

# THE RECRUITERS MINI GUIDE TO:

## CHAT GPT.

**BOLD.** The #1 digital growth partner

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# **WHAT IS CHAT GPT?**

**FIRST THINGS FIRST. CHATGPT IS THE BEST TIME SAVER YOU'LL EVER ENCOUNTER.**

**CHATGPT IS A TYPE OF ADVANCED COMPUTER PROGRAM DESIGNED TO UNDERSTAND AND GENERATE HUMAN-LIKE TEXT BASED ON THE INPUT IT RECEIVES, ALSO KNOWN AS AI.**

**IT'S A BIT LIKE HAVING A CONVERSATION WITH A KNOW IT ALL, THAT CAN TALK THE TALK AND WALK THE WALK ON EVERY POSSIBLE SUBJECT.**

**IT CAN HELP ANSWER YOUR QUESTIONS, PROVIDE SUGGESTIONS, OR EVEN ENGAGE IN A CASUAL CHAT WITHIN THE PARAMETERS YOU PROVIDE IT. THESE ARE ALSO KNOWN AS "PROMPTS" WHICH WE'LL COME ON TO LATER.**

**OPENAI USED A METHOD CALLED MACHINE LEARNING, WHERE THEY "TAUGHT" THE PROGRAM TO RECOGNISE PATTERNS AND GENERATE TEXT BY EXPOSING IT TO A LARGE AMOUNT OF DATA, SUCH AS BOOKS, ARTICLES, AND WEBSITES.**

**THIS LEARNING PROCESS ALLOWS CHATGPT TO UNDERSTAND CONTEXT, GRAMMAR, AND FACTS, ENABLING IT TO GENERATE RELEVANT RESPONSES TO YOUR "PROMPTS".**

## **MYTH BUSTING CHAT GPT.**

**THERE'S A LOT OF PEOPLE THAT ARE AGAINST AI AND MACHINE-BASED LEARNING BASED ON THEIR OWN PRESUMPTIONS AIDED BY WIDELY SHARED DOUBTS.**

**WE'RE GOING TO DEBUNK THE THREE MAIN MYTHS, BECAUSE ONCE YOU UNDERSTAND WHAT IT IS, YOU'LL UNDERSTAND HOW IT CAN BECOME ONE OF YOUR BIGGEST ASSETS TO YOUR EMPLOYEES. NOT A REPLACEMENT.**

## **IT WILL REPLACE THE NEED FOR HUMANS AND REPLACE JOBS!**

**NO. NO IT WON'T. IT NEEDS DIRECTION VIA THE USE OF "PROMPTS". HOW WILL IT KNOW WHAT TO GENERATE OR WHERE TO GO WITHOUT YOU ASKING IT? REMEMBER IT HAS NO CONSCIOUSNESS OR EMOTION, AND IT ISN'T SELF SUFFICIENT. IT SHOULDN'T REPLACE. IT SHOULD ENHANCE, WE'LL GET INTO THE CONS THAT EXPLAIN THIS.**

## **OUR AUDIENCE WILL BE ABLE TO TELL IT'S AI GENERATED!**

**YES AND NO. IT'S BUILT TO GENERATE HUMAN-LIKE TEXT AND IT IS BECOMING MORE INTELLIGENT WITH EVERY UPDATE THAT ROLLS OUT. THAT BEING SAID, LIKE ANY PIECE OF WRITING, IT SHOULD BE BASED UPON RESEARCH AND KNOWLEDGE.**

**IT SHOULD ONLY BE USED AS THE FOUNDATION TO THEN EDIT AND BUILD ON TO MAKE IT YOUR OWN, RATHER THAN USE AS A FINISHED ARTICLE. THE LATTER CAN HAVE IMPLICATIONS WHICH WE'LL GET INTO. IT ALSO NEEDS YOU TO BOUNCE OFF IT TO GET TO YOUR DESIRED OUTPUT. IT IS CONVERSATIONAL AFTER ALL.**



## **IT'S CUTTING CORNERS!**

**IN THAT CASE SO IS YOUR CRM INTEGRATION -  
WHY DON'T YOU SORT ALL THAT DATA MANUALLY?**

**ALL JOKING ASIDE, IT'S A TOOL TO SAVE YOU TIME, AND CAN  
MAKE YOU AND YOUR WRITING AS INFORMED AS POSSIBLE ON  
THE SUBJECT MATTER, AND EVEN ELEVATE YOUR COPYWRITING  
SKILLS. WHY WOULDN'T YOU USE IT?**

**BUSINESSES NEED TO KEEP UP WITH THE LATEST DEVELOPMENTS  
BECAUSE YOUR COMPETITION SURE AS HELL WILL BE. HOW DID  
YOU FEEL ABOUT SOCIAL MEDIA WHEN IT FIRST CAME AROUND -  
AND LOOK NOW!**



**WE'VE NOT TOUCHED  
YET ON IT'S CONS BUT  
LIKE ANYTHING IT'S  
NOT COMPLETELY  
BULLETPROOF:**

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- **NOT FOOLPROOF - IT MAY NOT ALWAYS GENERATE ACCURATE OR RELEVANT RESPONSES (ESPECIALLY WITH MULTIPLE COMPLEX PROMPTS)**

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- **OVER-RELIANCE - DON'T BANK ON IT FOR EVERYTHING AS IT MAY DAMPEN YOUR OWN SKILL SET**

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- **SEO - IF GOOGLE DETECTS AI GENERATED CONTENT ON YOUR WEBSITE IT WILL NEGATIVELY IMPACT YOUR SEO RANKING (SEE PAGE 12)**

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- **UNIQUE INSIGHT - IT IS BUILT ON EXISTING DATA MEANING IT CAN NEVER GIVE A TRULY UNIQUE INSIGHT**

**CHATGPT IS THERE TO  
TAKE THE LEG WORK  
OUT OF CERTAIN TASKS.**

**IT CAN HELP MARKETERS  
IN RECRUITMENT WITH  
PLANNING YOUR:**

- **WEBSITE CONTENT**

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- **SOCIAL MEDIA CONTENT**

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- **BLOG/NEWSLETTER CONTENT**

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- **EMPLOYER BRANDING CONTENT**

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- **JOB DESCRIPTIONS**

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- **EMAIL MARKETING CAMPAIGNS**

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- **MARKET RESEARCH**

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**LET'S LOOK AT A SIMPLE EXAMPLE OF HOW IT CAN BE UTILISED.**

**WE ASKED IT TO "SUGGEST 10 IDEAS FOR GUIDES THAT WOULD GIVE VALUE TO OUR RECRUITMENT NETWORK?"**

**IT TOOK 30 SECONDS FOR CHAT GPT TO GENERATE THIS LIST OF FANTASTIC IDEAS FOR YOU TO FLESH OUT. HOW LONG WOULD IT TAKE YOUR MARKETING MANAGER OR COPYWRITER? TAKE THE THINKING OUT OF IT.**

**CONVINCED YET?**



1. "Discover the Secrets to Landing Your Dream Job: Expert Tips for Navigating Today's Competitive Job Market"
2. "Revolutionize Your Job Search: How to Leverage Social Media and Networking for Maximum Results"
3. "Unlock Your Potential: Top Strategies for Showcasing Your Unique Skills and Experiences in Your Job Hunt"
4. "The Future of Recruitment: Embracing AI and Technology in Your Job Search to Stay Ahead of the Curve"
5. "The Art of the Perfect Resume: A Step-by-Step Guide to Crafting a Winning Job Application"
6. "Climbing the Corporate Ladder: Essential Soft Skills and Leadership Qualities Recruiters Look For"
7. "The Power of Networking: Building and Nurturing Professional Relationships for Long-Term Career Success"
8. "Mastering the Interview Process: Proven Techniques for Acing Any Job Interview and Making a Lasting Impression"
9. "Navigating the Gig Economy: How to Find and Secure Lucrative Freelance Opportunities in Today's Job Market"
10. "From Job Seeker to In-Demand Candidate: Personal Branding Strategies to Set You Apart in the Recruitment Process"





**YOU CAN ASK IT ANYTHING.**

**HOWEVER, THE MORE SPECIFIC AND GRANULAR YOU GET WITH YOUR PROMPTS/RESPONSES THE MORE RELEVANT THE ANSWERS WILL BECOME.**

**REMEMBER: IT'S A MACHINE SO THE MORE COMPLEX YOU'RE PROMPTS, THE MORE CHANCE YOU GIVE IT OF MISUNDERSTANDING YOU.**

**TRY GIVE ONLY ONE OR TWO PROMPTS PER RESPONSE TO GET CLOSER TO THE DESIRED END RESULT.**



## HERE'S SOME EXAMPLES FOR WHAT PROMPTS WILL GET THE MOST OUT OF IT SPECIFIC TO YOUR NEEDS:

- **EXPLAIN [INSERT WORD/TOPIC] IN [INSERT NUMBER] WORDS OR LESS**

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- **[INSERT TOPIC] FOR THE TOPIC ABOVE BRAINSTORM NEW APPROACHES OR ANGLES**

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- **PRIORITISE UNCOMMON IDEAS AROUND [INSERT TOPIC]**

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- **DRAFT A SOCIAL POST AROUND [INSERT TOPIC]**

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- **COMPOSE A COMPELLING MARKETING EMAIL ABOUT [INSERT RECRUITMENT SERVICES/TOPIC]**

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- **REWRITE THE ABOVE IN [INSERT TONE OF VOICE/WRITING STYLE]**



▫ **ASK QUESTIONS TO TRANSITION BETWEEN PARAGRAPHS**

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▫ **SPEAK DIRECTLY TO THE READER**

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▫ **MY AUDIENCE IS [INSERT AUDIENCE] AND I WANT TO ACHIEVE [INSERT WHAT YOU WANT TO ACHIEVE] WITH THIS CONTENT**

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▫ **GIVE ANSWER IN [INSERT FORMAT]**

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▫ **LIST 10 [INSERT WHAT YOU NEED] FOR A [INSERT WHAT IT'S REQUIRED FOR]**

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▫ **WRITE A JOB DESCRIPTION FOR [INSERT ROLE]**

**REMEMBER: YOU CAN COMBINE PROMPTS BUT DON'T OVER COMPLICATE IT OR YOU'LL RISK CONFUSING IT AND NOT GETTING THE BEST RESPONSE.**



**WE'VE ALREADY MENTIONED IT. BUT WE CANNOT EMPHASISE ENOUGH WHY YOU SHOULD USE IT AS A TOOL TO AID YOU, NOT DO YOUR WORK FOR YOU.**

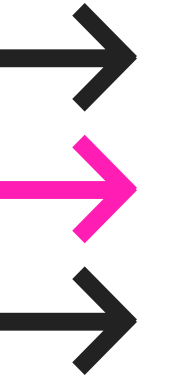
**GOOGLE SEARCH CONSOLE (GOOGLES SEO MANAGER TOOL) CAN PICK UP AI GENERATED TEXT DUE TO THE DIGITAL WATERMARK WITHIN IT.**

**WHEN IT DOES IT WILL FLAG THAT CONTENT AND YOUR SITE WILL BE IMPACTED NEGATIVELY FOR EVERY DIFFERENT WEB PAGE IT FINDS WITH AI GENERATED COPY.**

**IF YOU'RE WONDERING WHY WE'RE PREACHING ABOUT  
THE BEST WAY TO USE IT THIS IS THE REASON WHY.**

- 1. TAKE THE CONTENT IT CREATES**
- 2. USE IT AS THE FOUNDATION FOR YOUR CONTENT**
- 3. EDIT IT/REWRITE IT**
- 4. USE YOUR BRANDS TONE OF VOICE**
- 5. CHECK IT USING THE #1 AI DETECTOR BELOW**

**[HTTPS://GPTZERO.ME/](https://gptzero.me/)**



**KEEP AN EYE OUT OVER THE COMING MONTHS FOR MORE IN OUR 'THE RECRUITERS MINI GUIDE TO' SERIES.**

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