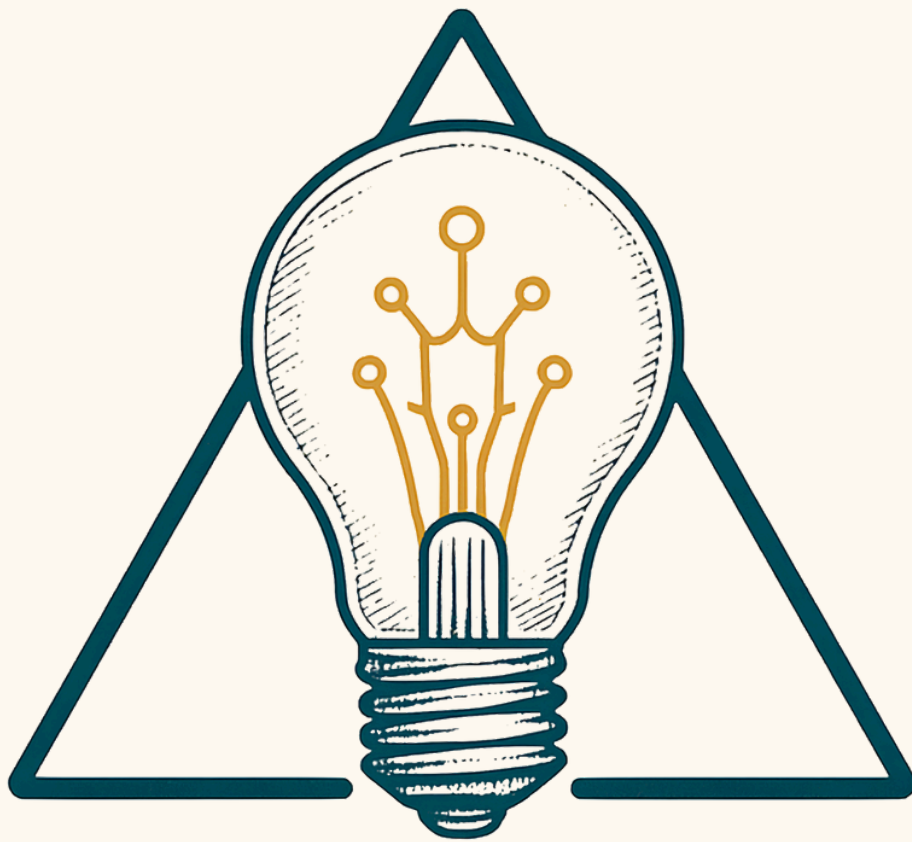


Genius Tips for New Users to Master Large Language Models: A User Guide



ACUTE GENIUS



Definitions

AI (ARTIFICIAL INTELLIGENCE)

Think of AI like a super-smart robot brain. It's a computer system that learns to do things humans do, like understanding words, recognizing pictures, or making decisions, but way faster. It's not magic, just really good at spotting patterns.

GPT (GENERATIVE PRE-TRAINED TRANSFORMER)

GPT is a type of AI that's like a text-writing machine. It reads tons of stuff (books, articles, chats), learns how words and ideas connect, and then writes back whatever you ask it—stories, emails, answers—almost like it's having a conversation.

LLM (LARGE LANGUAGE MODEL)

An LLM is a big, powerful AI that understands and generates human language. GPT is one kind of LLM. These models have read millions of words and can talk or write in a way that feels natural, but they don't think or feel—they just predict what words come next based on what they've seen.



Comparison of Popular LLM-Based AI Tools

CHATGPT (OPENAI)

- Primary Strengths: Natural, human-like conversation; versatile text generation; strong in creative writing, coding assistance, and general knowledge queries.

Widely used for chatbots, customer support, content creation, and interactive applications.

GOOGLE GEMINI

- Primary Strengths: Advanced multi-modal AI combining language, vision, and reasoning; excels in complex tasks involving both text and images.

Designed for richer, context-aware AI experiences integrated into Google's ecosystem.

MICROSOFT COPILOT

- Primary Strengths: Seamless integration with Microsoft 365 apps (Word, Excel, Outlook); boosts productivity by generating documents, emails, data analysis, and automating workflows.

Tailored for enterprise users needing AI-assisted office productivity.

PERPLEXITY AI

- Primary Strengths: Real-time, AI-powered search and question answering; combines LLM capabilities with web search for up-to-date, concise answers.

Ideal for quick information retrieval with context-aware explanations.

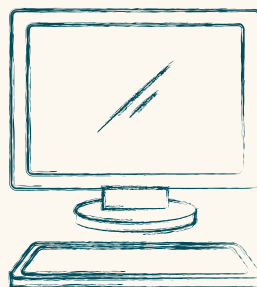
JASPER AI

- Primary Strengths: Focused on marketing and content creation; specializes in high-quality copywriting, blog posts, social media content, and SEO optimization.

Popular among marketers and creatives for fast, polished content production.

6 Tips For New Users

Tip	Why	How to Use
Be explicit	Prevents ambiguity	Specify format, tone, audience
Use positive instructions	Models respond better	"Write friendly," not "Don't be formal"
Manage conversation length	Avoid lost context	Summarize and remind
Structure prompts	Guide output clearly	Use lists, headings, examples
Treat LLM output as draft	Maintain quality	Edit and customize
Repeat and refine	Ensure accuracy	Use iterative prompting



1 Clarity and Specificity in Prompts Are Key

WHY IT MATTERS

LLMs generate text based on the input they receive. If the prompt is vague or ambiguous, the model's output may be irrelevant or incomplete.

BEST PRACTICES

- Use explicit, direct language.
- Define the scope: Specify format (e.g., bullet points, email, summary), tone, length, and target audience.
- Provide context where necessary to frame the task clearly.
- Break down complex requests into smaller, manageable parts.

Example

Instead of:

"Write a marketing email."



Try:

"Write a friendly but professional marketing email of about 150 words targeted at CFOs explaining the benefits of switching from QuickBooks to NetSuite, including a call to action for scheduling a demo."

2 Positive Framing Works Better Than Negative

WHY IT MATTERS

LLMs interpret instructions as positive reinforcers. Using negatives like “don’t” or “avoid” can be misinterpreted or ignored because the model tends to focus on the positive aspects of the prompt.

BEST PRACTICES

- Frame instructions in affirmative terms.
- Instead of saying, “Don’t sound too salesy,” say “Write a conversational, informative email with subtle marketing language.”
- Use examples of the style or tone you want, rather than what you don’t want.

Example

Instead of:

“Write a post that doesn’t sound too formal.”

Try:

“Write a casual, approachable LinkedIn post that feels personal and authentic.”



3 LLMs Have Limitations in Multi-turn Context

WHY IT MATTERS

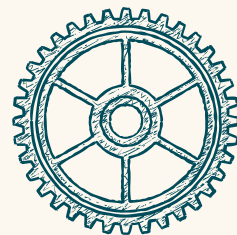
LLMs can lose track of previous conversation details in extended interactions, leading to inconsistent or contradictory responses.

BEST PRACTICES

- Summarize or restate key points in long conversations.
- Provide reminders or context again if the model seems to deviate.
- Use chunked prompts rather than very long, complex instructions.
- For critical or multi-step tasks, save and reintroduce essential info at each step.

Example

If discussing a multi-email campaign, remind the model of the target audience and tone for each email rather than assuming it “remembers” from earlier.



4 Prompt Engineering Is a Skill You're Developing

WHY IT MATTERS

The quality of output strongly depends on how you design your prompt. Thoughtful prompt design can unlock powerful and tailored responses.

BEST PRACTICES

- Use structured prompts with headings, bullet points, or numbered steps.
- Include explicit instructions, e.g., "Use 3 benefits, each in a separate paragraph."
- Provide examples or templates within the prompt to guide style and structure.
- Experiment with different wording and observe how output changes.

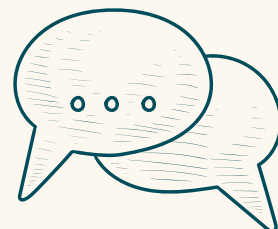
Example

A prompt like:

"Write a 150-word LinkedIn post about AI in marketing, including:

- A personal insight
- A practical tip
- A call to action to comment

Use a friendly professional tone."



5 Leveraging LLMs to Save Time and Boost Creativity

WHY IT MATTERS

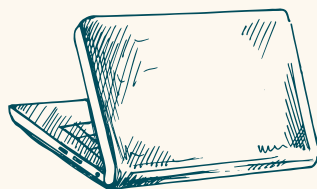
LLMs can accelerate content creation, idea generation, and routine communications, freeing you to focus on higher-level strategy.

BEST PRACTICES

- Use LLMs as a first draft generator, then personalize and refine the output.
- Apply LLMs for brainstorming, rewriting, summarizing, and expanding ideas.
- Integrate LLM-generated content into workflows like email campaigns, social media posts, blog drafts, and reports.
- Maintain human oversight to ensure brand voice, accuracy, and relevance.

Example

Generate a cold email sequence draft and then tweak the language and calls to action to fit your brand personality.



6 LLMs Can't Read Minds (Yet)

WHY IT MATTERS

Expecting LLMs to “know” your unstated intentions leads to frustration. Explicitly stating your needs is essential.

BEST PRACTICES

- Assume the model knows only what you give it.
- Don't rely on implied context—state it clearly.
- Use follow-up prompts to refine and clarify until the output matches your vision.

Example

After an initial response, say: “Make this more concise and add a statistic about AI adoption in marketing.” rather than hoping the first answer nails it perfectly.



6 Beginner Automations for Solopreneurs



1. EMAIL AUTO-RESPONDERS

Set up automatic replies for common inquiries—like thanks for reaching out, appointment confirmations, or FAQs.

2. SOCIAL MEDIA SCHEDULING

Use tools like Buffer, Hootsuite, or Later to plan and schedule posts ahead, keeping your online presence consistent without daily effort.

3. LEAD CAPTURE AND FOLLOW-UP

Automate capturing leads from your website using forms (e.g., via Mailchimp, ConvertKit) and set up drip email sequences to nurture them automatically.

4. INVOICE AND PAYMENT REMINDERS

Use invoicing software (e.g., QuickBooks, FreshBooks) to send automatic invoices and payment reminders, reducing manual follow-ups.

5. CALENDAR BOOKING

Tools like Calendly or Acuity let clients book meetings directly based on your availability, eliminating back-and-forth emails.

6. TASK MANAGEMENT NOTIFICATIONS

Automate reminders and task assignments in tools like Trello, Asana, or ClickUp to stay organized and on schedule.