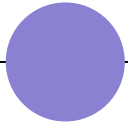
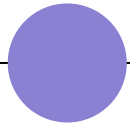


# Niveau 0 : Comprendre GPT 🧒



# Introduction 🙌





## Notre objectif



Utiliser (Chat)GPT pour sortir un premier jet exploitable de n'importe quel texte.



**Écrire 2x plus vite.**



Tester vos idées plus rapidement. Publier plus.  
Générer plus de trafic et de ventes.



Vous donner de l'avance sur l'IA par rapport à vos concurrents.



Le tout en seulement quelques heures de votre temps.



## Ce que vous pouvez faire (ou non) avec GPT-4



### Forces

- Rapide
- Itératif
- Créatif
- Workflows automatisables



### Faiblesses

- Ne connaît rien au delà de Septembre 2021
- Peut halluciner
- Peut être excessivement verbeux
- Limitation sur les sujets “sensibles”



## La bonne et la mauvaise manière d'utiliser ChatGPT



### “ChatGPT c’est nul”

- Faire un prompt de base
- Espérer que la réponse soit géniale du premier coup



### “GPT est un raccourci”

- Optimiser des prompts réutilisables
- Demander à ChatGPT de corriger ses propres résultats
- Relire vous même avant de publier pour les derniers 20%



## Les 3 manières d'utiliser GPT

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### 1. Brainstorming

Trouver des idées.

Exemples :

- Titres
- Plan
- Exemples

### 2. Rédiger

Écrire un premier jet.

Exemple :

- Vidéo
- Page de vente
- Post pour réseaux sociaux

### 3. Relire / transformer

Modifier un texte.

Exemple :

- Raccourcir
- Étendre
- Dynamiser



# Aller au delà de ChatGPT

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## 1. ChatGPT

L'interface de discussion qu'on connaît tous.

- Gratuit
- Itératif
- Beaucoup de copier-coller

## 2. API

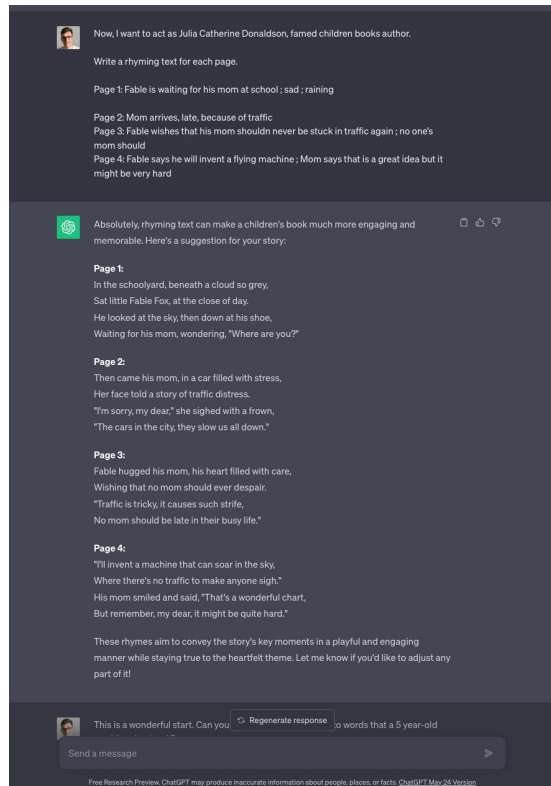
Interagir avec GPT depuis un autre outil

- 100% automatisable
- Plus de contrôle

## 3. Les outils du futur

???

- Apprenez maintenant pour avoir un avantage plus tard



Now, I want to act as Julia Catherine Donaldson, famed children books author.

Write a rhyming text for each page.

Page 1: Fable is waiting for his mom at school ; sad ; raining

Page 2: Mom arrives, late, because of traffic

Page 3: Fable wishes that his mom shouldn't ever be stuck in traffic again ; no one's mom should

Page 4: Fable says he will invent a flying machine ; Mom says that is a great idea but it might be very hard

Absolutely, rhyming text can make a children's book much more engaging and memorable. Here's a suggestion for your story:

**Page 1:**  
In the schoolyard, beneath a cloud so grey,  
Sat little Fable Fox, at the close of day.  
He looked at the sky, then down at his shoe,  
Waiting for his mom, wondering, "Where are you?"

**Page 2:**  
Then came his mom, in a car filled with stress,  
Her face told a story of traffic distress.  
"I'm sorry, my dear," she sighed with a frown,  
"The cars in the city, they slow us all down."

**Page 3:**  
Fable hugged his mom, his heart filled with care,  
Wishing that no mom should ever despair.  
"Traffic is tricky, it causes such strife,  
No mom should be late in their busy life."

**Page 4:**  
"I'll invent a machine that can soar in the sky,  
Where there's no traffic to make anyone sigh."  
His mom smiled and said, "That's a wonderful chart,  
But remember, my dear, it might be quite hard."

These rhymes aim to convey the story's key moments in a playful and engaging manner while staying true to the heartfelt theme. Let me know if you'd like to adjust any part of it!

This is a wonderful start. Can you  words that a 5 year-old

Send a message

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 2023

# 1. ChatGPT





Overview Documentation API reference Examples **Playground** Help Personal

**Get started** ×

Enter an instruction or select a preset, and watch the API respond with a completion that attempts to match the context or pattern you provided.

You can control which model completes your request by changing the model.

**KEEP IN MIND**

- ✔ Use good judgment when sharing outputs, and attribute them to your name or company. [Learn more.](#)
- ✘ Requests submitted to our API and Playground will not be used to train or improve future models. [Learn more.](#)
- 📅 Our default models' training data cuts off in 2021, so they may not have knowledge of current events.

**Playground**

Load a preset... Save View code Share ...

**SYSTEM**  
You are a helpful assistant.

**USER** Enter a user message here.

⊕ Add message

Submit ↻

Mode  
Chat

Model  
gpt-3.5-turbo

Temperature 1

Maximum length 256

Stop sequences  
Enter sequence and press Tab

Top P 1

Frequency penalty 0

Presence penalty 0

## 2. Le “playground” pour tester vos prompts avant l’API



The screenshot shows a Google Sheets interface with a spreadsheet titled "BOOK -". The menu bar includes File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help. The toolbar shows various editing and formatting options, including undo, redo, font color, background color, and text alignment. The spreadsheet has a header row with the following columns: Book, Chapter #, Chapter description, beat #, Description, Prompt V2, and Output V2. The rows below the header are mostly blurred, but the structure of the data is apparent. At the bottom of the spreadsheet, there are tabs for "Title & synopsis", "List of chapters", "List of beats", and "To copy".

	A	B	C	D	E	F	G	H	I	J	K
1	Book	Chapter #	Chapter description	beat #	Description					Prompt V2	Output V2
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## 2b. Automatisation avec Google Sheets





### 3. Les outils du futur

(source : Midjourney “oil painting of a robot typing on a typewriter --ar 16:9”)





## Le plan

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- ◉ **Niveau 0** : Comprendre GPT 🧠
- ◉ **Niveau 1** : L'art du Prompt 🧑🎓
- ◉ **Niveau 2** : Prompting itératif 🤖
- ◉ **Niveau 3** : Automatiser GPT 🤖
- ◉ **Études de cas** : Exemples de projets menés de A à Z avec GPT 🧪



**A faire avant de passer à  
la suite**

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## À faire avant de passer à la suite

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- ◉ Postez dans la communauté :
  1. Qui êtes-vous ?
  2. Sur quel projet travaillez-vous aujourd'hui ?
  3. Quel objectif est-ce que vous voulez accomplir avec cette formation ?

**Fin**

