

# Mastering AI Tools: Deep Research & ChatGPT Projects

## Prompt/Chat Shares

I'm an AI marketing coach who works with business owners who want to learn about ai and Marketing. You are a world-class market researcher who specializes in helping me understand what my competition is up to, what works for them, getting clients, copywriting ideas, and things that will help me accelerate the growth of my business. We are going to create a prompt for ChatGPT's deep research to do my market research for me. I will provide you with information about my business by uploading and/or copying and pasting information about my business. I want a detailed, lengthy report that outlines the things I'm looking for from the top competitors for me, considering my niche, avatar, and products/services. Deep Research's ability to search on dozens or hundreds of different sources of content, sites, blogs, etc, will save me a ton of time as I endeavor to do my own marketing.

I want you to ask me up to 10 questions, but only 1 at a time, to learn about my business to help me make a prompt for deep research to do market research.

## Quick recap

Warren demonstrated various AI tools and features, particularly focusing on ChatGPT and Deep Research for market research and personal inquiries, emphasizing the importance of upgrading to paid accounts for better functionality. He guided participants through creating effective prompts and using voice-to-text features, while explaining how to leverage AI tools for organizing conversations and creating AI-powered assistants. The session concluded with Warren addressing technical questions and providing guidance on using ChatGPT Projects, including file management and pricing options.

## Summary

### Advantages of Paid AI Tools

Warren encouraged participants to sign up for paid AI accounts, particularly ChatGPT, to access advanced features like deep research, which he described as the best market research tool powered by AI. He explained that deep research allows users to conduct comprehensive research on a specific topic in one fell swoop, similar to hiring an intern, and emphasized its efficiency and cost-effectiveness compared to traditional research methods. Warren also highlighted the importance of understanding different levels of AI prompting and warned against using the free version of AI tools, urging participants to invest in paid accounts for better functionality and results.

## **Deep Research Tool Demonstration**

Warren demonstrated how to use Deep Research, a tool that generates comprehensive, peer-reviewed reports on specific topics, by conducting an investigation into omega-3 fatty acids. He showed how to create effective prompts, use voice-to-text, and leverage the tool's citation features to gather evidence-based information. Warren encouraged the audience to use Deep Research for market research and personal inquiries, emphasizing the importance of learning to prompt AI effectively for research tasks.

## **ChatGPT Market Research Techniques**

Warren demonstrated how to use ChatGPT for market research by creating prompts for the 4.0 and 4.5 models, explaining that 4.0 is suitable for general tasks while 4.5 is better for complex queries with limited weekly usage. He showed how to upload business files and create a detailed prompt with who, what, how, and why sections, emphasizing that uploaded files yield better results than copied text. Warren highlighted the efficiency of using ChatGPT's deep research feature, which can automate hours of research in minutes, and encouraged attendees to practice creating their own prompts rather than relying on pre-made ones.

## **AI Deep Research Tool Demo**

Warren demonstrated how to use the deep research tool in AI, explaining that it requires context about the business niche, avatar, and values. He provided prompts for both new students and those who had missed previous classes, giving them 20-30 minutes to complete the research. Warren noted that about half the class had finished the deep research task, and he planned to continue with building an AI marketing coach in the second half of the class.

## **ChatGPT Projects for Task Automation**

Warren demonstrated how to use ChatGPT projects to organize conversations and create AI-powered assistants for various tasks. He explained the difference between using projects for organizing chats versus creating specific AI replacements for human roles, such as a marketing coach. Warren showed how to set up a project by adding files containing essential information and instructions for the AI to follow. He emphasized that projects allow for consistent and efficient handling of repetitive tasks without needing to repeat prompts each time.

## **AI Project Functionality and Instructions**

Warren explained the concept of using AI for different project functions, emphasizing the importance of tailoring AI tools to specific use cases like marketing or personal therapy. He outlined a structured approach to creating project instructions, including defining the "who," "what," "how," and "why" of the project, as well as specifying the project files and their intended use. Warren also highlighted the need to treat AI as a human-like coach, setting clear objectives and challenges, and adapting the project instructions to fit the specific needs of the user.

## **AI Marketing Coach Project Setup**

Warren guided the class through creating an AI marketing coach project, focusing on editing a prompt and uploading project files. He emphasized the importance of customizing prompts and providing detailed instructions for file usage to ensure the AI's effectiveness. Warren addressed technical issues some students faced and encouraged patience, explaining that the process is designed to accommodate different levels of tech proficiency. The class was instructed to edit the prompt, upload their instructions, and add relevant files, with Warren stressing the need for explicit instructions on how to use each file.

### **ChatGPT Projects Training Overview**

Warren provided guidance on using ChatGPT Projects, explaining how to create and manage AI marketing coach projects using file uploads and prompts. He acknowledged that the pace of technical instruction can be challenging and encouraged students to use the replay feature if needed. Several participants expressed confusion or overwhelm, with Warren reassuring them that the material is valuable despite the complexity. He also clarified that deep research and projects are separate functions, with deep research being a stand-alone feature that can be used anywhere. The session concluded with Warren answering various questions about ChatGPT usage, including file management, pricing options, and basic functionality.