The Studio Guide *to Hacking Ai*

LEVERAGING **CHATGPT & MIDJOURNEY**



STUDIO GUIDE TO ChatGPT & Midjourney

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ChatGPT
PROMPTS + TEMPLATES

CHAT GPT
CUSTOM INSTRUCTIONS

PROCESS

Step 01: Open your profile.
Step 02: Select "Custom Instructions"
Step 03: Copy the instructions below
Step 04: Save.

PROMPT (Copy/Paste)

Number/label every response from ChatGPT so we can reference specific messages in the conversation.
Number/label every request from me (the user).
Reread the entire chat before providing a response.

CHAT GPT
TONE ANALYSIS

PROCESS

Step 01: Gather (3-4) Copy Examples. (Emails / Website Copy / Social Content / Etc)
Step 02: Open New Chat Window.
Step 03: Add Prompt + Copy Examples.
Step 04: Hit Submit.

PROMPT (Copy/Paste)

Can you read this copy and give me an in-depth tone analysis? I will be using this to create social media content with you.
This is the copy we want to analyze: [Insert your copy examples]

Follow-up Prompt (Optional): Let's distill this down into (3) key themes. Keep this short, concise, and digestible.



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CHAT GPT
MEGA PROMPT FORMULA

TIPS:

- → Use this as a guide post.
- → This will work with most prompts.

FORMULA:

Task: [The Task or Project]

Audience: [Who you're targeting]

Act As: [How you want GPT to respond]

Focus: [Specific elements you want GPT to focus on]

Format: [How you want it to be formatted]

ChatGPT's Goal: [Parameters for GPT]

My Goal: [Desired outcomes]

Data: [Your analytics data]

Additional Information: [Any additional Data]

CHAT GPT
DATA PROMPT

PROCESS

Step 01: Gather Data Examples. (Spreadsheets / Social Analytics / Etc)

Step 02: Open New Chat Window.

Step 03: Select ChatGPT 4

Step 04: Add Prompt 1 (below)

Step 05: Copy / Paste Data

Step 06: Hit Submit

Step 07: Add Prompt 2 (below)

Step 08: Hit Submit

Step 09: Use follow up prompts if necessary

PROMPT 1 (Fill In)

I am going to give you [explain your data]. Read it and let me know when you are finished. Do not do anything just yet. Here is the data: [add your data]

PROMPT 2 (Fill In)

Project: We want to create [desired outcome] with this data.

Task 1: This is [type of data]. Analyze the data below and give me an extremely thorough analysis.

Act As: Top world-renowned [role] taking a critical look at their employee's work. They would be looking for holes and opportunities in the data, while giving constructive feedback.

Goal: [Your goal]

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MY PROMPT EXAMPLE

Project: We want to create epic LinkedIn content ideas and a content calendar.

Task 1: These analytics from my viral LinkedIn posts. Analyze the data below and give me an extremely thorough analysis of what these posts are attractive and why this content works.

Act As: Top world-renowned content marketer taking a critical look at their employee's work. They would be looking for holes and opportunities in the content, while giving constructive feedback.

Goal: To create more engaging content consistently that resonates with my audience.

FOLLOW-UP PROMPTS

Follow-up Prompt: can you go deeper on this analysis please?

Follow-up Prompt: can you expand on [specific point/category]

CHAT GPT
BUILDING YOUR CONTENT CALENDAR

PROCESS

Step 01: Fill in prompt formula with your info

Step 02: Open New Chat Window.

Step 03: Select ChatGPT 3.5 or ChatGPT 4 (Default)

Step 04: Copy/Paste into ChatGPT

Step 05: Hit Submit

Step 06: Answer ChatGPT's questions

Step 07: Use follow up prompts if necessary

CONTENT CALENDAR PROMPT (Fill In)

Project: [adjective] Social Media content calendar for a [modality] studio in [location].

Task: Create an Instagram content calendar for [dates] with a hint of [tone analysis]. Consider [country] holidays to make this relatable. Do not include sales/promotions.

Core Content Themes: [topic 1], [topic 2], [topic 3], [topic 4]

Content Direction: Focus on potential [modality] students' wants, needs, problems, and ambitions. Mix in case studies, client success stories, personal stories, products and routines you love, and FAQ's for [modality] beginners

Tone: [Your tone analysis]

Brand Personality: [Brand Attributes]

Audience/Target Demographic: [your demo].Typically shopping at [stores]

Bandwith: [X] posts per week

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Act as: A friend who is a savvy innovative Social Media influencer and an engaging storyteller.

Format & Content Type: Format in a table. Include the posting date, content name, content idea, post type (reel/video/carousel/image/infographic), Include a specific hook and CTA for each post.

Hooks: Use extremely natural conversation language.

CTAs: Should be engaging and not generic. We want to mimic the tone analysis provided.

ChatGPT's Goal: Do not be generic. Push the levels of your creativity. Be authentic and human. Create an immersive community.

My Goal: To generate 10-20 leads per month and create amazing relationships with my community.

Ask me questions.

CAROUSEL PROMPT (Fill In)

For the [date] carousel [Content Name: Content Description] Please provide a detailed content brief, caption, and suggestions to create this. Make sure to add the Hook and CTA.

Limit this to 10 slides.

Keep the language natural and concise. **Ask me questions.**

CONTENT CALENDAR PROMPT (Fill In)

Task: For the [date] [reel/video]. [Content Title: Content Description]. Please provide a detailed content script and shot list.

Add the hook, caption, CTA, and suggestions to create this.

The reel should be 30-45 seconds.

Act like a top 1% tiktok influencer.

We want to do this in the style of UGC.

We do not have professional photographers, videographers, or editors.

Format: [Title]
[Hook]
[Shot List]
[Script]
[CTA]
[Suggestions for execution]

INFOGRAPHIC PROMPT (Fill In)

Task 1: For the [date] infographic [Content Name: Content Description] Please provide a detailed content brief, caption, and suggestions to create this. Make sure to add the Hook and CTA.

Keep the language natural and concise. **Ask me questions.**

Format: Provide the information for the infographic.

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Midjourney
PROMPTS + TEMPLATES

MIDJOURNEY
CREATING TEXT PROMPTS

PROCESS

Step 01: Open discord
Step 02: Open Midjourney chat window
Step 03: Type /imagine into prompt bar
Step 04: Add your text prompt
Step 05: Hit submit

PROMPTING TIPS:

- → Tell Midjourney a "story."
- → Don't use full sentences.
- → Use strong keywords.
- → Separate keywords by commas.
- → Use powerful language. ("enormous" vs "big")
- → Focus on one subject. (Multiple will confuse MJ)

CONTENT CALENDAR PROMPT (Fill In)

Subject: The main focus of the photograph.
Medium: Photography/Art/Graphic/etc.
Environment/Setting: The location or context.
Mood/Atmosphere: The emotional tone
Details/Modifiers/Color: Additional elements.
Camera: Camera capturing the image.

MIDJOURNEY
PROMPT FORMULA

FORMULA

[Medium], [Subject], [environment/setting], [specific camera], [details/color scheme], [mood /atmosphere] [--parameters]

TIPS:

- → Use **Editorial Photography** or **Cinematic Still** as the first element.
- → You don't always need to use **Parameters**

PROMPT EXAMPLE

Editorial Photography, Yoga Instructor, Modern Yoga Studio, 35mm dslr, blue and gold color scheme, concentration, peace –ar 5:4 –s 200

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ChatGPT + MIDJOURNEY
CREATING PROMPTS

PROCESS

Step 01: Open new chat window in ChatGPT
Step 02: Copy / Paste Prompt 1 (below)
Step 03: Hit submit
Step 04: Copy / Paste Prompt 2 (below)
Step 05: Fill in details
Step 06: Hit submit
Step 07: Copy a ChatGPT generated prompt you like
Step 08: Go to Discord / Midjourney
Step 09: Paste ChatGPT prompt
Step 10: Hit submit

CHATGPT PROMPT 1:

This is a Midjourney prompt formula... "editorial photography, Subject, environment/setting, specific camera, details/color scheme, mood/atmosphere" Respond "yes" if you understand

CHATGPT PROMPT 2:

Let's create [#] prompts for [subject & details]. Use concise, visceral, and powerful language. Only use keywords and do not use filler words. Use editorial photography or cinematic still as the first keyword in all prompts.

EXAMPLES FROM THE PRESENTATION:

Prompt 1: Editorial Photography, Yoga Instructor, Sunrise Beach, Canon EOS R5, Pastel Tones, Serene
Prompt 2: Cinematic Still, Yoga Instructor, Forest Clearing, Sony A7III, Earthy Colors, Mystical
Prompt 3: Editorial Photography, Yoga Instructor, Rooftop Garden, Nikon Z7, Vibrant Greens, Uplifting
Prompt 4: Cinematic Still, Yoga Instructor, Mountain Summit, Fujifilm X-T4, Cool Blues, Majestic
Prompt 5: Editorial Photography, Yoga Instructor, Desert Oasis, Leica M10, Warm Orange colors, Tranquil

MIDJOURNEY
PARAMETERS

ADDING PARAMTER PROCESS

Step 01: Write your prompt
Step 02: Add a "space" after your prompt
Step 03: Type (2) dashes... "--"
Step 04: The parameter... "--s"
Step 05: Add a space
Step 06: Then add the parameter value... "--s <value>"
Step 07: Finished Parameter: "--s 500"

ASPECT RATIO (--AR)

Width-to-height ratio of the image.

A square image is 1:1.

Impacts the shape/composition.

ASPECT RATIO IN PROMPTING

Prompt Parameter: --ar <width>:<height>
Values: Unlimited with MJ version 5.2
Midjourney Default: 1:1
Format Example: --ar 3:2 or --aspect 3:2

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ASPECT RATIO IN PROMPTING

1:1 Best for standard images [Midjourney Default]
3:2 Common in print photography.
16:9 Widescreen displays, TV, Youtube videos, etc.
9:16 Common in smartphone display.
5:4 Common in digital photography.
21:9 Common in ultra-widescreen displays.

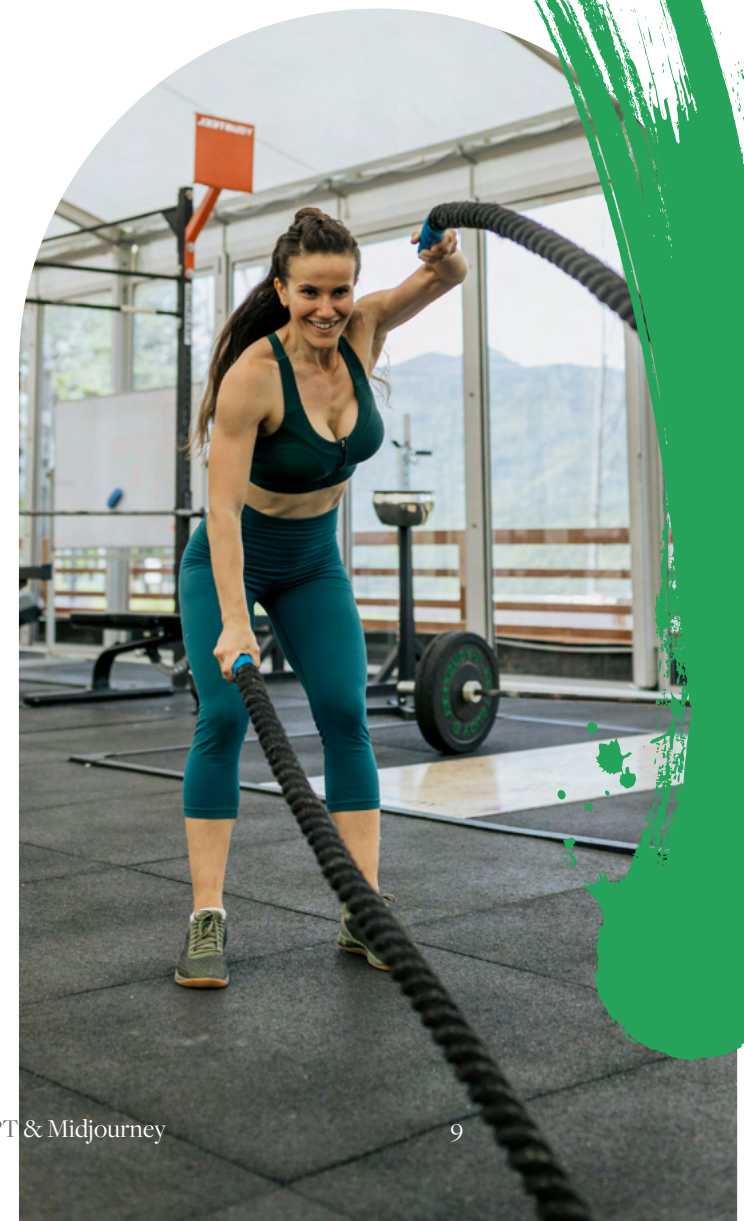
STYLIZE (--S)

How much creative liberty MJ takes.
Lower value = close to prompt (less artistic)
Higher value = more artistic

STYLIZE IN PROMPTING

Prompt Parameter: --s <value>
Value Range: 0-1000
Midjourney Default: 100
Example: --s 750 or --stylize 750

(--s 0) = Less style/creativity
(--s 1000) = More style/creativity



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