

How to use ChatGPT to improve your thinking and find new ideas.

This guide shows you how to use ChatGPT to change your way of thinking, break free from ingrained patterns, and find creative solutions.

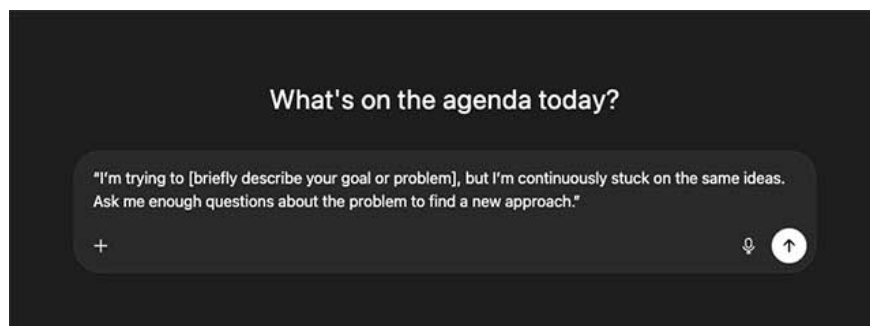
This guide focuses on using ChatGPT not to 'answer questions,' but to help change the way you think. The goal is not just to find solutions, but to break free from thought patterns that cause you to repeatedly take the same approach.

This approach is particularly helpful for those experiencing creative block: founders constantly encountering the same problems, creative professionals needing a fresh perspective, and product managers looking to reduce churn or increase engagement. More broadly, anyone wanting to change their thinking habits to create breakthroughs can apply it.

Start with ChatGPT and set it up correctly.

First, simply access ChatGPT and enable GPT-5. At this stage, it's recommended to leave it on Auto so the system automatically decides when to respond quickly and when to think more deeply.

The key isn't the model, but how you 'activate' it. Instead of directly asking a familiar question, you'll use a special prompt to force the AI to ask a counter-question, thereby helping you identify blind spots in your thinking.



Enter the prompt and problem description.

The core prompt is very simple:

'I'm trying to [mô t? ng?n g?n v?n ??], but I'm continuously stuck on the same ideas. Ask me enough questions about t

(I'm trying to [briefly describe the problem], but I keep getting stuck with old ideas. Ask me enough questions about the problem to find a new approach.)

You just need to replace the part in parentheses with your problem. No need to write lengthy explanations, just enough for the AI ??to understand the context.

For example, a specific situation might be:

'I'm trying to find a solution to decrease churn for a calorie-tracking AI app.'

That's all. Then, let ChatGPT start 'digging deeper' into the issue through the question.

Got it — let's shake things up. Instead of me suggesting ideas directly, I'll run you through a set of deep-dive questions that force us to explore blind spots. By answering them, we'll likely uncover new approaches to churn that go beyond surveys and calls.

Understanding the Users

- Why are people using your calorie tracking AI app in the first place — weight loss, building muscle, managing health conditions, accountability, or something else?
- Which user segment has the highest churn? (e.g., free trial → paid conversion, first 30 days, or long-term subscribers)
- What's the average "time to churn"? Is it within the first week, first month, or later?
- Do users hit a specific "aha moment" (e.g., logging their first week, seeing a progress chart)? If so, how many churn before reaching it?

Product Experience

- How much effort does it take for a user to log calories daily?
- Do users churn because the app feels like a chore, or because they stop caring about their goal?
- What features keep your most loyal users coming back? (Notifications, AI meal suggestions, macros breakdown, integrations with wearables?)
- Do you personalize reminders or nudges, or are they generic?

Give the AI ??your perspective.

This step makes the method far more effective than simply asking questions. Before letting the AI ??ask questions, you should provide what you have already tested.

For example, in the problem of reducing churn (reducing the abandonment rate), two common approaches might be being applied: directly calling users to ask why they are leaving, or using surveys when they cancel a service to gather feedback.

Knowing what you've already done, AI won't repeat old solutions, but will force you to move further outside your comfort zone. This is the key point: AI doesn't provide immediate answers, but guides you out of 'thinking loops'.

Let AI lead the way with questions.

After receiving sufficient context, ChatGPT will not respond immediately but will begin asking questions. Interestingly, these questions are often divided into many different perspectives that you may not have considered, such as user behavior, product experience, motivations for use, or interaction factors.

Questions like 'why do users actually use a product?', 'which groups have the highest churn rate?', or 'what moment made them realize the product's value?' often open up entirely new avenues of thought.

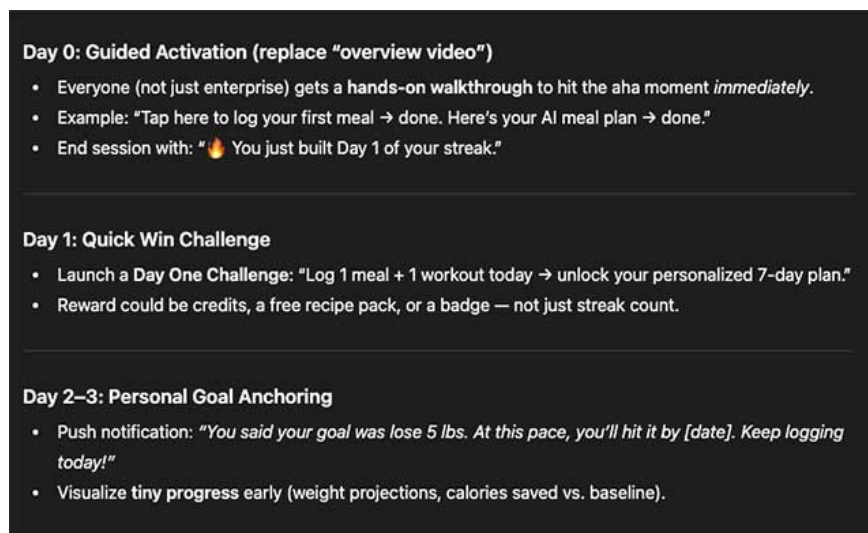
The process of answering these questions helps you identify blind spots that you had previously overlooked.

From question to new solution

As you gradually answer the questions, something interesting happens: ideas begin to emerge naturally.

In the example of reducing churn, new approaches could emerge such as more closely aligning users' personal goals, creating challenges from day one to form habits, incorporating a community element instead of just individual sharing, or allowing service pauses instead of immediate cancellations.

These ideas aren't "AI thinking for you," but rather the result of AI forcing you to think from multiple perspectives. It's like a companion constantly asking questions until you figure out the solution yourself.



Day 0: Guided Activation (replace "overview video")

- Everyone (not just enterprise) gets a hands-on walkthrough to hit the aha moment *immediately*.
- Example: "Tap here to log your first meal → done. Here's your AI meal plan → done."
- End session with: "🔥 You just built Day 1 of your streak."

Day 1: Quick Win Challenge

- Launch a **Day One Challenge**: "Log 1 meal + 1 workout today → unlock your personalized 7-day plan."
- Reward could be credits, a free recipe pack, or a badge — not just streak count.

Day 2–3: Personal Goal Anchoring

- Push notification: "You said your goal was lose 5 lbs. At this pace, you'll hit it by [date]. Keep logging today!"
- Visualize **tiny progress** early (weight projections, calories saved vs. baseline).

Continue repeating this process to delve deeper into the issue.

The strength of this method is that you can repeat it many times. Each round of answering opens up a new layer of the problem, leading to deeper ideas.

This shouldn't be viewed as a simple question-and-answer session, but rather as a dialogue process. The deeper you go, the more you break free from the initial thoughts that were holding you back. The biggest difference in this ChatGPT approach lies in shifting the AI's role: from 'answerer' to 'questioner'.

Instead of finding quick answers, you use AI to explore the problem. And that process helps you change your way of thinking, seeing new avenues you'd never considered before.

When applied correctly, ChatGPT not only helps you solve problems, but also helps you think better — and that's the long-term value.

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