

SESSION 6 · 3:00 – 4:00 · 60 MIN

Meet your new writing assistant.

IN THIS SESSION

ChatGPT basics · The prompt pattern · 10 ideas for you · Captions · Images

WHAT IS CHATGPT?

A machine that writes when you tell it what to write.



You type instructions. It types back. It doesn't know your business until you tell it. It doesn't know Bardiya until you tell it. But once you do, it can write faster than any of us can think.

3 things ChatGPT is bad at.

It doesn't KNOW your business

You must describe your business every time — or the output will feel generic and wrong.

It isn't a search engine

Don't ask it 'what's the weather in Bardiya today.' It's guessing. Use Google for facts.

It sometimes just makes things up

It sounds confident even when it's wrong. Always read what it writes. Trust yourself.

Everyone: open ChatGPT.

1

If you don't have it: Play Store → search "ChatGPT" → install

2

Skip any upgrade prompts — the FREE version does everything we need

3

Tap the microphone icon if you'd rather speak in Nepali or English

Memorize this. Use it forever.

You are a social media expert for tourism in Nepal. My business is [describe your business].

Give me
[what you want] for [topic or category].

L I V E D E M O • T O G E T H E R

Let's ask for 10 content ideas.

P R O M P T T O P A S T E

"You are a social media expert for tourism in Nepal. My business is a Tharu-style homestay in Bardiya, close to the national park. Give me 10 TikTok video ideas for the WILDLIFE category, each under 30 seconds."

YOUR TURN · 10 MINUTES

Get 10 ideas for YOUR business.

- 1 Pick ONE content category (Wildlife, Culture, BTS, Guests, or Practical)
- 2 Paste the prompt - but replace [describe your business] with YOUR real details
- 3 Read the 10 ideas. Ask yourself: which 3 would you actually shoot?
- 4 Screenshot or save the 3 you like most. These are your first videos.

C A P T I O N W R I T I N G

Now — captions in your voice.

Same pattern. Different ask. And you can mix Nepali and English.

P R O M P T T O P A S T E

"Write a 3-line Instagram caption for a video of a Tharu breakfast being cooked at my homestay in Bardiya. Warm tone. Mix simple English and 2-3 Nepali words. End with 'DM us to visit.' Add 8 relevant hashtags."

C H A N G E T H E S E 3 T H I N G S F O R E V E R Y P O S T :

What the video is about · The tone you want · The call-to-action at the end

TikTok and Google both search.

Ask ChatGPT for titles that people would TYPE into a search bar.

"Give me 5 TikTok titles for a video about Bardiya tiger safari, using words a tourist might actually type when searching. Mix English and Nepali. Under 12 words each."

Titles like "Bardiya safari cost 2026" or "is Bardiya safe for solo female travelers" will get views for MONTHS after you post them — because they answer real searches.

We'll go MUCH deeper on this on Day 3 with the Social SEO session.

For posters. Not for wildlife.

✓ USE AI IMAGES FOR

- Festival greetings (Dashain, Tihar)
- Promotional posters for events
- Simple concept graphics
- Instagram Story backgrounds

✗ DON'T USE AI FOR

- Your actual rooms or facilities
- Real wildlife (tourists will notice)
- Guest photos or testimonials
- Food you serve (be honest)

Save the prompts that work.

Copy them into a Notes app. Reuse them every week.



The Content Idea Prompt

For weekly brainstorming — modify the category each time.



The Caption Prompt

For every video you post — change the topic and tone.



The Reply Prompt

"Write a polite reply to this guest question: [paste]"



The Translation Prompt

"Translate this WhatsApp message to English, keep the friendly tone: [paste]"

Now — when do you post them?

You have accounts. You have ideas. You have captions. The last piece: a schedule that keeps you consistent even in the busy season.

AFTER SHORT
BREAK

Session 7 · Your first weekly content calendar →