

# BING GPT-4 : 5 PROMPTS INCROYABLES (choqué !)

Bing uses GPT4 to innovate its search engine and bring users a new experience. In this video, we'll see five innovative uses of Bing featuring GPT4 that will change your life forever.

## 1. Preparing for a Job Interview

Using Microsoft Edge, you can click on the Bing icon and open the Conversation window to ask Bing questions using GPT4. In this example, Bing provides the key skills required for a Digital Marketing Manager position at Esker, a company given as an example. Bing also creates a summary of Esker's business that could be used to write a bespoke cover letter.

Bing can also simulate a job interview. Using GPT4, Bing can prepare the user for the interview by asking standard questions, taking answers from the user, and then asking the next question. This is a great tool for people who are preparing for a job interview.

## 2. Personalize Prospecting Messages

Using Microsoft Edge, you can select text on any website, including LinkedIn profiles. You can send this text to Bing, which will then ask you what you want to do with it. In this example, we use Sébastien's current job title to ask Bing to write a prospecting message for a coaching service. Bing will use GPT4 to personalize the message, using the text provided to tailor the message to your needs.

## 3. Creating Personalized Newsletters

Using GPT4, Bing can create newsletters for users with personalized content that suits their interests. Bing will begin by asking a series of questions to understand the user's preferences and create a newsletter template. Once the user has decided on a template, Bing will use GPT4 to personalize the content by searching online and selecting articles with relevant information.

#### 4. Finding Gifts for Friends and Family

Using Bing features with GPT4, you can ask Bing for gift ideas for friends and family members. You may provide information about that person, such as their age, hobbies, interests, and so on. Bing will then use GPT4 to provide a list of gift ideas that are personalized to that person.

#### 5. Curating Content for Social Media

Using GPT4, Bing can set up alerts with input from users for particular websites, topics, or products of interest. Bing can then scour the internet and find content that meets the user's requirements for their social media platforms. Once collected, users can select posts, schedule their social media feeds, and create bespoke content that aligns with their strategy.

Overall, the new Bing with GPT4 is an exciting development that can improve productivity and creativity. The personalization features are particularly useful, providing personalized content suitable for users' specific requirements.

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