

# ChatGPT

*The most widely used AI tool in the world. Where most people start.*

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The Problem

# From Basic Prompts to Better Results

# What a Basic Prompt Gives ChatGPT — and What It Needs

## A basic prompt

- ✗ Write a welcome message for new members
- ✗ Help me plan Sunday's cell group
- ✗ Give me something for the bulletin

## What ChatGPT needs to do it well

- ✓ Who is this person? What's your church like? What tone?
- ✓ Which passage? What series? Who is in the group?
- ✓ What event? What audience? What action should they take?

↑ *Adding context is the difference between a serviceable output and a genuinely useful one*

The Concept

# What ChatGPT Actually Is

# A Pattern-Matching Engine, Not a Mind Reader

- ◆ ChatGPT predicts the most useful next word — billions of times per second
- ◆ It has no understanding of you, your church, or your situation
- ◆ It performs better the more context you give — not because it thinks, but because it pattern-matches
- ◆ Your job is to front-load the context it cannot infer on its own
- ◆ Think of it as a very capable assistant on their first day — talented, but needing a thorough briefing

The Framework

# How to Talk to ChatGPT: TCREI

# TCREI — Five Elements That Change Everything

**T****Task**

What you want — the format, the persona, the output. 'Write a...' 'Summarise...' 'Plan...'

**C****Context**

Your situation, your audience, your church, the person involved. Everything it cannot know.

**R****References**

The tone benchmark. 'Like a friend texting, not a church notice.' 'Under 100 words.'

**E****Evaluate**

Read the output before you use it. Every time. You are responsible for what you send.

**I****Iterate**

Stay in the same chat. One follow-up prompt almost always sharpens the result.

Demo 1 of 3

# Basic Prompt vs TCREI Prompt

# Demo 1 — Basic Prompt vs TCREI Prompt

## BASIC PROMPT

```
Write a welcome message for a new church member.
```

### Watch for

The output will be serviceable but impersonal — generic enough to fit any church. Adding structure changes what the tool can produce.

# Demo 1 — The Same Task, With TCREI

## TCREI PROMPT

**Task:** As an experienced church communicator, write a warm WhatsApp welcome message for a new member. Under 80 words. Ends with an open invitation, not a demand.

**Context:** Our church is a charismatic congregation in Harrow, London. The new member is a young professional in their late 20s who visited for the first time last Sunday.

**References:** Warm and genuine — like a message from a friend, not a church official. No jargon.

### Watch for

Notice how the output changes when you specify who, what tone, what format, and what to avoid. The tool did not change — only the prompt did.

Demo 2 of 3

# Cell Group Preparation in Under Two Minutes

# Demo 2 — Preparing a Cell Group Study Guide

## YOUR PROMPT

Task: As an experienced small group curriculum writer, create a cell group study guide for Zechariah 9:9.

Include: a 3-sentence introduction, one opening question (no Bible knowledge needed), two exploratory questions, one application question, one take-home challenge.

Context: 8 people, charismatic church in London, working professionals aged 30-45.

Session 1 of a Palm Sunday series — The King Is Coming.

References: Warm and accessible. NKJV. Each question should spark 5-7 minutes of genuine conversation.

### Watch for

One prompt. Five structured elements. Ready to review in 60 seconds. Your job now is evaluation — read every question and ask: would this land with my group?

# Iteration — The Skill That Sharpens Every Output

- ✦ Stay in the same chat — ChatGPT uses the full conversation as context for every follow-up
- ✦ If the output is not right, say exactly what is wrong: 'The tone is too formal — make it more like a WhatsApp from a friend'
- ✦ Ask it to try a specific change: 'The take-home challenge is too vague — make it something someone could do differently at work this week'
- ✦ One follow-up prompt almost always produces a better result than starting over in a new chat

Demo 3 of 3

# Iteration — Sharpening the Output

# Demo 3 — One Follow-Up That Changes Everything

## ITERATE PROMPT — paste in the same chat

```
The take-home challenge is too general. Rewrite it so it connects Zechariah 9:9 to something a working professional in London could actually do differently this week — specific and achievable in under 10 minutes.
```

### Watch for

Compare the take-home challenge before and after. The rest of the guide stays the same — only the weakest element is sharpened. This is how iteration works.

## The Most Common Mistake

### ✗ Sending the first draft

ChatGPT produces a first draft. That is its job. Your job is evaluation. If you read the output and send it without editing, you have transferred your pastoral responsibility to the tool. The output carries your name — and your judgement should be on every word of it.

✓ Fix: Read it aloud before you send. One read-aloud catches 90% of problems.

# Hallucination — The Risk You Must Understand

- ⚠️ ChatGPT presents false information with the same confidence as true information
- ⚠️ It does not know when it is wrong — it only knows what pattern fits best
- ⚠️ Scripture references, dates, names, statistics, quotes — all can be fabricated
- ⚠️ Never use a specific fact from ChatGPT without checking it independently
- ⚠️ The risk is higher on obscure topics — the less it has seen, the more it guesses

**Rule: Verify before you publish. Always.**

# Which Plan Do You Actually Need?

## Free

✓ Testing the tool for the first time, occasional drafting, learning prompting

*Includes ads. Inputs may train OpenAI's models by default.*

X Regular ministry use — usage limits will interrupt your workflow

## Plus (~£16+VAT/month)

✓ Regular church use — weekly communications, cell group prep, pastoral drafting

*No ads. Priority access. Best value for most church users.*

X Unlimited heavy use — you will still hit limits occasionally

## Pro (~£160+VAT/month)

✓ Daily professional use at scale — high-volume content production

*Effectively unlimited. For heavy commercial or production use.*

X Most church use — this is far more than most congregations need

## DO THIS NOW

# Draft a WhatsApp check-in message for someone who missed church last Sunday

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- 1 Open chatgpt.com in a new tab
- 2 Start a new chat. Add your role and church at the top of your prompt
- 3 Use the TCREI structure — Task, Context, References
- 4 Read the output aloud. Find one phrase to personalise.
- 5 Try one follow-up in the same chat: 'Make the closing question more open'

*Do not close this tab until you have done this. The learning happens in the doing.*

# What Good Output Looks Like — Your Checklist

- ✓ Reads as if a real person wrote it — not as if a template was filled in
- ✓ Specific enough to be usable — not so generic that anyone could have written it
- ✓ Tone matches your relationship with the recipient
- ✓ You could read it aloud without stumbling
- ✓ No phrase that makes you think 'I would never actually say that'
- ✓ Scripture references (if any) checked independently

**AI does not make you a better communicator.  
Using it well does.**

Also worth exploring:

- [Prompts 1-8 in the Student Prompt Library](#) are built for ChatGPT — start there
- [Tutorial 02 \(Claude\)](#) — better for long documents and pastoral letters