The Prompt Engineering Guide

"ChatGPT Complete Guide: Learn Midjourney, DALL-E 2 & More"

Created by:
Julian Melanson
and
Benza Maman

Table of Contents

1. Prompt Guide Overview
2. Prompt Engineering Overview
3. Prompt Priming
4. Simple Prompt Starters
5. Practical Everyday Prompts
6. Effective Prompt Revisions
7. Focused Prompt Frameworks
8. General Prompt Frameworks

Guide Overview

This prompt engineering doc is designed to **optimize** your ideation process and <u>enhance your output quality.</u> The document is comprised of **two main types of prompts**: simple prompts and advanced advanced. The **simplified** prompts are ideal for generating <u>quick ideas</u> and obtaining concise answers with minimal effort. On the other hand, the **advanced** prompts delve into the intricacies of <u>crafting detailed inputs</u> that yield comprehensive outputs suitable for personal and business purposes.

What is Prompt Engineering

Prompt engineering is the process of **designing** and **optimizing** prompts used in natural language processing (NLP) models, such as ChatGPT, chatbots, or virtual assistants. This involves crafting prompts that are clear, concise, and effective in eliciting the desired response. (Aka prompt engineering is like <u>making an effective fishing lure</u> - just as a well-designed lure is more likely to catch the fish you want, a **well-crafted prompt** is more likely <u>to elicit the desired response</u>.)

3 Principles of Prompt Engineering

1. **Be specific:** The more criteria you give, the more <u>focused</u> the output will be.
2. **Work in steps:** Break tasks <u>into small chunks</u>. This returns better results, just as it would with a human.
3. **Iterate and improve:** <u>Re-work</u> the inputs and have ChatGPT improve on it's <u>own output.</u>

What Makes a Good Prompt

Great outputs all come down to the **data** the model was trained on, its **parameters**, and good **prompting**. Since we can only control one of these, here's what good prompting boils down to:

- **Clear and concise** language that is direct and unambiguous.
- The **persona** that you assign to ChatGPT aka who it will be acting as in your prompt.
- The **information** and **examples** that you provide aka your **input.** (information and examples can be referenced by ChatGPT in the previous chat history)
- A specific **task** that you are requesting ChatGPT to complete aka your desired **output.**
- **Refinement** as needed once you receive your first response aka reiteration until receiving the desired output.

Main Prompting Steps

1. **Define the problem or goal:** Clearly articulate what you want ChatGPT to help you with and what kind of response you are looking for.

2. **Use relevant keywords and phrases:** Input the most useful industry and topic-related terms into the prompt, which will help guide ChatGPT toward generating the desired response.

3. **Write the prompt:** Craft a concise prompt that clearly communicates the **information** and **task** that is required, using the keywords and phrases identified in steps 1 and 2.

4. **Test, evaluate, and iterate:** Generate responses with ChatGPT, evaluate the results, and adjust the prompt as necessary to elicit the desired response. Repeat the process until a successful prompt is created that consistently generates the desired response.

Prompt Priming

"**Priming**" refers to the practice of providing some <u>initial input</u> to the model **before** generating a response. The initial input is intended to guide the model toward generating a response that is <u>more relevant and coherent</u> with the user's intended output. **(You can input entire pieces of text you've written for ChatGPT to be trained on)***

Example 1

Without priming: Where should I go on my next vacation?

With priming: I'd like to go on a trip with <u>my wife and kids</u>, the <u>location should be tropical</u>, we'd love to be <u>close to the beach</u>, I'd like the flight to be one <u>direct flight</u> to and from LAX, and I have a travel <u>budget of $5,000</u>. Where should I go on my next vacation?

Priming Output: One suggestion for your tropical family vacation within a **$5,000 budget** could be **Cancun**, Mexico. **Direct flights** from LAX are available, and you can find affordable all-inclusive packages with prices starting at around $1,000 per person for a week-long stay. Popular **family activities** in Cancun include snorkeling, visiting ancient ruins, and exploring **local beaches** and restaurants.

Example 2

Without priming: Please create 3 potential titles for my new online course that teaches how to use AI.

With priming: Please create 3 potential titles for my new online course that teaches how to use AI. Here is an <u>example of my recent course titles</u>, please <u>emulate the styling and written format</u> of these: "Video Editing Masterclass: Edit Your Videos Like a Pro!" "Cinematography Masterclass: The Complete Videography Guide"

Priming Output:

1. AI Mastery: The Complete Guide to Using Artificial Intelligence

2. The AI Expert: Learn to Harness the Power of Artificial Intelligence

3. AI Foundations: A Step-by-Step Guide to Using Artificial Intelligence

Simple Prompt Starters

Outlined below are **30 concise** and simple prompts aimed at inspiring you and quickly offering value. Whether you are experiencing writer's block, seeking to establish a new daily routine, or need insights on a new business venture, these prompts will enable ChatGPT to **jumpstart your next steps.**

1. Define the following **term** and give a **metaphor**…
2. Elaborate on the **purpose** of...
3. Create a **template** for...
4. Construct an **outline** for this podcast...
5. Help me create a **budget plan** for...
6. Suggest some creative **writing prompts** to get me started...
7. Brainstorm **10 ideas** for improving the **writing** in this transcript...
8. Draft a well thought-out chapter list for a **book** on...
9. List some **recipes** using these ingredients...
10. Formulate a **catalog** of subjects related to...
11. Create a **lesson plan** for...
12. Compose 5 **headlines** for...
13. Sum up the following book in a **tweet**...
14. Design a comprehensive social media **content strategy** for...
15. Compose an introductory outreach **email** for...
16. Recommend some **metaphors**/analogies/synonyms for...
17. Craft a witty **response** to this message...
18. Transform this title into an **intriguing hook**...
19. **Translate** this into French...
20. Compose a polite decline response to this **email**...
21. Create an opening scene for a **video** showcasing...
22. Suggest ways to improve my **resume**...
23. Explain the **concept** of...
24. Can you recommend some online **courses** or **books** to improve...
25. What are some effective **strategies** for...
26. Provide some tips for **starting my**…
27. Suggest some healthy **meal** options for...
28. Help me create a daily **schedule** to...
29. Explain the **basics** of...
30. Provide some **guidance** on...

Practical Everyday Prompts

Outlined below are a series of practical prompts and frameworks that can be used for **daily work** and **ideation**. These are designed to provide a practical prompting framework for individuals seeking to quickly enhance their **productivity** and **creative output.**

1. Brainstorm New Ideas

Prompt Formula
- I'm looking to explore [**subject**] in a [**format**]. Do you have any suggestions on [**topics**] I can cover?

Examples
- I'm interested in creating an **Instagram page** that **covers travel**. What ideas do you have on topics I could include, such as **budget-friendly destinations and hidden gems to visit?**
- I'm working on a **newsletter** that focuses on **technology**. Can you recommend topics that would be engaging for my audience, such as the **latest gadgets and software updates?**

2. Copy Generation

Prompt Formula
- I'm interested in [**type of text**] that highlights the [**benefits**] of [**subject**]. Please write [**#**] for me on [**subject**].

Examples
- I need an **email campaign** that showcases the **features of my new product**. Can you write **one** for me on the ease of use and affordability of the product?
- I'm interested in a **website page** that outlines the **benefits of my coaching services.** Could you write **one** for me on the personalized approach and proven results of my coaching program?

Practical Everyday Prompts

3. Client and Customer Support/Email

Prompt Formula
- I want you to act as a customer support assistant who is [**characteristic**]. How would you respond to [**text**] as a representative of our [**type**] company?

Examples
- I want you to act as a customer support assistant who is **analytical**. How would you respond to <u>a customer who has experienced a bug while using our software</u> as a representative of our **tech startup?**
- I want you to act as a customer support assistant who **embodies confidence** and **empathy**. How would you assist <u>a customer with a billing issue</u> as a representative of our **financial services company?**

4. Generate Analogies

Prompt Formula
- I'm trying to better understand the concept of [**concept**], please help me better understand this concept by creating a practical and easy to understand analogy.

Examples
- I'm trying to better understand the concept of **photosynthesis**, please help me better understand this concept by creating a practical and easy to understand analogy.
- I'm trying to better understand the concept of **search engine optimization**, please help me better understand this concept by creating a practical and easy to understand analogy.

5. Bulk Copy Creation

Prompt Formula
- Please come up with [**# of content**] [**type of content**] for [**platform**] that includes [**references**].

Examples
- Please come up with **8 email newsletters** for my **investment site** that includes <u>industry reports and data analysis.</u>
- Please come up with **4 video scripts** for a **marketing YouTube channel** that includes <u>expert opinions and insights on digital marketing trends.</u>

Effective Prompt Revisions

In contrast to conventional search engines, ChatGPT possesses a unique **memory capacity**. It effectively retains information conveyed during prior conversations, thereby enabling future prompts to be informed by the complete conversation history. This feature is particularly useful, as it allows ChatGPT to understand context and subtleties by the accumulation of knowledge in **one chain of dialogue.**

- Now put the single most important keywords in **bold formatting**…
- **Organize** this by date, location, price, etc…
- Come up with more **novel** and **uncommon** results…
- Please add the appropriate **emoji's** to the following text…
- Explain this at the **comprehension** level of a 5 year old...
- Put this in **tabular format** with relevant categories...
- From the perspective of an **industry expert**, please re-write…
- **Re-write** this to be more informal/formal…
- Fix the grammar and **find/replace** the following terms…
- Now add some **personality** and humor to this...
- Write this from the **perspective** of or in the **voice** of...
- Summarize this into one **tweet**...
- Expand this into a **3 part summary**…
- **Compare** and **contrast** the most important information…
- What are the 10 key **takeaways**…
- From an expert point of view, how would you **improve**…
- Put this into a **bullet-point** list...

Focused Prompt Frameworks

Presented below are a set of highly effective prompt frameworks aimed at enhancing **focus** and **precision** in generating outputs. By providing a specific framework, these prompts enable ChatGPT to produce more **detailed, repeatable,** and **accurate** responses.

Shot Prompting:

The three variations of shot prompting entail giving ChatGPT complete autonomy to generate any response with zero shot prompting, to placing parameters and giving reference data with one and few shot prompting.

Prompt Formula
- **Zero Shot:** No previous data or guidelines given before completing request.
- **One Shot:** One piece of data or guideline given before completing request.
- **Few Shot:** Multiple pieces of data or guidelines given before completing request.

Examples
- **Zero Shot:** "Write a youtube script for my tech review channel."
- **One Shot:** "Using this **Example 1** as reference, write a youtube script for my tech review channel."
- **Few Shot:** "Using these **Example 1, 2, 3** as reference, write a **5 minute** youtube script on the **latest iPhone camera specifications** for my tech review channel. Start with a **10 second hook** and **notate a photo** for each main point."

Chain of Thought Prompting:

This framework is a technique to guide ChatGPT to explain its answers in a step-by-step format of its **reasoning process.** This technique helps ensure that the model's answers are transparent and easy to understand, making its explanations more useful for educational or explanatory purposes.

Prompt Formula
- [**Your question**]. Let's think step by step.

Examples
- What is the diameter of the sun? Let's think step by step.
- What is the weight of an oxygen molecule? Let's think step by step.

Tabular Format Prompting:

Using tabular format with ChatGPT allows for **clear organization** and presentation of data, making it easier for the user to analyze and comprehend the output. This leads to more <u>accurate understandings and insights.</u>

Prompt Formula
1. [**Your question**].
2. What are the different **categories** you can break your answer into for more descriptiveness?
3. Now create **one table** that includes your original answer with these categories separated into **different columns**.

Examples
- What are the main factors of growing a Youtube channel?
- Please list the top 5 travel destinations in South America.

Ask Before Answer Prompting:

This framework is a technique to guide ChatGPT to ask for **clarification** <u>before</u> giving an answer**.** This helps ensure that the model's answers are as <u>accurate and specific as possible.</u>

Prompt Formula
1. You are an expert in the field of [**industry**]. I'm going to ask you some specific tasks to complete but before you answer, I want you to do the following: If you have any questions about my task or uncertainty about delivering the best answer possible, always ask bullet point questions for clarification before generating your answer. Is that understood?
2. Great, my question is [**question**]. Your task is to [**task**]. Please ask any questions you have so that I can improve my prompt before you complete your task.

Examples
- Great, my question is **how can I drive more sales for my consulting business?** Your task is to <u>create a step by step guide for me to implement into my business.</u> Please ask any questions you have so that I can improve my prompt before you complete your task.
- Great, my question is **how can I use ChatGPT to maximize my productivity?** Your task is to <u>make a weekly schedule that I can follow.</u> Please ask any questions you have so that I can improve my prompt before you complete your task.

Fill-In-The-Blank Prompting:

This format allows the user to focus on a specific aspect of a sentence or idea and **encourages deeper thinking.** Additionally, it is a flexible tool for learning and communication which can be easily adapted to different situations.

Prompt Formula
1. You are an expert at creating prompts that generate the most concise and resourceful responses. What additional bullet point details can I add to the following prompt to improve the output? My prompt is [**your prompt**].
2. Great, now turn these bullet points into a **fill in the blank format** which I can put my information into.

Examples
- I have $100,000 in savings, what should I invest in?
- How do I find and hire more talented designers for my fashion brand?

Perspective Prompting:

This framework can broaden your understanding and provide a more **comprehensive** view of the topic at hand. This can help you make more informed decisions and have a more nuanced understanding of complex issues.

Prompt Formula
- **Singular Perspective:** Please write about [**topic**] from the perspective of [**view point**].
- **Multiple Perspectives:** Please write an argument [**for/against**] the topic of [**topic**] from multiple diverse perspectives. Include the names and points of view of the different perspectives, such as [**view points**].

Examples
- **Singular Perspective:** Please write about improving as a **kickboxer** from the perspective of a **kickboxing coach.**
- **Singular Perspective:** Please write about improving as a **kickboxer** from the perspective of a **human anatomy expert.**
- **Multiple Perspectives:** Please write an argument **against** genetically modified organisms (GMOs) that considers multiple perspectives. Include the names and points of view of the different perspectives, such as a **farmer**, a **consumer**, and a **geneticist.**

Constructive Critic Prompting:

This prompt can provide objective and **expert feedback** on your writing, highlighting areas for improvement and offering **constructive criticism** to help you refine and enhance your copy.

Prompt Formula
- I want you to act as an expert and critic in the subject of [**industry**]. Criticize my content pasted below, convince me why it's bad, and give me constructive criticism on how it should be improved. For some context, my [**product or service**] is for [**details, demographic, etc**]. The purpose of my [**product or service**] is to [**your content goal**]. Let's think step by step and I want you to address each piece of content individually. Here is my content to critique, [**your content**].

Examples
- I want you to act as an expert and critic in the subject of **fashion**. Criticize my content pasted below, convince me why it's bad, and give me constructive criticism on how it should be improved. For some context, my **product description** is for my clothing brand for 20 to 30 year old eco-friendly customers, which appreciate unique modern aesthetics. The purpose my **product description** is to **get costumers to purchase more clothing products.** Let's think step by step and I want you to address each piece of content individually. Here is my content to critique, "Introducing our latest addition to our eco-friendly clothing collection, the "Modern Vibes" t-shirt! Made from 100% organic cotton, this t-shirt not only feels great on your skin but is also kind to the environment. With a sleek and modern design, this t-shirt is perfect for the fashion-savvy 20 to 30 year old who wants to make a statement while still being conscious of their environmental impact."

Comparative Prompting:

Comparative prompting highlights key similarities and differences across various factors which help you make more informed decisions and gain a deeper understanding of the **strengths** and **weaknesses** of two option.

Prompt Formula
- Please compare and contrast the following text examples. Outline the similarities, differences, qualitative characteristics, quantitative factors, functionality, impact, key takeaways, and other factors into one table. Here are the two pieces of content: [**content 1**] and [**content 2**].

Examples
- The business and design philosophy of **Apple** and **Microsoft**.
- Investing in **real estate** and investing in **Cryptocurrency**.

Reverse Prompting:

These two frameworks offer incredible insights into how to **effectively reverse engineer** any piece of content. As a result, this <u>presents endless possibilities</u> for enhancing both personal and professional projects.

Prompt Formula

Option 1

1. You are a prompt engineering expert that is able to reverse engineer prompts based on the text that is provided to you. I am going to provide you with [**type of content**]. Be as specific as possible on providing a prompting suggestion based on the tone, style, syntax, language, and any other factors you consider relevant. I would like to use this prompt in the future to replicate the style of the provided text. Your prompt is effective if, when entered into ChatGPT in a normal context, it would provide the script. Please reply with 'understood' if that makes sense. If this does not make sense don't reply and ask further questions to clarify your understanding.
2. Great, the text that I would like you to reverse engineer is [**content**].

Option 2

1. Let's talk about reverse prompt engineering. By reverse prompt engineering, I mean creating a prompt from a given text.
2. Can you give me a simple example of reverse prompt engineering?
3. Great. Can you create a very technical reverse prompt engineering template?
4. Now reverse prompt engineer the following [**your text**]. Be sure to capture the tone, syntax, language, and writing style of the text for the prompt you come up with.

Examples

- **Apple AirPods Copy -** Wireless. Effortless. Magical. With plenty of talk and listen time, voice-activated Siri access, and an available wireless charging case, AirPods deliver an incredible wireless headphone experience. Simply take them out and they're ready to use with all your devices. Put them in your ears and they connect immediately, immersing you in rich, high-quality sound. Just like magic.
- **Title or Description from Bestselling Amazon Product -** "Fire TV Stick 4K, brilliant 4K streaming quality, TV and smart home controls, free and live TV"

General Prompt Frameworks

Presented below are a set of general prompt frameworks designed to be applicable to all scenarios while still generating **detailed** and **effective** outputs. By providing the following frameworks, these prompts enable ChatGPT to produce more helpful and **accurate** responses on a consistent basis.

RGC Prompting:

This framework presents a robust structure that can be applied **universally to any input** and intended output. Its objective is to establish a standardized format that optimizes the framing for ChatGPT and thereby enhances its performance across a broad spectrum of inputs.

Prompt Formula

- **Role -** ChatGPT's persona (**You are** an expert marketer)
- **Result -** Desired output (**Create** 5 emails ending with a call to action)
- **Goal -** Purpose of the output (The **goal is** to drive sales to my product)
- **Context -** Who, what, where, why (The emails are **for my** online audience of entrepreneurs)
- **Constraint -** Limitations and guidelines (The emails **should be** friendly and less than 200 words)

Examples

- You are an expert [**role**]. Create [**result**]. The goal is [**end goal**]. The content is for [**context**]. Your guidelines for writing are [**constraints**].
- You are an expert **marketer**. Create 5 emails ending with a call to action. The goal is to drive sales to my product. The emails are for my online audience of entrepreneurs. The emails should be friendly and less than 200 words.
- You are an expert **nutritionist**. Create **a 7 day meal plan for my 5 foot 7, 40 year old, female client that exercises 3 times a week.** The goal is for her to lose 1 pound of fat a week by being in a caloric deficit and eating the right amount of carbs, sugar, and protein. She **doesn't eat pork and wants to spend $200 per week on food**. The meal plan should give the recipes, cooking directions, preparation times, and a specific meal for breakfast, lunch, and dinner.

I Want You To Act As Prompting:

This second option presents another robust structure that can be applied **universally to any input** and intended output. Its objective is to establish a <u>standardized format that optimizes the framing</u> for ChatGPT and thereby enhances its performance across a broad spectrum of inputs.

Prompt Formula

1. **"I want you to act as a…"** (historian, biologist, etc.) This helps to set the stage for ChatGPT's persona.
2. **"I will give you…"** (my target audience, a specific direction, a product, etc.) This is where you set up the dynamic between you and ChatGPT.
3. **"You will then…"** (create 5 emails, make a video script, summarize, etc.)
4. **"In a _____ tone/style…"** (upbeat, professional, tabular format) This is where you explain your desired output along with the personality/style of writing for the output.
5. **"The important details are…"** (target audience, cost per project, etc.) Be sure to explain all important details and elaborate on specifics from bullet point 2.
6. **Refine your output as needed** "Be more persuasive" "Put the most important keywords in bold" "Now put this in tabular format"

Examples

- I want you to act as a **personal coach**. I will give you my p**ersonal and professional goals**. You will then **create a 7 day schedule** for me to follow in **order to hit my goals in tabular format**. <u>My short term daily goals are meditate, workout, read, and work on my projects. My long term goals are to sign 30 new clients and save up $10,000 over the next 6 months.</u>
- I want you to act as a **virtual doctor**. I will **describe my symptoms** and you will **provide a diagnosis and treatment plan.** You should <u>only reply with your explanation, diagnosis, and treatment plan, and nothing else.</u> My important details are, "<u>I have been experiencing a headache and dizziness for the last few days, what could be the cause?"</u>

Please Prompt Responsibly.

Reach out or tag us when you share your AI related content online:

@Juliandiscovers

@Benza.maman