

What the Hell is DeepSeek and Why Should You Care about the Chinese?

(practical guide for solo entrepreneurs & business owners)

By [Alex Northstar](#)



Feeling overwhelmed by the daily grind? Wish you had an extra set of hands (or a super-smart brain) to tackle those tedious tasks?

Well, I have a free happy Chinese helper for you. **DeepSeek R1**.

And this guide is your **DeepSeek playbook**, packed with everything you need to know to become an AI productivity pro.

We'll explore what makes DeepSeek so special, dive into real-world examples of how it can transform your business, and give you a handy checklist and prompt library to get started immediately.

All in 10 min.

Sounds good?

1. WHAT is DeepSeek?

DeepSeek AI is an open-source large language model (LLM) created by some seriously smart folks in China, with ONLY 6 million dollars. Think of it as a ChatGPT competitor, but with a few key advantages:

- **It's Open-Source:** This means developers can download, tweak and customize it FOR FREE, leading to a constantly evolving and improving AI ecosystem ³. You can do it too (with a good laptop)!
- **It's Budget-Friendly:** DeepSeek achieves incredible results without the hefty price tag of other AI models, thanks to its efficient "Mixture of Experts" technique ⁵. Again, it's FREE to use! (for now)
- **It's a Reasoning Rockstar:** DeepSeek excels at logic and problem-solving, making it perfect for tasks that require more than just generating text ².

2. HOW Can DeepSeek Transform Your Solo Business

Ready to see how DeepSeek can revolutionize your work? Here are just a few ways it can help:

- **Content Creation Machine:** Say goodbye to writer's block! DeepSeek can generate blog posts, articles, social media updates, and marketing copy that will make your audience FEEL something, compared to robo ChatGPT. ²
- **Customer Service Superhero:** DeepSeek can power insanely cheap chatbots that provide instant support, answer questions, and resolve issues, freeing you up to focus on other tasks. (API use)
- **Data Analyst:** DeepSeek can analyze your data and uncover hidden insights that can help you make smarter business decisions ².
- **Research Assistant Genius:** DeepSeek can help you gather information, summarize articles, and generate new ideas in a flash ⁷. It has a Research function that you need to turn on.

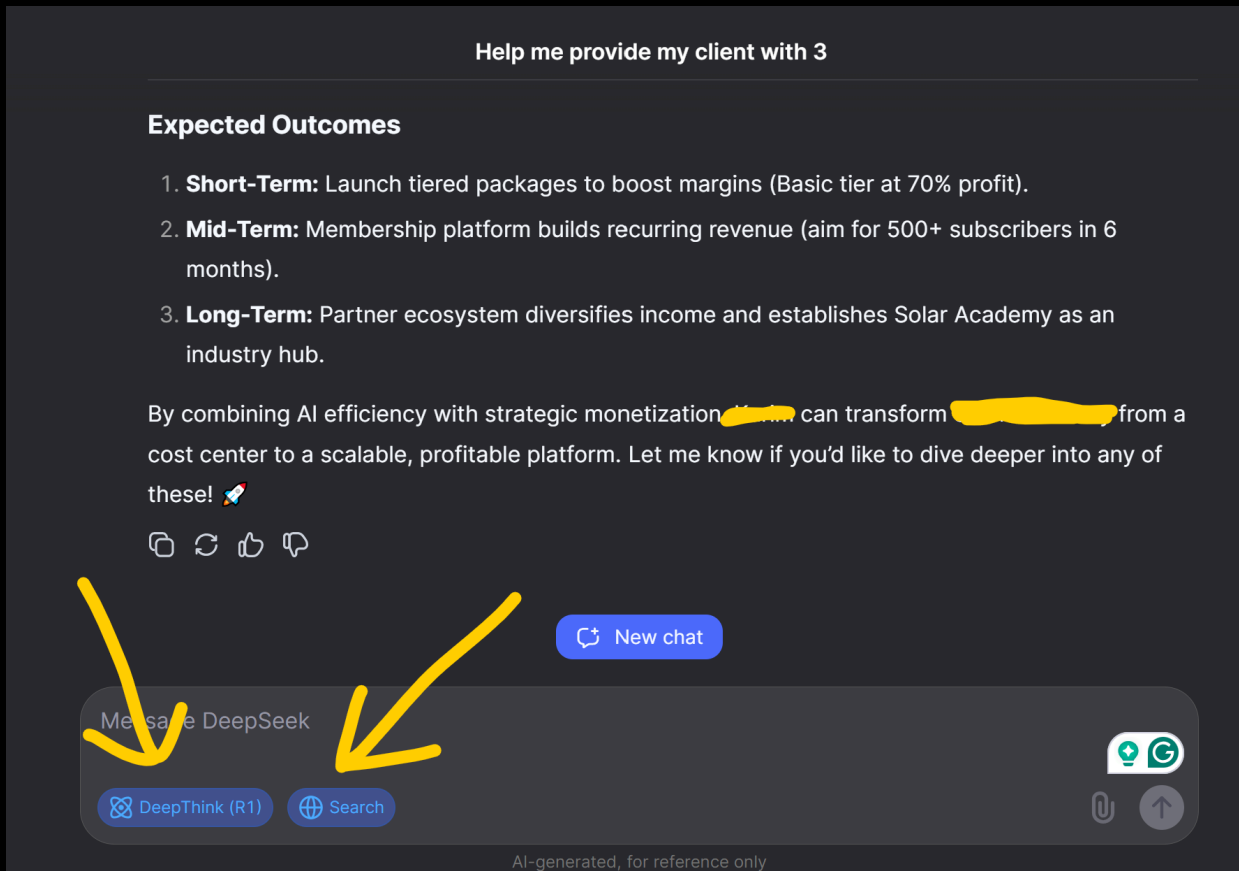
3. Your DeepSeek Starter Kit

Here's a step-by-step guide to get you started with DeepSeek:

1. **Dive In:** Head over to DeepSeek's website or download their mobile app ⁸.

WAIT. KEEP READING.

2. **Create Your Account:** It's quick and easy to sign up ⁸.
3. **Explore the Platform:** Get familiar with DeepSeek's user-friendly interface ⁸.



DeepThink (R1) toggled on makes it THINK a bit longer, but the answer will be MUCH better and you will see how it thinks and learn. Search toggled on uses web research to find relevant stuff. Combined they are AMAZING!

4. **Start Simple:** Begin with basic prompts to see how DeepSeek responds ⁸.
5. **Become a Prompt Pro:** The more specific your prompts, the better the results. Experiment with different phrasing and provide context ². I can help you more with this in my workshops.
6. **Use my Prompt Library:** I've included a handy short prompt library to get your creative juices flowing.

4. Is it SAFE? NO, BUT ACTUALLY YES!

So in the app and web version ALL your data goes to China. BE CAREFUL.

The good, safer alternatives are to get it through other tools, like the amazing Perplexity that

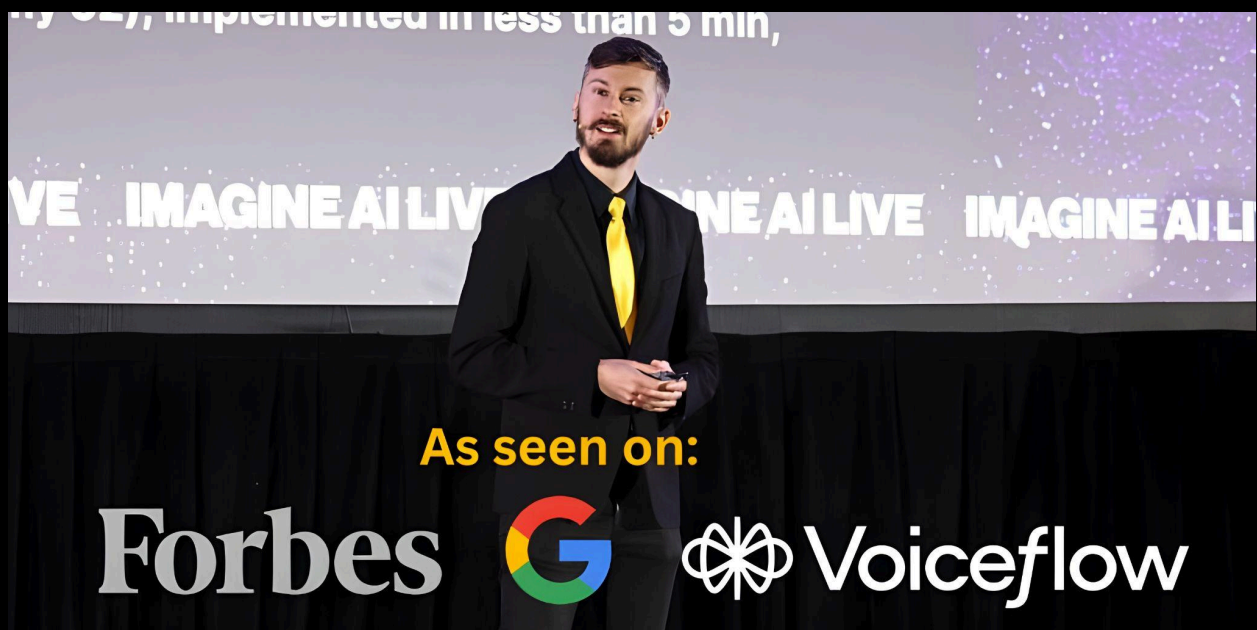
hosts it on US servers or other AI aggregators like Chathub.gg or Poe.com

OR use Ollama or LMstudio to run it locally on your computer (if it's good enough) and you have **full privacy combined with TOP AI performance for free!** We live in wild times.

If data privacy is not really a big deal, then just join DeepSeek, create an account and use it **COMPLETELY FREE.**

P.S. For more guidance or 1 to 1 support to put AI to work for you, check northstarbrain.com.

Or book a [discovery call](#). I trained hundreds of entrepreneurs, business owners and teams.



5. Your DeepSeek Prompt Library (18 examples that work)

NOTE: you MUST add your personal context to these prompts, not just copy-paste, if you actually want results.

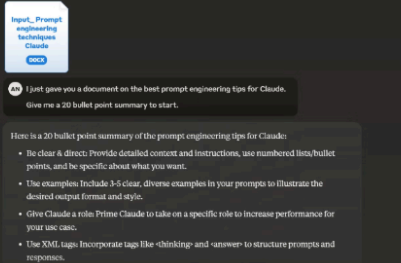
BUT FIRST, A HACK!

1. Ask the AI to help you build Power Prompts.
2. Use a tool called TextBlaze (free) to paste your daily prompts INSTANTLY, instead of copy-pasting and multitasking.

Try it, you're welcome! :)

Prompt 10x faster: Auto AI Prompts + TextBlaze

Generate power prompts in 5 seconds based on best prompting practices.



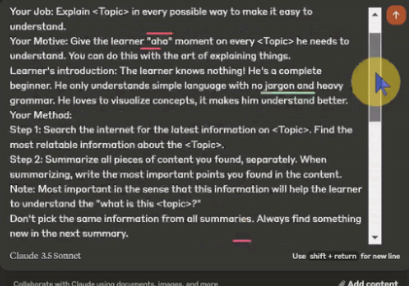
Best Prompt Engineering Techniques for Claude

Just gave you a document on the best prompt engineering tips for Claude. Give me a 20 bullet point summary to start.

Here is a 20 bullet point summary of the prompt engineering tips for Claude:

- Be clear & direct. Provide detailed content and instructions, use numbered lists, bullet points, and be specific about what you want.
- Use examples. Include 3-5 clear, diverse examples in your prompts to illustrate the desired output format and style.
- Give Claude a role. Prime Claude to take on a specific role to increase performance for your use case.
- Use XML tags. Incorporate tags like <thinking> and <answer> to structure prompts and responses.

Shortcuts for repetitive prompting/tasks.



Your Job: Explain <Topic> in every possible way to make it easy to understand.

Your Motive: Give the learner, also moment on every <Topic> he needs to understand. You can do this with the art of explaining things.

Learner's introduction: The learner knows nothing! He's a complete beginner. He only understands simple language with no jargon and heavy grammar. He loves to visualize concepts, it makes him understand better.

Your Method:

Step 1: Search the internet for the latest information on <Topic>. Find the most reliable information about the <Topic>.

Step 2: Summarize all pieces of content you found, separately. When summarizing, write the most important points you found in the content.

Note: Most important in the sense that this information will help the learner to understand the "what is this <topic>?"

Don't pick the same information from all summaries. Always find something new in the next summary.

Claude 3.5 Sonnet

Use shift + return for new line

Collaborate with Claude using documents, images, and more

Add content

1. "Be My CEO"

"Analyze [situation]. List pros/cons + give me 3 action steps with confidence scores. Explain like I'm 10."

(Saves 2-3h/week on tough choices)

2. "Read This For Me"

Drop a doc and ask:

"1. TL;DR in 3 bullets. 2. Risks I MUST know. 3. Deadline checklist. Don't sugarcoat."

(Saves 4h/week on paperwork)

3. "Make Meetings Suck Less"

"Create a [topic] agenda: 3 key goals, 5-minute prep tasks, and NO fluff. Add a snack break?"

(Save 90 mins/week)

4. "Research Ninja Mode" 🖱️ *TURN ON THE SEARCH BUTTON*

"Compare [sources] on [topic]. Call out lies + gaps. Give me cliff notes with memes."

(Bye-bye 4h of Googling/week)

5. "Project Wizard"

"Map out [goal]: Milestones, team drama alerts, and backup plans. Deadline: yesterday."

(2h/week on planning)

6. "Viral Content Machine"

"Write [post type] about [topic]. Start with a BANG. Roast my draft if it's boring."

(3h/week on content)

7. "Solve My Problems"

"Why does [issue] keep happening? Give me 3 solutions. Play devil's advocate HARD."

(No more endless loops)

8. "Skill Hacker"

"Teach me [skill] in 7 days. Give me cheat codes and 3 practice drills. Quiz me Friday."

Pro Tips

- SPAM THE REASONING: Deepseek shows its work—study it to learn faster.
- TEMPLATE EVERYTHING: Save prompts for daily tasks (emails, reports, etc.).
- BULLETPROOF PROMPTS: Start with “You’re an expert in [X]. Be brutally honest...”

9. Enhanced Decision Making

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"Analyze [situation]. Consider pros and cons, then provide a structured recommendation with confidence levels for each option."

...

Time saved: 2-3 hours/week on decision-making tasks

10. Document Analysis & Summarization

...

"Read this [upload document] and create: 1) A 3-bullet executive summary 2) Key action items 3) Potential risks or concerns. Ensure accuracy."

...

Time saved: 3-4 hours/week on document processing

11. Code Review & Debugging

...

"Review this [code snippet] for: 1) Potential bugs 2) Performance improvements 3) Security issues. Provide specific recommendations with examples."

...

Time saved: 2-3 hours/week for devs

12. Meeting Preparation

...

"Generate a structured agenda for [meeting topic], including: 1) Key discussion points 2) Required preparation 3) Expected outcomes. Add time estimates for each section."

...

Time saved: 1-2 hours/week on meeting prep

13. Research Synthesis (turn the SEARCH button on)

...

"Analyze these [sources] on [topic]. Generate: 1) Main findings 2) Contradictions 3) Knowledge gaps. Use self-verification to validate conclusions."

...

Time saved: 3-4 hours/week on research tasks

14. Email Management

...

"Draft responses to these [email topics] with: 1) Professional tone 2) Clear action items 3) Necessary follow-ups. Prioritize by urgency."

...

Time saved: 2-3 hours/week on email communication

15. Project Planning

...

"Create a project plan for [objective] including: 1) Milestones 2) Resource requirements 3) Risk

mitigation strategies. Use reasoning to optimize timeline."

...

Time saved: 2-3 hours/week on planning

16. Content Creation

...

"Generate [content type] about [topic] with: 1) Key messages 2) Supporting evidence 3) Engagement hooks. Ask me about my niche and audience details first."

..

Time saved: 2-3 hours/week on content

17. Problem Solving

...

"Analyze [problem] using: 1) Root cause analysis 2) 3 solution alternatives 3) Implementation steps. Include self-verification of proposed solutions."

...

18. Learning & Skill Development

...

"Create a learning plan for [skill] with: 1) Core concepts 2) Practice exercises 3) Progress metrics. Adapt to my current knowledge level. Ask me questions and coach me"

...

Best Practices for Using Deepseek R1:

1. Always use specific, clear goals prompts
2. Read the model's reasoning (you'll be surprised)
3. Break down large requests into manageable components

By effectively implementing these prompts and best practices with Deepseek R1, you can save up to 20+ hours per week on various tasks. Pretty cool :)



For more guidance or 1 to 1 support to put AI to work for you, check northstarbrain.com.

Or book a [discovery call](#).