

A FREE USEFUL ANYWAY GUIDE

WHERE DID THAT BUTTON GO?

A buttonproof quick guide for finding your footing after ChatGPT changes again.

The promise

Turn a changing AI interface into a calm, repeatable marketing system - without collecting hundreds of disposable prompts.

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Independent product. Not affiliated with or endorsed by OpenAI.

THE BIG IDEA

Do not memorize the furniture

When the interface changes, ask what function you need. Your workflow can survive a moved button, renamed feature, or different device layout.

Five functions

BRIEF the job. **CONTEXT** the work. **COLLABORATE** in stages. **VERIFY** the claims. **PACKAGE** the deliverable.

- Your plan, device, workspace, or rollout may look different from someone else's.
- Use current official release notes when exact paths matter.
- Save approved briefs and review criteria outside any one conversation.

QUICK COMPASS

Translate the task into a function

“I need it to remember our campaign.”	Keep related work together and provide a reusable context card.
“I need current facts.”	Use a research-capable mode where available, require citations, and open the sources.
“I need it to sound like us.”	Provide representative samples and build a voice card.
“I need a finished page/email/report.”	Name the exact format, audience, length, and approval criteria.
“I need to repeat this next month.”	Save the brief, prompt pattern, rubric, and handoff together.

COPY / PASTE

The one prompt to use after any change

COPY / PASTE / CUSTOMIZE

I am trying to accomplish this job: [JOB]. Before we begin, restate the outcome, list the context you need, and propose a short workflow using the capabilities available in this conversation. Do not depend on one exact interface path. If a feature may vary by plan or rollout, say so and give me a functional alternative.

Why it works

It makes the outcome primary and the interface secondary. That is the foundation of every workflow in the full kit.

CHECKLIST

Your two-minute reset

- Name the job in one sentence.
- Gather the source material.
- State what must remain true.
- Ask for questions before output.
- Review evidence before polish.
- Save the reusable parts.

If you can do those six things, the location of one button stops controlling your productivity.

NEXT STEP

Ready for the complete system?

The Buttonproof ChatGPT Marketing Kit includes ten end-to-end workflows, a reusable context card, campaign planning, customer-language synthesis, positioning, brand voice, email, content, landing-page review, competitive research, performance reporting, executive recommendations, verification, privacy, and a 90-minute rollout plan.

FIRST EDITION

Launch price: \$39. Built for marketers, small-business owners, and practical people who want useful AI work without the hype.

A Useful Anyway product. Sales page and checkout supplied separately.

Current reference: <https://help.openai.com/en/articles/6825453-chatgpt-release-notes>