

# ChatGPT for Writing & Content Creation — Workbook

This workbook turns the course into reps you can do today. Each section maps to a course module and mixes prompts to run, worksheets to fill, and checklists to enforce quality. Work through it with ChatGPT open in a second window, and you will leave with a finished voice guide, a tested prompt library, and a draft-to-publish routine you can reuse on every piece.

## How ChatGPT Actually Works for Writers

Build the core mental model and the prompt anatomy that make every later task easier.

### Exercise: Build the Same Prompt Four Ways

Open ChatGPT and run these prompts in order on a topic you actually need to write about. Notice how each added layer of structure improves the draft, and save the strongest version to your prompt library.

- Write a blog post about [your topic].  

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- You are a [your role]. Write a 600-word blog post about [your topic] for [specific audience], conversational tone, three subheadings.  

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- Same as above, but add one concrete example per section and do not use the words leverage, unlock, or delve.  

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- Now rewrite the opening so it starts with a punchy first line, not a generic introduction.  

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### Worksheet: Your Custom Instructions Setup

Draft the text you will paste into ChatGPT's Custom Instructions (Settings, then Personalization). Fill every field, then copy it into the tool before the next section.

About you: your work, role, and subject areas

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Your typical readers and what they should do after reading

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Default tone and voice rules (active voice, plain English, etc.)

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Banned words and phrases you keep seeing

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Default reading level (e.g., Grade 8) unless told otherwise

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Default behavior when a request is ambiguous (e.g., ask first)

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## Checklist: Mental Model Reality Check

- I treat ChatGPT as a drafting and editing partner, not a source of facts
- I know which model tier I am using and why (fast default vs reasoning model)
- I have set Custom Instructions with a banned-words list
- I start a separate chat for each unrelated document
- I assume any statistic, quote, or citation it gives me is invented until I verify it

## Drafting Long-Form Writing: Blogs and Reports

Practice outline-first drafting for blogs and source-bound drafting for reports.

### Exercise: Run the Outline-First Blog Workflow

Draft a real blog post in four separated steps. Do not let ChatGPT write the whole thing at once. Approve or edit each step before moving on, and insert at least one of your own examples or opinions.

- Give me 10 angles for a blog post about [topic]. Make them genuinely different.

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- Create an outline for the best angle: intro hook, four H2 sections, conclusion with a call to action.

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- Write the first H2 section, about 150 words, conversational, with one concrete example.

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- Now give me three hook options for the introduction, written to fit the body we just wrote.

### Exercise: Notes-to-Report Drafting

Use raw material you already have (meeting notes, survey answers, bullet points). The goal is reorganization, not invention, so enforce the no-new-facts rule throughout.

- Here are my raw notes. Do not add any facts that are not present here: [paste notes].

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- Propose a report outline: executive summary, key findings, supporting detail, recommendations.

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- Cluster my notes into three themes and write one paragraph per theme using only my material.

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- Now write the executive summary from the finished body in one paragraph, then in one sentence.

## Worksheet: Blog Post Planning Sheet

Fill this before you draft anything. A clear plan is what keeps ChatGPT from producing shapeless filler.  
Working title and chosen angle

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Single sentence: what is the point of view?

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Primary reader and what they should do after reading

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Four section headings (H2s)

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One concrete example or opinion I will add per section

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Target word count and reading level

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## Checklist: Long-Form Quality Gate

- [ ] The post has a clear angle, not just a topic
- [ ] I drafted section by section, not in one giant request
- [ ] Every statistic in the report traces back to my own verified source
- [ ] I added my own examples and point of view, not just AI phrasing
- [ ] The intro was written last and opens with a real hook

## Tone, Voice, and Editing Like a Pro

Create a reusable voice guide and drill the three-pass editing loop.

### Exercise: Extract and Save Your Voice Guide

Paste three to five things you have written that sound like you. Have ChatGPT analyze the pattern, then save the resulting guide at the top of your prompt library and reuse it forever.

- Here are five things I have written. Analyze my voice: sentence length, vocabulary, rhythm, and quirks.

[paste samples]

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- Turn that analysis into a reusable style guide of 6 to 8 concrete rules I can paste into future prompts.

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- Using that style guide plus these samples, write a new paragraph about [topic] in my voice.

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- Compare your draft to my samples and tell me where it still drifts from my voice.

### Exercise: Drill the Three-Pass Edit Loop

Take a rough draft and run exactly three separated passes. Keep them distinct so you can see and control every change. Use the before-and-after command to stay in charge.

- Structural pass: Does this draft have a clear argument? Tell me what is missing, repeated, or worth cutting.

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- Line pass: Tighten every sentence. Cut wordiness, fix passive voice, remove clichés. Do not change my meaning.

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- Polish pass: Vary sentence rhythm and flag anything that sounds robotic.

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- Show the line-pass edit as a before-and-after so I can approve each change.

### Worksheet: My Voice Guide

Write your finished voice guide here so it is portable. This is the single biggest lever for making AI output sound like you.

Typical sentence length and rhythm

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Formality level (casual, neutral, formal)

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Vocabulary I use and words I avoid

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Point of view (first person, second person)

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Signature moves (open with a claim, use humor, etc.)

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Two short sample passages that show the voice

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## Checklist: De-Robotize Before You Publish

- [ ] No filler openers like in today's fast-paced world
- [ ] No empty transitions like moreover or it is important to note
- [ ] No banned verbs: delve, leverage, unlock, foster, tapestry
- [ ] Sentence lengths vary; not everything is a tidy three-item list
- [ ] Abstract phrasing replaced with specific names, numbers, and examples

## Proposals, Copy, and Your Reusable System

Apply the system to high-stakes proposals and copy, then lock in a fact-checked workflow and prompt library.

### Exercise: Draft a Client-Tailored Proposal

Use a real or realistic client brief. The output is only as good as the context you provide, so brief the model fully and make it mirror the client's own language.

• Here is the client's request, pain points, my offer, and price. Write a proposal tailored to this specific client: [paste].

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- Open by restating their problem in their own words before pitching the solution.
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- List the three objections this client is likely to have, then address each in the proposal.
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- Tighten the pricing section so it reads confident, not apologetic, and flag anything overpromised.

### Exercise: Generate and Test Conversion Copy

Practice using named frameworks and demanding variations so you can pick and test rather than guess. Then edit the winner to your voice.

- Write 10 subject lines for [offer] using the 4 Us (Useful, Urgent, Unique, Ultra-specific), each under 50 characters.
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- Write the email body using PAS (Problem, Agitate, Solution), conversational, under 120 words, one clear call to action.
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- Rewrite these product features as benefits using FAB (Features, Advantages, Benefits): [paste features].
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- Give me three calls to action with different levels of urgency.

### Worksheet: Pre-Publish Fact-Check and Ethics Log

Complete this for every piece before it goes out. If you cannot fill a row, the claim does not ship. Each statistic listed with the primary source that confirms it

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Each quote and name verified against an original source

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Distinctive passages searched to rule out accidental plagiarism

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Disclosure of AI assistance handled per client or platform policy

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Confirmation that no confidential data was pasted into the tool

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Final sign-off: I stand behind every factual claim here

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## Checklist: Prompt Library Assembly

- My voice guide and banned-words list are saved at the top
- I have a labeled blog-outline prompt and a report-findings prompt
- I have a proposal skeleton and my favourite copy-framework prompts
- I have the three-pass editing prompts saved as a set
- My fact-check checklist is attached and run before every publish
- I refine and re-save any prompt that underperforms

## Your Action Plan

1. Set up Custom Instructions today with your role, audience, tone rules, and a banned-words list.
2. Collect three to five samples of your best writing and have ChatGPT extract a reusable voice guide.
3. Pick one real blog post and draft it using the four-step outline-first workflow.
4. Convert one set of raw notes into a report using the no-new-facts rule.
5. Run a rough draft through the three-pass editing loop and save the editing prompts.
6. Write one client proposal that opens by mirroring the client's stated problem.
7. Generate 10 headline variations with a named framework and pick a winner to edit.
8. Build a prompt library document with your voice guide, task prompts, and fact-check checklist.
9. Run the pre-publish fact-check log on the next thing you publish.
10. Each week, refine the two prompts you used most and re-save the improved versions.









