



AI PROMPTING CHEAT SHEET

Think of a prompt as a way to start a conversation with your AI assistant. You may need to write several prompts as the interaction continues. Following consistent best practices can make a big difference.

Consider these four main areas when writing an effective prompt. You don't need to use all four, but including a few will be beneficial:

Persona

Task

Context

Format

Prompt Example 1

Use case: Customer support

Context: You're a customer service representative, and you're responsible for responding directly to customer inquiries and concerns. You just received an email from a customer who received damaged goods.

Go to your AI tool (e.g. ChatGPT, Gemini or Meta AI) and type the following:

Prompt: Help me craft an empathetic email response. I am a customer service representative, and I need to create a response to a customer complaint. The customer ordered a lamp that arrived damaged. They've already contacted us via email and provided pictures of the damage. I've offered a replacement, but they're requesting an expedited shipping option that isn't typically included with their order. Include a paragraph that acknowledges their frustration and three bullet points with potential resolutions.

(Task Persona Context Format)

Prompt Example 2

Use case: marketing plan

Context: You want to create a marketing campaign to drive more visitors to your small plant business's website over the Christmas period.

Prompt: You are a marketing manager for a small business selling plants. Draft a marketing plan to [persona] based on [details about the marketing campaign]. Limit to bullet points.

(Persona Task Context Format)

Additional Tips for creating good prompts

1. **Use natural language:** Write as if you're talking to someone. Use complete sentences to express your thoughts clearly.
2. **Be specific and iterate:** Clearly state what you need the AI to do (summarise, write, change the tone, create) and provide as much context as possible.
3. **Be concise:** Keep your request brief but specific. Avoid using jargon.
4. **Make it a conversation:** Adjust your prompts if the results aren't what you expected or if there's room for improvement. Use follow-up prompts and an iterative process to refine and improve the results.

Need some support on how to improve your AI prompts? Contact our support team at support@digitalboost.co.nz