* What is a **prompt?** A natural language text that requests the generative AI to perform a specific task
* Why is it important? Better control of the output, decreases cost, better for the user that is using it
* AI will always make mistakes, don’t blame something else
* Prompt
* Task

Persona (Who the AI is)

Format: Output type

* Context

Good: Give me some ideas for a birthday present. Under $30

Great: Give me five good ideas for a birthday present. My budget is $30. The gift is for a 29-year-old who loves winter sports and has recently switched to snowboarding from skiing.

* Reference

Additional Input data, ideas

* Evaluate
* Iterate
* Summarize the key Data points
* Create visual graphs with the data you summarized
* Shorten key information you summarized
* Write a marketing plan 🡪 Write a story about how this product fits into the lives of our target customer demographic