



Prompt Mastery:

Strategies to Craft AI Prompts
That Will Transform
Your Business

**INCLUDES 50+
AI PROMPTS**

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Introduction

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By now, you've probably heard the names: ChatGPT, Claude, Gemini, Perplexity—and maybe you've even typed a few questions into one (or all) of them.

You're not alone.

Whether you're generating content, analyzing customer data, or brainstorming new ideas, chances are you're already using AI in some capacity. But here's the thing: most users are only scratching the surface.

Why? Because they're missing one critical ingredient—the prompt.

Prompts are how you chat with AI. And like any conversation, the quality of what you get back depends on what you put in. It's the age-old rule of “garbage in, garbage out,” now applied to cutting-edge tech.

This eBook was built to change that.

Inside, you'll find three easy-to-use frameworks—ACE, TASK, and CLEAR—designed to help you craft better, more effective prompts, regardless of your technical experience. We've also included 50+ ready-made prompts that span a wide range of real-world use cases—from business strategy, productivity, and content creation, to learning support and even personal communication.

You'll walk away with plug-and-play tools you can use today, and a clearer understanding of how to think like a “prompt engineer”—without needing a computer science degree.

Use this guide as a hands-on reference. Share it with your team. Play around. Because the more you experiment, the more value you'll get—and the more confident you'll become using AI in your day-to-day.

Let's get started.

What is a Good Prompt?

A prompt is simply the instruction or question you give to an AI system to complete a task or generate a response. It's how you communicate what you want—whether that's analyzing data, drafting a response, or solving a problem. Just like assigning work to a new team member, the more clearly you explain what you need, the better the output.

A good AI prompt is specific, focused, and includes the right context. Think of it as giving clear instructions to a capable assistant. Instead of asking, *"Write me an email,"* you'll get better results by saying something like: *"Write a friendly email responding to this customer complaint. Acknowledge their concerns, be empathetic but not overly apologetic."*

Good prompting sets boundaries for the AI. Start by stating your goal, then layer in important details like tone

(professional, casual, technical), format (bullet points, summary, etc.), length, or target audience. For example: *"Generate a one-page summary of our Q4 operations data, highlighting key performance metrics, trends, and any red flags—formatted for a senior leadership meeting."*

Great prompts can also include examples of what you like—or want to avoid. Uploading a sample or specifying certain phrases helps the AI better match your voice and intent.

And remember: AI isn't a one-shot tool. You can (and should) refine its responses. Ask for revisions, clarify your needs, and guide the output until it's just right.

In short, a good prompt is one that sets your AI tool up to succeed—by clearly defining what success looks like for you.

Prompts On Writing Good Prompts

It may sound ironic, but one of the best ways to start writing a great prompt is to ask your AI tool to help you craft one. Whether you're using ChatGPT, Claude, Gemini, or another language model, these tools can assist you in refining your input for better results. Our first three prompts are designed to help you do exactly that—use AI to create even more effective prompts.

The “What Other Details” Prompt

When giving a task to an AI tool, it’s easy to forget key context—things like tone, audience, or specific constraints. One way to improve your results is to ask yourself: “What other details would help the AI do this better?” That extra step can lead to more accurate, relevant outputs—and save you time in revisions. Once you’ve gathered those insights, use them to refine your full prompt for maximum impact.

Framework

“**[enter your prompt]**”. What other details do I need to provide you to ensure maximum success?

Application

Initial Prompt: I want to write a prompt asking you to create an email notifying a customer that their warranty for a product is no longer valid. What other details do I need to provide you to ensure maximum success?

AI Response: To ensure maximum success, you should provide the following details:

- The name of the customer and their email address.
- The name of the product and its model number.
- The reason why the warranty is no longer valid (e.g. expired, terms and conditions not met, etc.).

- Any additional information the customer may need (e.g. options for repair, replacement, or extended warranty).
- The tone and style of the email (e.g. formal or informal, apologetic or matter-of-fact).
- Any other specific instructions or requests you may have for the email.

Second Prompt (considering suggestions the AI made):

Write an email to a customer named Jose Smith. The style and tone should be professional and clear. The email should explain that their Kafe Klatch Espresso Machine, model K12K03 is no longer under warranty because they had it repaired through an unauthorized dealer. We are sorry that they did not review the terms and conditions before taking it to the unauthorized dealer. Please indicate we are sorry but hope that they will continue to be a Kafe Klatch customer

AI Response:

Dear Mr. Smith

We regret to inform you that your Kafe Klatch Espresso Machine, model K12K03 is no longer under warranty. We have reviewed our records and found that the warranty for your product has been voided due to repairs made through an unauthorized dealer.

We apologize for any inconvenience this may have caused. We understand that you may not have been aware of our terms and conditions regarding authorized repair services. We encourage our customers to review our warranty policies carefully to avoid such situations in the future.

While we are unable to offer warranty coverage for your machine, we value your business and hope that you will continue to choose Kafe Klatch products. If you have any questions or concerns, please do not hesitate to contact us.

Thank you for your understanding.

The “Act As A” Prompt

This prompt can be a useful way to engage with AI and leverage its knowledge and capabilities in a way that is tailored to your specific needs and goals.

Framework

I want you to act as a [insert here] and continue with your prompt.

Application

- I want you to act as a debater. I will provide you with some topics, and your task is to research both sides of the debate, present valid arguments for each side, refute opposing points of view, and draw persuasive conclusions based on evidence. Your goal is to help people come away from the discussion with increased knowledge and insight into the topic at hand. My first request is, “I want to know if AI is good or bad.”
- I want you to act as a Financial Advisor and create a speech to first-time home buyers about the pros and cons of renting versus buying. Your goal is to help people come away from the discussion with increased knowledge and to drive business to the Financial Advisor.

The “Generate Best” Prompts

This prompt is useful because it allows the user to receive advanced and specific prompts that are tailored to their desired outcome. By asking for advanced prompts, the user can receive more in-depth and detailed information that goes beyond generic advice.

Framework

I want you to generate the best prompts that a user can ask [AI tool] for [insert desired outcome]. The prompts must be advanced and not generic. Make sure to include at least 10 prompts.

Application

I want you to generate the best prompts that a user can ask ChatGPT for study tips for the LSAT exams. The prompts must be advanced and not generic. Make sure to include at least 10 prompts.

Frameworks for Custom Prompts

Prompt engineering is the process of designing prompts that elicit the most relevant, interesting, informative, and sometimes entertaining responses from AI. It involves careful consideration of the prompt's topic, context, and goals, as well as an understanding of the capabilities and limitations of the AI language model.

As we learned above, a well-crafted prompt can lead to quality responses, while a poorly designed prompt can result in irrelevant or confusing answers. The better the input, the better the output.

In this part of the guide, we will look not only at prompts but also at some frameworks—ACE, TASK, and CLEAR—that you can use to create your own prompts for ChatGPT, Gemini, Claude, and other LLMs! Once you get the hang of how prompts work, it will be easy to create your own custom prompts to fit your exact needs.

Later in this guide, you'll find a wide range of example prompts you can use in everyday business and life—showcasing how prompt engineering can help you get more value, clarity, and creativity from any AI tool you use.

Curious how AI fits into the bigger picture of your business strategy? Check out our companion guide, *ChatGPT & Beyond: Unlocking the Potential of AI in Your Business*. It's packed with insights to help you turn AI curiosity into strategic advantage.

DOWNLOAD NOW

From use cases to practice tools and applications, it's your next step toward making AI a smart, scalable part of how you work.

ACE Framework

Now that you understand the basics of what makes a good prompt, let's introduce a few simple frameworks to help you put that knowledge into practice. One of the easiest and most effective is the ACE Framework. It gives your prompts a clear structure, making it easier for AI tools to deliver more accurate, relevant, and actionable responses.

Framework:

ACE

The ACE Prompt Framework is a structured approach designed to improve the effectiveness and clarity of prompts given to AI models. This framework is especially useful in educational, research, and professional settings where clear communication and specific outcomes from AI interactions are desired.

When crafting a prompt using the ACE Framework, the user combines these elements to guide the AI in delivering responses that are not only accurate and relevant but also rich and tailored to the specific needs of the user.

- **A (Act as X)**

This parameter specifies the role, expertise level, or persona that the content generator should assume. It sets the stage for how the information should be presented, determining factors like vocabulary, tone, and the depth of the subject matter.

This part of the prompt calibrates the content's authority and tone by specifying a persona. For instance, if you ask the generator to *"Act as a subject matter expert,"* will provide a different level of depth and language complexity than if you asked it to *"Act as a beginner."*

By defining the persona at the outset, you can tailor the output to the expertise level and expectations of your intended audience, which is crucial for the content's efficacy and engagement.

- **C (Context)**

The "Context" parameter outlines the content's objective, format, and subject matter. It defines what the output should be about, providing guidelines that range from topical focus to formatting rules.

This part frames the boundaries of the content, whether it's a blog post about a specific topic, a code snippet for a

particular programming challenge, or a recipe for a particular dish. It can also specify additional data sources or references that should be incorporated.

Context ensures that the content is aligned with the overarching goals and tailored to the medium where it will be consumed, making it relevant and impactful.

- **E (Enhance)**

This parameter focuses on the qualitative aspects of the content. It specifies stylistic elements such as tone, structure, and additional features that could make the content more engaging or informative.

"Enhance" goes beyond the basics of what the content is about, focusing on how it should be presented. This could include directions to use bullet points for readability, to incorporate rhetorical devices for engagement, or to add citations for credibility.

Enhancements elevate the content from merely informative to engaging and memorable. They can be instrumental in differentiating your content and making it more compelling for your intended audience.

EXAMPLE:

A (Act as X):

“Act as a gourmet chef proficient in classic French cuisine...”

C (Context):

“... creating a step-by-step recipe for French Lobster Bisque that serves four. Incorporate techniques suitable for high-end kitchen appliances, specifically a WOLF range with a flat griddle. Highlight the optimal timing and temperature settings for each step.”

E (Enhance):

“... enhancing the recipe by explaining the underlying techniques and culinary principles involved, such as the Maillard reaction or the importance of stock quality. Provide alternatives for specialized ingredients and serve the recipe in a format that can easily be followed by a home cook yet be rich enough in detail for professional chefs to appreciate.”



TASK Framework

Framework:

TASK

The TASK Prompt Framework is particularly useful for eliciting specific information or actions from AI in a clear and efficient manner.

When creating a prompt using the TASK Framework, the user integrates these elements to direct the AI's response effectively. This structured approach is particularly beneficial when precision, relevance, and efficiency are crucial.

- **T (Target)**

The Target section sets the stage for what the language model should aim to do. It defines the persona, subject domain, and expertise required to complete the task effectively.

- **A (Activity)**

This is the directive section that tells the model precisely what it needs to do. Specific verbs like 'analyze,' 'evaluate,' 'compare,' etc., should be used to give the model explicit instructions, without unnecessary verbiage.

- **S (Specifications)**

This section provides the extra details that refine the task, avoiding unwanted improvisation or deviation from the given guidelines. Bullet points make it easy to follow. Examples of desired output can also be added here for clarity.

- **K (Keep it Concise)**

Maintain focus and precision, thereby ensuring that the output aligns closely with the directive and specifications without fluff.

EXAMPLE:

T (Target):

Persona: A gourmet chef equipped with a high-end WOLF range and a flat griddle.

Subject Domain: Culinary Arts, specifically French Cuisine.

Expertise Required: Mastery of French cooking techniques and high-end kitchen equipment.

A (Activity):

Create an original recipe for Coq au Vin using specialized French techniques.

S (Specifications):

List ingredients with exact measurements.

Explain the preparation steps in detail.

Utilize the WOLF range and flat griddle, specifying their settings.

Aim for a dish that serves four.

K (Keep It Concise):

Conclude with a succinct yet comprehensive recipe, focusing on the key steps and techniques that showcase the capabilities of the WOLF range and the nuances of French cooking.

CLEAR Framework

Framework:

CLEAR

The CLEAR Prompt Framework is particularly useful when clear communication and accurate AI responses for complex or nuanced tasks are crucial. It's especially helpful when you can't afford ambiguity or guesswork in the AI's response—and when you need the output to follow a specific format, tone, or structure.

- **C (Contextualize)**

LLMs, such as ChatGPT or Claude, don't have a memory of previous interactions, so each prompt should be self-contained and provide all the relevant context.

- **L (Limit)**

Keep your prompt focused to receive a targeted response. Avoid open-ended or too broad questions as they may yield generalized or less useful answers.

- **E (Explicit)**

Clearly state the format or structure you want the answer to have, especially

if you have a specific need like a list, summary, or step-by-step guide.

- **A (Ambiguity Minimization)**

The clearer your question, the better the answer. Avoid using pronouns like "it" or "this" without a clear antecedent, and avoid vague terms.

- **R (Revise)**

If the response isn't what you were looking for, don't hesitate to refine your prompt and ask again. This can mean adding more context, being more explicit, or narrowing the scope further.

EXAMPLE:**C (Contextualize):**

Persona: A gourmet chef familiar with high-end kitchen appliances, specifically a WOLF range with a flat griddle

Cuisine: French

Requirements: A recipe for Lobster Bisque that serves four, utilizing a WOLF range with a flat griddle.

L (Limit):

Develop a Lobster Bisque recipe that serves four and specializes for a WOLF range with a flat griddle.

E (Explicit):

Please provide the recipe in a step-by-step format.

List all the ingredients with exact measurements.

Detail the settings and techniques to be used on the WOLF range and flat griddle.

A (Ambiguity Minimization):

When referring to ingredients, specify the form (e.g., chopped, minced, whole).

When mentioning the WOLF range settings, indicate the exact temperature or setting.

Clearly indicate the order of steps to avoid confusion.

R (Revise):

If the recipe lacks clarity or misses any of the specifications, I will ask for a refined version with added details or corrections.

A Comprehensive Selection of AI Prompts

Now that we have the prompt frameworks in place, let's review various examples of AI prompts that you can start using today. These examples cover basic and advanced business use cases, demonstrating how you can leverage prompt engineering to generate clearer, more valuable responses from AI tools like ChatGPT, Claude, Gemini, and others.





Business and Strategy

PROMPT FRAMEWORKS AND APPLICATIONS

In-depth Analysis

An individual or company might use this prompt to gain a deeper understanding of a specific industry and the factors that affect it. The analysis can help identify new opportunities or potential challenges, as well as provide insights into the current state of the industry. The inclusion of data and statistics can provide evidence to support recommendations or decisions related to investment, marketing, or strategic planning.

Framework

Write an in-depth analysis of the [insert industry], including an overview of current trends, challenges, and opportunities. Incorporate relevant data and statistics to support your analysis. Provide a list of key players in the industry and a short and long-term forecast. Explain any potential impact of current events or future developments on the industry. When writing this article, ensure that you use a professional and informative tone and that your writing style is clear and concise. You may also want to consider including case studies or interviews with industry experts to add depth to your analysis.

Application

Write an in-depth analysis of the Canadian tutoring industry, including an overview of current trends, challenges, and opportunities. Incorporate relevant data and statistics to support your analysis. Provide a list of key players in the industry and a short and long-term forecast. Explain any potential impact of current events or future developments on the industry. When writing this article, ensure that you use a professional and informative tone and that your writing style is clear and concise. You may also want to consider including case studies or interviews with industry experts to add depth to your analysis.

Persona Impersonation

Ask AI to play the part of a customer, patient, or colleague. Have a conversation and ask it to generate content as if it were that specific persona. Practice your soft skills by adding more specific scenarios.

Framework

You are a [insert position]. I will be your [insert position] and [insert scenario]. [Insert more details about the situation here]. Do not write all the conversation at once. Write in short sentences in simple, conversational language. My first sentence is “hi”.

Application

You are a sales rep. I will be your manager and will conduct a performance review. You have struggled to hit your sales numbers this quota and are worried about your performance. Do not write all the conversation at once. Write in short sentences in simple, conversational language. My first sentence is “Hi.”

Interview Questions

By being prompted with questions in a manner similar to an actual job interview, the candidate can prepare and practice their responses, gaining confidence and familiarity with the interview process. Additionally, being prompted with questions in a specific role can help the candidate think critically about their qualifications and how they can best articulate them to potential employers.

Framework

I want you to act as an interviewer. I will be the candidate and you will ask me the interview questions for the position of [insert position]. I want you to only reply as the interviewer. Do not write the entire conversation at once. I want you to do the interview with me only. Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. My first sentence is “Hi.”

Application

- I want you to act as an interviewer. I will be the candidate, and you will ask me the interview questions for the position of Business Analyst. I want you to only reply as the interviewer. Do not write the entire conversation at once. I want you to do the interview with me only. Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. My first sentence is, “Hi.”
- I want you to act as an interviewer. I will be the candidate and you will ask me the interview questions for the position of Marketing Coordinator. I want you to only reply as the interviewer. Do not write the entire conversation at once. I want you to only do the interview with me. Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. My first sentence is “Hi.”

Brainstorming

Ideas! We always need to generate ideas; with AI, you can do this faster than ever before. Use this prompt below to generate various ideas on different topics, including possible solutions to your problems, product/service ideas, and content marketing ideas, or to explore different scenarios and perspectives on a topic/issue.

Framework

Can you give me ideas for [format] about [subject], perhaps covering [topics]?

Application

- Can you give me ideas for a series of blog posts about sustainability, perhaps covering topics like eco-friendly fashion, zero waste living, and renewable energy?
- Can you give me ideas for a webinar about fitness, perhaps covering topics like workout routines, nutrition, and rest and recovery?
- Can you give me ideas for a brochure about mental health, perhaps covering topics like self-care, therapy, and mindfulness?

Optimizing Performance

As we strive for growth and excellence, it's important to seek ways to improve ourselves and our work constantly. You can use this prompt to generate suggestions and insights on how to improve a variety of subjects, including personal development, work processes, and business strategies

Framework

Can you provide suggestions for how I can improve [subject]?

Application

- Can you provide suggestions on how I can improve on my public speaking?
- Can you provide suggestions on how I can improve on my communication skills with senior management?
- Can you provide suggestions on how I can improve my training and preparation for the upcoming marathon on April 20th?

Instruction & SOP Creation

Need help with a complex task? AI can assist you in providing step-by-step instructions on how to complete it quickly and easily. Use the prompt below to get detailed instructions on various tasks, including creating a budget, planning a campaign, or crafting a presentation.

Framework

Can you provide step-by-step instructions on [task]?

Application

- Can you provide step-by-step instructions on how to create a marketing budget?
- Can you provide step-by-step instructions on how to create a business plan?
- Can you provide step-by-step instructions on how to create a professional presentation?

Predicting the Future of Industries

The impact of emerging technologies and events on various industries is a crucial consideration for any forward-thinking business. AI lets you quickly and easily explore the potential effects different technologies and events may have on your industry. Use the below prompt to generate insights on how emerging trends might shape your business landscape.

Framework

How will [event/product/technology] impact the [industry] in the [time frame]?

Application

- How will AI impact the art industry in the near future?
- How will AI impact copywriters in the next 5 years?
- How will urbanization impact pedestrians in the future?
- How will climate change impact the wine industry in the next three years?

Concept Generation

In the fast-paced world of business, professionals are always looking for new and innovative ways to succeed. This prompt can be used to generate creative and realistic concepts on a variety of topics, including advertising, sales tactics, and analytics.

Framework

Can you give me [creative/realistic/adjective] [topic] ideas that a [persona] at a [company type] might consider?

Application

- Can you give me ten creative advertising ideas that a marketing agency's Creative Director might consider?
- Can you give me realistic sales tactics that the VP of Sales might use at a tech company?
- Can you give me specific analytic ideas that a Data Scientist at a Big Four accounting company might use?

Brainstorming Titles & Names

Finding the perfect name or title is crucial for establishing an identity and attracting the right audience. With this prompt, you can quickly generate a list of creative and memorable names and titles that accurately reflect a brand, product, service, or person.

Framework

Can you generate a list of [adjective][names/titles] for a [brand/product/person] that is focused on [keywords & description]?

Application

- Can you generate a list of catchy titles for a book about mythology that is educational and entertaining, focusing primarily on Greek mythology?
- Can you generate a list of bold names for a brand that sells supplements to increase focus and well-being?

Creating Slogans & Mottos

Slogans are a powerful marketing tool that can convey a brand's message and values in just a few words. With AI, you can quickly generate a variety of creative and catchy slogans for different products and services. Use the prompt below to create slogans that align with your brand's identity and target audience.

Framework

Can you come up with a [adjective] slogan for a [product/service]?

Application

- Can you come up with a creepy slogan for a Halloween costume store?
- Can you come up with an upbeat slogan for a fitness clothing brand?
- Can you come up with an inspiring slogan for a holistic supplement company?

Defining Social Media Strategies

Social media has become an essential tool for businesses to connect with their customers, promote their products/services, and increase their online presence. With AI, you can create a winning social media marketing strategy that helps you achieve your goals and grow your brand.

Framework

Acting as a social media manager, can you help me create a content management strategy for a [type] company on [social media platform] in order to [goal]?

Application

- Acting as a social media manager, can you help me create a content management strategy for a jewelry company on Instagram in order to increase website visitors?
- Acting as a social media manager, can you help me create a content management strategy for a catering company posting on TikTok in order to create two times the followers?

Creating Buyer Personas

Understanding your target audience is crucial for any business or marketing effort. With AI, you can create detailed buyer personas that provide insights into the preferences and behaviors of your ideal customers. Use the prompt below to create a buyer persona for your product or service.

Framework

Can you create a detailed buyer persona for someone who is [age] and [interest(s)]?

Application

- Can you create a detailed buyer persona for someone who is 25 years old and interested in health and fitness?
- Can you create a detailed buyer persona for someone who is 65 years of age and interested in cruises?



Productivity & Time-Saving

PROMPT FRAMEWORK AND APPLICATIONS

Rephrasing Texts

The way we communicate with others can have a significant impact on how our message is received. With AI, you can quickly and easily rephrase text to achieve your desired tone, whether it's a more formal, concise, or friendly approach. Use the following prompt to quickly generate rephrased text for any purpose, such as emails, presentations, or even social media posts.

Framework

Rephrase the following [type of text] with [desired tone] or [text length specification]: [text].

Application

- Rephrase the following message in a concise and professional tone: I am reaching out to discuss our meeting at 2:00 PM due to a scheduling conflict with my other project. I apologize for the inconvenience, but I won't be able to attend. Can we move this to another day, perhaps Wednesday afternoon?
- Rephrase the following project outline in 250 words or less: [text].
- Rephrase the following email in a professional tone: [text].

Developing Productivity Habits

Productivity is essential for success, but it can be challenging to maintain without structure and discipline. AI can help you create effective productivity habits that maximize your potential and help you achieve your goals. Use the following prompt to create a customized schedule that meets your specific needs and preferences.

Framework

Can you create a [hourly/daily/weekly/monthly] schedule that [meets certain guidelines]?

Application

- Can you create a weekly schedule for me to help maximize productivity, including time, activities, and breaks?
- Can you create a schedule that maximizes productivity and incorporates 30 minutes of fresh air and 30 minutes of exercise?
- Can you create a daily schedule that enables me to have meeting time with my staff, time for responding to emails, time for planning, and time for exercise?

Composing Interview Questions

Hiring the right people for your team can be challenging. Use AI to help you generate a list of effective and practical interview questions to help you determine a candidate's skills and fit for the position. This prompt can be used for any position and skill set you are looking for in a candidate.

Framework

What are good interview questions to ask a [position you're hiring for] about [skill set]?

Application

- What are good interview questions to ask a Marketing Manager about situational leadership?
- What are good interview questions to ask a Customer Service Representative about thoroughness and urgency?
- What are good interview questions to ask a Project Manager about managing priorities under tight deadlines?
- What are good interview questions to ask a Personal Assistant about multitasking and having strong attention to detail?

Producing Executive Summaries

In today's fast-paced business environment, executives need to be able to grasp the key points of important documents quickly. This prompt can help you create clear and concise executive summaries of different types of documents, including reports, proposals, and whitepapers.

Framework

Can you create an executive summary for the following document [\[link to document\]](#)?

Application

- Can you create an executive summary for the following report: www.moneycontrol.com/financials/marutisuzukiindia/results/quarterly-results/MS24
- Can you create an executive summary for the following report: https://www.hubspot.com/hubfs/2024_State-of-Inbound-Marketing-Trends_V08122024.pdf

Constructing Email Subjects

Email subject lines can make or break your email campaign's success. With AI, you can create attention-grabbing and compelling email subject lines that engage your audience and improve your open rates. Use this prompt to generate multiple email subject lines for different types of emails and audiences.

Framework

Can you write me [number] email subject lines for [type of email] to [target audience] with a [tone]?

Application

- Can you write me five email subject lines for an email campaign targeting users who abandoned their cart at checkout with an urgent tone?
- Can you write me fifteen email subject lines for customers with delinquent accounts on their phone bill with an empathetic tone?
- Can you write me ten email subject lines for a re-engagement email to parents of young hockey players who haven't registered for the upcoming season yet with a friendly tone?

Responding to Customer Reviews

Responding to customer reviews quickly and effectively is crucial for maintaining a positive reputation and building a loyal customer base. A prompt and personalized response to reviews can show your customers that you value their feedback and are committed to providing excellent customer service. However, crafting the proper response can take time. AI can help you generate personalized responses that address each customer's specific concerns and feedback in a professional and empathetic manner.

Framework

Act as a customer service professional that works for [type of company] and provide a response to the following feedback in a [tone]: [insert review]

Application

- Act as a customer service professional that works at a boutique hotel and provide a response to the following feedback in an empathetic tone: [insert review]
- Act as a customer service professional that works at a family-owned bakery and provide a response to the following feedback in an appreciative, yet modest tone: [insert review]

Generating Code

With AI, you can generate code quickly and easily. Whether you need code for a simple script or a complex application, this prompt can help you get started. Use the prompt to generate code for a variety of languages and purposes, including automation, web development, data analysis, and more.

Framework

Can you write code in [programming language] that [achieves goal]?

Application

- Can you write code in Python that generates a QR code of a website link for the following website: [website URL]?
- Can you write code in C++ that scrapes X (formerly Twitter) for negative sentiment towards AI?

Developing Lesson Plans

Lesson planning can be time-consuming and overwhelming, especially for trainers and educators who need to cater to different learning styles and paces. AI can help streamline the process and provide customized plans based on specific criteria. Use the prompt below to create comprehensive lesson plans and mock exams for various audiences and subjects.

Framework

Can you create a [type of plan] for [target audience] [goal] over the next [time period]? Generate a mock exam at the end.

Application

- Can you create a lesson plan for 9th graders reading Shakespeare over the next 4 weeks? Generate a mock exam at the end.
- Can you create a learning plan for a college student studying geography over the next five weeks? Generate a mock exam at the end.



Content Writing

PROMPT FRAMEWORK AND APPLICATIONS

Note: when it comes to leveraging ChatGPT (or similar tools) for creating content (especially website content), it is advisable to use AI-generated content as a starting point and then add your own voice and perspective to create original, high-quality content. This approach can help you establish your brand's authority, improve your website's visibility, and build trust with your audience.

And remember: AI works best when it's aligned with a bigger strategy. If you're unsure where to begin or want to ensure your content supports your growth goals, connect with your WSI Consultant or local agency. We're here to help you turn AI-generated drafts into content that performs.

Writing for Any Purpose

Learn how to write compelling and persuasive texts for various formats and industries with the prompt below. This prompt generates text for different purposes, including creating ads, brochures, and more.

Framework

Can you write a [type of content] for a [type of company] outlining the [topic of the content]?

Application

- Can you write a social media post for a coffee company in Washington, outlining the flavor profile of their arabica coffee?
- Can you write a brochure for a local marketing agency outlining the advantages of working with them for SEO, digital marketing, and website design?
- Can you write an email newsletter for a fitness center in Texas, outlining the benefits of their latest promotion?

Creating Blog Posts

Blogs are a great way to share information and ideas with your audience. Use this prompt to quickly create a blog post that meets your specifications, whether it's for a specific niche or a general audience.

Framework

Create a [desired length] blog post for [type of company] about [topic] and includes the following keywords: [keyword(s)].

Application

- Create a 400-word blog post for a landscaping company about the importance of lawn maintenance in the fall and include the following keywords: landscaping services in Toronto, fall lawn maintenance.

Creating Copy Variations

Writing copy that engages and resonates with your audience is key to effective communication. Use this prompt to generate variations of existing copy that meet specific requirements, such as adapting to different tones, lengths, styles, and formats, or to test what works best for your brand.

Framework

Create [variations] of the [copy to be reworked] that [meets variation requirements]: [content]

Application

- Create three variations of the following email that employ different styles of writing: [email copy]
- Create four variations of the following caption that have an upbeat tone and use emojis: [caption text]
- Create a variation of the following paragraph that reduces the text by 30% but keeps the same tone: [paragraph copy]
- Create five variations of the following ad copy that creates a sense of urgency: [ad copy]

Rewriting Content

Sometimes, you can improve existing content by adding new elements or changing the way it's presented. This prompt helps you rewrite content to achieve a desired outcome by adding specific details (e.g., humor or clarity) or structuring (e.g., bullet lists, headlines) to the existing copy.

Framework

Rewrite the following content to make it [desired outcome] by adding [elements]: [insert content]

Application

- Rewrite the following content to make it easier to understand by adding in numbered lists: [insert content]
- Rewrite the following content to make it funnier by adding a humorous tone: [insert content]
- Rewrite the following content to make it more compelling by adding persuasive language and emotion: [insert content]

Producing Website Page Copy

Your website is often the first impression potential customers have of your brand, so it's crucial to create compelling and persuasive content that motivates them to take a desired action or feel a certain way. Use the following prompt to create different types of copy for your website using specific persuasion techniques to influence your audience.

Framework

Can you write a [type of text] for my [type of brand/product] that [persuasion technique] to [desired action or feeling]?

Application

- Can you write a sales page for my coffee product that uses reciprocity to encourage a purchase?
- Can you write a landing page for my clothing brand that employs authority for visitors looking to purchase luxury products?

Preparing Product Copy

Writing product copy that appeals to a specific audience is essential in motivating customers to purchase your product/service. This prompt can help you generate compelling product descriptions that cater to different audience types and formats.

Framework

Can you write a product description for a [product] that is suitable for an [audience/format]?

Application

- Can you write a product description for an OLED TV that is suitable for an audience who doesn't understand TV specs, highlighting the user-friendly features of the TV, such as easy-to-use remote control, simple menu interface, and intuitive smart functions that make watching TV a breeze?
- Can you write a product description for a designer watch that is suitable for people with high disposable income and are interested in fashion, emphasizing the luxurious materials and the exquisite craftsmanship of the watch, and its exclusivity as a limited edition design?

Generating Captions

Social media is all about captivating your audience with catchy captions and thoughtful posts. With AI, you can generate a variety of captions for different social media platforms for any brand or industry. Use the prompt below to create compelling post content that will engage your audience and help build your brand on social media.

Framework

Create [captions for social media specification] for a [type of company/brand] that [industry specifications].

Application

- Create ten Instagram captions for a coffee shop brand called Coffee Co. that also specializes in cold brew coffee.
- Create ten TikTok captions for a Hampton Hardware that sells floral wallpaper.

Converting Long Form Content Into Captions

In the era of short attention spans, breaking down long-form content into smaller, more digestible pieces can be the key to engaging with your audience. Use this prompt to generate captions and posts that are both informative and attention-grabbing.

Framework

Can you make [short form content] from the following [long form content] that meets [desired specifications]: [insert text]?

Application

- Can you make a LinkedIn post from the following blog that is concise and professional: [blog]
- Can you make ten informative Instagram captions from the following podcast transcript that are engaging and include hashtags: [transcript]
- Can you make five tweets from the following report that are compelling to business owners: [report link]

Developing Email Marketing Campaigns

Email marketing is a powerful tool that can help you connect with your audience, generate leads, and increase sales. With AI, you can create effective email campaigns highlighting your product or service's features, benefits, and advantages and explaining how they can help your ideal customer persona. Use the below prompt to craft a compelling email marketing campaign that resonates with your audience.

Framework

Using the [framework/writing formula], please write an email marketing campaign that highlights the [features] of our [product/service] and explains how [product/service] can be helpful to [ideal customer persona]. Elaborate on the [benefits of the product] and how it can positively impact the potential customer.

Application

- Using the AIDA framework, please write an email marketing campaign that highlights the cost-effective features of our Virtual Assistant Product and explains how this tool can be helpful to a busy Executive. Elaborate on the time-saving benefit of our product and how it can positively impact the potential customer.

Generating Arguments

Whether it's for a debate, a persuasive essay, or to gain a deeper understanding of different viewpoints, generating arguments from different perspectives is a valuable skill. With AI, you can quickly create arguments both for and against a given subject from various diverse perspectives.

Framework

Can you write an argument [for/against][subject] from multiple diverse perspectives/[a specific perspective]?

Application

- Can you write an argument against AI from multiple diverse perspectives?
- Can you write an argument for the decriminalization of narcotics from the perspective of a politician?

Writing Speeches

AI imitates human speech and thus is an ideal tool for creating copy to be read aloud. Use the prompt below to create content for a speech for a specific audience on a particular topic and in a certain tone.

Framework

Can you write a speech for a [persona] presenting to [persona] on [topic/occasion]? The speech should discuss [keywords] and be written in a [tone].

Application

- Can you write a speech for a political candidate presenting to their citizens on the Global Financial Crisis? The speech should discuss the implications of the financial crash and be written in a somber but hopeful tone.
- Can you write a speech for a groomsman presenting to the wedding guests at his best friend's wedding on the joys of finding your person? The speech should discuss how they all met at college and be written in a humorous tone.

Drawing Up Liability Waivers

Liability waivers are essential to any business that provides goods or services. They help protect businesses from potential lawsuits by outlining the terms of use for a product or service and absolving the company of any legal responsibility for damages, injury, or loss. Use the below prompt to create a liability waiver for your business or service.

Framework

Can you write a liability waiver for my [product/service] outlining that [terms]?

Application

- Can you write a liability waiver for my yoga studio outlining that I am not liable for any injuries that occur during the class, and that the participant is aware of the risks involved in practicing yoga?

Documenting Policies

Policies are important to any business, as they help set clear expectations and boundaries for the company and its customers. AI lets you quickly and easily generate policies specific to your business needs, including terms of service, return policies, privacy policies, and more.

Framework

Can you write a [type of policy] for my [website/product][outlining specific terms/conditions]?

Application

- Can you write a cookie policy for my website explaining to website visitors that we will not sell or misuse any data regarding their usage of our site?
- Can you write a return policy for my coffee bean company that gives users 30 days to return if packages are unopened?



Learning

PROMPT FRAMEWORK AND APPLICATIONS

Study Plans

This prompt provides a structured approach to creating actionable study plans for individuals looking to learn a new topic or skill. It enables a more efficient and personalized approach to learning, with study plans tailored to the individual's learning goals, time commitment, and resource preferences. This can help to ensure that the learning experience is effective, engaging, and focused on the most relevant and popular resources.

Framework

Act as a [insert topic/skill] tutor that creates actionable study plans to help people learn [insert topic/skill]. You will be given the learning goals, time commitment of the students, and resource preferences. You will create a study plan with timelines and links to resources. Only include relevant and popular resources. My first question: [insert question that contains your learning goals, time commitment, and resource preferences].

Application

- Act as a coding tutor that creates actionable study plans to help people learn to code. You will be given the learning goals, time commitment of the students, and resource preferences. You will create a study plan with timelines and links to resources. Only include relevant and popular resources. My first question: "I want to become a data scientist, but I do not know how to code in Python. I can spend 10 hours a week learning and prefer video resources. Create a study plan for me to learn Python for data science."
- Act as a Spanish tutor that creates actionable study plans to help people learn Spanish. You will be given the learning goals, time commitment of the students, and resource preferences. You will create a study plan with timelines and links to resources. Only include relevant and popular resources. My first question: "I am going to Spain in two months and want to learn basic Spanish for my trip. I can spend 8 hours a week learning and prefer video resources and quizzes. Create a study plan for me to learn basic Spanish."

Analyzing Culture

Analyzing and understanding cultural phenomena is crucial in many fields, including media, marketing, and literature. With ChatGPT, you can explore why certain concepts, ideas, or tangible items are popular, which can help inform your work and provide new insights into the cultural landscape.

Framework

Explain why [concept/idea/tangible] is [adjective].

Application

- Explain why 'The Great Gatsby' is popular.
- Explain why TikTok is so popular with the younger generation.
- Explain why Banksy's art is so controversial.

Creating an Overview

Sometimes it can be helpful to have a high-level summary of a topic before diving into the details. Use this prompt to quickly generate overviews on a variety of topics, such as social issues, technology trends, and more.

Framework

Can you create an overview of [topic]?

Application

- Can you create an overview of the UN's initiatives against climate change, including a brief history of the organization's involvement, current initiatives, and future plans for addressing the issue?
- Can you create an overview of the drug scandal surrounding the Olympics?

Summarizing Books

Reading books can be time-consuming, but understanding their key points and takeaways is essential for learning. Use this prompt to quickly summarize a book or specific chapters, allowing you to gain valuable insights without having to read the entire book.

Framework

Provide me a detailed chapter by chapter summary of [book name] by [author name].

-OR-

Provide me a detailed summary of Chapter [number] of [book name] by [author name].

Application

- Provide me a detailed chapter by chapter summary of “Sapiens” by Yuval Noah Harari.
- Provide me a detailed summary of Chapter 4 of “The Power of Now” by Eckhart Tolle.

Learning Effective Teaching Strategies

Teaching is a skill that requires practice and patience. AI can help you become a better teacher by generating ideas and strategies for effective teaching. Use the prompt below to develop tailored approaches to teaching different subjects and students.

Framework

How can I effectively teach [person] to [activity]?

Application

- How can I effectively teach my staff public speaking skills?
- How can I effectively teach my grade 12 students linear algebra?



Relational/ Personal

PROMPT FRAMEWORK AND APPLICATIONS

Persuading People

Sometimes we need to convince others to take a certain action or see things from our perspective. With AI, you can get prompts to help you develop effective strategies for persuading different types of relationships with people or groups.

Framework

What are some strategies for persuading [person/group] to [action/goal]?

Application

- What are some strategies for persuading coworkers to adopt a new project management tool?
- What are some strategies for persuading others to see your point of view on a controversial topic like climate change?
- What are some strategies for persuading students to get involved in an after-school play?

Getting Advice

Life can be full of challenges, and sometimes you may need advice from a professional. With AI, you can get advice on issues you struggle with, such as improving goal setting or reducing presentation anxiety. This prompt is designed to provide initial advice and recommendations for challenges you may be facing.

Framework

Act as a psychologist. What suggestions might you have to [goal]?
These are some of my thoughts on the topic: [thoughts]

Application

- Act as a psychologist. What suggestions might you have to improve time management skills? These are some of my thoughts on the topic: I often procrastinate, feel overwhelmed with tasks, and get easily distracted.
- Act as a psychologist. What suggestions do you have to reduce social anxiety? These are some of my thoughts on the topic: I feel anxious in social situations, struggle to make friends, and often avoid attending events or parties.
- Act as a psychologist. What suggestions might you have to improve communication skills? These are some of my thoughts on the topic: I struggle to express myself clearly, have difficulty with public speaking, and avoid conflict.

Identifying Virtues

Understanding the virtues that individuals should possess is essential for personal and professional development. This prompt helps you explore and identify the most important virtue(s) for various roles and contexts.

Framework

What is the most important virtue that a [person] can possess?

Application

- What is the most important virtue that a businessperson can possess?
- What is the most important virtue that a CEO of a tech startup can possess? Should they prioritize risk-taking, adaptability, or empathy in order to lead effectively?

Evaluating and Rewriting Texts for Persuasion

Being persuasive is an important skill in many areas of life, from sales and marketing to politics and relationships. With AI, you can get valuable feedback on your persuasive text and learn how to improve it. Use this prompt to evaluate and rewrite text for maximum persuasion.

Framework

Evaluate whether this [type of text] is convincing, and provide suggestions for how to make it more convincing: [insert text]

Application

- Evaluate whether this statement is convincing, and provide suggestions for how to make it more convincing: Our new product will revolutionize the market with its innovative features and unparalleled quality.
- Evaluate whether this email is convincing, and provide suggestions for how to make it more convincing: Please consider my proposal for the new project as I believe it will greatly benefit the company in the long run.

Understanding Human Behavior

Understanding the reasons behind people's actions is crucial to improving marketing strategies, user experience, and decision-making. This prompt can help explore the factors that drive human behavior in various scenarios, from purchasing decisions to job hires.

Framework

What factors might influence [persona] to [actions]?

Application

- What factors might influence a busy mom to purchase a coffee at the coffee shop instead of making it at home?
- What factors might influence someone to hire a property manager for their investment property?
- What factors might influence someone who is 65 or older to join a gym?

Providing Relationship Advice

Relationship problems can be complex, but with AI, you can gather advice as a relationship coach to help navigate such issues. Use this prompt to explore different solutions and strategies to improve relationships.

Framework

Act as a relationship coach. Provide advice for the following issue: **[relationship problem]**.

Application

- Act as a relationship coach. Provide advice for the following issue: Partner snores which causes me to lose sleep at night.
- Act as a relationship coach. Provide advice for the following issue: My business partner is not pulling their weight.
- Act as a relationship coach. Provide advice for the following issue: My once extroverted teenage son no longer wants to participate in group activities.

Gathering Specific Advice on Overcoming Fears

Fear can be a powerful force that prevents us from achieving our goals. Use the prompt below to get targeted advice on conquering your fears and unlocking your full potential.

Framework

Act as a [role]. Explain how I can overcome my fear of [activity].

Application

- Act as a public speaking coach. Explain how I can overcome my fear of presenting.
- Act as a person who is established in their career path. Explain how I can overcome my fear of having imposter syndrome.
- Act as a life coach. Explain how I can overcome my fear of not reaching my full potential.

Conclusion

Throughout this guide, we've explored the art and science of creating effective prompts for AI - from fundamental principles to specific frameworks like ACE, TASK, and CLEAR.

What began as a technical concept has emerged as an essential skill for modern professionals, enabling you to harness AI's capabilities across business strategy, content creation, personal development, and beyond.

The key takeaway isn't just about following frameworks or memorizing prompt structures. It's about understanding that effective communication with AI is an iterative process that improves with practice. Each framework and example provided in this book serves as a starting point for your own experimentation and discovery.

As AI technology continues to evolve, your ability to craft thoughtful, precise prompts will become increasingly valuable. Remember that the best prompts come from a clear understanding of your objectives combined with the principles we've discussed. Whether you're using AI to streamline

your business operations, enhance your learning, create content, or improve your personal life, the frameworks and strategies in this guide will help you achieve better, more consistent results.

As you continue your journey with AI, keep experimenting, refining your approach, and adapting these frameworks to your specific needs. The future of work increasingly involves collaboration with AI, and your ability to effectively communicate with these tools will be a crucial skill in navigating that future. The prompting strategies you've learned here are just the beginning - they're your foundation for unlocking AI's full potential in both your professional and personal life.

Are you ready to take the next steps with AI? Then make sure you check out the latest edition of our popular eBook, ***ChatGPT & Beyond: Unlocking the Potential of AI in Your Business***. It's packed with tips and resources to help you advance your AI knowledge and take your AI adoption to the next level.

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