

# AI Decoded: Your Pocket Guide to Models, Prompts & Must-Try GPTs

with Adam Biddlecombe



There are thousands of AI tools and only one of you. And not all AI tools are created equal. Lucky for you, we traversed through the tunnels of AI trinkets, mined out some truly useful gems, and put it all together in a nice little pocket guide.

Inside, you'll find a treasure trove of tips, including:

- ✓ Top AI models and what they're actually good at
- ✓ The GRWC prompting framework that gets you 55% better results
- ✓ 10 GPTs that are worth your precious time
- ✓ Advanced prompting techniques the pros use
- ✓ Frameworks that transform mediocre outputs into exceptional ones

# AI Models Worth Knowing

Like humans, each AI model has its own set of skills. Here's the inside scoop on which models excel at what:

## GPT-4.5

**Best for:** Enhancing conversational exchanges

**When to use it:** This is the jack-of-all-trades option when you need a versatile assistant who can handle most everyday tasks with human-like responses

## DeepSeek

**Best for:** Specialized in logical reasoning

**When to use it:** When dealing with problems requiring step-by-step logical thinking, structured analysis, or complex reasoning chains

## OpenAI o3-mini

**Best for:** Optimized for STEM tasks

**When to use it:** When working on science, technology, engineering, or mathematics, challenges require specialized domain knowledge with lower computational requirements

## Mistral Large

**Best for:** Focuses on code generation and math

**When to use it:** When tackling software development tasks or mathematical problems that need efficient, accurate solutions

## Llama 3.1

**Best for:** Strong multimodal support and understanding

**When to use it:** When you're working with both text and images, especially if you need an open-source alternative to proprietary models

## Gemini

**Best for:** Robust coding and general knowledge performance

**When to use it:** When leveraging Google's vast knowledge graph and requiring strong multimodal capabilities for business applications

## Grok 3

**Best for:** Offers advanced reasoning capabilities

**When to use it:** When you need more personality and creative, sometimes edgy responses to complex problems

## Claude 3.7 Sonnet

**Best for:** Combining rapid & reflective thinking

**When to use it:** When you need thoughtful analysis that maintains reasoning across long documents. Great for detailed writing tasks requiring nuance

## OpenAI Deep Research

**Best for:** Helps generate in-depth research reports

**When to use it:** When compiling comprehensive research on a topic, especially for academic or business intelligence purposes

## Qwen2.5

**Best for:** Excels in natural language and coding

**When to use it:** When you need efficiency for multilingual tasks and coding challenges, particularly for Asian language processing

The model you choose directly impacts your results. GPT-4 and Claude typically offer the best balance of capabilities for everyday business tasks, but specialized models can outperform them in their niche areas.

# 9 Must-Try GPTs for Business

It's time to stop GPT window shopping.

These specialized assistants deliver immediate value for busy professionals:

## Image Generator

**What it does:** Creates professional-quality images from text descriptions

**Best for:** Creating custom graphics for presentations, social media, and marketing materials without design skills

**Pro tip:** Be specific about style, colors, and composition for best results

## Write For Me

**What it does:** Makes writing efficient by generating structured content quickly

**Best for:** Drafting emails, reports, and marketing copy when you need quality content on tight deadlines

**Pro tip:** Provide examples of your tone of voice for more personalized results

## Python GPT

**What it does:** Offers programming assistance for Python projects

**Best for:** Debugging code, learning programming concepts, or building data analysis scripts

**Pro tip:** Show it your existing code for more contextually relevant suggestions

## SciSpace

**What it does:** Provides research assistance and academic writing support

**Best for:** Literature reviews, finding relevant studies, and understanding complex research

**Pro tip:** Ask it to explain research papers in simpler terms for quick comprehension

## Logo Creator

**What it does:** Generates custom logo concepts based on your business description

**Best for:** Startups, small businesses, or side projects needing visual identity without hiring a designer

**Pro tip:** Describe your brand values and target audience, not just what you want the logo to look like

## WebsiteGPT

**What it does:** Helps build a functional website without coding knowledge

**Best for:** Creating landing pages, portfolio sites, and simple business websites

**Pro tip:** Start with your site structure before getting into design details

## Data Analyst

**What it does:** Analyzes data according to your specific requirements

**Best for:** Making sense of spreadsheets, finding trends, and creating visual reports

**Pro tip:** Upload your data and specify exactly what insights you're looking for

## Video GPT

**What it does:** Creates video scripts, storyboards, and editing suggestions

**Best for:** Content creators needing to streamline video production workflows

**Pro tip:** Include your target audience and video length for more tailored outputs

## Consensus

**What it does:** Makes research work fast by aggregating and synthesizing findings

**Best for:** Market research, competitive analysis, and staying current on industry trends

**Pro tip:** Ask for contrasting viewpoints to get a balanced perspective

# AI Tools You Should Know

Beyond ChatGPT, specialized AI tools can transform specific workflows. Here's your quick-hit guide to the productivity multipliers worth your attention:

## Presentation & Design Tools



### [Decktopus](#)

Creates professional presentations quickly



### [Midjourney](#)

Generates stunning AI art and illustrations



### [Recraft](#)

Specializes in image generation with a design focus



### [Designs AI](#)

Handles graphic design needs with AI assistance

## Professional Growth



### [Taplio](#)

Supercharges LinkedIn growth with AI-powered insights

## Development Tools



### [Cursor](#)

Enhances coding productivity with AI assistance



### [Agent.ai](#)

Provides AI agents for automating development workflows

## Video Tools



### [Veed.io](#)

Streamlines video editing with AI capabilities



### [Runway](#)

Creates and edits videos with advanced AI features

## Research & Content



### [Consensus](#)

Makes research work faster with AI synthesis



### [Udio](#)

Generates professional-quality music for content

## Web Development



### [Webflow](#)

Builds websites with AI-assisted design



### [Website Generator](#)

Creates complete websites from simple prompts

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# Master Prompting with GRWC Framework

Here's how to structure your AI requests for maximum impact:

- **G - Goal:** Define the prompt's main objective or desired outcome
- **R - Return Format:** Specify how the response should be structured or presented
- **W - Warnings:** Highlight cautions or constraints to ensure accuracy and relevance
- **C - Context Dump:** Provide background information to guide and focus the response

For example:

- **G:** "Create three attention-grabbing email subject lines for a flash sale."
- **R:** "Format your response as a numbered list with a brief explanation for each subject line."
- **W:** "Avoid clickbait tactics or misleading promises in the subject lines."
- **C:** "We're a sustainable clothing brand targeting environmentally-conscious millennials. Our sale offers 30% off summer items for 48 hours only."

Before GRWC	After GRWC
"Give me some email subject lines for our sale."	<p><b>Goal:</b> Create three email subject lines for our flash sale to maximize open rates.</p> <p><b>Return Format:</b> Provide each subject line with a brief explanation of the psychological trigger it uses.</p> <p><b>Warnings:</b> Avoid spam trigger words and keep each under 50 characters.</p> <p><b>Context:</b> We're a premium kitchenware brand targeting home cooking enthusiasts. The sale offers 40% off cast iron cookware for this weekend only."</p>

## Pro Tip:

Save your best GRWC templates for recurring tasks. Over time, you'll build a personal library of high-performing prompts that consistently deliver quality results.



# Advanced Prompting Frameworks

Beyond GRWC, two additional frameworks can transform your AI interactions from basic to brilliant:

## ERA Framework (Expectation, Role, Action)

### E - Expectation

- Define the desired result you want to achieve
- Example: "I need a compelling case study demonstrating our product's ROI"

### R - Role

- Specify the role ChatGPT should assume
- Example: "Act as an experienced B2B marketing writer specializing in SaaS case studies"

### A - Action

- Clearly outline the actions you want ChatGPT to take
- Example: "Create a 500-word case study following the problem-solution-result structure with a compelling headline."

**When to use ERA:** Perfect for creative tasks where you need the AI to adopt a specific expertise or perspective.

## APEX Framework (Action, Purpose, Expectation)

### A - Action

- Clearly define the specific task that needs to be performed
- Example: "Analyze our customer feedback data from Q1"

### P - Purpose

- Write the underlying goal behind the task
- Example: "To identify the top three product improvement opportunities"

### E - Expectation

- Describe the desired outcome or deliverable
- Example: "Create a prioritized list of feature requests with supporting customer quotes for each"

**When to use APEX:** Ideal for analytical tasks where context and objectives matter more than role-playing.

# Power Techniques for Better Results

Advanced prompting techniques can dramatically improve your AI outputs. Here are the strategies professionals use to get exceptional results:



## 1 Iterative Refinement

- Refine prompts based on initial responses
- Example: “That’s a good start. Now revise it to use more concrete examples and data points.”

## 2 Tone Specification

- Guide the AI in adopting a specific tone in its response
- Example: “Write this in a conversational, friendly tone that builds trust with our audience.”

## 3 Recursive Prompt Engineering

- Build upon previous responses to delve deeper
- Example: “Based on that analysis, now create three potential solutions to the identified challenges.”

## 4 Comparative Prompting

- Involve comparing different options or concepts
- Example: “Compare these three marketing approaches and recommend the best one for our target audience.”

## 5 Chain-of-Thought Prompting

- Encourage the AI to explain its reasoning process step by step
- Example: “Walk me through your thinking on how you arrived at this conclusion.”

## 6 Dynamic Prompt Engineering

- Evolve prompts based on changing requirements
- Example: “Now adapt this strategy for a B2B audience instead of consumers.”

## 7 Persona-Based Prompting

- Assign a persona to the AI to tailor responses to a specific role
- Example: “Approach this as an experienced CFO analyzing investment opportunities.”

## 8 Zero-Shot Learning

- Provide a prompt without any prior examples or context
- Example: “Create a tagline for a new sustainable clothing brand called EcoThreads.”

## 9 Few-Shot Learning

- Provide a few examples to guide the AI in generating a response
- Example: “Here are two examples of successful email sequences we’ve used. Create a similar sequence for our new product launch.”

## 10 Guided Exploration

- Structure a prompt to comprehensively explore a topic by outlining specific steps
- Example: “Analyze this topic by first defining key terms, then examining historical context, followed by current applications, and ending with future implications.”

### Pro Tip:

Combine these techniques based on your needs. For complex projects, start with Zero-Shot to get a baseline, use Iterative Refinement to improve, and finish with a chain of thought to ensure logical coherence.



# AI Cheat Sheet: Inputs & Outputs

Quick reference for what you can feed AI and what you'll get in return:

What You Can Input	What You'll Get Back
<b>Text:</b> Questions, instructions, articles, scripts, code	<b>Documents:</b> Reports, articles, essays, analyses
<b>Files:</b> PDFs, spreadsheets, presentations, documents	<b>Code:</b> Programming solutions, scripts, and debugging help
<b>Images:</b> Photos, screenshots, diagrams, charts	<b>Tables:</b> Organized data, comparisons, schedules
<b>Links:</b> Websites for AI with browsing capabilities	<b>Lists:</b> Bullet points, numbered steps, outlines
	<b>Hyperlinks:</b> Referenced sources (in some AIs)
	<b>Visuals:</b> Charts, diagrams (text descriptions)
	<b>Plain Text:</b> Conversational responses, explanations
	<b>Quotes:</b> Extracted information, citations

## Format Tips:

- ✓ Request specific output formats for better organization
- ✓ Ask for numbered lists when sequential order matters
- ✓ Request tables for comparing multiple options
- ✓ Specify word count limits for concise responses
- ✓ Ask for headers and subheaders in longer content

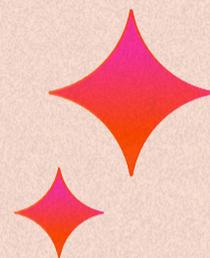
### Pro Tip:

The more specific you are about your desired output format in your prompt, the less reformatting you'll need to do afterward. Always include format specifications in your GRWC framework.



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