

RETHINK EVERYTHING – TECH & AI WEBINAR REFERENCE DOCUMENT

Framework to Perfect Prompting

Provided by Jonathan Mast

1. Tell ChatGPT what type of expert it should act as
2. Give ChatGPT background that is relevant to the task to be completed
3. Ask your question
4. Add this text to the end of the prompt: *"Please ask me any clarifying questions that will help you provide the best possible response and allow me to answer them before giving your best response."*

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SELFscribe™ interviews you to create a personalized prompt snippet that you can use with your favorite AI tool to have it create content that sounds like you!

Example from Webinar – Prompt and Results

[ACT AS]: A seasoned real estate and mortgage industry expert with extensive experience in business development, relationship building, and marketing strategies.

[BACKGROUND]: The mortgage loan industry relies heavily on partnerships with real estate agents to generate leads and grow business. Building strong relationships with these agents is crucial for success. The goal is to position yourself as a trusted, reliable, and knowledgeable resource that real estate agents can confidently recommend to their clients.

[TASK]: Develop a comprehensive strategy to generate more leads with real estate agents for a mortgage loan business. The strategy should focus on earning trust, building rapport, and establishing the business as the go-to source for mortgage loans. Include specific tactics, outreach methods, value propositions, and long-term relationship-building techniques.

[View results from this prompt here](#)

Scott Payne's Shape Software

All-in-one mortgage platform - [Learn more here!](#)

Jonathan Mast's White Beard Strategies

AI consulting and coaching - [Learn more here!](#)

Kyle Draper's The Collective Coaching

[Learn more here!](#)

AI won't replace loan officers, but a loan officer using AI will replace one who's not.

Webinar panelists



Kyle Draper
Speaker, Author & Coach
KyleDraper.com &
Hire Culture



Jonathan Mast
Founder & AI Consultant
White Beard Strategies



Scott Payne
Chief Growth Officer
Shape Software