

MASTERING CHATGPT FOR BUSINESS WRITING

GAI-103

Duration: 1 day; Instructor-led | Virtual Instructor-led

ABOUT THIS COURSE

This course aims to provide beginners with a comprehensive understanding of how to leverage ChatGPT for effective business communication, including email responses and cold emails.

PREREQUISITES

- Basic understanding of email communication
- Basic understanding of generative AI

AUDIENCE

- Professionals new to AI and ChatGPT
- Entrepreneurs
- Sales and Marketing Teams

COURSE CONTENTS

Module 1: Introduction to ChatGPT

- What is ChatGPT?
- Why use ChatGPT in Business?

Module 2: Setting Up ChatGPT

- Installation and Configuration
- Understanding Prompts

Module 3: Effective Email Responses

- Analyzing Email Content
- Crafting Professional Replies

Module 4: Mastering Tone of Voice

- Importance of Tone
- How to Set the Right Tone

Module 5: Long Email Strategies

- Skimming Techniques
- Summary and Reply

Module 6: Cold Emails

- Challenges and Solutions
- Crafting Impactful Cold Emails

Module 7: Personalization Techniques

- Using Profile Data
- Tailoring Your Message