

# Fine-Tuning ChatGPT 3.5 Turbo for Google Ads / Paid Search

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# Benefits

- Captures brand voice through fine-tuning.
- Cost-effective; example completed under \$10.



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# 1: Format Data

- Reference OpenAI Documentation.
- Use ChatGPT to organize data, like years of blog posts.



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## 2: Upload to ChatGPT

- Connect via API
- Upload data:  
`openai.File.create(file=open('/path/to/your/data.jsonl'))`.
- Receive file ID: “file-xxxxxxx”.



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# 3: Start Tuning Process

- Initiate tuning job:  
`openai.FineTuningJob.create.`
- Monitor tuning job:  
`openai.FineTuningJob.retrieve.`



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# 4: Test Your Model

- Get custom model name: ft:gpt-3.5-turbo-0613:\_\_\_\_.
- Send prompt: “Write an advertising headline about (niche industry) trends”.
- Compare to GPT4.

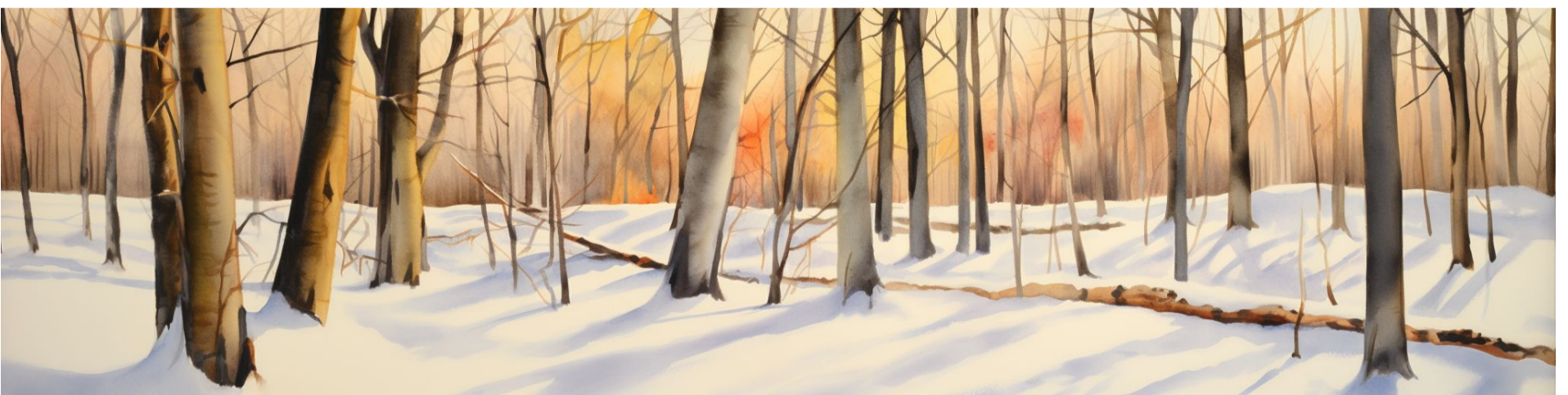


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# Notes

- The fine-tuned 3.5 isn't ready for daily tasks; GPT-4 remains superior.
- Mastery is key with the imminent GPT-4 fine-tuning release.

Thank you!



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