

[ChatGPT] Masterclass

Master Prompts for
Content, Campaigns,
and Creativity

With Prompt
Library &
Cheat Sheet

Andy Delgado
2025

ChatGPT for Side Hustles Series

ChatGPT Masterclass

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Series Note — The ChatGPT for Side Hustles Series

This book is part of the **ChatGPT for Side Hustles Series**, a collection of practical, easy-to-read guides that show you how to use AI and smart systems to earn more online. Each book builds on the next, walking you from ideas to implementation.

Other titles in the series include:

- *ChatGPT for Side Hustles and Online Income*
- *ChatGPT Masterclass: The Art of Prompting for Marketers*
- *20 Ways to Earn Money with ChatGPT*
- *Build & Sell with Email Lists (and more coming soon!)*

Each title is written in Andy Delgado's signature plain-English style — approachable, honest, and built for readers who want to save time, work smarter, and create real income with modern tools.

Visit go.AndyDelgado.com/books to explore the full series and download free companion resources.

Introduction

When I first started using ChatGPT, I treated it like a search engine. I typed short questions, hit enter, and hoped for the best. Sometimes I got a useful answer. Other times I got something that sounded nice but wasn't helpful.

Over time, I realized something important: ChatGPT isn't just a tool that spits out answers. It's a **partner** that's only as good as the instructions you give it. The clearer I was, the better the results became.

I use ChatGPT every day — sometimes at my desk, sometimes on my phone. One of my favorite ways is by voice on the mobile app. I'll often "talk" to ChatGPT while I'm driving between clients. Don't worry — I'm hands-free and safe — but those conversations have become some of the most creative brainstorming sessions I've ever had. That's when it clicked for me: ChatGPT isn't just a writing tool. It's a partner I can carry with me anywhere.

Note from the author (mobile app use): Many examples in this book began as spoken conversations. I often use the ChatGPT phone app hands-free while driving. It's a great way to brainstorm safely and stay productive on the go.

This book is about **master prompts** — clear, structured instructions that turn ChatGPT into your creative teammate. By the end, you'll know how to:

- Write prompts that produce consistent, professional results.
- Work with ChatGPT like a teammate, not a vending machine.
- Build a relationship with AI that strengthens over time.
- Save your best prompts in a personal **Prompt Library** you can reuse.

"The single biggest problem in communication is the illusion that it has taken place." — George Bernard Shaw

Let's dive in.

Part 1: The Foundations of Prompt Mastery

Chapter 1 — What Makes a Prompt “Good”

Prompts are like recipes. If you say “cook chicken,” you’ll get something edible. If you say “roast a garlic herb chicken with crispy skin, plus mashed potatoes for four,” you’ll get exactly what you wanted.

A **good prompt** is clear about goal, audience, and format. It gives enough detail to guide the output without smothering creativity.

The R-T-F-T-C-E Framework

- **Role** — Who should ChatGPT be? (e.g., “You are a travel writer...”)
- **Task** — What should it do? (e.g., “Write a 700-word blog...”)
- **Format** — How should the result look? (headings, bullets, table, etc.)
- **Tone** — What voice and reading level?
- **Constraints** — Word count, sections, limits.
- **Examples** — Sample style or reference content.

Helpful standard: Add *“Use a 7th- or 8th-grade reading level. Define uncommon words or phrases in plain English.”* This keeps content friendly and clear.

Weak vs Strong

Weak:

Write a blog post about healthy eating.

Strong:

You are a nutrition coach writing for busy parents. Write a 700-word blog post about healthy eating on a budget. Use a casual, encouraging tone at a 7th-grade reading level. **Define uncommon words or phrases in simple terms.** Include a short intro, three sections with practical tips, and a conclusion with a call-to-action to try one new meal this week.

Story: How I Learned the Hard Way

I once asked for a 3-email sequence about an online course. It came back flat and generic. I hadn’t told ChatGPT who the audience was, what tone I wanted, or what action readers

should take. I tried again with specifics — audience, tone, subject lines, preview text — and the difference was night and day. **Good prompts save time; vague prompts cost time.**

Practice

Start with:

Write a social media post about coffee.

Upgrade with R-T-F-T-C-E:

You are a witty social media manager for a local coffee shop. Write 3 short Facebook posts promoting our fall pumpkin-spice latte special. Use a playful, cozy tone at a 7th-grade reading level and **define uncommon words or phrases**. Keep each under 50 words and add one hashtag per post.

Key Takeaways

- Clear prompts = better outputs.
- Use R-T-F-T-C-E.
- Add reading level + “define uncommon words” for clarity.

Weak vs Strong Prompt

Weak Prompt

Write a blog post about healthy eating.

- Vague goal
- No audience
- No format

Strong Prompt

You are a nutrition coach writing for busy parents.

<- Role

Write a 700-word blog post about healthy eating on a budget.

<- Task

Use a casual, encouraging tone at a 7th-grade reading level.

<- Tone

Define uncommon words or phrases in simple terms.

Include a short intro, three sections with practical tips, and a conclusion with a call-to-action to try one new meal this week.

<- Format & Constraints

Conclusion — From Prompts to Partnership

You started this book thinking about prompts. You're finishing it thinking about **partnership**.

You learned how to:

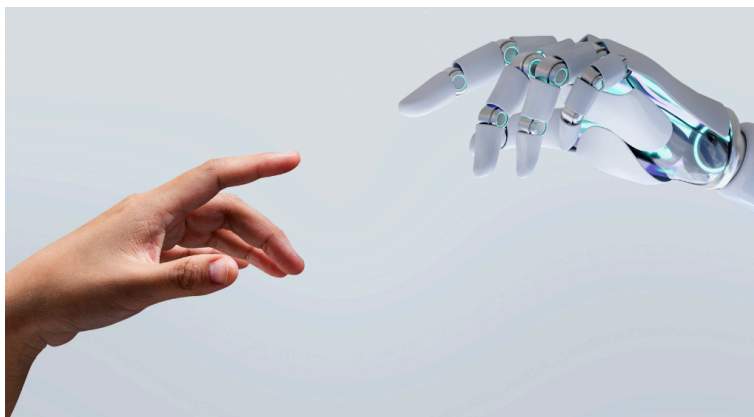
- Use R-T-F-T-C-E to make prompts clear.
- Assign roles and personalities.
- Chain tasks into content bundles.
- Build VVO email campaigns with subject and preview options.
- Collaborate through dialogue.
- Teach ChatGPT your style.
- Ask for clarifying questions first.
- Debug with Reframe → Refocus → Retry — and reset when needed.
- Treat prompting as a meta-skill that improves how you think and plan.
- Manage complex projects with AI as your co-pilot.
- Save your best prompts in a personal library.

The Golden Rule: If you're stuck, **give ChatGPT all the relevant info** you have — or ask it to **help you create the prompt**.

And remember: It's **okay to start over**. "Let's start fresh. Here's a new prompt with clearer details." A clean slate often beats endless edits.

"Start where you are. Use what you have. Do what you can." — Arthur Ashe

Keep experimenting. Save your wins. Refine your library. The more you and ChatGPT work together, the more you'll find you're not just writing prompts — **you're building a creative partnership**.



About the Author

Andy Delgado is an IT specialist, entrepreneur, and writer who has helped small businesses grow through technology, automation, and practical marketing for more than two decades.

After serving in the U.S. Army, Andy worked in everything from construction and restaurant kitchens to network design and computer security — experiences that taught him the value of efficiency and integrity in every project.



He founded **Apollos Development**, where he and his team build websites, SaaS tools, and marketing systems that make business easier for everyday entrepreneurs.

When he's not working, Andy enjoys hiking with his family, fishing or sitting by a lake, pond, or stream, and spending time with his grandangels.

Find more tools, guides, and resources at **go.AndyDelgado.com**