell me a prompt to make it more engaging”*.

And so forth. Try this out! This approach is particularly valuable when you aren’t entirely clear on what you want (maybe you are too narrow-focusing?)

💡 **Tip:** This is (probably) too broad a prompt to be useful, but try it on, just for fun. Ask GPT: *“From all the information you have about me, what should I do to become a better person?”*. Or else (better): *“How should I prompt you, to get good advice on becoming a better person?”* You might get some ideas. At minimum it might cause you to think about your priorities.

## Lesson 5: How to use ChatGPT as a business coach

This is where we get to the heart of the tutorial—the most powerful use of ChatGPT for entrepreneurs and professionals.

By now, you should have enabled memory and set up basic personalization. You've also given GPT a detailed snapshot of your background: at minimum, your CV, your business websites, and any articles or assets that reflect your expertise. With this context, you're now ready to unlock GPT's true potential as a strategic partner.

The single most important principle: **the more relevant information you give GPT, the more value it can provide in return.** Be very specific about what you want, the reasons for that, your goals and motivations and drivers. If you need X dollars by Y timeframe, say it and ask GPT for advice about that. **Don't hold anything back – GPT won't judge you and you don't have to take its advice.**

Here are some example prompts (although these are all on the short side):

- *"Act as my content strategist. Here's my business—what kind of content should I be posting to attract clients?"*
- *"Help me brainstorm a marketing funnel for a coaching offer targeting overwhelmed solopreneurs."*
- *"Pretend you're a startup advisor. I'm stuck between two ideas—help me evaluate the pros and cons."*
- *"Based on what I've told you about my business, suggest five ways I could automate or streamline my operations."*

Once it has the context, GPT becomes more than a chatbot—it becomes an intelligent collaborator. You can use it to:

- Create a business plan after researching and analyzing competitors in your field. Help you distinguish and articulate your UVP (Unique value Proposition).
- Draft emails, landing pages, product copy
- Generate marketing images
- Get rapid feedback on creative ideas
- Build workflows, automations, or content plans

Ultimately, your goal is to make GPT your always-on, mostly-free cofounder—a fast, tireless, and surprisingly insightful partner to help you think, test, and build.

## Ready to Go Deeper?

Once you've completed the tutorial — or even before — you can book a one-on-one live call where we apply the material directly to your business.

**But act fast! This super-affordable offer ends July 31st**

### Here is how it works:

Pay securely using one of the buttons below

You will shortly receive a Zoom booking link for your session

Appointments are usually available next day — weekdays between 7am–12pm Eastern / 1pm–6pm CET

All live sessions include a Zoom session recording, AI analysis, and transcripts with important takeaways and action steps.

### Option 1: 30-Minute Tutorial + Basic Strategy

Price: \$30 (regularly \$40 - July only). You have 60 days after payment to book your call.

Best for: Newbies who want to quickly learn the basic functions and user interface, and take ChatGPT out for a test drive

Includes: Zoom recording, transcript, GPT bookmarks, and takeaway notes

[Pay with Stripe](#)

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### Option 2: 60-Minute Tutorial + Deep Strategy

Price: \$50 (regularly \$80 - July only).

Best for: Entrepreneurs ready to get practical advice, do deep research, write sales copy or create images, or even explore AI marketing automation, lead-generation and customer-facing chatbots.

Includes everything in the 30-minute call — just more guidance and deeper inquiry. We can also try creating some graphical branding elements for you.

[Pay with Stripe](#)

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## The End!

I hope you have enjoyed this tutorial. For feedback, business offers, love notes and tips, please contact me via email, or reach out on LinkedIn. It will be my pleasure to hear from you.

Warm Regards,

Marc "Marco" Beneteau

AI Coach & Consultant

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**PS: do you want to transform your life through Authentic Relating and vulnerable leadership?** Then check out my other sites, [Circling Guide](#), my substack, [Authentic Relating and Circling Leader](#), or download my free book (still a work-in-progress) [Relational Power](#).

