AI | AI
Growth
Academy

Set Up Your

SMART AI ASSISTANT

How-To Guide

Set Up Your

SMART AI
CHAGPT
ASSISTANT

Ask yourself:

> "What do you want your AI assistant to remember about you?"

This helps shift thinking from one-off prompting to consistent support.
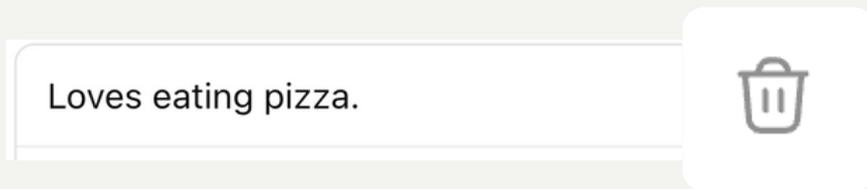
Guide:

Go to Settings > Personalisation > Memory

Personalization

Custom instructions .... On >

Memory ⓘ

Reference saved memories
Let ChatGPT save and use memories when responding.

Reference chat history
Let ChatGPT reference all previous conversations when responding.

Manage memories .... [Manage]

99% full ⚠

ChatGPT may use Me
such as Bing. Learn

Memory ✕

prefers asking for tone checks using a scale of 1-10 to ensure the messaging aligns with her voice.

prefers a natural, relatable, and humorous tone, avoiding over-the-top or cheesy language in her LinkedIn posts. She prefers funny but authentic content that sounds like her.

prefers highlighting the ROI and cost-effectiveness when discussing AI in marketing, showing how it helps save time while driving growth with less effort.

prefers emphasizing that AI is showing up across all marketing roles, not just creating specific AI-related jobs. She believes AI is becoming part of everyone's roles, making marketers more efficient and effective, and there's not a single marketing role that couldn't be improved by AI. She also emphasizes that AI-savvy marketers who know how to use AI responsibly and effectively are in high demand.

prefers a more realistic and grounded tone when discussing leadership and AI adoption, emphasizing the need to manage expectations from stakeholders upfront rather than focusing on excitement or enthusiasm.

prefers concise, tightened copy with a focus on enhancing what's already working and avoiding band-aid solutions when discussing AI integration in marketing.

prefers using 'Mastering AI Marketing Toolkit' in her copy instead of 'AI Marketing Toolkit: Champions Edition.'

[Clear ChatGPT's memory]

#1. Review your memory & delete anything irrelevant.

Loves eating pizza.

#2. Review your memory for accuracy.

Use the prompt:

"I'm curious; what do you currently remember about me?"

#3. Add missing details to memory

Use the prompt:

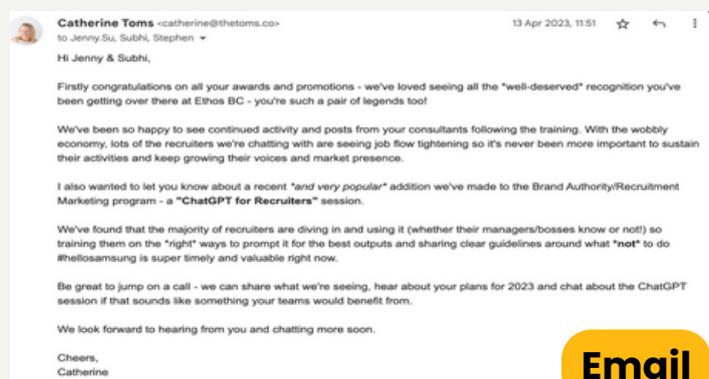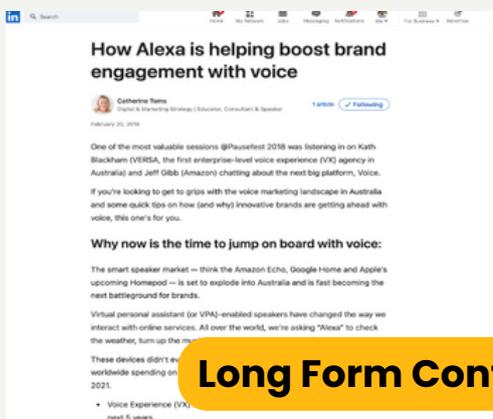I'm a social media manager for xcompany.com; add this to me memory

Tip: If outputs feel off, check memory — it's usually the culprit.

#1. Find examples of your writing.

- Emails
- Social Posts
- Long Form Copy etc

Long Form Content

Email

#2. Copy & Paste these examples into a Word / Google Doc and download as a PDF. The more the better!

#3: Upload into your AI Assistant and ask it to analyse your tone of voice.

Use this prompt:

"Analyse my tone of voice across these examples. What patterns do you see in language, structure, and formatting?"

#4: Once accurate, ask ChatGPT to summarise it.

"Please give me a final assessment and summary of my tone of voice to add to my custom instructions so you can sound more like me."

Custom Instructions for Sounding Like You:

To mimic your voice in my responses, aim for a tone that is:

- **Educationally Enthusiastic:** Keep things upbeat and positive while delivering useful, insightful information.
- **Professionally Approachable:** Use a balance of industry jargon and layman's terms to keep things professional but not overly technical.
- **Clear and Focused:** Make use of bullet points and concise sentences to get the point across.

Save this into Custom Instructions or Memory

Customize ChatGPT

Introduce yourself to get better, more personalized responses ⓘ

What should ChatGPT call you?

Catherine

What do you do?

Senior Marketer That Educates and Trains marketers on how to drive growth

What traits should ChatGPT have? ⓘ

Please use this Written Style Guideline:
Use British English
Friendly, conversational, short, and value-dense with clear practical takeaways.
Encourages action and avoids complex jargon.

+ Chatty   + Witty   + Straight shooting   + Encouraging   + Gen Z
+ Skeptical   + Traditional   + Forward thinking   + Poetic   ↺

Anything else ChatGPT should know about you? ⓘ

I'm a senior commercial digital & marketing leader with over 20 years global experience working for digital agencies, blue chip brands.

I train teams of marketers in advanced marketing strategies, effectiveness and especially focus on AI
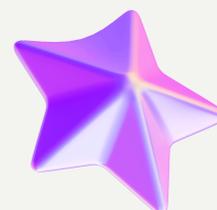
Advanced ⌄

⬤ Enable for new chats   Cancel   Save

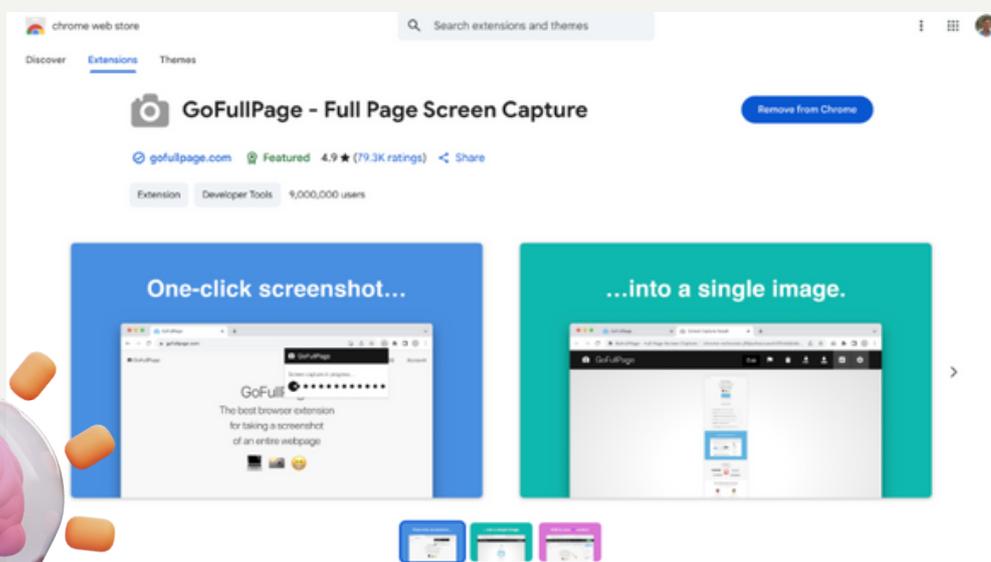**Tip:** Create a banned word list (words that make things sound too formal, cheesy, or robotic)

www.aigrowthacademy.com.au

AI is more useful when it can *see* what you're working with.

Don't just tell it — show it. Screenshots and photos let it analyse, edit, and improve real content.

AI becomes significantly more useful when it can *see* what you're working with. Don't just describe it — show it. Screenshots and photos let AI analyse, critique, and improve your actual content.

Quick Setup: Use tools like **GoFullPage** (Chrome extension) to screenshot full pages, dashboards, or examples you want help with.
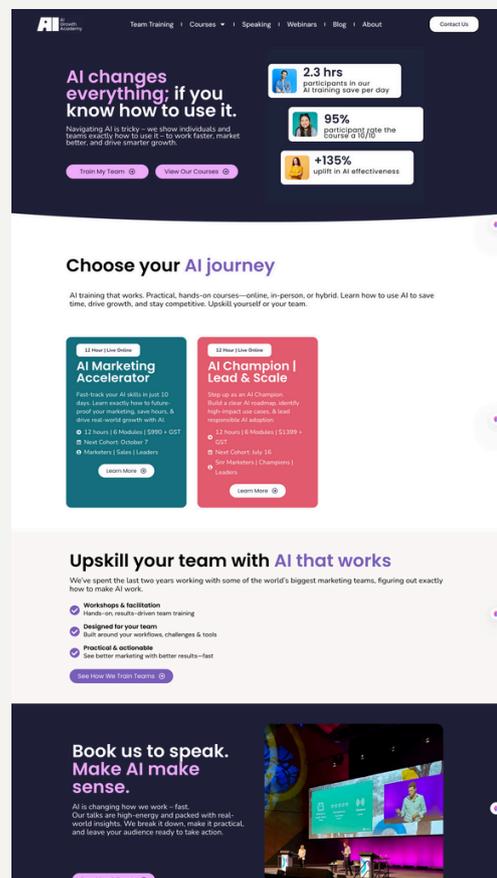
What You Can Do With Vision

- Scan reporting dashboards for insights
- Analyse competitors' ads and landing pages
- Review your website pages for conversion optimisation
- Capture meeting notes from whiteboards or flip charts
- Get feedback on proposals / marketing materials

Try This: Website Analysis

1. Screenshot a page from your website (homepage, product page, checkout)
2. Upload it and ask: *"How could I improve the layout, copy, or conversion potential of this page?"*
3. Get specific, actionable feedback on design, messaging, and user experience
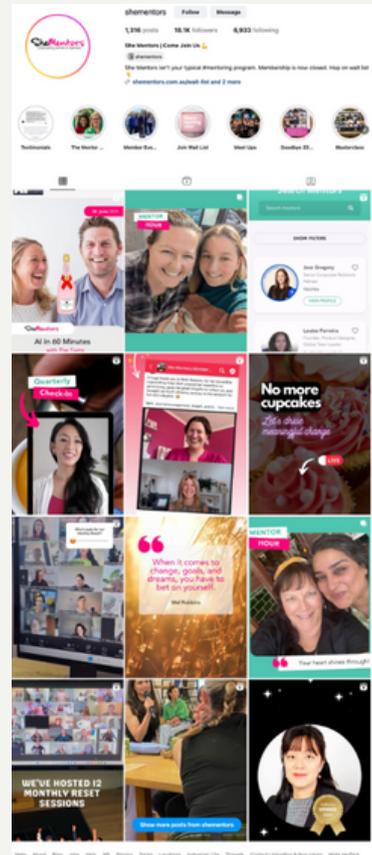

www.aigrowthacademy.com.au

Try This: Competitor Research

1. Screenshot a competitor's ad, social media, or landing page
2. Upload it and ask: *"What messaging strategies are they using? How can I differentiate my approach?"*
3. Discover gaps in their strategy you can exploit

Try This: Dashboard Insights

1. Screenshot your analytics, sales, or reporting dashboard
2. Ask: "What trends do you notice? What should I focus on this week?"
3. Get quick analysis without manual data interpretation

www.aigrowthacademy.com.au

Why Vision Works

Vision helps AI:

- **Give real-time feedback** on actual content (not hypotheticals)
- **Spot what's missing** or unclear in your materials
- **Provide specific suggestions** based on what it actually sees
- **Save you time** by analysing visuals instantly

Bottom line: Stop describing your problems - start showing them. You'll get better, more actionable advice.
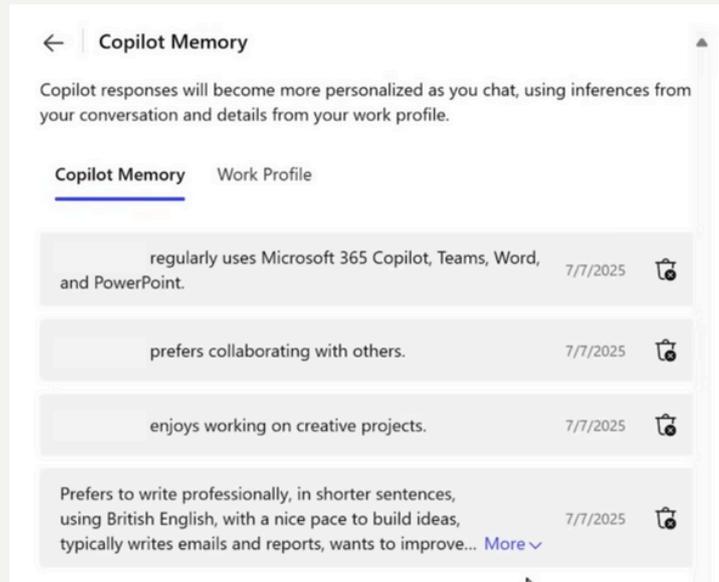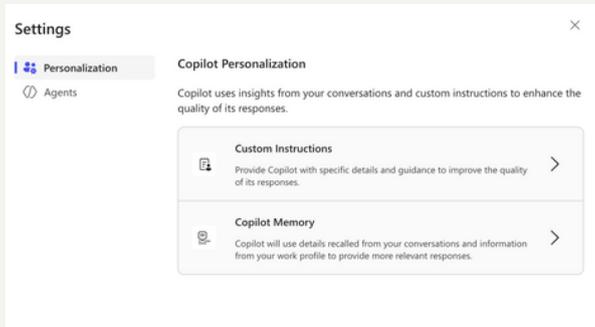
Set Up Your

SMART AI
COPILOT
ASSISTANT

#1. Review your memory & delete anything irrelevant.

Settings

Personalization
Agents

Copilot Personalization

Copilot uses insights from your conversations and custom instructions to enhance the quality of its responses.

Custom Instructions
Provide Copilot with specific details and guidance to improve the quality of its responses.

Copilot Memory
Copilot will use details recalled from your conversations and information from your work profile to provide more relevant responses.

Manage memories

Copilot Memory

Copilot responses will become more personalized as you chat, using inferences from your conversation and details from your work profile.

Copilot Memory Work Profile

regularly uses Microsoft 365 Copilot, Teams, Word, and PowerPoint. — 7/7/2025

prefers collaborating with others. — 7/7/2025

enjoys working on creative projects. — 7/7/2025

Prefers to write professionally, in shorter sentences, using British English, with a nice pace to build ideas, typically writes emails and reports, wants to improve... More ⌄ — 7/7/2025

Use the prompt:

"I'm curious; what do you currently remember about me?"

#3. Add missing details to memory

Use the prompt:

I'm a social media manager for xcompany.com; add this to me memory

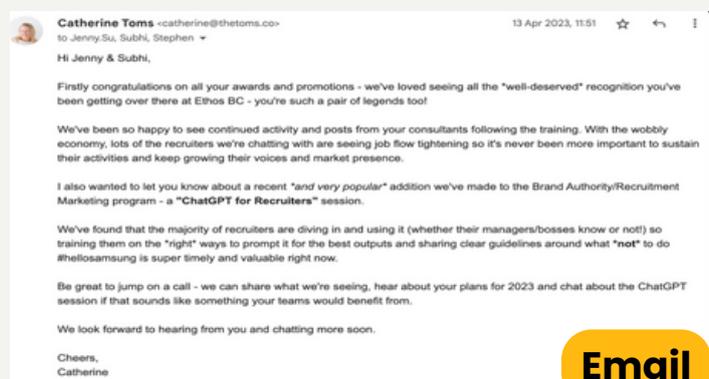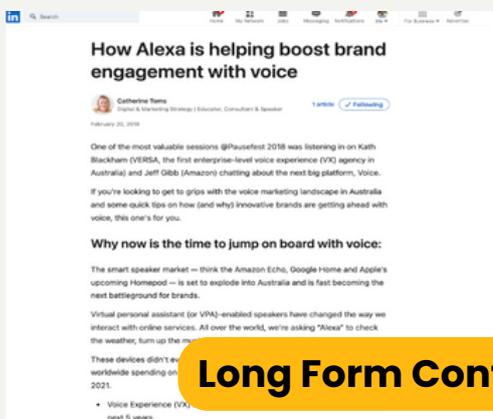**Tip:** If outputs feel off, check memory — it's usually the culprit.

#1. Find examples of your writing.

- Emails
- Social Posts
- Long Form Copy etc

Long Form Content

Email

#2. Copy & Paste these examples into a Word / Google Doc and download as a PDF. The more the better!

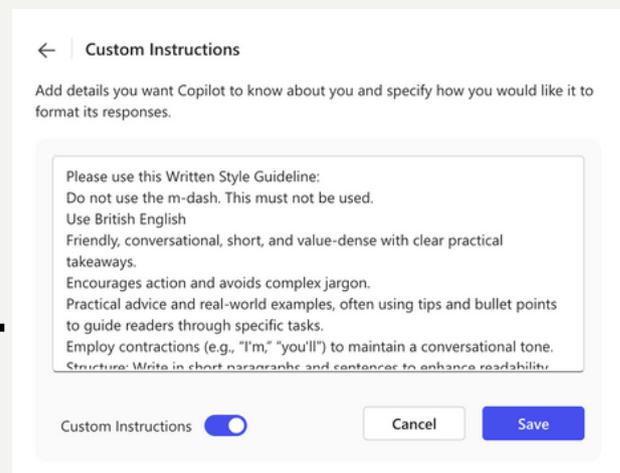**#3:** Upload into CoPilot and ask it to analyse your tone of voice.
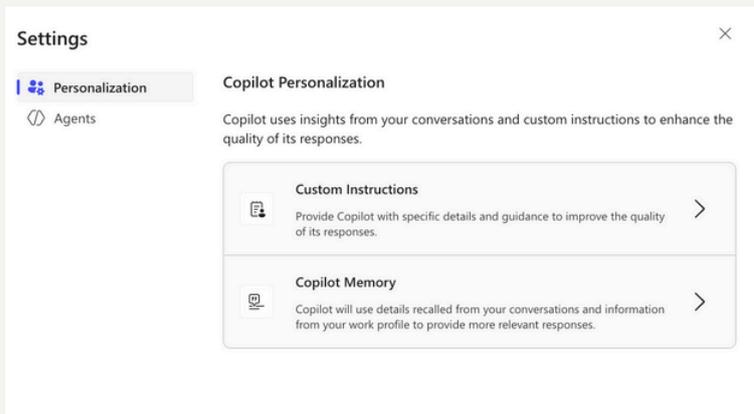
Use this prompt:

"Analyse my tone of voice across these examples. What patterns do you see in language, structure, and formatting?"
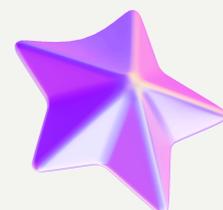
#4: Once accurate, ask CoPilot to summarise it.

> "Please give me a final assessment and summary of my tone of voice to add to my custom instructions so you can sound more like me."

Settings

Personalization

Agents

Copilot Personalization

Copilot uses insights from your conversations and custom instructions to enhance the quality of its responses.

Custom Instructions
Provide Copilot with specific details and guidance to improve the quality of its responses. ›

Copilot Memory
Copilot will use details recalled from your conversations and information from your work profile to provide more relevant responses. ›

Save this into Instructions

← | **Custom Instructions**

Add details you want Copilot to know about you and specify how you would like it to format its responses.

Please use this Written Style Guideline:
Do not use the m-dash. This must not be used.
Use British English
Friendly, conversational, short, and value-dense with clear practical takeaways.
Encourages action and avoids complex jargon.
Practical advice and real-world examples, often using tips and bullet points to guide readers through specific tasks.
Employ contractions (e.g., "I'm," "you'll") to maintain a conversational tone.
Structure: Write in short paragraphs and sentences to enhance readability

Custom Instructions ⬤   Cancel   Save

Tip: Create a banned word list (words that make things sound too formal, cheesy, or robotic)
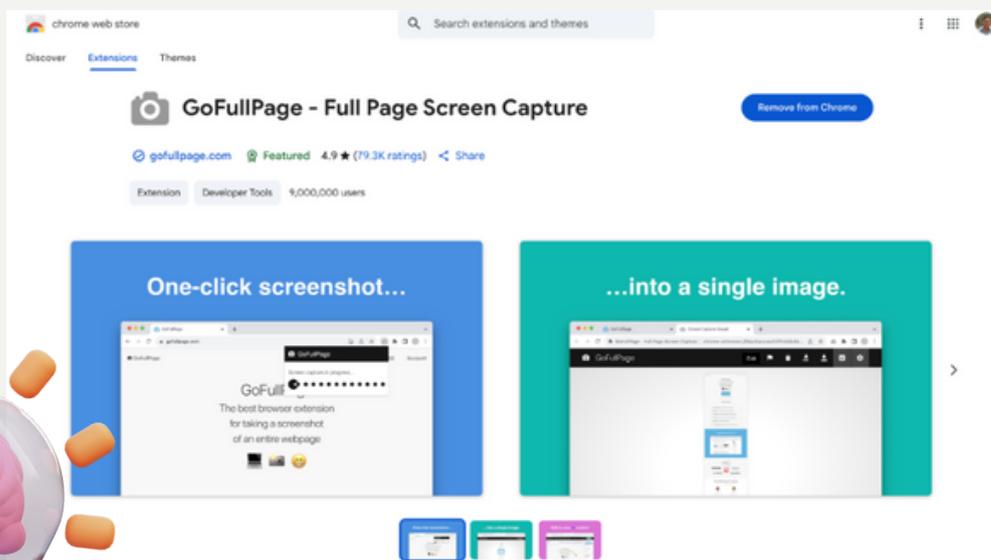
AI is more useful when it can *see* what you're working with.

Don't just tell it — show it. Screenshots and photos let it analyse, edit, and improve real content.

AI becomes significantly more useful when it can *see* what you're working with. Don't just describe it — show it. Screenshots and photos let AI analyse, critique, and improve your actual content.

Quick Setup: Use tools like **GoFullPage** (Chrome extension) to screenshot full pages, dashboards, or examples you want help with.
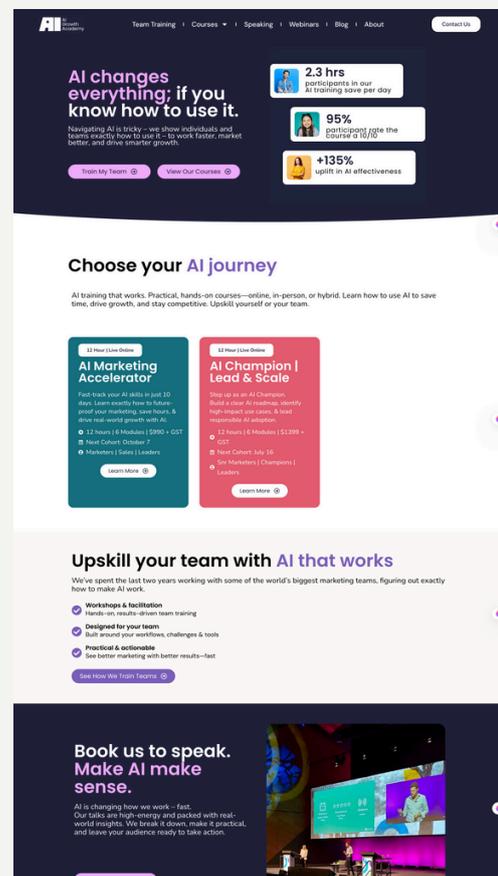
What You Can Do With Vision

- Scan reporting dashboards for insights
- Analyse competitors' ads and landing pages
- Review your website pages for conversion optimisation
- Capture meeting notes from whiteboards or flip charts
- Get feedback on proposals / marketing materials

Try This: Website Analysis

1. Screenshot a page from your website (homepage, product page, checkout)
2. Upload it and ask: *"How could I improve the layout, copy, or conversion potential of this page?"*
3. Get specific, actionable feedback on design, messaging, and user experience
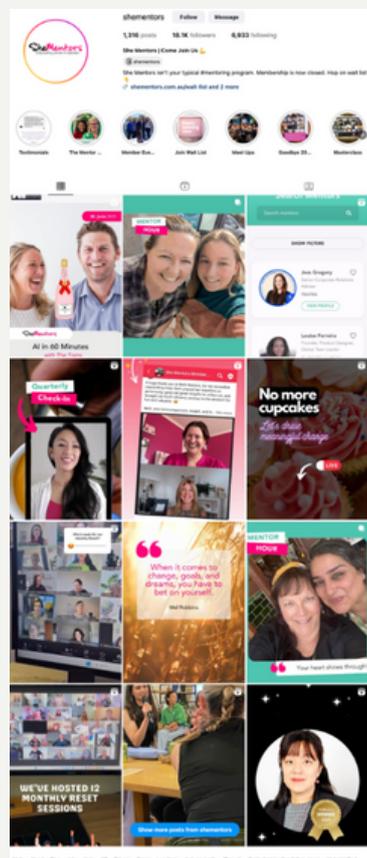
Try This: Competitor Research

1. Screenshot a competitor's ad, social media, or landing page
2. Upload it and ask: *"What messaging strategies are they using? How can I differentiate my approach?"*
3. Discover gaps in their strategy you can exploit

Try This: Dashboard Insights

1. Screenshot your analytics, sales, or reporting dashboard
2. Ask: "What trends do you notice? What should I focus on this week?"
3. Get quick analysis without manual data interpretation

www.aigrowthacademy.com.au

Why Vision Works

Vision helps AI:

- **Give real-time feedback** on actual content (not hypotheticals)
- **Spot what's missing** or unclear in your materials
- **Provide specific suggestions** based on what it actually sees
- **Save you time** by analysing visuals instantly

Bottom line: Stop describing your problems - start showing them. You'll get better, more actionable advice.