



AI Chatbot Master

User Guide

Chatbot Training Content

Chatbots aren't just tools for answering questions - they are **extensions of your sales, support and training team**. But like any team member, they're only as good as their training.

Here is a step-by-step guide on how to train and set-up your Chatbot to be your best team member.

We shall start by choosing the right training content, uploading to the databank. Then we shall set-up the Chatbot and design to match your branding to finally installing the embed code to your website.

Let's get started ...

Step 1: Choose the Right Content

A well-trained Chatbot doesn't just "answer questions" - it sells.

- It communicates value.
- It handles objections.
- It converts confusion into confidence.

And it does it **at scale**, 24/7, without needing breaks or supervision.

Training your Chatbot isn't about building a brain from scratch.

It's about unlocking the knowledge your company already has and delivering it in the most frictionless way possible.

Depending the purpose of your Chabot if it is for training, then simply upload:

- **Style Role Instructions** - This is detailed instructions of your persona for your Chatbot. Do you want it to take on any persona as friendly, sympathetic or professional or serious. What role are they acting:

motivation support, training coach? (*IMPORTANT - The exact information you place here must also be placed in System Prompt in the Settings.*)

- **Training Material** - Organise the training content into searchable chunks.
- **FAQ document** - Place the frequently asked questions into one document.

Break your training material down into smart, searchable chunks. (i.e if your training has 10 chapters break it into 10 separate documents correctly labelled to reflect the title of the subject/chapter. If the chapter is very long and contains various different sub-subjects within the chapter which can be broken down even further into individual documents, then do so. But number the documents in order.)

With Sales or Support, the focus should be on content that answers objections, clarifies benefits, or builds credibility.

We have provided 10 data template sheets that will assist you in breaking your content into smart searchable chunks.

01 Your Style Role Instructions

Here is where you add detail instructions of your persona for your Chatbot. Do you want it to take on any persona as friendly, sympathetic or professional or serious. What role are they acting as customer support agent, sales assistant? (*IMPORTANT - The exact information you place here must also be placed in System Prompt in the Settings.*)

02 Features Benefits

Simply list your benefits of your product or service in detail. No fluff, just clear details of the benefits of your product or service.

03 Product Overview

Provide a full in-depth overview of your product / service. No fluff or information padding – just stick with the facts.

04 Pricing Guarantee

Place full details of your guarantee.

05 Setup Instructions

Place full step-by-step instructions on what your customers actions are to join/set-up your product/service.

06 FAQ

List all your questions and responses on one document. Then submit it to ChatGPT with the following prompt: *"I attach questions and responses for faq on my website [www.yourwebsite.com] please improve so they are easy and less confusing for an ai bot to read"*.

When you have the new improved list from ChatGPT. Ask ChatGPT again to provide alternate versions of your questions with common phrases or keywords that people are likely to type, which will help your Chatbot respond more accurately and naturally.

07 Objections Replies

As the same as the FAQ, list all your objection questions and responses and submit them to ChatGPT with the prompt *"I attach objection questions and responses for my website [www.yourwebsite.com] please improve so they are easy and less confusing for an ai bot to read"*.

When you have the new improved list from ChatGPT. Ask ChatGPT again to provide alternate versions of your questions with common phrases or keywords people are likely to type, which will help your Chatbot respond more accurately and naturally.

08 Support Contact Info

Provide your contact details like email address, support desk, customer support telephone number, etc.

09 Legal Links Login

Provide all your URL links. For example: website, blog posts, legal terms, login pages, etc.

10 Troubleshooting Guide

Provide step-by-step instructions and solutions to help users of your product/service to diagnose and resolve common issues.

Step 2: Dealing With “Bad” Questions:

No matter how well you train your Chatbot, there’s one truth you can’t escape:

Users will always surprise you.

They’ll type things that don’t make sense. They’ll ask irrelevant, off-topic, or even inappropriate questions.

What Counts as a "Bad" Question?

Let’s be clear: "bad" doesn’t mean malicious (though it can be). It usually means one of these:

Type of Input	Example	Challenge
Ambiguous	"How does it work?"	No context — about what?
Vague or Empty	"Tell me more" / "Hi"	Conversation starter, not specific
Off-topic	"What’s the weather today?"	Not related to your business
Inappropriate/Abusive	"You’re stupid."	Hostile or trolling behavior
Confused Logic	"Can you refund my download page?"	Mixing concepts or misunderstanding

Context-Aware Responses

When creating your FAQ document add context-aware responses to gently guide the user. If someone types “How does it work?” the Chatbot could respond:

“Happy to help! Are you asking about how integrates with your website, or how the training works?”

By asking **clarifying follow-ups**, the Chatbot avoids dead ends.

Graceful Deflection

When the question is totally off-topic, the Chatbot could respond:

“I’m designed to help with questions about ----- and our features. Would you like to learn about integration or pricing?”

The user is brought back **on track** - no scolding, no awkward silences.

Guardrails for Safety

When creating your FAQ document add a note in the FAQ document stating “If a user uses offensive or inappropriate language, respond firmly but respectfully:

“I’m here to help with professional questions. Let’s keep the conversation constructive.”

This keeps your brand **respectful, calm, and in control**.

Chat Logs and Learning

Every “bad” question is an opportunity. Viewing the chat logs these inputs can be reviewed, allowing you to:

- Add better training data
- Spot missing knowledge areas
- Create new fallback flows
- Over time, even “bad” inputs become valuable insights.

Real-world conversations, not just ideal scripts.

Because real users type like this:

- “How fast does it work?”
- “Ugh it’s not loading”
- “yo”

Handling “bad” questions isn’t about ignoring them - it’s about meeting users where they are, and helping them anyway.

Therefore, you must provide in your FAQ document responses to questions that are vague, off-topic and aggressive or the Chatbot will not respond and will be a dead end. (Remember, to add alternate versions of these question for example: “hi”, “hello”, “yo”)

Step 3: Structure Matters (Even With AI)

Although AI handles messy content well, a bit of structure helps your Chatbot shine.

- Use clear headings (#, ##, etc.) Keep answers tight and topic-specific
- Avoid overly long documents with mixed themes

- Break FAQs into individual questions

Tip: When your documents are complete and ready to upload to the AI Chatbot Master databank, submit it for the last time to ChatGPT with this following prompt *“ I am uploading a document that will be used for my ai bot. Please can you check and advise me if there are any errors or misunderstanding in the content that could confuse an ai bot reading and misunderstanding.”*

Warning: Do not let ChatGPT make the amendments directly to the document this time, do it manually yourself. ChatGPT could completely change and delete important content that you have worked so hard on.

Step 4: Upload To AI Chatbot Databank

When you have completed your data template sheets, simply upload them to your databank. Also you can include supporting documents.

Importantly you must number and label all documents. For example if you create a PDF document on product sizes, do not say “document11. PDF” should be “11. Product_Sizes.PDF”

AI Chatbot Master databank supports training documents from the following formats:

- PDF files
- Images
- Text Document
- Website URLs
- MP3
- MP4 Video
- Youtube URL
- Vimeo

Step 5: Test Like a Customer

Once your Chatbot is trained, open the chat and pretend you’re a curious visitor.

Test and amend for a week or two.

You'll instantly see how well your content performs - and where gaps might exist.

Use those insights to refine your training data.

Step 6: Stay Fresh

Great Chatbots evolve.

As you publish new blogs, update PDFs, or improve your help docs, retrain your Chatbot by re-uploading or re-syncing the content in the databank.

AI Chatbot Master databank makes it easy to:

- Remove outdated content
- Add new URLs
- Upload improved documents

With just a few clicks, your Chatbot stays current and accurate.

Chatbot Settings

Create campaign

Settings Appearance

Campaign title

Campaign domain

The domain on which you will embed the bot. Enter the domain only. No https:// or anything after the last part of the domain. For example: yoursite.com not https://www.yoursite.com/something/

OpenAI API key

1 - Enter your campaign title.

2 - Enter the domain on which you will embed the Chatbot. Enter the domain only. No https:// or anything after the last part of the domain. For example: yoursite.com not https://www.yoursite.com/something

3 - Enter your OpenAI API Key. For step-step instructions on how to obtain your API Key go to: <https://dazzadigitalmarketing.com/openaiapikey>

System prompt

I want you to act as a helpful assistant who will give me information based on the questions I ask

This is the base topic that the bot will follow. Please be as descriptive as possible for more accurate results (Ex.: Act and reply like a senior car mechanic)

Model

Temperature

Maximum tokens

Numbers only, max 4000.

4 - Here is where you add detailed instructions of your persona for your Chatbot. Do you want it to take on any persona as friendly, sympathetic or professional or serious. What role are they acting as customer support agent, sales assistant? (IMPORTANT - The exact information you place here must also

be in the data template sheet “01 Your Style Role Instructions” that you upload to the databank.)

5 - Here is where you select the AI model for your Chatbot.

Enable Lead Capture

On

6

Lead Capture URL

6 - You can collect a visitor’s name and email address before they start the chat session.

The data collection form is displayed for every device visiting the chat once, then a cookie is placed for 365 days, so it will not be displayed again on the same device for a year.

The collected data can be passed to Zapier.com , Make.com or any other external processing script, just add the webhook URL to the appearing field after enabling the lead capture feature.

Enable Lead Capture

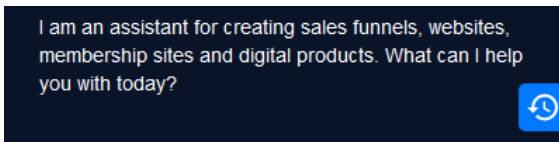
On

Lead Capture URL

YOUR WEBHOOK URL HERE

You can turn on this feature for older chats too, without the need of changing the embed code or anything, just enable the feature from the campaign editor.

When the feature is turned on it will display the form below when starting the chat. It works on all chat types, sidebar floating chat, full page chat or embed chat.



We would like to know you more

Your name

Your email

Submit

For colours it is using the predefined questions colour scheme so it is unified and you can change all appearing text of the form in the “appearance” tab while editing or adding a campaign

Lead capture headline text

We would like to know you more

Lead Capture Name Label

Your name

Lead Capture Email Label

Your email

Lead Capture Submit Button

Submit

To the webhook URL a “**name**” and “**email**” variable is POSTED with the entered data for further processing.

Force topic

This field can be used to force a given topic to chat about. Will be not visible to users. (Ex.:This chat is only about car repairing, deny answer of anything else unrelated and deny changing topic)

Enable chat history

On

8

7 - Here you can force the topic and deny answering anything unrelated. (Additionally add a section in your FAQ's in the databank for questions that are off-topic - Read above the section Dealing With Bad Questions - Graceful Deflection.

8 - When turned on the Chatbot stores chat history for visits to return and continue where they left.

Description

I am an assistant for helping you with any tasks or advice you may need. What can I help you with today?

9

Displayed in the header of the chat, give your users a short description of your bot

Predefined questions

You can add predefined questions that will be displayed when starting the chat. Add one questions per line and keep them short and to the point (45 characters max).

Save

Save & Close

9 - This is what is displayed in the header of the Chatbot, give your visitors a short description welcome message.

10 - Here you can add predefined questions that will be displayed when starting the Chatbot.

Chatbot Appearance

Create campaign

Settings Appearance

Bot Opener Image

No file chosen

11

Recommended size is 60x60 pixels

Bot Logo

No file chosen

Recommended size is 31 pixels high and max 300 pixels wide

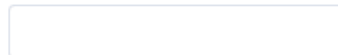
Sidebar logo background color



Chat header background color



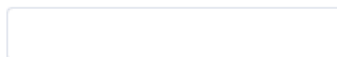
Chat header font color



Chat close icon color



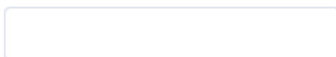
Chat background color



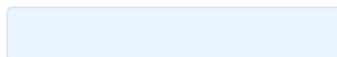
User chat bubble background color



User chat bubble text color



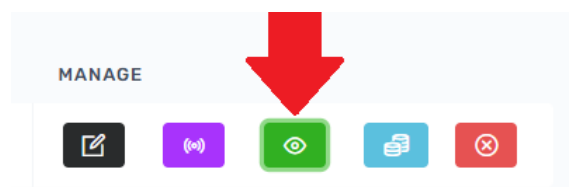
Bot chat bubble background color



Bot chat bubble text color



11 - Here is where you upload images of the Chatbot and to select the colours to match your branding. You can preview what the Chatbot will look like by selecting the preview icon in the manage section of the campaign.



Adding A Custom Domain Name

You can add a custom domain name to your account that you can use when generating the embed code for your Chatbot.

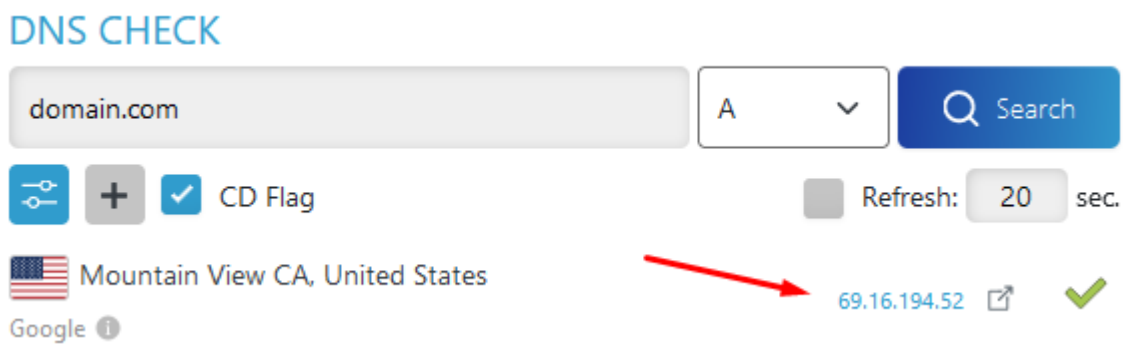
You can achieve this by adding an “A record” to your domain name’s DNS settings. Every domain registrar offers a way to edit DNS settings for your domain name, if you have issues doing so, you can contact your domain registrar directly who can add the change for you or send you a guide to do so.

We recommend adding an A record for a subdomain (Example: sub.domain.com)

When adding an A record, you have to use the **69.16.194.52** IP address as value.

After adding the DNS change, it can take up to 48 hours to propagate the changes across all DNS servers (this is out of our hands, this is how DNS works)

You can use a free service like <https://dnschecker.org/#A/> for example to check for propagation, just enter your domain or subdomain where you have added the A record and press Search then it should show the IP address above and a green checkmark besides it:



Our system also checks for this setting, and will not allow to add it until it is completely set up so you can check in the app to if it is all set by entering the domain name and pressing “Ad new domain name”:

Custom domains

In order to use the custom domain functionality, you need to add an "A record" to your domain name pointing towards our IP address, which is **69.16.194.52**. Please note, that to update your DNS settings, it can take up to 48 hours. When the A record was added, you can add your domain in the field below.


Domain name

domain.com

Add new domain name

If the domain is added, you can see in the list below from where you can also delete it if you are not using it anymore.

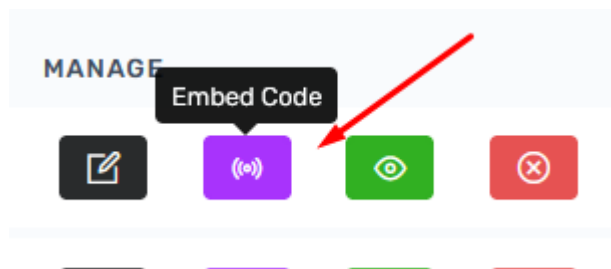
Your domain names

DOMAIN NAME	DATE ADDED	REMOVE DOMAIN
customdomain1.com	0000-00-00 00:00:00	
customdomain2.com	0000-00-00 00:00:00	

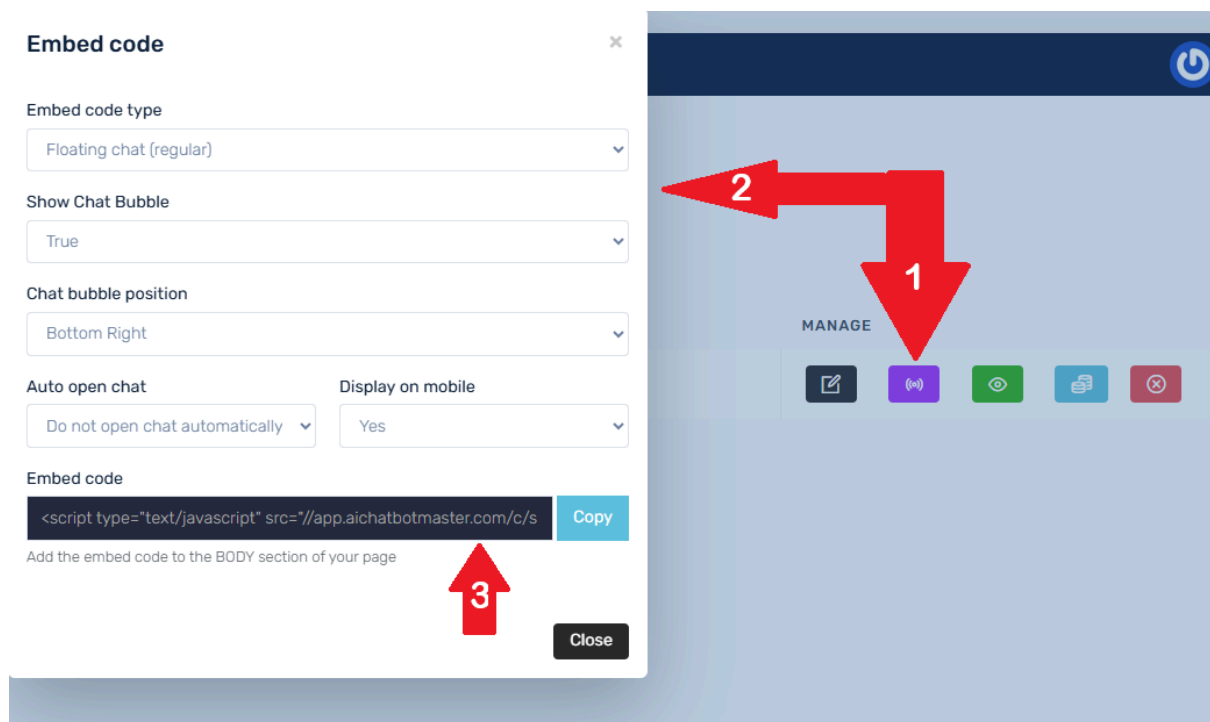
If your custom domain is added, you can navigate to your dashboard and you can get the embed code for your campaign which takes us to the next step

Getting The Embed Code

On your dashboard, besides the campaign you would like to use, click on the Purple embed code button:



This will open a self explanatory overlay window:



If you have custom domains added, then top dropdown input will show..

You can select which domain name to use, if no custom domains have been set then the dropdown input will not be shown, instead you will automatically be set to app.aichatbotmaster.com domain name.

The second field allows you to turn off the chat bubble displayed on your page which opens and closes the chat sidebar itself. You can customise it's colour and image when creating or editing a campaign.

If you would like to use a custom chat opener element, like a link or button on your page, you can turn this off, and add the "show_chat_bots" class to any of the elements in your page where the embed code is installed. (If you need help with this, then please let us know but should be straightforward with some basic HTML knowledge)

The third input is for the positioning of the chat bubble. If it is turned on, it can be in any corner of the screen, based on your needs.

From the last field, you can copy the embed code that you need to install in your website, which takes us to the next step

Installing the embed code

Our embed code works like any other embed code, or pixel code, or tracking code. Our embed is recommended to be installed in the “BODY” section of your page. This requires source code access to the website you are installing the embed code on.

When using Wordpress, we recommend this plugin to install the embed code, but you can use any that you would like:

<https://wordpress.org/plugins/wp-headers-and-footers/>