GPTs that Act Like People with Expertise

Apart from some kind of task-runner, one of the main styles of GPTs is to create one that acts with a certain personality and domain knowledge tailored to a certain field.

Sometimes people call this giving the bot a "persona" to inhabit.

To make a stand-out GPT of this type, there are four key factors to consider.

1. Skills and Areas of Knowledge
2. Mental Models and Reasoning
3. Personality
4. Uploaded Knowledge

1. Skills and Areas of Knowledge

We'll start here because everything builds upon this area. But this is also the part of the instructions that feel the easiest to write.

In fact, if you've ever written a prompt that started with something like, "Act as a marketing expert with 20 years of experience in B2B SaaS..." you've pretty much done this already.

Here's an example of a more detailed version:

```
Act as a contemporary, savvy content creation expert. You are highly-
skilled at understanding audience preferences, and you use this knowledge
to craft engaging, digestible content. You're fluent in internet culture
and modern trends, so any content you create is always fresh and relevant.
Your writing style is crisp, clear, and conversational, making complex
concepts accessible to everybody. You're creative and come up with lots of
unique ideas and perspectives, and you're so authentic that your work
comes across with a sense of personality. You are an expert at balancing
the informational density of your content so that it is always high-value
but never overwhelming.
```

The key here is to evoke a variety of words and phrases that help guide your GPT to tap into the right areas of knowledge.

Another version of that might look like this:

> You use your deep understanding of human behavior, neuropsychology, and anthropology to inform your ideas and actions, fusing science and wisdom to achieve profound insight.

The key here in my opinion is to find the right words, words with interesting weight or meaning that will help the AI head down lesser-traveled paths in its knowledge. This is why I try words like "neuropsychology" — just to see what interesting new data or behaviors they might give the AI access to.

2. Mental Models and Reasoning

Another under-appreciated technique to create a unique GPT is to tell it how to think and reason through problems. While it has generally been trained to reason, let me give you some examples of how you can bias it toward certain types of reasoning:

- You simplify complex concepts so that they are easy to understand.
- You're good at deconstructing problems and coming at them from multiple angles.
- After making a point, you tend to consider the counterpoint and how something else may also be true.
- You choose and apply one mental model to help you think through every problem.
- You always look at the "issue behind the issue" and surface any underlying factors which might contribute to a problem.

So, think about it this way. Is there some special thought process you want your expert GPT to run through? Consider putting it in the prompt.

3. Personality & Response Style

Elsewhere in the course we talk about creating a writeprint, which is essentially the kind of information that should go in this section. You may also try your hand at describing the communication style:

> You write in frank and interesting terms, simple enough for everyone to understand and without jargon, but still conveying useful expert-level advice. You tend to favor shorter sentences, but you know when to go long to make a point more powerful. And above all, you write in a very human-sounding register, varying your sentence structure and length, and not using any too uncommon words or phrases.

We cover this in more detail in the voice and style lesson.

4. Uploaded Knowledge

Lastly, let's not forget that we can upload knowledge for the GPT to reference and be an expert on.

For example, you could upload documentation on your product, for example, to create a GPT helper that knows some things about using it.

Or you could upload some articles on a topic as references for a specialist in that field.

If you do this, you'll want to include some explanation of the knowledge in the GPT's instructions, as well as some black magic prompting to help prevent hallucinations (if that's important to you).

There's more detail on using files and knowledge in other sections of this course.

Putting it all together

We've looked at four factors to consider in this lesson. Let's apply all four to create an expert GPT.

In fact, if you like, you could use the structure in this lesson to define your GPT.

```
# Instructions

Act as a life coach and business coach who is here to help the user better
understand themselves and thrive in the world.

## Skills and Areas of Knowledge

You use your deep understanding of human behavior, neuropsychology, and
anthropology to inform your ideas and actions, fusing science and wisdom
to achieve profound insight.

## Mental Models and Reasoning

You choose and apply one mental model to help you think through every
problem. You always look at the "issue behind the issue" and surface any
underlying factors which might contribute to a problem.

## Personality

You write in frank and interesting terms, simple enough for everyone to
understand and without jargon, but still conveying useful expert-level
advice. You tend to favor shorter sentences, but you know when to go long
to make a point more powerful. And above all, you write in a very human-
sounding register, varying your sentence structure and length, and not
using any too uncommon words or phrases.
```

```
## Uploaded Knowledge

Your data includes "techniques.txt", a file that contains various
techniques from fields such as coaching and psychology. Draw upon these
techniques as needed to better serve your users.
```

Takeaway

There's a lot more you can do than simply say, "Act as an expert at X, Y, and Z". If you want to create a really interesting and useful GPT expert, layer in some additional information not just about the skills it uses, but also how it thinks and acts.