

HOW TO CRAFT EFFECTIVE AI PROMPTS

Keeping in mind the different prompt types at our disposal, consider this checklist when writing your AI prompts:

1. CHOOSE ONE GOAL OR TASK

To achieve the best response from generative AI, it's best not to overload the tool with multiple questions or requests in a single prompt. Instead, identify a single goal or task that you're trying to address. Then submit a highly focused prompt. You can always provide further prompts after receiving a response to the initial one.

2. IDENTIFY AUDIENCE ATTRIBUTES AND NEEDS

If you're trying to generate original or creative content for others, the AI needs to know for whom it is writing and what their preferences are. In other words, it's essential to know your audience before asking generative AI to make something for them.

If you have developed a persona for your audience, tell the AI about it! Provide details about the audience, their demographics, preferences, or the context in which they will be viewing or consuming the content. It's also a good idea to describe the voice, tone, and style you want for the AI's output. And if the format of the response matters, be sure to specify that too.

3. USE CLEAR AND PRECISE LANGUAGE

Precision is your friend when it comes to writing prompts. Even though AI tools can understand slang and casual language, it's best to write clear prompts that are easy to understand and difficult to misconstrue. AI tools are not perfect; in fact, they are prone to hallucinations and can make incorrect assumptions when prompted. So, write clear, unambiguous prompts to ensure the model understands what you're asking for.

4. DETAIL IS GREAT

The more context and specifics you share with your AI model, the better equipped it will be to deliver what you need. Avoid vague or open-ended requests. Instead, craft prompts that include details about the task, target audience, tone, response format, and situational context.

5. PROVIDE EXAMPLES OF DESIRED OUTPUTS

Provide sample content that demonstrates the format, structure, and key elements you're looking for in a response. Doing so can help your AI model better understand and reproduce the type of output you need. For example, if you want the model to generate a set of technical guidelines, include a template or sample sections in your prompt, or better yet, a completed canonical example that has all the attributes you want. This contextual information allows the AI to generate a response that closely matches your expectations.