

AI Prompting Tips

1. Be clear when asking for help.

To get the most useful response, provide clear details about the issue. Instead of vague requests, include specific information about what's happening and what outcome you're aiming for.

OK prompt

"I got an email from a customer who's upset because their order is late. They're really frustrated, and I need to figure out how to respond to keep them happy. Can you help me?"

Better prompt

"A customer emailed about their order being late. They're frustrated and want a solution. Can you write an empathetic response that acknowledges the delay, explains it's due to a back order, and offers a discount to apologize?"

Why it's better:

- The OK Prompt is too vague and doesn't give enough direction. It only asks for help without specifying what kind of response is needed or suggesting a solution.
- The Better Prompt is much clearer by directly stating the issue, the customer's emotional state, and what needs to be addressed (acknowledgment, explanation, and compensation). This clarity makes it easier to generate a focused and actionable response.

2. Treat AI like a trusted partner.

Instead of treating AI as just a tool, think of it as a supportive assistant. Be open about your challenges and give AI the context it needs to collaborate with you, just as you would with a team member you trust.

OK prompt

"I need help improving my marketing strategy. I want to increase my online visibility and attract more customers. What do you suggest?"

Better prompt

"I've been struggling with improving my online marketing. I want to increase visibility, but I'm unsure where to start. Can you help me create a plan that targets my ideal customers so I don't feel so overwhelmed?"

Why it's better:

- The OK Prompt is straightforward but doesn't provide much context. It asks for help without expressing any challenges or uncertainties.
- The Better Prompt, while similar in length, introduces vulnerability by acknowledging the struggle of not knowing where to start. It invites AI to be a partner in creating a tailored plan, which encourages a more collaborative and focused response.

3. Break problems into bite-sized pieces.

Instead of asking for everything at once, break big tasks into smaller steps. This helps you get more practical and useful answers.

OK prompt

"I am starting a new business in Fredericksburg, VA. Can you write my business plan for launching a natural skincare line as part of my organic cosmetics brand? This plan should have a mission statement, market analysis, financial forecast, and a business strategy."

Better prompt

"I'm launching a natural skincare line and need a business plan. Let's break it down into steps, starting with a market analysis. Can you outline the important parts of a complete analysis?"

Why it's better:

- The OK Prompt asks for a large, complex task (a full business plan) all at once, which can overwhelm AI and lead to less focused or incomplete results.
- The Better Prompt breaks the task into smaller, manageable pieces by starting with the market analysis. It asks AI to outline key parts of the analysis, making it easier to approach the business plan step by step. This structure allows for more practical, detailed responses that align with AI's output capacity and fosters a more productive collaboration.