



JULIAN GARCIA LAW
Modern Business Counsel

UNLOCK GENERATIVE AI FOR
WORK, WRITING & DAILY TASKS

Presented by Julian Garcia

WHO AM I?

Julian Garcia, Esq., MBA

- Principal | JG Law
- Principal | Normal Consulting Group
- Vice Chair of Membership | Los Angeles County Bar Association, Cannabis Section
- Vice President of Compliance & Government Relations | Trojan Cannabis Network
- Published Author & Member | National Cannabis Industry Association, State Regulations Committee
- Operations Advisor | Phi Kappa Psi, Illinois Epsilon, Alumni Advisory Board

WHY WE'RE HERE

- This is "Flight School", not "Aircraft Design"
- Learn practical, real-world AI tips
- Leave with at least 1 – 2 new ways to deploy ChatGPT
- Accelerate your learning—learn in 30 minutes what took me months

PROMPTING 101 – THE SIMPLE FORMULA

- 3-Parts:
 - Role – Whose perspective should the output have?
 - Task – What exactly should the output do (and not do)?
 - Context – What's the background and goal?
- Example:
 - Basic: "Write an apology letter for missing lunch."
 - Better: "Act as a thoughtful friend and draft a short, warm apology for missing lunch last Friday because of an unexpected work emergency."

BASIC: “WRITE AN
APOLOGY LETTER
FOR MISSING
LUNCH.”

Here’s a polished draft you can use:

Subject: Apology for Missing Lunch

Hi [Name],

I just wanted to sincerely apologize for missing lunch today. I was really looking forward to catching up, and I’m disappointed I let the time slip away.

I completely understand if it caused any inconvenience, and I’d love to make it up to you. Let me know when you’re free next, and lunch is on me.

Thanks for your understanding, and I appreciate your patience.

Talk soon,
[Your Name]

Let me know if you want to adjust the tone—more formal, casual, or playful.

BETTER: “ACT AS A THOUGHTFUL
FRIEND AND DRAFT A SHORT,
WARM APOLOGY FOR MISSING
LUNCH LAST FRIDAY BECAUSE OF
AN UNEXPECTED WORK
EMERGENCY.”

Hey [Name],

I'm really sorry for missing lunch last Friday. A last-minute work issue popped up and completely derailed my day. I was genuinely looking forward to catching up and I hate that I had to flake.

Let me make it up to you—my treat next time. Let me know when you're free.

Appreciate your understanding,

[Your Name]

PROMPTING 102 – REFINING RESULTS

Chat's first output is not a final answer.

Examples:

- “Rewrite to sound more human. No emojis, em-dashes, or AI slang”
- “Turn this into a bullet-point summary”
- “Rephrase this with a confident, persuasive tone”
- “Make this more concise”

“REWRITE TO SOUND MORE HUMAN.
NO EMOJIS, EM-DASHES, OR AI SLANG”

Hey [Name],

Sorry for missing lunch on Friday. Something urgent came up at work, and I didn't expect it to throw off my whole afternoon. I was really looking forward to seeing you.

Let me make it up to you. Just tell me when you're free and lunch is on me.

Thanks for understanding,

[Your Name]

Here's a polished draft you can use:

Subject: Apology for Missing Lunch

Hi [Name],

I just wanted to sincerely apologize for missing lunch today. I was really looking forward to catching up, and I'm disappointed I let the time slip away.

I completely understand if it caused any inconvenience, and I'd love to make it up to you. Let me know when you're free next, and lunch is on me.

Thanks for your understanding, and I appreciate your patience.

Talk soon,
[Your Name]

Let me know if you want to adjust the tone—more formal, casual, or playful.

Hey [Name],

Sorry for missing lunch on Friday. Something urgent came up at work, and I didn't expect it to throw off my whole afternoon. I was really looking forward to seeing you.

Let me make it up to you. Just tell me when you're free and lunch is on me.

Thanks for understanding,
[Your Name]

DIFFERENCE OF 30 SECONDS OF PROMPTING

MORE USE CASES FOR PROFESSIONALS

- Write and edit emails, blogs, newsletters, and posts
- Summarize reports, proposals, and meeting notes
- Brainstorm headlines, campaign concepts, event/product names
- Prepare talking points for pitches and presentations
- Develop 30/60/90-day strategic plans
- Ask Chat to tell you more!

PROMPTING 103 – CONTEXT FILES

- You can teach Chat about your brand voice, personal affiliations, business focus, personality, tone, priorities, values, limitations, etc.
- These teachings are best compiled into separate word documents known as “context files”
- Useful for replacing recurring roles, tasks, or contexts
 - E.g., Brand Voice context file
 - E.g., Diet/exercise preferences and restrictions context file
 - E.g., Client, company, or competitor context file
 - E.g., Negotiation expert context file

PROMPTING 103.1 – CREATING A BRAND VOICE CONTEXT FILE

- Step 1: Gather 3 – 5 writing samples (essays, social media posts, reports, emails, etc.)
- Step 2: Prepare each sample as a separate document
- Step 3: Upload all samples into the Chat conversation
- Step 4: Before hitting enter, provide BrandVoice prompt that will output a detailed analysis of your brand voice for future use (see next page)
- Step 5: Save the output as your BrandVoice context file
- Step 6. Upload your BrandVoice context file to any other conversation with Chat

BRAND VOICE PROMPT

- TASK:
- You are generating a report and analysis of the BRAND VOICE of _____ (who shall hereafter be referred to as "CLIENT"). The report shall include the following sections: 1) SUMMARY. 2) SPOKESPERSON. 3) DESCRIPTION OF BRAND VOICE. 4) ESSENTIAL ATTRIBUTES OF THE BRAND VOICE. 5) EXECUTION INSTRUCTIONS FOR WRITING IN THE BRAND VOICE. 6) FEATURES. 7) BENEFITS. 8) OUTCOMES.
- INSTRUCTIONS: Analyze the attached files and other information provided by User to discern the style, tone, and other characteristics of the BRAND VOICE. Additionally, review the attached files and other information provided by User to better understand the Client's "SPOKESPERSON".
- CONTEXT: This report will ultimately be used as instructions by you, ChatGPT. Ensure that the sections are sufficiently clear such that if the resulting report were to be given to you, ChatGPT, that it would create a writing sample that matches the BRAND VOICE of CLIENT and SPOKESPERSON to the maximum extent possible.
- SPOKESPERSON: Provide 10-12 descriptors of the SPOKESPERSON.
- DESCRIPTION OF BRAND VOICE: Provide 10-12 descriptors of the BRAND VOICE.
- ESSENTIAL ATTRIBUTES OF THE BRAND VOICE: Provide 10-12 essential attributes of the BRAND VOICE.
- EXECUTION INSTRUCTIONS FOR WRITING IN THE BRAND VOICE: Provide 10-12 execution instructions for writing in the BRAND VOICE.
- FEATURES: Provide 10-12 features of the BRAND VOICE.
- BENEFITS: Provide 10-12 benefits of the BRAND VOICE.
- OUTCOMES: Provide 10-12 outcomes of the BRAND VOICE.

PROMPTING 104 – WORK IN STEPS

- Don't Ask for Everything at Once
 - Start with Role + Task + Context
 - First subtask = Provide an outline
 - Subsequent Tasks = populate each section
- Example:
 - "I'm creating a detailed business plan for a new venture and want a structured, professional approach. You are my strategic planning assistant, helping me organize key business ideas into a clear, actionable format.
 - Start by providing a full outline of the business plan, covering standard sections (Executive Summary, Market/Competitive Analysis, Marketing, Operations, Financials), with brief bullet points on what each section should include."

Business Plan Outline

1. Executive Summary

- **Business Concept:** Brief overview of the venture, product/service, and value proposition.
- **Mission Statement:** Purpose and core values of the business.
- **Objectives:** Short-term and long-term business goals.
- **Keys to Success:** Critical factors for achieving sustainable growth.
- **Funding Request (if applicable):** Capital needs and intended use of funds.

2. Company Overview

- **Legal Structure:** Entity type (LLC, Corporation, etc.) and ownership.
- **Founders and Management Team:** Key personnel bios and roles.
- **Location:** Physical or digital presence, HQ details.
- **History and Milestones:** Background story or key development milestones.

3. Market Analysis

- **Industry Overview:** Market size, trends, and growth projections.
- **Target Market:** Customer demographics, needs, and buying behavior.
- **Market Segmentation:** Specific segments you will target and why.
- **Regulatory Environment:** Industry-specific legal or regulatory considerations.

4. Competitive Analysis

- **Competitive Landscape:** Direct and indirect competitors.
- **Competitive Advantages:** Unique selling propositions (USPs).
- **SWOT Analysis:** Strengths, Weaknesses, Opportunities, Threats.

OUTLINE EXAMPLE

3.1 Industry Overview

- The [industry name] industry is valued at approximately \$[X] billion, with a projected annual growth rate of [X]% over the next [X] years.
- Key trends include [mention trends, e.g., technological innovations, consumer behavior shifts, regulatory changes].
- The industry is currently characterized by [e.g., fragmentation, consolidation, emerging technologies, rising demand].

3.2 Target Market

- **Customer Profile:** Our primary customers are [describe demographic details such as age, income level, profession, lifestyle, geography].
- **Customer Needs:** The target market seeks [specific needs or pain points your product/service addresses].
- **Buying Behavior:** Customers in this segment typically purchase through [sales channels], with decision-making influenced by [factors such as price, quality, convenience, brand reputation].

3.3 Market Segmentation

- **Primary Segment:** [Segment Name] — comprising [X]% of the target market, motivated by [specific value drivers].
- **Secondary Segment:** [Segment Name] — representing [X]% of the market, with slightly different needs/preferences.
- **Emerging Opportunities:** Additional market niches, such as [segment], are anticipated to grow due to [trends].

3.4 Regulatory Environment

- The business will operate under [mention relevant federal, state, or local regulations].
- Specific compliance considerations include [e.g., licensing, certifications, health & safety standards].
- Anticipated regulatory changes include [summarize any pending legislation or shifts that could affect operations].

“NOW, GENERATE THE CONTENT FOR
SECTION 3. MARKET ANALYSIS”

PROMPTING 105 – CHAT SPEAKS FLUENT CHAT

- Chat knows how to generate outputs that are easily usable by Chat
- Case 1: Abandon Ship
 - “Summarize this conversation [or X part] so I can paste it into a new chat and continue seamlessly.”
- Case 2: Have Chat Write Prompts for you
 - “Generate a prompt that will guide me through outlining a website for a professional recruitment firm.”
 - “Generate a prompt that will design a bot specialized in [Y] role.”
 - “Generate a prompt that will design a context file useful for [Z].”

PROMPTING 106 – WORDS OF CAUTION

- Always review Chat's work. Treat them like an intern.
- Don't expect Chat to do the first or last 20% of your work.
- Always ask for citations. If you cannot verify information yourself, do not rely on it.
- Basic ChatGPT cannot:
 - Reliably track breaking news
 - Pull from paywalled sites or niche databases
 - Guarantee accuracy on specialized topics
 - *However, the new ChatGPT Agent, to an extent, can!*

QUICK RECAP – WHAT TO REMEMBER

- I01: Use the 3-part prompt formula: Context, Role, Task
- I02: Refine Results
- I03: Use Context Files
- I04: Work in Steps
- I05: Use Chat to Prompt Chat
- I06: Words of Caution

STILL HAVE QUESTIONS?

- Email Julian at
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- Visit us at
www.JulianGarciaLaw.com
- Set up a free call at
<https://calendly.com/juliangarcialaw/meeting>



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