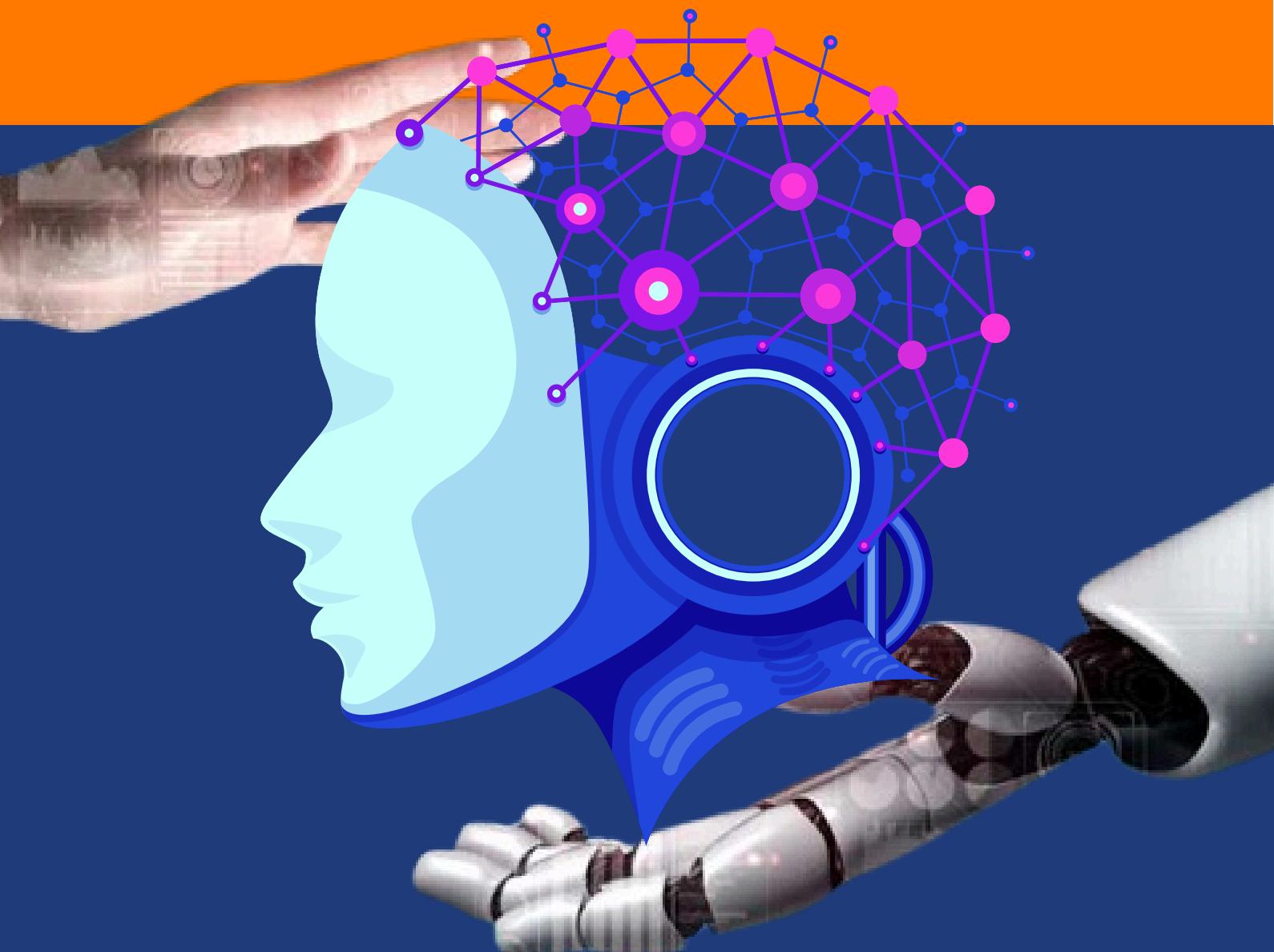


AI PROMPT ENGINEERING

FOR BEGINNERS

with: Teacher Sam





ChatGPT and other AI models are only as good as the prompts you give them. Think of it like this: a Student needs clear instructions from a good teacher to do well, and AI needs solid prompts to give you the best results. This guide will help you get really good at prompt engineering, so you always get top-notch outputs.

WHO IS THE GENIUS IN THE AREA OF AI?

I truly believe that prompting AI effectively will define brilliance. Humans will focus on critical thinking and emotional intelligence, while AI handles everything else. So ,let me share six techniques for prompting and interacting with AI to get the best outcomes.



1



WHO AM I?



Hey, I'm Samuel Benegusenga, but you can call me Teacher Sam. My goal is to help my fellow Africans get a better grasp of Artificial Intelligence (AI) and use it to improve their finances.

I'm good at explaining things and communicating clearly, so I've simplified complex AI concepts for everyone. This short book is the result of a lot of research, pulling insights from tons of videos, articles, and tricky documents, all boiled down for a non-technical audience. It's really important to remember that Africa's future is up to us, and learning AI skills is key to moving forward. Thanks!

2

1

START WITH WHO YOU ARE (PERSONA / ROLE)

Introduce yourself by sharing your profession and experience level. This helps AI understand your background and give more relevant, tailored support.

Bad Prompt



"Help me write emails"

Too basic. The AI doesn't know who you are or what kind of emails you need.



Good Prompt



"I run an online business. Help me write marketing emails."

Better! Now the AI knows you're a business owner.



Excellent Prompt



"You're chatting with a digital marketing beginner in Rwanda who sells skincare products online. I want to write marketing emails that convert more customers. Please use simple language and examples for someone just starting out."



Framework Breakdown (Use this when writing your prompts):

"You're talking to [your profession/skill level] who is trying to [your goal]. I need help with [specific task], and I prefer [tone/language/style, if any]."

3

2

GIVE THE CONTEXT / BACKGROUND

Share what you do, what you're working on, and who your audience is. This gives AI the clarity it needs to provide useful, targeted help – just like explaining your business before asking for advice.

Bad Prompt



"Write me a YouTube script."
Too vague. About what? For who?



Good Prompt



"Write a YouTube script about social media marketing."
Better, but still missing the full picture.

Excellent Prompt



"I'm creating a YouTube video to teach beginner entrepreneurs in Africa how to use Instagram to promote their business. I need a 3-minute script that is fun, educational, and includes real examples."



Framework Breakdown:

"Here's what I'm working on: [short background]. The goal is [what you want to achieve]. My audience is [who you're speaking to]. Make it [tone, style, or format]."

4

3

GIVE THE TASK (BE CLEAR ABOUT WHAT YOU WANT)



Clearly state what you need help with. AI isn't a mind reader – vague requests lead to generic answers. The more specific and detailed your task, the better and more valuable the response

Bad Prompt



"Help me start an online business."
**Way too broad. Help with what? Products?
Marketing? Tech setup?**



Good Prompt



"Help me set up a dropshipping business."
Getting warmer – now AI knows the type of business.



Excellent Prompt



"I want to start a dropshipping business selling fitness products to young people in South Africa. Break it down into 5 steps:
1. Picking a niche
2. Finding a supplier
3. Setting up an online store
4. Creating a simple marketing plan
5. Launching with Facebook ads."



Framework Breakdown:

"I want help with **[main task]**. Please break it into steps. I'm focusing on **[goal]**, and the audience is **[who it's for]**."

5



Search: eg. example.com

Search

.rw \$15.00 USD

.com \$16.99 USD

.info \$6.99 USD



Products For All Businesses



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EASY and AFFORDABLE!Starting at
\$35.00 USD
Annually

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Reseller Hosting

Start Today

Starting at
\$249.99 USD
Annually

Get Started Now



Linux VPS

Outgrown Shared hosting? Try aVPS

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Get Started Now

Want a Website That Actually Grows Your Business?

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4

GIVE AN EXAMPLE (EXEMPLAR)

Show AI what “good” looks like. A sample, reference, or past work helps it understand your style, brand, or expectations. It’s like giving a tailor a photo – much better than just saying “make me look good.”

Bad Prompt



“Write me a product description.”

Too open-ended. AI doesn't know your vibe or audience.



Good Prompt



“Write a product description for a natural hair oil for women.”

A bit better – but still no clue how you want it to sound.



Excellent Prompt



“Write a short product description for my shea butter hair oil. Here's an example of my current style:

‘Glow Natural is your everyday hair care secret. 100% organic, African-made, and smells amazing. Real results, real shine.’

Now create a version like that – but more fun, with a stronger call to action.”



Framework Breakdown:

“I'm working on [thing]. Here's an example I like: [sample or link]. Use a similar style but adjust it to be more [tone, format, purpose].”

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5

SET THE TONE OR VOICE

Let AI know how you want to sound. Whether it's casual, professional, fun, respectful, or bold – tone shapes how your message feels. Clear direction helps AI match the vibe you're going for.

Bad Prompt



"Write a Facebook post to promote my course."

The AI doesn't know if this is for corporate CEOs or Gen Z creators – so it might sound off.

Good Prompt



"Write a Facebook post that's friendly."

A bit better. But "friendly" can still mean a lot of things.

Excellent Prompt



"Write a Facebook post promoting my 'Make Money With Canva' course. Use a fun and energetic tone that feels like a conversation between friends. Keep it short and include emojis."



Framework Breakdown:

"Write this in a [tone/voice], like you're talking to [type of person]. Keep it [length/style]. Optional: Add emojis, hashtags, local slang, etc."

6

CHOOSE THE FORMAT / OUTPUT

Tell AI exactly how you want the content delivered – like a caption, bullet list, blog outline, YouTube script, or table. This ensures you get the right type of content in the format you need.

Bad Prompt



"Give me tips for growing my business."

You'll probably get a long, boring paragraph.



Good Prompt



"Give me tips in bullet points."

Better – now the structure is clearer.



Excellent Prompt



"Give me 5 tips for growing an online coaching business in Africa. Present them in a table with these columns:

1. Tip
2. Why it works
3. Quick action step.

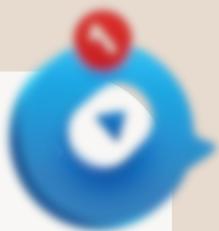
Keep it short and simple so I can post it on LinkedIn."



Framework Breakdown:

"Give me the output in [format]. Make it [length/style]. I'll be using it for [platform/purpose], so keep it [casual/formal/fun/etc.]."

9



LET'S SEE ALL TECHNIQUES IN ACTION

EXAMPLE 1: Instagram Caption for Product Launch

"You're chatting with a beginner digital entrepreneur in Rwanda running an online beauty store. I'm launching a new organic black soap this week and want to build hype among young female buyers. Write 3 Instagram captions with emojis, under 100 words each. Use this tone: fun, energetic, and local vibe like 'Hey sis, glow up time!' Here's an example I like: 'Skincare isn't luxury. It's daily love. Try Naija Glow today.' Format: 3 bullet-point captions with hashtags."

EXAMPLE 2: YouTube Script for Affiliate Marketing

"I'm a Ugandan YouTuber teaching beginners how to make money online. Create a short 2-minute script explaining what affiliate marketing is and how someone in Africa can start. The tone should be casual and motivating – like you're talking to a cousin. Use this structure: Intro → Simple Explanation → 3 Steps to Start → Call to Action. Here's a style I love: 'No startup cash? Let me show you how I made my first \$100 using just my phone.'"

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EXAMPLE 3: Email Newsletter for a Side Hustle Course

"You're a content strategist helping a Rwandan course creator with email marketing. I'm promoting a free mini-course called 'Side Hustle Starter Pack'. My audience is 18–30-year-olds who want to earn online. Write a short, engaging email in a fun tone. Reference this example: 'Think of this like a hustle bootcamp, not school. It's money time .' Format: subject line + short email body + CTA button text."

EXAMPLE 4: Twitter Thread for Selling Canva Templates

"I'm a Ghanaian freelancer who sells Canva templates. I want a 5-tweet thread to promote my new 'IG Business Bundle'. Use a confident and helpful tone. Break down the benefits in each tweet and end with a strong CTA. Here's an example I like: 'Selling digital products is the new flex – no shipping, no stress. Here's how my Canva bundle made me \$300 this week.' Format: numbered tweets."



EXAMPLE 5: Facebook Ad Copy for eBook

"You're a copywriter helping a small business coach in Kenya. I'm promoting my eBook 'How to Make Money From WhatsApp Groups'. My audience is hustlers and stay-at-home moms. Write 2 versions of Facebook ad copy in an informal, persuasive tone. Include emojis. Example: 'Your WhatsApp isn't just for gossip. Let's turn chats into cash .' Format: short headline + 2-3 sentence body + CTA."

EXAMPLE 6: LinkedIn Post for Coaching Offer

"I'm a personal branding coach in Rwanda. My audience is young professionals and side hustlers. I want to promote my 1-on-1 coaching package. Write a confident, value-packed LinkedIn post in a professional tone. Use this post style: story + value tip + offer + CTA. Example: 'I used to charge \$20. Now I charge \$500. Here's what changed: Confidence + clarity. Want that too?'"



EXAMPLE 7: Blog Outline for Beginners in E-commerce

"You're a blogging expert helping a beginner entrepreneur in Tanzania. I'm writing a blog titled 'How to Start an Online Store in Africa'. My audience is complete beginners. Give me a blog outline with 5 main sections. Tone: simple and motivational. Use this blog as reference: 'Starting your online shop doesn't need to be expensive or complicated – just consistent action.' Format: numbered outline + bullet points under each section."

EXAMPLE 8: WhatsApp Broadcast Message for a Flash Sale

"I'm a small business owner in Zambia selling imported phone accessories. I want a short WhatsApp broadcast message to announce a 48-hour flash sale. My audience is loyal customers. Make it sound urgent but friendly. Include an example like this: 'Boom! Flash Sale for the next 48 hrs – everything 30% OFF. First come, first served. ' Format: 3-sentence message with emojis + CTA link placeholder."



EXAMPLE 9: Landing Page Copy for Webinar Registration

"You're a digital marketer helping a Nigerian content creator. I'm hosting a free webinar called 'How to Make \$500/Month as a Beginner Freelancer'. My target audience is beginners. Write landing page copy in a friendly but professional tone. Reference this hook: 'No degree. No laptop. Just skills. Let me show you the way.' Format: Headline + Subheadline + 3 bullet benefits + short registration CTA."

EXAMPLE 10: TikTok Video Script for Selling a Mini Course

"I'm a young TikTok creator in Kenya promoting my #3,000 mini-course on freelancing. My audience is Gen Z and students. Write a TikTok script (under 45 seconds) that hooks attention, explains the offer, and ends with a CTA. Use a funny, relatable tone like 'Tired of being broke by Tuesday? Let's fix that.'

Format: Hook line → quick benefits → CTA line (spoken)."

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