



PROMPT ENGINEERING

ELEVATE YOUR WRITING GAME

A COMPLETE TONE GUIDE FOR VARIOUS SCENARIOS



WITHOUT DATA, YOU'RE JUST ANOTHER PERSON WITH AN OPINION

TONE GUIDE FOR VARIOUS SCENARIOS

1. Casual + Funny

- **Key Benefits:**
 - Increases audience engagement through humor.
 - Appeals to younger, social-media-savvy audiences.
 - Creates a relatable and approachable brand image.
 - **Example Prompt:**

"Write a funny caption for a brand launching a quirky coffee mug collection."

 - **Output:** *"This mug speaks fluent coffee and sarcasm. Morning meetings? Not today!"*
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2. Friendly + Professional

- **Key Benefits:**
 - Builds trust with customers while maintaining professionalism.
 - Ideal for maintaining long-term relationships.
 - Suitable for welcoming or onboarding clients.
 - **Example Prompt:**

"Write a friendly welcome email for a new software subscriber, explaining how to get started."

 - **Output:** *"Hi [Name], welcome to [Software]! Let's get you started—log in, explore, and let us know if you need a hand!"*
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3. Authoritative + Informative

- **Key Benefits:**
 - Establishes the writer as a subject-matter expert.
 - Educates the audience with reliable and accurate insights.
 - Adds credibility to professional documents and reports.
 - **Example Prompt:**

"Draft an authoritative LinkedIn post discussing the latest trends in renewable energy."

 - **Output:** *"Global investments in solar energy have surged 20% this year. Here's why it's a game-changer for sustainability."*
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4. Urgent + Persuasive

- **Key Benefits:**

- Encourages immediate action.
- Drives conversions in limited time offers or campaigns.
- Ideal for creating excitement and a sense of scarcity.

- **Example Prompt:**

"Write an email to promote a flash sale offering a 60% discount on electronics for 24 hours."

- **Output:** *"Your tech upgrade can't wait! Grab 60% off now—offer ends in just 24 hours!"*
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5. Casual + Conversational

- **Key Benefits:**

- Connects with audiences on a personal level.
- Ideal for blogs, social media, or content aimed at storytelling.
- Helps build an informal yet genuine brand voice.

- **Example Prompt:**

"Write a blog post introducing a bakery's new menu in a friendly tone."

- **Output:** *"Guess what? Our ovens have been working overtime, and we've got some delicious surprises for you!"*
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6. Professional + Trustworthy

- **Key Benefits:**

- Reinforces the brand's reliability and competence.
- Best for high-stakes situations like proposals or formal communication.
- Builds confidence in the message or service.

- **Example Prompt:**

"Draft a professional response to a client inquiring about your company's data security policies."

- **Output:** *"At [Company], safeguarding your data is our top priority. Here's a detailed outline of our security measures."*
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7. Humorous + Informal

- **Key Benefits:**

- Boosts team morale or audience engagement.
- Perfect for internal communications or casual online campaigns.
- Creates memorable and shareable content.

- **Example Prompt:**

"Write a humorous LinkedIn post celebrating a tech team's bug fix after a long night."

- **Output:** *"We squashed the bug, and it only cost us 3 pizzas, 6 energy drinks, and zero sleep. Teamwork at its finest!"*

8. Professional + Straightforward

- **Key Benefits:**

- Ensures clarity in formal communication.
- Saves time while conveying important details.
- Appropriate for client-facing or internal corporate scenarios.

- **Example Prompt:**

"Write a straightforward announcement email about a company's upcoming system maintenance."

- **Output:** *"Dear Users, our system will undergo maintenance on [Date]. Please expect temporary service disruptions."*

9. Serious + Empathetic

- **Key Benefits:**

- Shows the organization's human side during challenging times.
- Builds goodwill and customer loyalty through sincere communication.
- Suitable for addressing sensitive or crisis situations.

- **Example Prompt:**

"Write a message to customers explaining a temporary service disruption with empathy."

- **Output:** *"We sincerely apologize for today's outage. We're working hard to resolve the issue and appreciate your patience."*
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10. Positive + Enthusiastic

- **Key Benefits:**

- Motivates the audience with energy and optimism.
- Inspires confidence in campaigns or launches.
- Best for celebratory announcements and team communication.

- **Example Prompt:**

"Write an email to announce the grand opening of a new store, with an upbeat and energetic tone."

- **Output:** *"We're thrilled to announce the grand opening of our new store! Come celebrate with us this weekend!"*

11. Authoritative + Professional

- **Key Benefits:**

- Highlights expertise with a formal tone.
- Ideal for presenting solutions or thought leadership.
- Builds credibility with professional audiences.

- **Example Prompt:**

"Draft an executive summary on the benefits of cloud computing for enterprise clients."

- **Output:** *"Cloud computing enhances scalability, reduces costs, and improves data accessibility for enterprises."*

12. Authoritative + Expert

- **Key Benefits:**

- Positions the writer or brand as a leader in their field.
- Builds trust with in-depth and insightful perspectives.
- Ideal for high-impact thought leadership pieces.

- **Example Prompt:**

"Write a detailed thought leadership article on AI's impact on education, focusing on accessibility and personalization."

- **Output:** *"AI is revolutionizing education by creating personalized learning paths and making quality education accessible to all."*

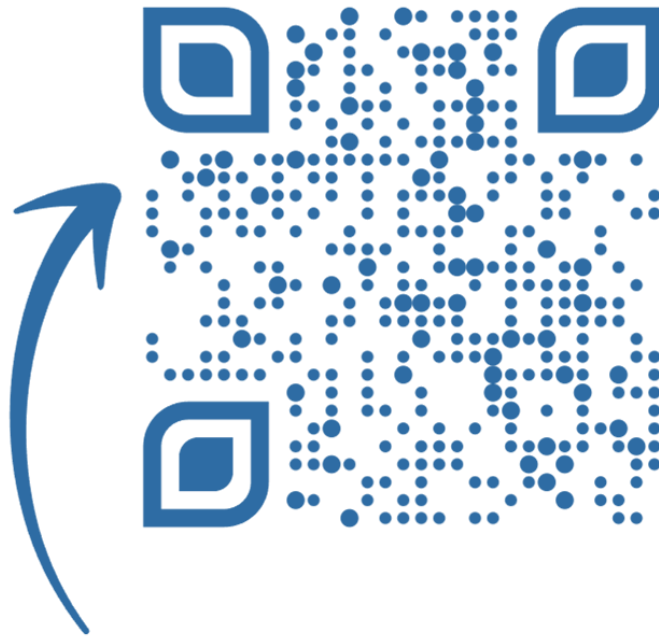
NOTE: To get a clear understanding of how each prompt tone works, simply copy and paste the example prompts into ChatGPT or Gemini. This will allow you to see firsthand how the tone influences the output and helps you tailor your communication effectively.

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