



Patrick Bellair

CEO - La Dictature du Beau
Digital Communication Agency

Artificial Intelligence
Web & Mobile Design
Digital Marketing
Web Development

LA DICTATURE DU BEAU
Rue de l'Arquebuse, 10
1204 Genève
Whatsapp: +41 78 334 37 99
Mail: pb@ladictaturedubeau.com
Web: <https://ladictaturedubeau.com/>
YouTube: <https://www.youtube.com/@patrickbellair>



Generative artificial intelligence

Overview, methodology, use cases, and practical application





Biography, Patrick Bellair

- Digital entrepreneur for 25 years
- Founder of the communication agency “La dictature du beau”
- Expert in artificial intelligence
- Speaker & Trainer on AI
- Director of a Master's program in Digital Design
- Professional photographer and director





The coming AI "tsunami"

By 2047, AI will be able to do everything.
Preparing for it today is an absolute necessity.





A staggering speed of improvement

AI technology is improving at a breakneck speed, forcing us to adapt.



One year of evolution





The simplified operation of AI

Trained on immense datasets, it predicts the next word without truly "thinking" for itself.





Global overview

The best generative AIs

<https://ladictaturedubeau.com/links>





AI for text generation

To write, summarize, translate, and brainstorm any subject without any limits.

ChatGPT

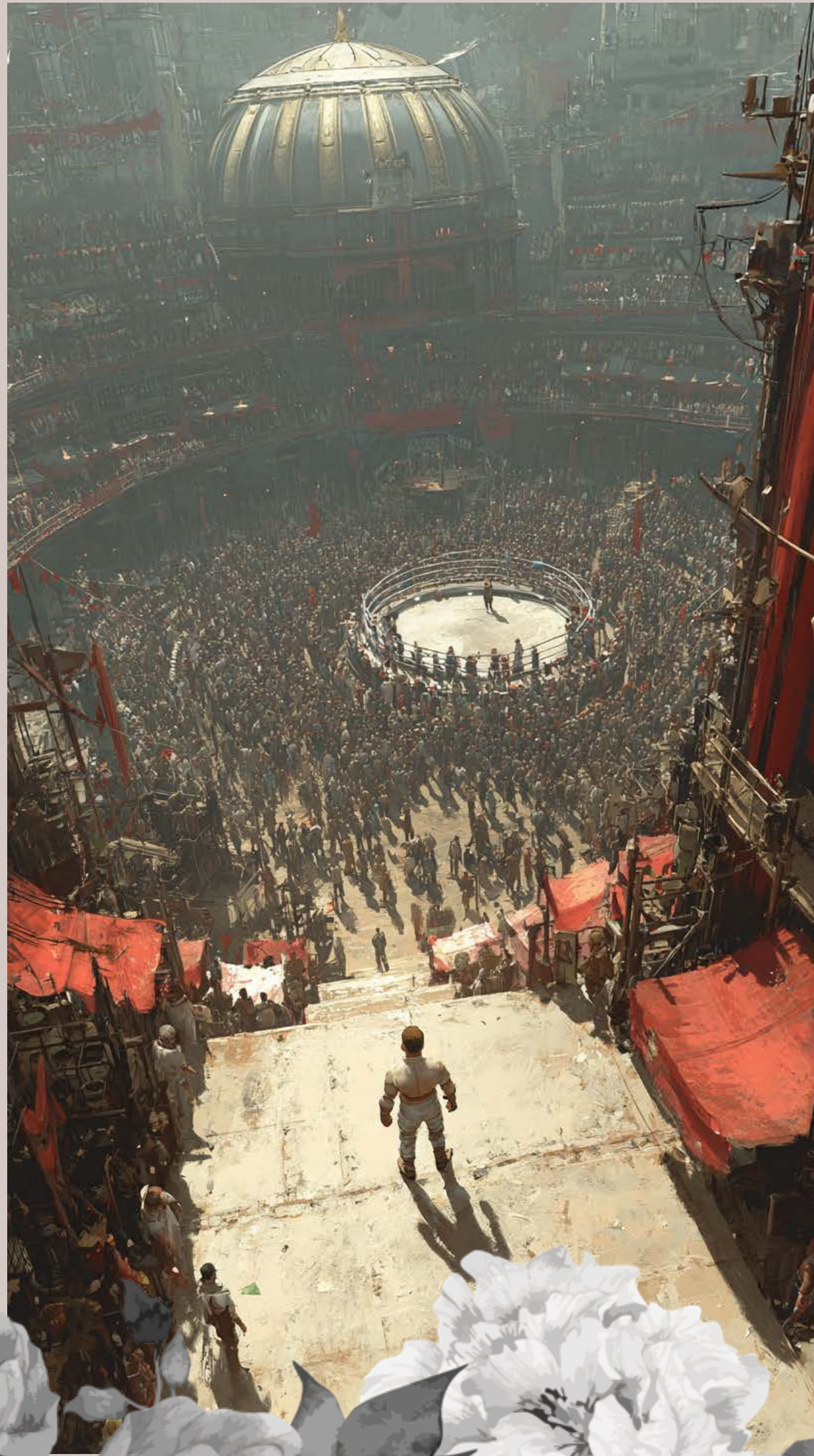
Gemini

Grok

Claude

Mistral...





The AI arenas

Anonymous AI "battles" to rank them according to real user preference.





AI for image generation

Create any image or visual simply by
describing it with words.

Midjourney

ChatGPT

Runway - Frames

Flux

Imagen

...





AI for video generation

Create short professional videos from a simple text description or an image.

Kling

Midjourney

Veo

Runway

...





AI for audio generation

Generate very high-quality voice-overs and music in multiple languages and styles.

ElevenLabs

Riffusions

Suno

Soundraw

...



Methodology

The anatomy of a PROMPT





What is a "prompt"?

It's a strategic brief. The quality of your result depends on the clarity of your initial request. Don't work on intuition; you need a real method.



The RECSS method

(Pronounced Rex) The ideal strategic method to structure all your requests to an artificial intelligence.

<https://ladictaturedubeau.com/rex/>



Give a **R**ole to the AI
R
Clearly **E**xplain the task to be accomplished
E
Contextualize your requests
C
Work on its **S**tyle
S
Specify the output **S**tructure
S



The **REC**SS method (pronounced REX)





R for Role

Ask the AI to act as an expert for much more relevant answers.



Online fundraising campaign

Role : Act as an expert copywriter in storytelling for non-profit organizations, specializing in online fundraising campaigns.

Explanation : Write an email for our year-end campaign. The goal is to raise funds to provide hot meals during the winter.

Context : I am the communication manager for the "Les Repas du Cœur" (Meals from the Heart) association. I am addressing our past donors, people who are sensitive to the cause of the homeless.

Style : The style should be emotional but hopeful, not pitiable. Use "you" and "we" to create a sense of community.

Structure : Propose 3 subject line options for the email, then the body of the text with a clear call to action.





E for Explanation

Give precise and detailed instructions on the task the AI must accomplish.



Guide on business negotiation

Role : You are an expert coach in business negotiation, a trainer, and a bestselling author on complex B2B sales techniques.

Explanation : I want you to create a complete preparation guide for a difficult business negotiation. The guide must be structured in three clear phases. Phase 1 - Strategic Preparation (What to do before the meeting): Detail how to thoroughly research the client, their company, their current challenges, and the profile of the negotiator I will be meeting. Explain how to precisely define my own objectives with the "Ideal, Fallback, Walk-away" method. List techniques to anticipate at least 5 potential client objections and prepare solid counter-arguments for each. Phase 2 - Tactical Execution (What to do during the meeting): Describe 3 active listening techniques to build rapport and uncover the client's real needs. Simply explain the concept of BATNA (Best Alternative to a Negotiated Agreement) and why I need to know mine before I start talking. Phase 3 - Conclusion and Follow-up (What to do after the meeting): Provide an email follow-up template that summarizes the points of agreement and clearly defines the next steps to avoid misunderstandings.

Context : I am a salesperson with 5 years of experience and I am about to negotiate a major annual contract with a purchasing director known for being extremely demanding on prices.

Style : The tone should be that of a coach: direct, professional, confident, and very actionable. Use bullet points for each sub-section to make the guide easy to use as a checklist.

Structure : Produce a structured guide with the titles "Phase 1: Strategic Preparation," "Phase 2: Tactical Execution," and "Phase 3: Conclusion and Follow-up," with all the detailed points inside.





C for Context

Explain who you are and, most importantly, who the final message is for.

Writing an internal memo

Role : You are acting as a human resources specialist, an expert in internal communication.

Explanation : Write an internal memo announcing the switch to a hybrid remote work policy (3 days in the office, 2 days at home).

Context : I am the HR manager of an SME with 50 employees in the tech sector. The atmosphere is young and dynamic. The message is addressed to all employees who are both eager for more flexibility but also worried about losing social connection. The objective is to present this new policy as a major benefit, emphasizing trust and work-life balance, while reassuring about maintaining team cohesion.

Style : Use a positive, transparent, and unifying tone. The pronoun "we" should be favored.

Structure : Produce the text of the internal memo, with a clear title and structured in 3 short paragraphs.





The reference guide

Create a document with all the useful information about your company to share with the AI and give it context.



The reference guide

Role : You are an expert consultant in 'knowledge management' and business strategy, specializing in the creation of comprehensive reference guides for SMEs and startups.

Explanation : Your mission is to create a template for a "Company Reference Guide." This document must be an exhaustive, ready-to-fill-in template. It will serve as a centralized "brain" to brief an AI on all aspects of the company. You must list all relevant categories and sub-categories, completing and logically organizing the following list of examples: General information, Market and competition, Products/Services, Branding, Customers, Objectives, History, Resources, and anything else you deem appropriate to add.

Context : This template is intended for entrepreneurs or managers of SMEs who need a clear and structured guide to ensure nothing is forgotten. The ultimate goal is to use this completed document as a perfect source of context for an AI.

Style : The structure must be professional and very clear. The main category titles should be in bold. The sub-categories should be presented as a bulleted list, with the field name followed by ":" to be easily filled in.

Structure : Produce only the complete and structured list of categories and their respective sub-categories. Do not generate any explanatory text or introduction, just the final document template.





S for Style

Define the pronoun, the gender, and the desired writing Author style.



Website text

Role : You are a copywriter and "brand strategist," an expert in creating brand voices for committed and modern companies.

Explanation : Write the presentation text for the "Our Mission" page of our new e-commerce website.

Context : We are a fashion startup that creates sneakers from recycled materials. Our audience is young (18-35 years old), urban, and very sensitive to issues of ecology and social inclusion.

Style : Style: Style is the most important element. Here are my very specific guidelines: Pronouns used: Address the readers using "you." Talk about the company using "we." Gender and Inclusivity: The text must be written in inclusive language to reflect our values. Use the mid-dot method for gendered terms. The goal is for every person to feel immediately included. Author Inspiration: I want the style to be inspired by two universes. For the committed side, draw inspiration from the simple, poetic, and impactful prose of Yvon Chouinard, founder of Patagonia. For the direct, transparent, and slightly "rebellious" side, draw inspiration from the tone of the brand Respire. The result should be a mix of inspiration and raw honesty.

Structure : Propose a text of about 150 words, with a strong title.





S for Structure

Specify the exact structure you expect: a table, 5 versions, in English...



Advertisement script

Role : You are a creative director and advertising copywriter, specializing in creating inspiring video spots for purpose-driven brands.

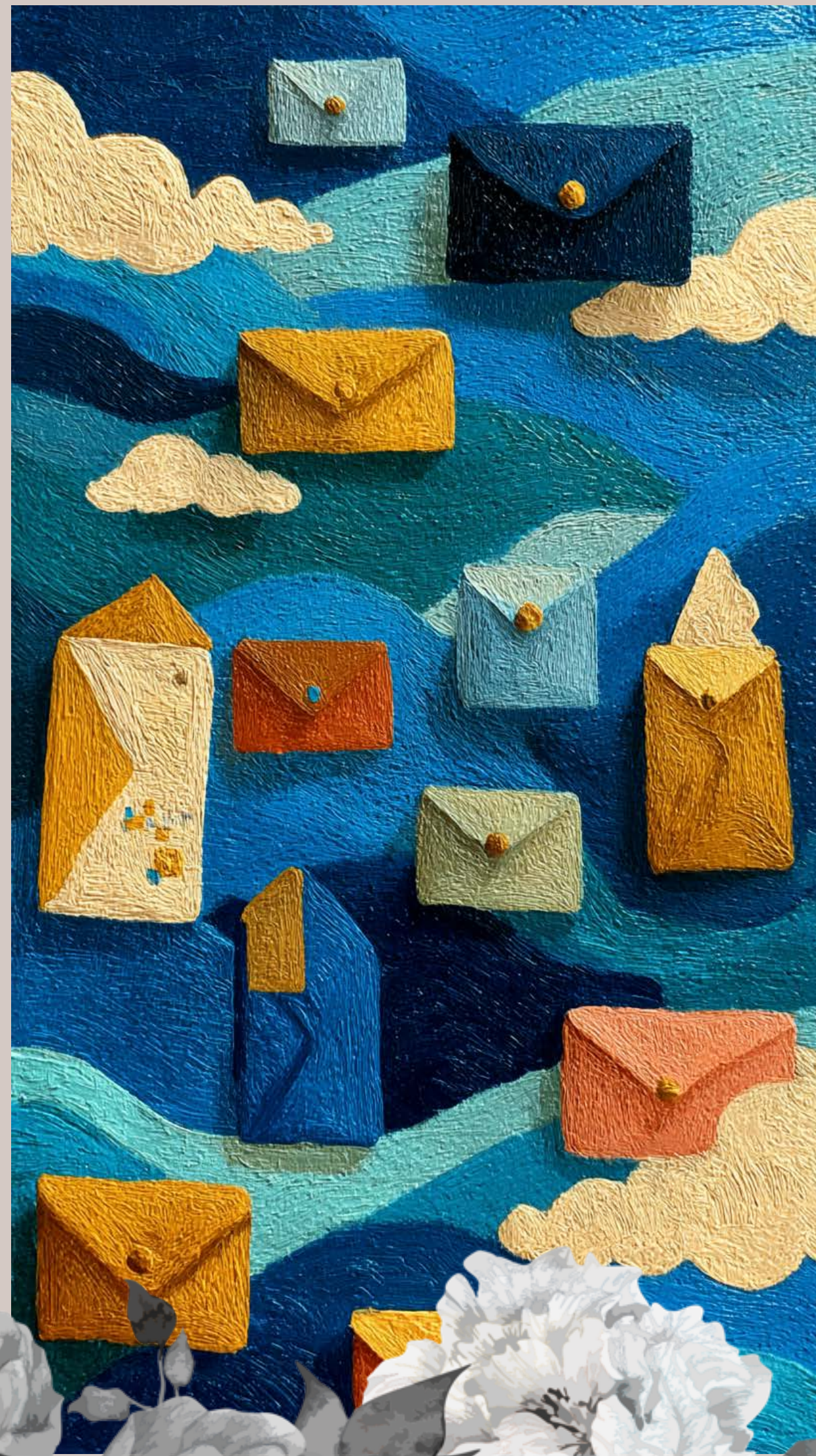
Explanation : Imagine and write the complete script for a 30-second video advertisement for Instagram. The product to promote is our new "Écho" sneaker collection, made from recycled ocean plastic. The goal is to create a strong emotional connection and generate brand awareness.

Context : We are "NaturaStep," a sustainable fashion brand. Our audience is young, urban, and seeks to consume more responsibly without sacrificing style. They are more sensitive to authenticity than to slick marketing pitches.

Style : The tone of the video must be dynamic, optimistic, and authentic. The visual aesthetic is bright, natural, with fluid camera movements. No moralizing tone, but rather an invitation to be part of the solution.

Structure : Present your response exclusively in the form of a detailed shooting script in a Markdown table. The table must contain the following 6 columns: "Shot No.," "Visual Description (Actors, Location, Action)," "Audio (Voiceover or Dialogue)," "Music & Sound Effects," "Duration (sec.)," and "On-screen Text." The spot must have between 5 and 7 shots.





Practice 1: The Simple Email

Use the RECSS method to write a customer follow-up email.



Practice 2: The LinkedIn post

With the RECSS method, create an impactful LinkedIn post for a product or service launch.



Practice 3: Free choice!

Your turn to play, build your first personal prompt on one of your daily use cases.





The P.E.R.F.E.C.T. method

Create the ultimate prompt!

<https://ladictaturedubeau.com/perfect>

P – Prépare : Research the subject to identify experts and key concepts..

E – Establish : Build a first version (beta) of your prompt using the RECSS method.

R – Refine : Ask the AI to analyze and improve your first prompt to make it more effective.

F – Feedback : Request a self-critique from the AI on the prompt it has improved to refine it further.

E – Evaluate : Submit the final prompt and carefully analyze if the quality of the response meets your expectations.

C – Correct : If the result is disappointing, identify the prompt's weaknesses and correct it again.

T – Treasure : Keep your most effective prompts in a library to reuse and adapt them.

Prepare (Préparer) **P** Establish (Établir) **E** Refine (Raffiner) **R** Feedback **F** Evaluate (Évaluer) **E** Correct (Corriger) **C** Treasure (Thésauriser) **T**

Prompt engineering technique





P - Prepare (to)

First and foremost, enrich your understanding of the subject. Identify recognized experts, their approaches, and proven techniques in the relevant field. This cultural immersion is the essential foundation for formulating a relevant and informed query to the AI.

PROMPT : Act as a specialist in **(Insert specialty name here)**. Give me a list of the 10 best **(Techniques or authors)** in this field. For each, give me: The name, a detailed and pedagogical explanation, an example with context.





E – Establish

Build a first version of your prompt, your "beta." Simply use the REX technique.





R – Refine

Submit your beta prompt to an AI and explicitly ask it to improve it. The objective is for the AI itself to suggest optimizations, whether in terms of clarity, conciseness, or the addition of elements it deems useful to better understand your intention.

PROMPT : Act as a specialist in PROMPTs.
Improve this PROMPT and do nothing else.
Start of PROMPT to improve:
(Insert PROMPT here).
End of PROMPT to improve.





F – Feedback

Request a self-critique from the AI regarding the prompt it has just refined. Ask it to identify its own potential weaknesses or ambiguities. Then integrate this feedback to further sharpen your instruction.

PROMPT : Self-critique your PROMPT. Detail what is really good and what can be improved. Create the **ULTIMATE** version of the PROMPT, and do nothing else.



E – Evaluate

Put your prompt to the test by submitting it to an AI to generate a response. Carefully analyze the result: does it meet your expectations? Are the quality, relevance, and completeness satisfactory? This phase is crucial for judging its real effectiveness.





C – Correct

Based on the evaluation results, make the necessary modifications. If the AI's response is not satisfactory, identify the prompt's weak points and revise it. This is an iterative adjustment step to achieve the desired performance.





T – Treasure

Keep your most effective prompts in a library to reuse and adapt them.



The Automatic PERFECT method

Apply the PERFECT method to improve this prompt:

"Start of PROMPT to improve.

(Write your PROMPT here)

End of PROMPT to improve."

PROMPT PERFECT Technique

Act as a prompt specialist. Use this method in the following order to create an optimized prompt, adapted to the user's request. The sole objective is to create a prompt, and nothing else.

1. Prior culture and skills

In relation to the user's request, evaluate the necessary areas of skill and culture. Make a list of them. For each area: Identify the best techniques or the leading world experts. List their best techniques. Explain the technique. Provide a contextualized example.

2. Create a beta version of the prompt with the RECSS method (Role, Explanation, Context, Style, Structure)

Role: Act as an expert in....

Explanation: Explain the task to be accomplished in the smallest details.

Note: In the explanation, optimally use one or more elements from the "Culture and skills" section (point 1) to invoke the best international experts or techniques to accomplish the task.

Note: Optimize the explanation according to the user's request.

Context: Who am I? Who am I addressing?

Note: If the user has not specified the context sufficiently, ask questions to clarify it.

Style: Which pronoun to use? Should the response be written in a masculine, feminine, or inclusive style? Should it adopt the style of a particular author or trend?

Note: Optimize the style according to the user's request.

Structure: What is the expected output structure? A diagram, a table, three different versions, etc.

Note: Optimize the output format according to the user's request.

3. Refine the prompt

Analyze your beta version and improve it.

4. Self-critique of the improved prompt version

Detail the strengths and areas for improvement. Create the ULTIMATE version of the prompt, and provide nothing else.





Web search and deep search

Allow ChatGPT to browse the internet to provide you with current, sourced, and fresh information-based answers.



Summary of geopolitical news

Note: activate the web search function in ChatGPT

Role : You are an international relations analyst for a major media outlet, and you have access to the latest information on the web. Your mission is to prepare a synthetic and reliable daily briefing.

Explanation : Summarize the 3 to 5 most important and most discussed geopolitical news items of this week. For each news item, summarize the main facts and the actors involved.

Context : I am a professional who has not had time to follow the news and I need a quick and factual summary to understand the current global issues before my meetings today.

Style : The style must be factual, neutral, and very synthetic. Get straight to the point, without opinion or superfluous analysis. Clarity and precision are paramount.

Structure : Present your response in the form of a numbered list. For each news item, provide: a clear title, a summary of 2 to 3 sentences maximum, and cite a credible international media source (e.g., Reuters, AFP, BBC, etc.).



The "Holy Grail" quest

Note: activate the deep search function in ChatGPT

Role : You are a food critic and investigative journalist for a major culinary guide, specializing in exceptional bakeries in Paris. You have access to the most recent information and reviews on the web.

Explanation : Your mission is to conduct a deep search to identify the absolute top 5 best bakeries to buy sourdough bread in Paris. For each bakery, you must find and include very specific details: the exact address, the name of the head baker if known, the specificity of their bread (type of flour, particularity of the sourdough...), any notable prizes or awards they may have won, and a summary of customer and food critic reviews.

Context : I am a gastronomy enthusiast, looking for the best possible product, with no price or neighborhood constraints. I want reliable and detailed information to make my own bread "pilgrimage" in Paris.

Style : The tone should be that of a passionate and demanding expert. Be precise, factual, and use a rich vocabulary to describe the products, textures, and flavors.

Structure : Present your response in the form of a numbered ranking from 1 to 5. For each bakery, use the following structure: Bakery Name, followed by a bulleted list detailing: Address, Head Baker, The Specificity of the Bread, Notable Prizes & Awards, and Summary of Reviews.





GPTs: your custom assistants

Discover how to create personalized versions of ChatGPT, trained for specific tasks with your own instructions and data.





Attached documents in ChatGPT

Directly import your files (PDF, Excel...) for the AI to analyze, summarize, or extract specific information from them.



Visual studio

Image generation





Describing to an image model

A scene is described with impactful keywords. Each word has a direct impact on the final generated visual.

The PROMPT must be written in the model's native language, often English or Chinese.



The anatomy of a visual prompt

A prompt is built by assembling bricks.

Example : Subject + Style + Details + Emotion
+ Shot Type + Lighting + Ambiance + Context +
Background.





Using ChatGPT to optimize your prompts

Describe your simple idea to ChatGPT and ask it to enrich it with the technical and artistic vocabulary of a photographer.



Making ChatGPT a "PROMPT artist"

Role : You are an expert director of photography and a "prompt artist," specializing in creating prompts for generative image AIs.

Explanation : Your mission is to transform a simple idea into a rich and detailed prompt, specifically to create an image in a "**cinematic portrait**" style. You must take my basic idea and enrich it with the appropriate technical and artistic vocabulary: shot type, lighting, ambiance, emotion, background details, etc.

Contexte : I am a beginner who wants to create high-quality images but does not know the technical terms. The prompt you will create is intended to be copied/pasted directly into an AI like Midjourney.

Style : The prompt you generate must be in English. It must be descriptive, precise, and use professional terms from **photography and cinema**, with a creative "twist," for maximum impact.

Structure : Generate four prompts in their final, optimized, and ready-to-use versions. Start with my basic idea: "**a portrait of an old man in a library.**"





Experiment!

Test your prompts and those from ChatGPT in an image AI. Compare the results, adjust, and start over. It is through practice that one improves.





Practical application

Produce between 3 and 5 attractive visuals for the promotion of the new "Cailler" white chocolate embellished with raspberry chips and macadamia nuts.





Thank you!



Patrick Bellair

CEO - La Dictature du Beau

Digital Communication Agency

Artificial Intelligence

Web & Mobile Design

Digital Marketing

Web Development

LA DICTATURE DU BEAU

Rue de l'Arquebuse, 10

1204 Genève

Whatsapp: +41 78 334 37 99

Mail: pb@ladictaturedub Beau.com

Web: <https://ladictaturedub Beau.com/>

YouTube: <https://www.youtube.com/@patrickbellair>