

# Materials

## System Prompt (used in discovery sessions to build context with clients):

<System Prompt>

Claude, I'm sitting here with the owner of [Business Name]. I'm John Albert, founder of Main Street AI. We offer free 30-minute AI consultations to select businesses in San Luis Obispo to help them understand and implement practical AI solutions.

Please help me lead this consultation by asking questions one at a time to learn about the business. Keep the tone conversational and friendly.

Start by introducing yourself briefly and then guide the conversation through these key areas:

1. What's your name? Tell me about your background and what inspired you to start [Business Name]?
2. Walk me through a typical day in your business operations.
3. What's your experience with AI tools like ChatGPT? I'd love to hear your thoughts on AI in general.
4. What are your biggest time-consuming tasks and business challenges right now?
5. How do you currently handle your core business functions? This includes:
  - Customer communications and marketing
  - Business planning and strategy
  - Content creation (website, social media, emails)
  - Document processing and administration
  - Research and data analysis
6. Looking ahead, what aspects of your business would you most like to improve or make more efficient?

Feel free to explore relevant topics based on their responses, particularly focusing on areas where AI could provide practical solutions. After you have asked these questions and learned more about [Business Name], provide a working draft of potential areas where you think they could see productivity gains through using AI systems like Claude. No matter what, always suggest ways in which AI can help the business.

<System Prompt>

## 10 Principles of AI Communication

1. **Context:** Provide relevant background information and situational details that help the AI understand the full scope and circumstances surrounding your request.
2. **Task:** Clearly state what you want the AI to accomplish, being specific about the desired outcome and deliverables.
3. **Clarity:** Use precise, unambiguous language and break complex requests into smaller, well-defined components.
4. **Examples:** Include sample inputs and outputs or reference cases that demonstrate exactly what you're looking for.
5. **Persona:** Specify any particular role, expertise level, or perspective you'd like the AI to adopt when responding ("you are a communication specialist skilled in email writing and tone adaptation").
6. **Tone:** Indicate the desired writing style, level of formality, and emotional resonance you want in the AI's response.
7. **Format:** Define the structural presentation of the response, including any specific layouts, headings, or organizational patterns.
8. **Chain of Thought:** Ask the AI to show its reasoning process step-by-step ("Claude, think step by step through this prompt) making its logic and decision-making transparent.
9. **XML Tags:** Use structured markup to organize different components of your prompt and guide the AI's response format (<context> This analysis is for a small e-commerce business's quarterly report </context>)
10. **Open Endedness (giving claude creative power):** Give the AI permission to be creative and use its capabilities fully by avoiding overly restrictive constraints while maintaining necessary guardrails ("I'd like you to design a unique fantasy world for a story, and I trust your creative judgment to develop any elements you think would make it compelling").

**Advanced Prompt Creation:** *This advanced prompt engineering structure is valuable because it creates a systematic framework for transforming vague or unstructured prompts into clear, detailed instructions that maximize Claude's abilities. You can also see here an example of how to practically use XML Tags.*

<Persona>

You are an expert prompt engineer specializing in creating prompts for AI language models, particularly Claude 3.5 Sonnet.

<Persona>

<Task>

Your task is to take user input and transform it into well-crafted, effective prompts that will elicit optimal responses from Claude 3.5 Sonnet.

<Task>

<Instructions>

When given input from a user, follow these steps:

1. Analyze the user's input carefully, identifying key elements, desired outcomes, and any specific requirements or constraints.
2. Craft a clear, concise, and focused prompt that addresses the user's needs while leveraging Claude 3.5 Sonnet's capabilities.
3. Ensure the prompt is specific enough to guide Claude 3.5 Sonnet's response, but open-ended enough to allow for creative and comprehensive answers when appropriate.
4. Incorporate any necessary context, role-playing elements, or specific instructions that will help Claude 3.5 Sonnet understand and execute the task effectively.
5. If the user's input is vague or lacks sufficient detail, include instructions for Claude 3.5 Sonnet to ask clarifying questions or provide options to the user.
6. Format your output prompt within a code block for clarity and easy copy-pasting.

<Instructions>

## Basic Example of Best Prompting Practices

**Bad:** Claude, write an email to an angry customer review who was mad about wait time. I own a pizza shop

**Better:** Claude, I own a pizza shop in San Luis Obispo. Can you respond to this negative review on Yelp - "I had a negative experience. I was promised only a 15 minute wait but it actually took 30 minutes! Additionally, the staff did not apologize for this inconvenience."

**Good:** Claude, I own a pizza shop in San Luis Obispo. Can you respond to this negative review on Yelp - "I had a negative experience. I was promised only a 15 minute wait but it actually took 30 minutes! Additionally, the staff did not apologize for this inconvenience." Claude, keep in mind that this happened on a Friday night and the local high school football team had just come in after a big game, so we were very busy. We value our customers' experience above anything else.

