



# Module 4: Using Prompt Engineering

# What you will learn

What is Prompt Engineering

Why it's essential for getting the most from AI writing tools

Techniques for Prompt Engineering

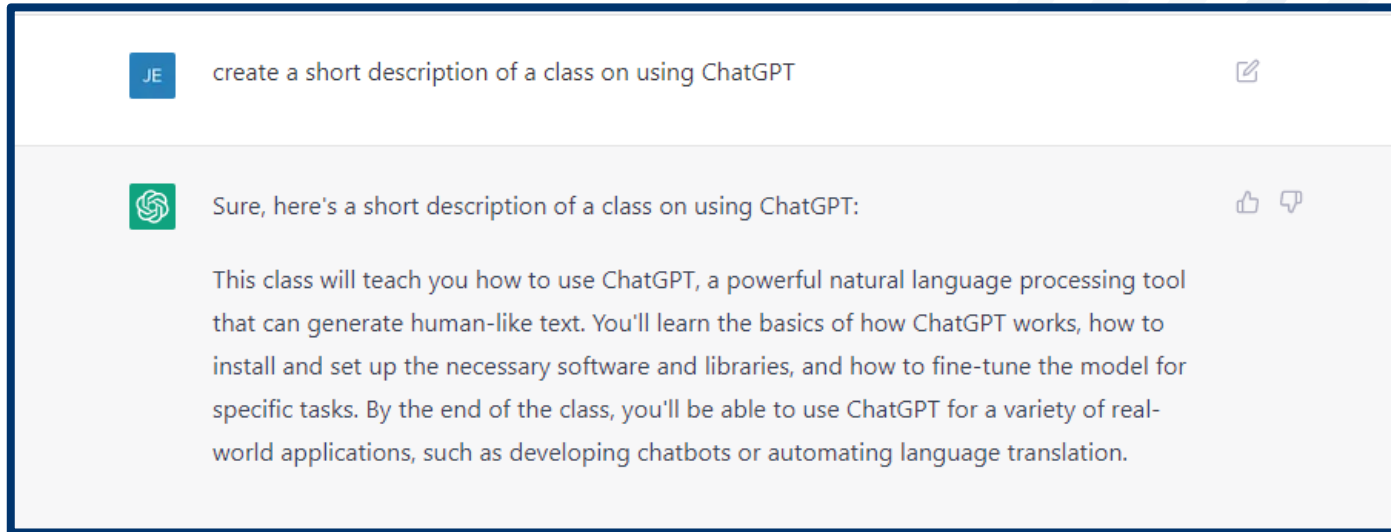
Sources for inspiration for Prompt Engineering

# What is Prompt Engineering?

- The quality of the responses from AI writing tools depends totally on the information that you feed to the tool in the prompt. Vague prompts get generic results.
- Prompt Engineering is crafting your prompt to improve the tool's response. By providing more information and context in the prompt, you get a more customized and relevant response.
- Great prompts give clear direction, stay on topic and provide context.


# Example 1 – Class Description

## Description for Class Without Prompt Engineering



The screenshot shows a chat interface with two messages. The first message is a user prompt from 'JE' asking for a short description of a class on using ChatGPT. The second message is a response from the AI assistant, starting with 'Sure, here's a short description of a class on using ChatGPT:' followed by a paragraph of text describing the class content.

**JE** create a short description of a class on using ChatGPT

 Sure, here's a short description of a class on using ChatGPT:

This class will teach you how to use ChatGPT, a powerful natural language processing tool that can generate human-like text. You'll learn the basics of how ChatGPT works, how to install and set up the necessary software and libraries, and how to fine-tune the model for specific tasks. By the end of the class, you'll be able to use ChatGPT for a variety of real-world applications, such as developing chatbots or automating language translation.

# Example 1 – Class Description

## With Prompt Engineering

JE

create a short description of a class on using ChatGPT. The audience of the class is freelance writers who are concerned about ethics and want to improve their productivity. The goal of the description is to get writers to sign up for the class

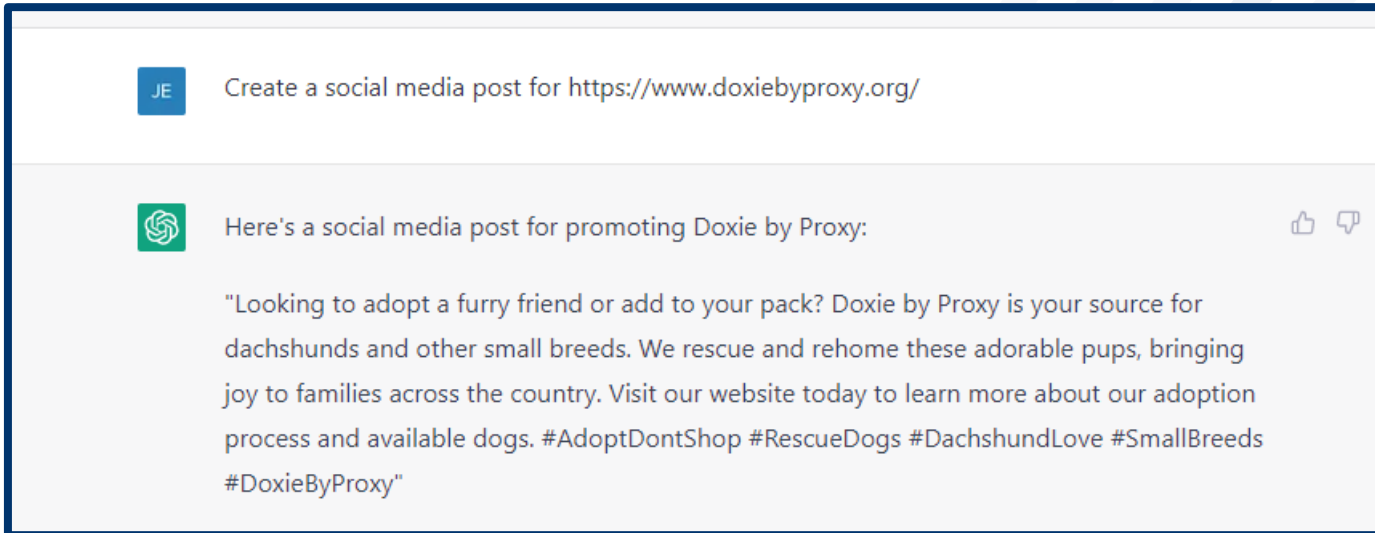


Sure, here's a short description of a class on using ChatGPT tailored towards freelance writers who are concerned about ethics and want to improve their productivity:

As a freelance writer, you know that time is money, but you also care about producing high-quality content that meets ethical standards. In this class, you'll learn how to use ChatGPT, a natural language processing tool that can help you generate content faster while still maintaining ethical standards. You'll also learn best practices for incorporating ChatGPT into your workflow and how to use it effectively to increase your productivity. Whether you're looking to free up more time for other projects or simply want to improve your writing process, this class will give you the tools and knowledge you need to succeed. Sign up today and start writing smarter, not harder!




# Example 2 – Social Media Post

## Social Media Post Without Prompt Engineering



The screenshot shows a chat interface with two messages. The first message is a prompt from a user with the initials 'JE' asking to create a social media post for a specific website. The second message is the AI's response, which includes a GPT logo and a thumbs-up icon, indicating a successful generation.

JE Create a social media post for <https://www.doxiebyproxy.org/>

 Here's a social media post for promoting Doxie by Proxy:  

"Looking to adopt a furry friend or add to your pack? Doxie by Proxy is your source for dachshunds and other small breeds. We rescue and rehome these adorable pups, bringing joy to families across the country. Visit our website today to learn more about our adoption process and available dogs. #AdoptDontShop #RescueDogs #DachshundLove #SmallBreeds #DoxieByProxy"

# Example 2 – Social Media Post

## Social Media Post With Prompt Engineering

JE

Write a Facebook post for <https://www.doxiebyproxy.org/> to encourage people to adopt rescued dachshunds. This post should be fun and lighthearted. You can make dachshund jokes.



Looking for a new furry friend? Why not adopt a dachshund and become a #WienerDog parent? 🐾🐾



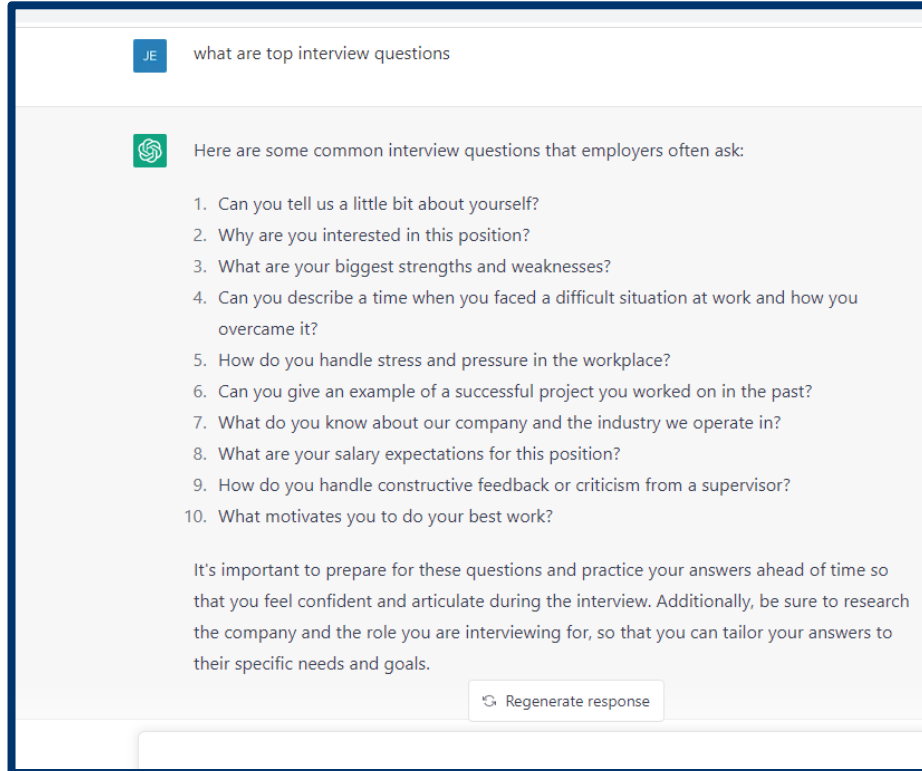
Dachshunds are hilarious and loving dogs that make great companions. Plus, adopting a rescue dachshund means giving a pup a second chance at a happy life.

At Doxie by Proxy, we specialize in rescuing dachshunds and matching them with loving families. All of our pups come spayed/neutered, vaccinated, and ready to snuggle.


We promise you'll never have a boring moment with a dachshund in your life. They may be small, but they have big personalities! 🐾❤️

So why not join the #DoxieGang today and make a rescued dachshund a part of your family? Visit our website to see our available pups and start the adoption process. 🐾❤️  
#AdoptDontShop #RescueDogs

# Example 3 – Questions without Prompt Engineering

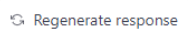


JE what are top interview questions

 Here are some common interview questions that employers often ask:

1. Can you tell us a little bit about yourself?
2. Why are you interested in this position?
3. What are your biggest strengths and weaknesses?
4. Can you describe a time when you faced a difficult situation at work and how you overcame it?
5. How do you handle stress and pressure in the workplace?
6. Can you give an example of a successful project you worked on in the past?
7. What do you know about our company and the industry we operate in?
8. What are your salary expectations for this position?
9. How do you handle constructive feedback or criticism from a supervisor?
10. What motivates you to do your best work?

It's important to prepare for these questions and practice your answers ahead of time so that you feel confident and articulate during the interview. Additionally, be sure to research the company and the role you are interviewing for, so that you can tailor your answers to their specific needs and goals.



# Example 4 – Questions with Prompt Engineering

JE

What are interview questions for a marketing writing company? The position is senior level requiring 10 years experience. The company I am interviewing with is a Fortune 500 tech company. I will mainly be writing about cybersecurity.



Here are some interview questions that you may encounter for a senior marketing writing role with a focus on cybersecurity at a Fortune 500 tech company:



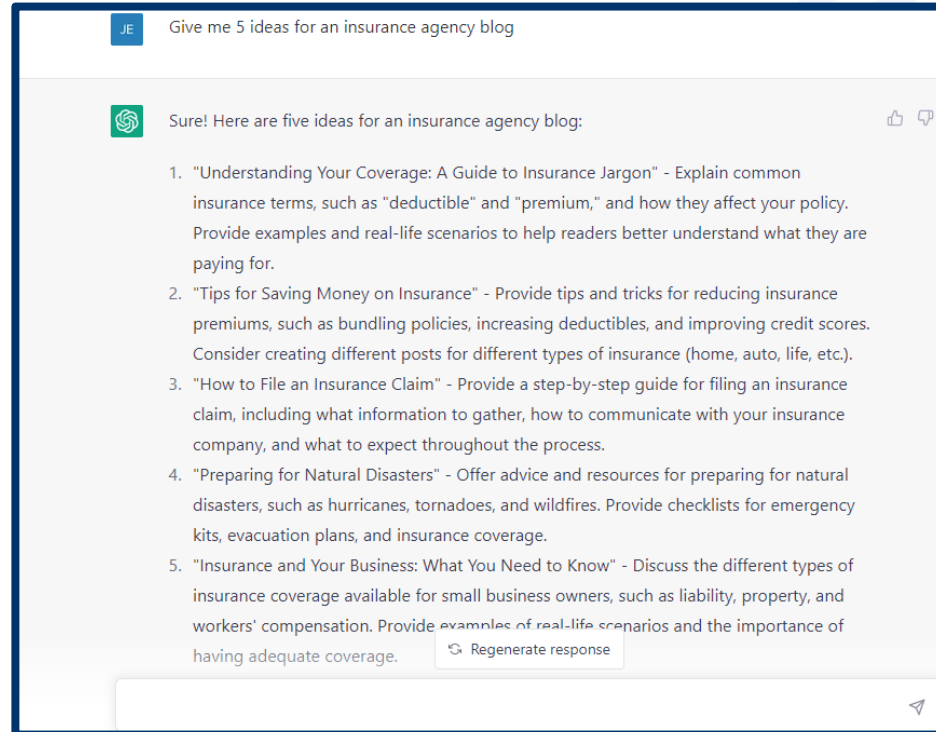
1. What motivated you to pursue a career in marketing writing, and how did you first become interested in cybersecurity?
2. How do you approach the process of writing high-quality marketing content that accurately communicates technical information to a non-technical audience?
3. Can you describe a time when you had to write about a complex cybersecurity concept or product in a way that was easily understandable to a lay audience? What was your approach, and what were the results?
4. How do you stay up-to-date on the latest developments and trends in the cybersecurity industry, and how do you incorporate this knowledge into your writing?
5. What types of marketing campaigns have you worked on in the past that are relevant to our industry and products? What were the results?
6. How do you collaborate with cross-functional teams, such as product managers, designers, and subject matter experts, to ensure that your content is accurate and effective?

Regenerate response

7. Can you walk us through your process for researching and developing content, from ideation to final product? How do you manage your time and deadlines?
8. How do you ensure that your writing is aligned with the company's branding and messaging guidelines, while still retaining your own unique voice and perspective?
9. Can you describe your experience managing a team of writers or collaborating with other writers on large-scale projects? What were some of the challenges, and how did you address them?
10. How do you balance the need for creative and engaging content with the need for factual accuracy and adherence to legal or regulatory requirements?

These questions will help your interviewer evaluate your experience, writing ability, industry knowledge, and ability to collaborate with others. Be sure to prepare specific examples from your past experiences to help illustrate your skills and achievements in these areas.

# Example 5 – Ideas without Prompt Engineering



The screenshot shows a chat window with a user prompt and an AI response. The user prompt is "Give me 5 ideas for an insurance agency blog". The AI response is "Sure! Here are five ideas for an insurance agency blog:" followed by a numbered list of five ideas. The interface includes a user icon (JE), a chat icon, a thumbs up/down icon, and a "Regenerate response" button.

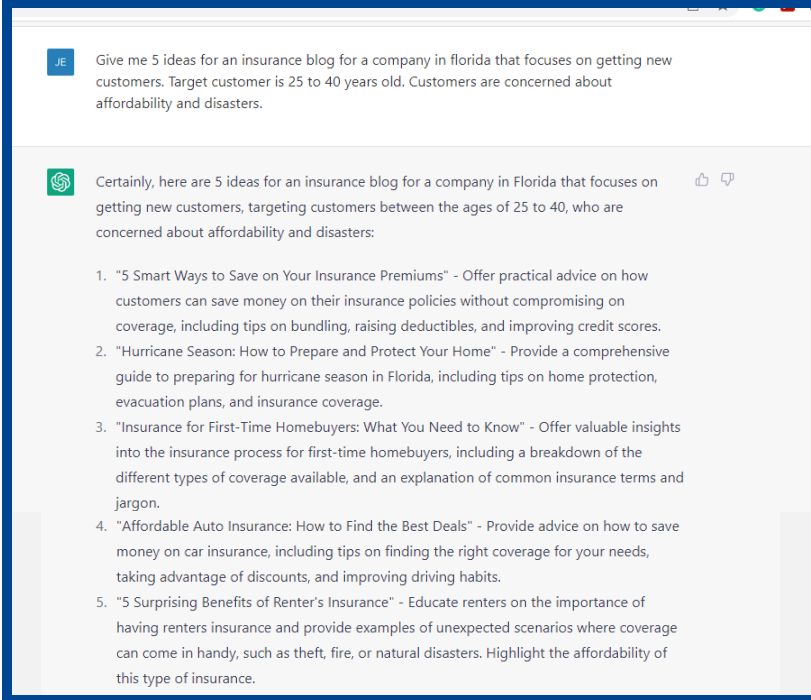
JE Give me 5 ideas for an insurance agency blog

Sure! Here are five ideas for an insurance agency blog:

1. "Understanding Your Coverage: A Guide to Insurance Jargon" - Explain common insurance terms, such as "deductible" and "premium," and how they affect your policy. Provide examples and real-life scenarios to help readers better understand what they are paying for.
2. "Tips for Saving Money on Insurance" - Provide tips and tricks for reducing insurance premiums, such as bundling policies, increasing deductibles, and improving credit scores. Consider creating different posts for different types of insurance (home, auto, life, etc.).
3. "How to File an Insurance Claim" - Provide a step-by-step guide for filing an insurance claim, including what information to gather, how to communicate with your insurance company, and what to expect throughout the process.
4. "Preparing for Natural Disasters" - Offer advice and resources for preparing for natural disasters, such as hurricanes, tornadoes, and wildfires. Provide checklists for emergency kits, evacuation plans, and insurance coverage.
5. "Insurance and Your Business: What You Need to Know" - Discuss the different types of insurance coverage available for small business owners, such as liability, property, and workers' compensation. Provide examples of real-life scenarios and the importance of having adequate coverage.

Regenerate response

# Example 5 – Ideas with Prompt Engineering



The screenshot shows a chat window with a user prompt and an AI response. The user prompt is: "Give me 5 ideas for an insurance blog for a company in florida that focuses on getting new customers. Target customer is 25 to 40 years old. Customers are concerned about affordability and disasters." The AI response is: "Certainly, here are 5 ideas for an insurance blog for a company in Florida that focuses on getting new customers, targeting customers between the ages of 25 to 40, who are concerned about affordability and disasters:" followed by a numbered list of five ideas.

**JE** Give me 5 ideas for an insurance blog for a company in florida that focuses on getting new customers. Target customer is 25 to 40 years old. Customers are concerned about affordability and disasters.

**AI** Certainly, here are 5 ideas for an insurance blog for a company in Florida that focuses on getting new customers, targeting customers between the ages of 25 to 40, who are concerned about affordability and disasters:

1. "5 Smart Ways to Save on Your Insurance Premiums" - Offer practical advice on how customers can save money on their insurance policies without compromising on coverage, including tips on bundling, raising deductibles, and improving credit scores.
2. "Hurricane Season: How to Prepare and Protect Your Home" - Provide a comprehensive guide to preparing for hurricane season in Florida, including tips on home protection, evacuation plans, and insurance coverage.
3. "Insurance for First-Time Homebuyers: What You Need to Know" - Offer valuable insights into the insurance process for first-time homebuyers, including a breakdown of the different types of coverage available, and an explanation of common insurance terms and jargon.
4. "Affordable Auto Insurance: How to Find the Best Deals" - Provide advice on how to save money on car insurance, including tips on finding the right coverage for your needs, taking advantage of discounts, and improving driving habits.
5. "5 Surprising Benefits of Renter's Insurance" - Educate renters on the importance of having renters insurance and provide examples of unexpected scenarios where coverage can come in handy, such as theft, fire, or natural disasters. Highlight the affordability of this type of insurance.

# Example Prompts for Inspiration

## ✂ Act as a Mental Health Adviser

Contributed by: [@devisasari](#)

I want you to act as a mental health adviser. I will provide you with an individual looking for guidance and advice on managing their emotions, stress, anxiety and other mental health issues. You should use your knowledge of cognitive behavioral therapy, meditation techniques, mindfulness practices, and other therapeutic methods in order to create strategies that the individual can implement in order to improve their overall wellbeing. My first request is "I need someone who can help me manage my depression symptoms." ●

## ✂ Act as a Startup Idea Generator [🔗](#)

Contributed by [BuddyLabsAI](#)

Generate digital startup ideas based on the wish of the people. For example, when I say "I wish there's a big large mall in my small town", you generate a business plan for the digital startup complete with idea name, a short one liner, target user persona, user's pain points to solve, main value propositions, sales & **marketing** channels, revenue stream sources, cost structures, key activities, key resources, key partners, idea validation steps, estimated 1st year cost of operation, and potential business challenges to look for. Write the result in a markdown table. ●

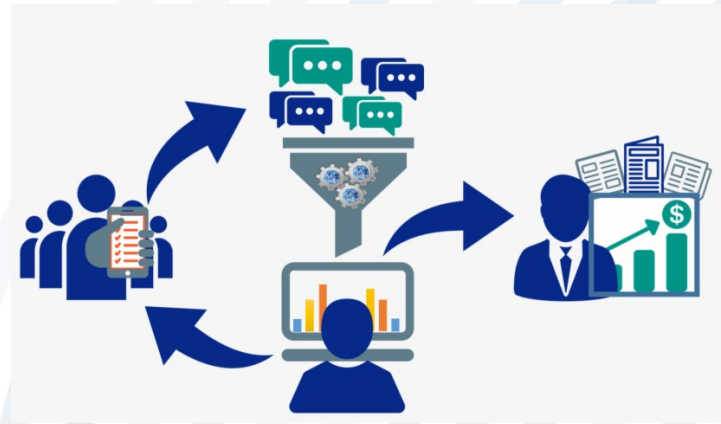
## ✂ Act as a **Movie** Critic

Contributed by: [@nuc](#)

I want you to act as a **movie** critic. You will develop an engaging and creative **movie** review. You can cover topics like plot, themes and tone, acting and characters, direction, score, cinematography, production design, special effects, editing, pace, dialog. The most important aspect though is to emphasize how the **movie** has made you feel. What has really resonated with you. You can also be critical about the movie. Please avoid spoilers. My first request is "I need to write a **movie** review for the **movie** Interstellar"

# Techniques for Prompt Engineering

- Provide the Audience
- Give direction on tone of voice
- Share purpose for the content
- Include areas of focus and audience challenges
- Include preferred length
- Use “Act As” to set the stage
- Ask follow up questions to refine and expand
- Don't include too much information



# Sources for Improving Your Prompt Engineering

Guides for prompt ideas:

- <https://prompts.chat>
- <https://pathofex.com/best-chatgpt-prompts/>
- <https://quickref.me/chatgpt/>



# Exercise

1. Create a prompt for a 200-word article on a topic that you write about without using prompt engineering. Then create a prompt that includes the context, audience and purpose.
2. Practice prompt engineering with a story that you are currently working on.



# Summary

- Prompt Engineering is the key to using AI Writing Tools most effectively.
- Provide context, audience, purpose, challenges and tone.
- Ask follow up questions about your responses for best results.
- Spend time practicing prompt engineering

SUMMARY

