

Crafting Effective Prompts for Chat-GPT 101



Basic Prompt Structure (What you tell ChatGPT to do):

“Acting as {Specialist/Role}, complete {Task} in {Format}”

Step 1: Write Your Basic Prompt

“Acting as a {Role}...”	“complete a {Specific Task}...”	“...in/as a {Format}” *See note*
Examples: • Senior Attorney • Data Analyst • Ghost Writer • Marketer • Paralegal • Project Manager • Advertiser • Journalist • CEO/CFO • Copywriter • Sales Rep • “Ken Hardison” 😊	• Email Sequence • Legal Motion • Memorandum • Legal Brief • Social Media Post • Journal Article • Video Script • Summary • Ad Copy • Analysis • Presentation Outline • SEO Keywords	• Plain text • Bulleted list • Spreadsheet • Table • List • Blog Post • Social Media Caption • Calendar • 3 Paragraph Summary • Numbered List

You may not need to add your format if it’s already implied within your task

Example: “Acting as a Marketing Copywriter, create an 5-email email advertising campaign in plain text.”

Step 2: Add Data and Refine Project Goals

Add to your Basic Prompt by providing additional details to help refine your project. The more additional directions, data, and relevant information you can provide, the better Chat-GPT will be able to meet your project goals.

Consider the following examples:

Reformat a piece of previously created content for a new purpose

“Reformat these three blog posts (linked) into educational marketing emails to send to prospective clients.”

Refine tone to align with your intended audience (if the final product is outgoing)

“Use the tone of a law firm owner speaking to potential clients. Use personal language and avoid legal jargon that the average person won’t understand.”

“Use the tone of a law firm owner speaking to other attorneys within the field.”

Provide necessary data/files/etc.

“Use this list of client information to write a contract between two parties: (include list)”

“Use the following Intake documents to create a training module for new Intake employees: (include documents)”

Step 3: Refine Again, Edit + Fact Check

Keep refining, asking Chat-GPT to regenerate its responses until you’re happy with the final result. Remember: you can interact with it the way you would with a chatbot. If it’s writing a sales letter, for example, and the language it uses is too pushy for your liking, tell it that: “Regenerate using less pushy sales language. Keep a sales tone, but use more subtle language”

The biggest mistake you can make when using Chat-GPT is NOT reading over what it generates closely, editing and fact-checking until the final product is appropriate for use. Make sure to emphasize this with your staff if they are using Chat-GPT, especially for outward-facing content.

Did You Know Chat-GPT could do THIS?

Sample Prompts

For Attorneys, Paralegals, Admin + Intake Experts:

Legal Research:

- "Please provide a summary of the key legal precedents related to contract disputes in the healthcare industry."
- "Find recent case law on intellectual property rights infringement in the technology sector."

Document Review:

- "Review this contract and highlight any clauses that may pose a compliance risk."
- "Identify any potential legal issues in this real estate agreement."

Drafting Legal Documents:

- "Draft a confidentiality agreement for a client in the manufacturing industry."
- "Prepare a response to a cease and desist letter related to trademark infringement."

Legal Writing Assistance:

- "Improve the clarity and structure of this legal memo about a recent Supreme Court decision."
- "Proofread and edit this brief to ensure it adheres to legal writing standards."

Due Diligence:

- "Analyze all contracts and agreements related to Company X's acquisition of Company Y and provide a summary of potential liabilities."
- "Examine financial documents for any irregularities or discrepancies during the due diligence process."

Contract Analysis:

- "Review this employment contract and identify any non-compete clauses."
- "Analyze this lease agreement to determine the tenant's responsibilities."

Legal Chatbots:

- "Create a chatbot script that can answer common questions related to divorce proceedings on our website."
- "Design a chatbot for initial client inquiries, including appointment scheduling and conflict checks."

Legal Education and Training:

- "Develop an interactive training module on data privacy regulations for our legal team."
- "Create a series of training materials explaining the basics of intellectual property law for our clients."

Legal Predictions:

- "Based on historical data, predict the likelihood of success in a contract dispute case with similar characteristics."
- "Provide an analysis of potential outcomes and settlement options for a personal injury case."

Knowledge Management:

- "Organize our internal legal knowledge base, categorizing articles and documents by practice area."
- "Create an index for legal precedents and case summaries for easy retrieval."

Client intake and Onboarding:

- "Develop a client intake form that collects essential information for a personal injury case."
- "Create a conflict of interest check questionnaire for potential clients."

Compliance Monitoring:

- "Set up automated alerts to track changes in employment laws affecting our clients in the retail industry."
- "Monitor updates in environmental regulations and provide a monthly compliance report."

Contract Generation Tools:

- "Build an online tool that generates standard rental agreements based on user input."
- "Develop a document assembly system for generating employee handbooks."

For Your Marketing Team:

Content Strategy Development:

- "Create a content strategy plan that outlines topics, keywords, and publishing schedules for our law firm's blog and social media channels – highlighting our expertise in personal injury law."

Content Creation:

- "Generate a blog post discussing recent changes in immigration policies and their impact on businesses."

SEO optimization:

- "Provide recommendations for optimizing our website's SEO to rank higher for 'personal injury attorney' in our local area."

Online advertising campaign ideas:

- "Generate ideas for a pay-per-click (PPC) advertising campaign targeting clients seeking immigration services."

Client testimonials and case studies:

- "Edit the following client testimonials and success stories to use in marketing materials and on our website."

Competitor Analysis:

- "Analyze our top competitors' online presence, marketing strategies, and areas where we can differentiate ourselves."



For Law Firm Managers:

Resource allocation and budgeting:

- "Help create a budget allocation plan for the upcoming fiscal year, considering staffing, technology investments, and marketing expenses."

Performance evaluations:

- "Assist in evaluating the performance of associates and paralegals, providing feedback and recommendations for improvement."

Client relationship management:

- "Develop a client relationship management (CRM) strategy to enhance client retention and communication."

Strategic growth planning:

- "Generate a growth strategy outlining potential practice areas, mergers, or geographic expansion opportunities for the firm."

Risk management and compliance:

- "Identify potential legal and ethical risks in our operations and propose strategies to mitigate them."

