



MY LOVE AFFAIR WITH ChatGPT

Wendy Lewis shares her infatuation with OpenAI's first-to-market chatbot

CHATGPT AND I MET OUT OF MY SHEER curiosity in April 2023, and we have been inseparable ever since. ChatGPT stands for 'Chat Generative Pre-trained Transformer'. It is an AI chatbot that was built on a family of large language models (LLMs), collectively known as GPT-3.

Fast forward to July 2023, and I keep my ChatGPT open on my desktop on a daily basis. I have moved on from ChatGPT to ChatGPT+ (the paid version), and from ChatGPT-3 to ChatGPT-4.

ChatGPT-4 is only available to paid subscribers of ChatGPT+, which as of this writing, costs \$20 USD per month. It is OpenAI's most advanced system that they claim 'produces safer and more useful responses.'

“ In its own words, ChatGPT is 'a friendly and intelligent robot'. ChatGPT can do way more than you think and probably more than any of us will ever need to use it for. ”

In case you are interested, ChatGPT is also available as an app and on IOS in some countries.

Where it all began

Created in November 2022 by OpenAI, ChatGPT was the first to market. However, it didn't take long before we had AI-wars as more players entered this exciting and potentially game-changing category.

According to techradar.com, ChatGPT is now the fastest-growing consumer app in history, hitting 100 million users in only two months. It is rapidly morphing into new and improved models, which makes it even more confusing for lay people (aka non-engineers) to get our heads around. In fact, Microsoft uses a form of it in its Bing search engine and Microsoft Edge browser and is

also an investor in OpenAI.

Not to be outdone, Google launched its own chatbot model called Google Bard, which is referred to as an 'experimental conversational AI service.' From my perspective, Bard is useful since it lives on Google, which is open on my MacBook all day long. It also claims to draw on information from the internet to provide what Google calls 'fresh, high-quality responses.'

ChatGPT is not connected to the internet in the same way. In my experience, the most significant glitch in ChatGPT is that, to date, it does not have the ability to help if I need information on anything that occurred after September 2021. The disclaimer reads like this: 'As an AI language model, I don't have access to real-time information or future developments beyond my knowledge cutoff in September 2021.'

This means that this AI cannot share anything or respond to any query about something that occurred in the past 22 months, at least as of the time of this printing.

More AI players

The next giant to launch its own AI version was Microsoft's Bing. The Bing chatbot is integrated with the Bing search engine to retrieve relevant information. It uses machine learning algorithms to match the input

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with predefined intents or categories. A benefit is that it can be integrated into other messaging platforms or applications and interfaces with Microsoft Teams, Facebook Messenger, and Skype.

In April, Snapchat announced their own chatbot called 'My AI', which operates on the latest version of OpenAI's technology.

Another newcomer aiming to compete with ChatGPT was created by Anthropic, a self-proclaimed 'AI safety and research company.' Going by the name Claude, like ChatGPT, it doesn't access the internet, and its training only goes up to the spring of 2021. Claude has two versions: 'Claude', which is referred to as 'a state-of-the-art high-performance model' and 'Claude Instant', which is defined as 'a lighter, less expensive, and much faster option.'

According to TechCrunch, Google pledged \$300M US in Anthropic for a 10% stake in the company.

What ChatGPT can do for you

ChatGPT can do way more than you think and probably more than any of us will ever need to use it for.

OpenAI's GPT-4 model can understand and generate human-like answers to text prompts because they've been trained on huge amounts of data. For example, ChatGPT's original GPT-3.5 model was trained on 570GB of text data from the internet, which OpenAI says included books, articles, websites, and even social media.

Because it has been trained on hundreds of billions of words, ChatGPT can create responses that make it seem almost human. 'Almost' is the operative word here, as >



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CREATING MY FIRST PROMPT

This was the first prompt I posed to ChatGPT-4: **'How can ChatGPT-4 help me manage my consulting business?'**

ChatGPT-4 can be an invaluable tool in managing a consulting business, providing a variety of ways to streamline operations, communicate effectively, and make informed decisions. Here's how:

Client Communication: Use it to automate responses to frequently asked questions, manage email correspondence, and generate draft responses to client inquiries.

Content Creation: It can assist in creating business proposals, reports, and other written content, including blog posts and articles.

Research: ChatGPT-4 can help gather information about competitors, market trends, potential clients, and industry updates.

Project Management: It can remind you about

deadlines, keep track of project milestones, and even help to define project scopes based on provided details.

Data Analysis: ChatGPT-4 can interpret complex data, giving insights into financial metrics, sales statistics, or client demographics, which can guide your strategy.

Training: It can be used to create training materials for your team, aiding in the onboarding process or when learning new software or techniques.

Brainstorming Sessions: You can use ChatGPT-4 as a creative tool, suggesting ideas for problem-solving or enhancing your services.

Scheduling: ChatGPT-4 can help manage your calendar, scheduling client meetings or team sessions.

Bookkeeping: With some basic inputs, ChatGPT-4 can help manage basic financial bookkeeping



and generate financial reports.

CRM: ChatGPT-4 can be programmed to provide CRM-like functions such as managing customer interactions and following up on leads.

Process Optimization: It can analyze your existing operations and suggest potential improvements or efficiencies.

Legal and Compliance: AI can generate an understanding of the legal language and help ensure your business is complying with relevant laws and regulations.

Remember, while ChatGPT-4 is a powerful tool, it should be used in conjunction with other tools and practices specific to your business needs and should not replace professional advice in areas like legal or financial matters. Also, please ensure all uses comply with OpenAI's use-case policy and respect privacy and confidentiality agreements.

DRAFTING PROMPTS THAT DELIVER RESULTS

I went right to the source; this is how ChatGPT Plus explains it: *Here are a few examples across different scenarios:*

- **Writing Assistance:** “Write a short story about a detective solving a mysterious crime in a small town.”
- **Creative Idea Generation:** “Provide me with ideas for a unique and innovative business start-up.”
- **Learning and Knowledge Query:** “Explain the concept of gravitational waves in physics and their significance.”
- **Decision Making:** “Help me weigh the pros and cons of buying a car vs. using public transportation.”
- **Opinion or Debate:** “What are the advantages and disadvantages of genetically modified organisms (GMOs)?”

Remember, the quality of the response you receive will depend on the clarity and specificity of your prompt. The more precise and detailed your instructions are, the better the AI model can understand and generate a relevant and accurate response.’

5 CAVEATS FOR CREATING PROMPTS

- 1** Be direct, clear, and as precise as possible. Avoid language that may be too vague or confusing to an AI.
- 2** Avoid giving the AI a very narrow scope which may limit the information it is able to pull. If the response you get is too vague, try again with more detail.
- 3** Try to create prompts that are neutral and unbiased. Avoid giving the AI any hints that you want a specific outcome.
- 4** Provide the most important information and some context but don't overwhelm the AI with mixed messages.
- 5** Keep it simple stupid. Don't try to outsmart the AI. It's still early days, and they don't have an unlimited amount of data to pull from.

“Prompts are not just about asking a question to get an answer. Rather, they need to be designed to solicit the precise information you are seeking in the fastest and most direct way.”

▷ the content it spits out is not particularly engaging. In Open AI's own words, ChatGPT is ‘a friendly and intelligent robot’. Personally, I have yet to see any sign of its ‘friendly’ side.

According to OpenAI, ChatGPT Plus subscribers get ‘faster response times’, which translates to getting



answers around three times quicker than the free version. The most valuable benefit to date, from my viewpoint, is ‘priority access to new features and improvements.’ For example, the experimental ‘Turbo’ mode is said to boost response times even further, and I am keeping watch for when it is ready for the masses.

How to pick your prompts

According to ChatGPT, ‘prompts are like guideposts that direct the conversation or inquiry with a language model like ChatGPT-4.’ Language models, or LLMs, are what all these AIs are. The more specific your prompts are, the better responses you can achieve and the less time it will take to get there.

Prompts are not just about asking a question to get an answer. Rather, they need to be designed to solicit the precise information you are seeking in the fastest and most direct way. Keep in mind that we are dealing with robots who didn't go to medical school.

Note the legalese language in ChatGPT-4's response above. Since I started on this adventure, the disclaimers have been rapidly expanding as more and more users are joining these platforms. I get the sense that the rise of AI is happening so fast that armies of white shoe lawyers are coming on board to protect these start-ups from potential legal jeopardy, as these technologies have the potential to cause harm.

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