

ChatGPT's secret keywords

Thirty-two words, thirty-two angles. Add one anywhere in your prompt and the style of the answer changes, from brutally honest feedback to coach modes.

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Write your question as you normally would and add a single keyword at the start or end, and ChatGPT answers the same question from a completely different angle. I've grouped 32 words under 6 headings. Tap a word to copy it.

These are not official codes

Each one is a shortcut that steers ChatGPT towards a different perspective and output style; results can vary by model. Add only ONE to your prompt at a time.

How to use them

One word is enough. Write your question as usual and add a single keyword at the start or end. Ask the same question again with a different word and compare the answers.

EXAMPLE PROMPT

I want to launch a coffee brand on a \$10,000 budget. Evaluate this plan. REDTEAM

Honest & sharp thinking

TRUTHMODE	Cuts the flattery and gives brutally honest feedback on your idea, writing or plan.
REDTEAM	Plays devil's advocate and finds the holes in your plan. Makes you smarter.
FIRSTPRINCIPLES	Instead of the advice everyone repeats, breaks the problem down to its basic parts and thinks from scratch.
UNLEARN	Shows the outdated, wrong beliefs holding you back, and what is actually true.
ANTIADVICE	Lists the popular guru advice you should ignore and tells you what to do instead.
SHADOWMOTIVE	Reveals the hidden or selfish motivation behind what you are saying.
INCENTIVEMAP	Works out what people and systems are really rewarded for; incentives drive behaviour.
LINDYMODE	Relies on methods proven to work for many years, not on trends.

Modes that change the delivery

ELI10	Explains everything simply and clearly, as if to a 10-year-old.
/human	Strips the AI feel from the output so it reads as if a real person wrote it.
SPECIFICITY	Replaces vague advice with concrete examples, numbers, steps and the exact sentences to use.
CONTRASTMODE	Explains the answer through sharp comparisons, so the differences are clear at a glance.
LOSSAVERSION	Shows what you will lose if you wait, choose wrong or do nothing.
SOCRATES	Doesn't give the answer directly; asks you questions so you find it yourself.

Coach modes

HORMOZI	Talks like your \$100M business coach Alex Hormozi, focused on offers, sales and growth.
GARYVEE	Guides you like your social media coach Gary Vee, through content, brand and the attention economy.
YCOMBINATOR	Becomes a Y Combinator-style startup coach and questions your product, market and scaling.
FUTUREYOU	Answers the way your future self would. Surprisingly illuminating.
80/20	Shows the easiest path to the biggest return for the least effort.

Learning & exams

/STUDYGUIDE	Type <code>"/STUDYGUIDE create a visual study guide for [topic]"</code> and it explains the topic step by step with a diagram.
/make-sticky-notes	Give it a topic and it turns the main ideas into sticky notes, so they stick faster.
/QUESTIONPREDICTOR	Predicts the questions you are most likely to be asked in an exam, interview or presentation.
/QUIZME	Tests you one question at a time and adjusts the difficulty to your answers.
/STORYMODE	Turns a lesson into a story; drawing on neuroscience, it makes it much easier to remember.

Visual explanations

/TIMELINEVIEW	Creates a visual timeline, for example laying out a historical event step by step.
/ANIME-EXPLAINER	Turns any topic into an anime scene so it sticks.

/VISUALCHEATSHEET	Creates a one-page visual cheat sheet on any topic.
/EXPLODEDVIEW	Shows the parts of an object or concept as an exploded diagram.
/MINDMAP	Creates a mind map showing how ideas connect to each other.

Selfie transformations

/COTTAGECORE	Turns your selfie into a warm, natural, cottage-life themed shot.
/POSTER	Shows your selfie as a movie poster.
/METEOR	Edits your selfie as if you were under a meteor shower.

Which one when?

Pick by situation:

REDTEAM	Test a business idea
TRUTHMODE	I need an honest opinion
/QUIZME	Exam tomorrow
/human	The text sounds robotic
FUTUREYOU	A big decision
ELI10	I didn't understand a thing

To strengthen the prompt itself, read [10 prompt patterns for ChatGPT](#). For new AI tools and workflows every week, [join the newsletter](#).

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