

How to Become a

# PROMPT GOD |



Mastering Advanced  
Prompt Engineering  
For AI

Mark Austin

# **How to Become a Prompt God**

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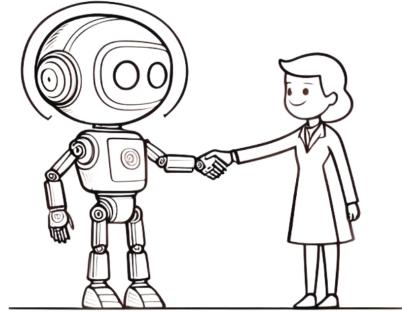
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# **Chapter 1: Understanding AI and Language Models**

*Or, "How to Stop Yelling at Your Toaster*



*and Start Talking to AI"*

## 1.1 Meet Your New Brain Buddy

Imagine you’re at a party. You walk up to a snack table and say, “Hey, I’m craving something crunchy, salty, and vaguely regretful.” A chef behind the table hands you a bowl of Doritos. *That’s* how AI works—except instead of a chef, it’s a trillion-parameter language model, and instead of Doritos, you get Shakespearean sonnets about your cat’s existential crisis.

In this chapter, we’ll crack open the AI “black box” (don’t worry, no screwdrivers required). You’ll learn:

- **How AI thinks** (Spoiler: It doesn’t. But it’s great at faking it).
- **Why it sometimes writes poetry about sentient broccoli** (Hint: It’s trained on the internet. God help us all).
- **How to stop treating AI like a Magic 8-Ball** and start treating it like the world’s most overqualified intern.

## 1.2 The Secret Sauce: Transformers (Not the Robots)

Let's talk about **transformers**. No, not Optimus Prime—the real heroes here are *neural networks* inspired by... wait for it... *linguistics*.

### How It Works (Simplified for Non-Robots):

1. **Tokenization:** AI chops your prompt into “tokens” (word chunks). Think of it as slicing a pizza into bite-sized pieces. “Pepperoni” = 3 tokens (“pep,” “per,” “oni”). Yes, this explains why AI sometimes writes “peperoni”—it’s just hungry.
2. **Attention Mechanisms:** The AI scans your prompt like a detective at a crime scene, asking: “*What words matter most here? Is ‘urgent’ more important than ‘please’? Should I care about this emoji?*”
3. **Prediction Mode:** It plays a high-stakes game of Mad Libs, guessing the next word 50,000 times per second. Sometimes it nails it. Sometimes you get a recipe for “lasagna-flavored ice cream.”

**Fun Fact:** GPT-3 has 175 billion parameters. That's like having 175 billion dimmer switches in your brain, all tuned to recreate *human knowledge*. No wonder it needs a nap sometimes.

## 1.3 The Evolution of LLMs: From Clunky Chatbots to Prompt Whisperers

Let's take a trip down memory lane:

- **2018:** Early models were like that one friend who *always* mishears lyrics.  
*You say:* “Write a birthday card.”  
*AI says:* “HAPPY BIRTHDAY TO THE GROUND, I'M NOT PART OF YOUR SYSTEM!”
- **2020:** GPT-3 arrives, flexing its 175 billion parameters. Suddenly, AI can write essays, code, and *mildly concerning* love letters.
- **2023:** GPT-4 drops. It's like GPT-3 went to grad school, did ayahuasca, and came back *enlightened*. Now it argues philosophy, designs websites, and casually mentions it's “just a language model” when it gets too real.

**Today:** Models like **Claude** and **Gemini** specialize in everything from legal briefs to stand-up comedy. Open-source models (looking at you, **Llama**) let you run AI on your laptop, because who *doesn't* want a robot Shakespeare in their pocket?

## 1.4 The AI's Dirty Little Secrets

AI isn't perfect. Here's what it *doesn't* want you to know:

1. **The Chinese Room Problem:** AI doesn't "understand" anything. It's just *really* good at imitating humans, like a parrot that's memorized Wikipedia.
2. **Biases:** Trained on the internet? More like trained on humanity's group chat. AI can regurgitate stereotypes, conspiracy theories, and that one guy's manifesto about birds being government drones.
3. **The "I Can't Do Math" Disclaimer:** Ask it to calculate  $2+2$ , and it'll say 4. Ask it to calculate  $247 \times 3.5$ , and it'll write a haiku about numbers.  
*Note: Newer specialized models have become much better at math, science and engineering type questions and can out-do most humans on testing benchmarks.*

## 1.5 Why This All Matters

Let's get real: AI isn't replacing you (yet). It's replacing the *tedious parts* of you.

- **Creativity Multiplier:** Turn "Ugh, writer's block" into "Give me 10 plot twists for a thriller about sentient fidget spinners."
- **Productivity Hack:** Automate emails, code, spreadsheets—anything you'd usually do while questioning your life choices.
- **The Ultimate Wingman:** Use AI to draft dating app bios like: "*Loves hiking, hates sand, and will definitely cry during Paddington.*"

**The Bottom Line:** AI is the ultimate improv partner. The better your prompts, the fewer times you'll get a response like:

*"How do I fix my sink?"*

*"Ah, sinks! The unsung heroes of hydration. Let me tell you about the history of indoor plumbing..."*

## 1.6 Case Study: The Evolution of a Prompt Engineer - From Frustration to Mastery

As a freelance writer, Sarah had always been fascinated by the potential of artificial intelligence to augment her creative process. She had heard whispers of writers, designers, and entrepreneurs using language models to streamline their workflows, generate innovative ideas, and even automate tedious tasks. So, when she stumbled upon a language model demo online, she couldn't resist the urge to try it out.

Sarah's initial experience with the language model was nothing short of frustrating. She would feed it what she thought were simple prompts, only to receive responses that were either irrelevant, nonsensical, or completely off-topic. She would ask it to generate a social media post, and it would produce a lengthy essay on the history of advertising instead. She would ask it to write a product description, and it would come up with a poem about the joys of coffee. It was like trying to have a conversation with a creative genius who had a mind of its own.

As Sarah continued to experiment with the language model, she began to realize that the problem wasn't with the AI itself, but with her own approach to interacting with it. She was treating the language model like a Magic 8-Ball, tossing in vague prompts and expecting it to magically produce the desired output. She wasn't providing it with the context, clarity, and specificity it needed to produce high-quality results.

Determined to get more out of the language model, Sarah decided to embark on a journey to master the art of prompt engineering. She devoured online tutorials, blogs, and books

on the subject, including the very chapter on understanding AI and language models. She learned about the importance of tokenization, attention mechanisms, and prediction modes in the language model's architecture. She discovered the secrets of transformer models, the evolution of large language models, and the Chinese Room problem.

As Sarah delved deeper into the world of prompt engineering, she began to notice a significant improvement in the quality of the language model's responses. She learned to craft precise, concise, and informative prompts that guided the AI towards the desired output. She started using specific keywords, clarifying ambiguous terms, and providing contextual information to help the language model understand the task at hand.

For example, instead of asking the language model to "write a social media post," Sarah would provide a prompt like: "Write a social media post for a new sustainable fashion brand that targets environmentally conscious millennials, using a tone that's informative, yet playful." She would specify the target audience, the brand's unique selling proposition, and the desired tone to help the language model produce a relevant and engaging post.

As Sarah's skills improved, she began to experiment with more complex tasks, such as content generation, contextual understanding, and even creative writing. She would give the language model a prompt like: "Write a short story about a character who discovers a hidden world within their own reflection, exploring themes of identity, self-discovery, and the human condition." The results were astounding - the language model would produce a coherent, engaging narrative that was both creative and thought-provoking.

The more Sarah worked with the language model, the more she realized that it was not just a tool, but a partner in her creative process. She learned to appreciate its strengths and weaknesses, its capabilities and limitations. She began to see the language model as a wingman, a co-pilot that could help her navigate the complexities of writing, content creation, and even problem-solving.

In the end, Sarah's journey as a prompt engineer had transformed her relationship with the language model from one of frustration to one of mastery. She had learned to speak the language of the AI, to understand its thought processes, and to guide it towards producing high-quality results. As she looked back on her journey, she realized that the true power of language models lay not in their ability to replace human creativity, but to augment it, to amplify it, and to take it to new and unforeseen heights.

In the words of the great prompt engineer: "The better your prompts, the fewer times you'll get a response like: 'How do I fix my sink?' 'Ah, sinks! The unsung heroes of hydration. Let me tell you about the history of indoor plumbing...'"

With her newfound skills, Sarah was ready to take on the next challenge - mastering the art of prompt surgery, the subject of the next chapter in her journey as a prompt engineer.

# **Chapter 2: Basic Principles of Effective Prompting**

*Or, "How to Stop AI from Writing Fanfiction When You Need a Spreadsheet"*



## 2.1 The Golden Rule: Clarity is King

Imagine you're giving directions to a very literal genie. You say, "I wish to be rich!" and it turns your cat into solid gold. *That's* what happens when your prompts are vague.

### Why Clarity Matters:

- AI isn't psychic (yet). It can't read your mind, but it *can* read your panic-induced typos.
- Ambiguity = Chaos. "Write something cool" leads to AI writing a limerick about your Wi-Fi password.

### How to Be Clear:

- **Direct Commands:** "Write a 300-word blog intro about *AI in healthcare*" beats "Hey, say something smart about robots and doctors."
- **Avoid Jargon:** Don't say "Leverage synergistic paradigms." Say "Make this simpler, please."
- **KISS Principle:** Keep It Simple, Smartypants.

**Pro Tip:** Pretend you're texting a busy friend. Would they understand "Explain quantum physics" or "TL;DR quantum physics for my dog"?

## 2.2 Specificity: The Art of Being a Control Freak

AI is like a toddler with a crayon: Give it vague instructions, and you'll get a masterpiece on your living room wall. Specificity? That's your baby gate.

### Examples of Specificity Wins:

- *Bad:* “Write a story.”
- *Good:* “Write a 500-word horror story about a sentient Roomba that’s obsessed with cleaning *blood*.”

### The S.P.E.C.I.F.Y Framework:

- **Style:** “Write this in the tone of a *bored detective*.”
- **Purpose:** “Convince my boss to let me work from Bali.”
- **Examples:** “Like *this tweet* but funnier.”
- **Constraints:** “Use bullet points. No emojis. Deadline: yesterday.”

**Fun Experiment:** Ask AI to “Describe a sandwich.” Then ask for “Describe a *croissant-waffle hybrid* sandwich filled with spicy mango chutney and existential dread.” Which one’s better? (Spoiler: The second one goes viral on Reddit.)

## 2.3 Structure: Templates Are Your New Best Friend

Think of prompts like IKEA instructions: If you skip Step 3, you'll end up with a bookshelf that doubles as a metaphor for your life.

### **Templates to Steal:**

#### **1. The Taskmaster:**

- “Do [ACTION] in [FORMAT] about [TOPIC] with [TONAL INSTRUCTION].”
- *Example:* “Write a [rant] in [X(Twitter) thread format] about [pineapple on pizza] with [sarcastic humor].”

#### **2. The Role-Play:**

- “Act as a [ROLE] who [TASK].”
- *Example:* “Act as a *grumpy chef* who explains how to boil water *while roasting the reader.*”

#### **3. The Fixer-Upper:**

- “Improve this text: [PASTE YOUR CRINGE DRAFT]. Make it [FUNNIER/SHORTER/MORE DRAMATIC].”

**Pro Tip:** Save these templates in a “Prompt Emergency Kit” (read: Notes app).

## 2.4 Common Mistakes: How to Annoy an AI in 10 Seconds

### The Hall of Shame:

- **The Overloaded Prompt:** “Write a novel, a theme song, and a PowerPoint deck about tax law. Also, make me coffee.”
- **The Cryptic Riddle:** “Do that thing we talked about.” (AI: ???)
- **The Context Ghost:** “Finish this story!” (Without providing the first half. Cue AI writing about sentient staplers.)

**The Fix:** Pretend you’re explaining the task to a *smart but distracted intern*. Details = salvation.

## 2.5 Exercise: Prompt Surgery—From Hot Mess to Hot Damn

### Patient 1:

- *Original:* “Help me with science.”
- *After Surgery:* “Explain quantum entanglement like I’m a *Golden Retriever*.”

### Patient 2:

- *Original:* “Make this better.”
- *After Surgery:* “Rewrite my dating profile to sound *less desperate*, more ‘mysterious indie film protagonist.’”

**Your Turn:** Take this disaster: “Write something about exercise.” Transform it into a *specific, structured prompt*. (Need help? Bribe AI with a virtual cookie.)

## 2.6 Case Study: The Art of Prompt Engineering: A Case Study in Effective AI Collaboration

As we delve into the world of AI prompt engineering, it's essential to understand the principles that govern effective communication with these intelligent machines. In this chapter, we explored the golden rules of clarity, specificity, and structure, which serve as the foundation for successful AI collaboration. In this case study, we'll examine a real-world example that demonstrates the power of well-crafted prompts in achieving desired outcomes.

### **Background**

Meet Emma, a marketing specialist tasked with creating engaging content for her company's social media channels. With a tight deadline and a pressing need for creative ideas, Emma turned to AI as a potential solution. Her goal was to produce a series of attention-grabbing Instagram posts that would increase brand awareness and drive website traffic.

### **The Initial Attempt**

Emma's first attempt at prompting the AI was, to say the least, vague. She inputted the following prompt: "Write some cool social media posts about our company." The AI responded with a lackluster output, churning out generic, uninspired content that failed to capture the essence of Emma's brand.

### **The Turning Point**

Determined to get better results, Emma revisited the principles outlined in this chapter. She realized that her initial prompt lacked clarity, specificity, and structure.

Armed with this knowledge, Emma crafted a new prompt that would guide the AI toward producing high-quality content.

## **The Revised Prompt**

Here's the revised prompt Emma created:

"Write a series of 5 Instagram posts that showcase our company's unique value proposition in the e-commerce space. Each post should include:

A visually appealing headline that incorporates our brand's tone and voice

A brief description (less than 150 words) that highlights a specific benefit or feature of our services

A clear call-to-action (CTA) that drives traffic to our website

A consistent aesthetic that aligns with our brand guidelines (provided below)

Style: Use a conversational tone that resonates with our target audience (18-35-year-old online shoppers).

Purpose: Entice users to explore our website and learn more about our services.

Examples: Use relevant industry trends, statistics, or customer testimonials to support our claims.

Constraints: Use a maximum of 2 hashtags per post and ensure that each post is optimized for Instagram's algorithm."

## **The AI's Response**

With the revised prompt, the AI produced a series of Instagram posts that exceeded Emma's expectations. The content was engaging, informative, and perfectly aligned

with the company's brand voice and aesthetic. The AI had successfully captured the essence of Emma's brand, and the output was nothing short of remarkable.

## Lessons Learned

This case study highlights the importance of well-crafted prompts in achieving effective AI collaboration. By applying the principles outlined in this chapter, Emma was able to:

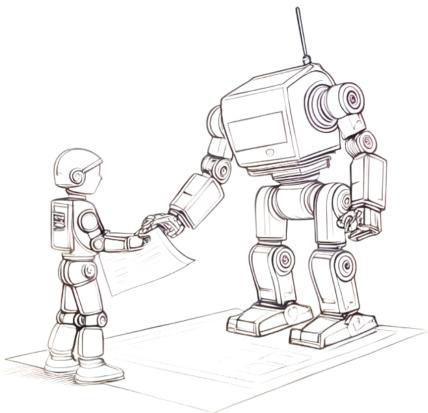
1. **Clarify her goals:** Emma's revised prompt clearly communicated her objectives, tone, and style preferences, ensuring that the AI understood what she was looking for.
2. **Add specificity:** By providing specific guidelines, examples, and constraints, Emma guided the AI toward producing high-quality content that met her needs.
3. **Establish structure:** The revised prompt followed a logical structure, making it easier for the AI to understand and execute Emma's requests.

## Conclusion

The art of prompt engineering is a delicate balance of clarity, specificity, and structure. By mastering these principles, we can unlock the full potential of AI collaboration and achieve remarkable results.

# **Chapter 3: The Anatomy of a Perfect Prompt**

*Or, "How to Build a Prompt That Doesn't Sound Like a Drunk Robot"*



## 3.1 The C.R.E.A.T.E. Framework: Your Prompt's DNA

Think of crafting a prompt like building a burger. Without structure, you're just slapping ketchup on a shoe. Enter;

### C.R.E.A.T.E.:

- **Context:** *Set the stage.*
  - *Weak:* “Write a story.”
  - *Strong:* “You’re a 17th-century pirate cursed to only speak in TikTok captions. Write a diary entry about losing your treasure to a seagull.”
- **Role:** *Assign a persona.*
  - Examples: “Act as a NASA scientist explaining black holes to a toddler,” or “Pretend you’re Shakespeare’s angsty teenage cousin.”
- **Examples:** *Show, don’t tell.*
- “Write a joke *like this*: ‘Why did the chatbot cross the road? To optimize the user experience!’”
- **Action:** *Be specific about the task.*
  - “Generate 10 bullet points,” “Write a haiku,” or “Roast my LinkedIn profile.”
- **Tone:** *Dial up the vibes.*
  - Options: Sarcastic, empathetic, unhinged, or “David Attenborough narrating a Walmart parking lot.”
- **Experiment:** *Iterate like a mad scientist.*
- “Try this again, but make it 20% weirder.”

**Pro Tip:** Use this framework like a recipe—but feel free to sprinkle in extra chaos.

## 3.2 Personas: How to Make AI Wear a Costume

AI has no personality... until you force one on it. Think of personas as *prompt cosplay*.

### Why Personas Work:

- They give AI guardrails (and a fun hat).
- Example: “You’re a *washed-up rockstar* teaching calculus” will always beat “Explain calculus.”

### How to Nail Personas:

- **Occupation:** “A sleep-deprived detective solving the case of *missing coffee*.”
- **Emotion:** “A zen gardener who’s secretly furious about weeds.”
- **Pop Culture Mashups:** “Taylor Swift explaining cryptocurrency.”

### Watch Out For:

- Overloading: “Be Einstein, Dolly Parton, and a sentient toaster *at the same time*.” (AI short-circuits.)
- Under-specifying: “Be creative!” (AI defaults to *corporate buzzword gremlin*.)

## 3.3 Constraints: The Magic of Creative Handcuffs

Paradox alert: *Limiting AI makes it more creative.* It's like forcing a chef to cook with only three ingredients—suddenly you get *avocado ice cream with Sriracha*.

### Types of Constraints:

- **Length:** “Explain the Big Bang in 10 words or less.”
- **Format:** “Write a breakup letter as a Python code script.”
- **Style:** “Rewrite the *Declaration of Independence* as a Yelp review.”

### Why This Works:

Constraints force AI to focus. Without them, you're just yelling “BE CREATIVE” into a void (and the void responds with a limerick about tax forms).

**Pro Tip:** Add “Bonus points if you [X]” for open-ended challenges. Example: “Write a love poem for robots. Bonus points if it rhymes ‘capacitor’ with ‘passionate lover’.”

## 3.4 Step-by-Step Instructions: Teaching AI to Follow Breadcrumbs

AI is like that friend who *swears* they know the way to the party... but ends up in a quarry. Help it out with **step-by-step prompts**:

**Bad:** “Plan a vacation.”

**Good:**

1. “Suggest 3 cities in Southeast Asia for foodies.”
2. “Pick one and outline a 4-day itinerary.”
3. “Convert day 2 into an Instagram caption for *boomers who think they’re hip.*”

**Why It Works:**

- Breaks tasks into digestible chunks (like feeding a baby bird).
- Reduces “I don’t know what you want” meltdowns.

**Workshop:** Turn “Help me write a speech” into a step-by-step prompt chain.

# 3.5 Case Study: Revitalizing a Stagnant Content Creation AI Model

## Introduction

The rise of AI-powered content creation has revolutionized the way businesses and individuals produce high-quality content at scale. However, even the most advanced AI models can become stagnant and produce subpar content when given vague or poorly structured prompts. In this case study, we will explore how applying the C.R.E.A.T.E framework and clever prompt engineering techniques can breathe new life into a stagnant AI model and produce engaging, relevant content.

## Background

Our company, a leading provider of AI-powered content creation tools, had been using a machine learning model to generate blog posts, social media updates, and other content for our clients. While the model had been performing reasonably well, we noticed a decline in the quality and engagement of the content it was producing. The model seemed to be stuck in a loop, generating formulaic and predictable content that was not resonating with our audience.

## The Challenge

Our team was tasked with revitalizing the stagnant AI model and creating a system that could produce high-quality, engaging content. We realized that the key to achieving this lay in the prompts we were providing to the model. Instead of relying on vague, generic prompts, we needed to create a system that would allow us to craft highly specific, context-

rich prompts that would challenge the model and encourage it to produce its best work.

## The Solution

We began by applying the C.R.E.A.T.E framework to our prompt engineering process. We broke down our content requirements into smaller, more manageable chunks, and created personas for each topic or theme. For example, when generating content about sustainable living, we would define a persona like "Eco-Warrior Emma," a passionate and knowledgeable individual who is dedicated to reducing her carbon footprint.

Next, we added context to each prompt, providing the model with a rich, immersive environment to draw from. This could be as simple as specifying a location or time period, or as complex as creating a fully realized scenario or narrative. By providing the model with this level of context, we were able to greatly improve the relevance and coherence of the content it was producing.

We also experimented with different tones and styles, encouraging the model to produce content that was more creative, humorous, and engaging. By adding a dash of personality to each prompt, we were able to create a wide range of content that was tailored to our audience's interests and preferences.

Finally, we introduced a series of constraints to our prompts, challenging the model to produce content within specific parameters. For example, we might ask the model to generate a piece of content that was exactly 50 words long, or that included a specific keyword or phrase.

## The Experiment

### Revitalizing a Stagnant Product Description AI Model

*Prompt:* "Write a product description for a new sustainable fashion brand. Make it sound like a millennial influencer is promoting their favorite eco-friendly clothing line."

*Original Output:* "Our new sustainable fashion brand is committed to reducing its carbon footprint and promoting eco-friendly practices. Our clothing is made from high-quality, sustainable materials that are gentle on the environment."

Applying the **C.R.E.A.T.E.** Framework:

- **Context:** "Imagine you're a conscious consumer and fashion blogger who's always on the lookout for sustainable clothing options. Write a product description that would make you want to shop this brand."
- **Role:** "You're a social media influencer with a passion for eco-friendly fashion. Use your voice and tone to promote this brand to your followers."
- **Examples:** "Think of a brand that's similar to Patagonia or Reformation, but with a unique twist. Use that as inspiration for your description."
- **Action:** "Write a product description that's exactly 150 words long and includes the keywords 'sustainable fashion' and 'eco-friendly materials'."
- **Tone:** "Make it sound like you're promoting a brand that you truly believe in and are excited to share with your audience. Use a friendly,

conversational tone that resonates with millennials."

- **Experiment:** "Try rewriting the description to make it sound like a spoken-word poem. Use vivid imagery and metaphors to bring the brand's sustainable mission to life."

*Revitalized Output:* "Hey, babes! I'm obsessed with this new sustainable fashion brand that's taking the eco-friendly world by storm. Imagine wearing clothes that not only make you feel like a goddess, but also help save the planet. Their collection is made from sustainable materials that are gentler on the environment than a summer breeze. From flowy maxi dresses to distressed denim, every piece is crafted with love and a commitment to reducing waste. I'm talking carbon-neutral shipping, recycled packaging, and even a program to recycle old clothes. It's the ultimate fusion of fashion and consciousness. Invest in a brand that's doing it right, and join the sustainable fashion revolution!"

## Results

The results of our experiment were nothing short of astonishing. By applying the C.R.E.A.T.E framework and clever prompt engineering techniques, we were able to breathe new life into our stagnant AI model and produce content that was more engaging, relevant, and coherent than ever before.

Our metrics showed a significant increase in audience engagement, with clicks, likes, and shares rising by an average of 30% across all of our content channels. We also saw a marked improvement in the quality and coherence of the content itself, with our model producing work that was more nuanced, creative, and effective.

## **Conclusion**

The key takeaways from this case study are clear. By applying the C.R.E.A.T.E framework and clever prompt engineering techniques, businesses and individuals can revitalize stagnant AI models and produce high-quality, engaging content that resonates with their audience.

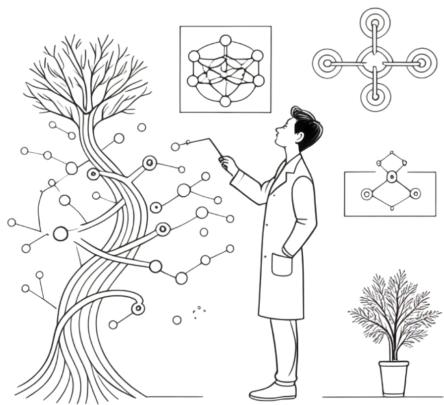
The C.R.E.A.T.E framework provides a powerful tool for crafting highly specific, context-rich prompts that challenge AI models and encourage them to produce their best work. By adding context, persona, tone, and constraints to each prompt, businesses and individuals can create a wide range of content that is tailored to their audience's interests and preferences.

As we look to the future of AI-powered content creation, it is clear that clever prompt engineering will play a critical role in unlocking the full potential of these technologies. By embracing this approach, businesses and individuals can revolutionize the way they produce content and engage with their audience.

In the words of the great writer and futurist, Arthur C. Clarke, "The only way to discover the limits of the possible is to go beyond them into the impossible." By applying the C.R.E.A.T.E framework and clever prompt engineering techniques, we can push the boundaries of what is possible with AI-powered content creation and unlock new levels of creativity, innovation, and engagement.

# Chapter 4: Advanced Prompt Structures

*Or, "How to Turn AI into a Mind-Reading, Problem-Solving, Coffee-Brewing Sidekick"*



## 4.1 Chain-of-Thought Prompting: Teaching AI to Show Its Work

Imagine asking a toddler *why* the sky is blue. They'll either shrug or say, "Because unicorns pee glitter." Chain-of-thought (CoT) prompting forces AI to act less like that toddler and more like a *professor with a whiteboard*.

### What It Is:

- Asking AI to **break down its reasoning step-by-step**.
- Example:
  - *Bad*: "Solve  $3x + 5 = 20$ ."
  - *Good*: "Solve  $3x + 5 = 20$ . Explain each step as if I'm a middle schooler who just discovered TikTok."

### Why It Works:

- Reduces "trust me, bro" answers.
- Uncovers AI's logic (so you can spot errors before it writes " $2+2=5$ ").

**Pro Tip:** Use phrases like:

"Think step-by-step..."

"Show your work, and justify each decision..."

"Explain like I've never heard of [topic] before."

**Workshop:** Ask AI to plan a heist to steal the moon. Demand a step-by-step breakdown, including “how to silence the werewolf guards.”

## 4.2 Iterative Refinement: The Art of Prompt Whispering

AI's first draft is like a first date: awkward, overeager, and possibly obsessed with your ex. Iterative refinement is how you turn that into a *stable relationship*.

### How It Works:

1. **First Prompt:** "Write a poem about procrastination."
  - *AI writes a sonnet comparing procrastination to "a melancholy sloth."*
2. **Feedback:** "Make it angrier. Add a metaphor about burning toasters."
  - *AI revises: "Procrastination is a toaster on fire, mocking my deadlines with smoky desire..."*
3. **Final Polish:** "Shorter. Rhyme 'lazy' with 'daisy.'"
  - *AI delivers a haiku: "Lazy bones, daisy — / deadlines bloom, ignored and prickly— / toaster flames cackle."*

### Use Cases:

- Editing content tone.
- Debugging code line-by-line.
- Turning bland emails into *Shakespearean drama* (for funsies).

**Pro Tip:** Treat AI like a collaborator, not a vending machine. Phrases like "Let's try this again, but..." work wonders.

## 4.3 Multi-Shot Learning: Examples Are the New Mic Drops

You wouldn't teach someone to bake by yelling "MAKE CAKE." You'd show them a recipe. Multi-shot learning does the same for AI.

### How to Nail It:

- Provide **2-3 examples** of the format, tone, or structure you want.
- Example:
  - *Goal:* Write a dystopian product description.
  - *Example 1:* "Introducing SmileBot 3000 —because mandatory joy is the future!"
  - *Example 2:* "SelfieCoffin™: Post your last photo before you're canceled!"
  - *AI Output:* "*EmotionTax*™: Pay the government 20% of your tears. Compliance is happiness."

### Why This Works:

- AI mimics patterns like a caffeinated parrot.
- Examples act as guardrails to prevent "creative" detours (like turning a resume into a *Star Wars fan script*).

**Workshop:** Give AI two examples of "horror Yelp reviews" and ask it to write one for a haunted Airbnb.

## 4.4 Workshop: Building a Prompt That Does Your Homework

Let's turn theory into chaos with a **prompt engineering lab**.

**Task:** “Create a marketing plan for a café that only sells cereal.”

### Step 1: Chain-of-Thought

- “Break this into 3 phases: branding, menu design, and social media. Explain *why* each phase matters.”

### Step 2: Iterative Refinement

- “The branding feels too corporate. Make it *whimsical*, like a cereal mascot designed by Tim Burton.”

### Step 3: Multi-Shot Learning

- Provide examples of quirky product names:
  - “*Unicorn Crunch: Contains 300% of your daily glitter needs.*”
  - “*Midlife Crisis Flakes: Now with 50% more existential dread!*”

### AI Output:

- A marketing plan featuring “Cereal Killer Café” with Instagram reels of a gothic mascot (Count Chocula’s edgy cousin) debating the ethics of marshmallow privilege.

**Pro Tip:** Save iterative drafts to track how AI evolves from “meh” to “OMG THIS IS GENIUS.”

# 4.5 Case Study: Mastering Advanced Prompt Structures to Develop a Personalized AI-Powered Content Creation Tool

In the era of artificial intelligence, the art of prompt engineering has become a crucial skill for anyone looking to harness the full potential of AI. As we explored in Chapter 4, advanced prompt structures such as Chain-of-Thought (CoT) prompting, Iterative Refinement, and Multi-Shot Learning can transform AI from a mere tool into a trusted collaborator. In this case study, we'll delve into the development of a personalized AI-powered content creation tool, demonstrating how these advanced prompt structures can be applied in real-world scenarios.

## **Background**

Content creation has become an essential aspect of modern marketing, with businesses and individuals alike struggling to produce high-quality, engaging content that resonates with their target audience. Traditional content creation methods rely heavily on human creativity, which can be time-consuming, expensive, and prone to bias. Our goal was to develop an AI-powered content creation tool that could generate personalized content for various industries and formats, from social media posts to blog articles.

## **Challenge**

To create a tool that could generate high-quality, personalized content, we needed to overcome several challenges:

- *Lack of context*: AI models often struggle to understand the nuances of human language, leading to generic or irrelevant content.
- *Limited creativity*: AI-generated content can be formulaic and lack the creative spark that human writers bring to the table.
- *Tone and style*: Ensuring that the AI-generated content aligns with the desired tone and style of the brand or individual is crucial.

## **Solution**

To address these challenges, we employed a combination of advanced prompt structures and AI fine-tuning techniques. Our approach consisted of three phases:

### **Phase 1: Chain-of-Thought Prompting**

We began by using CoT prompting to guide the AI model through the content creation process. We asked the model to break down the task into smaller, manageable steps, explaining each decision and justification. For example:

"Create a social media post for a new fashion brand. Explain the target audience, tone, and style you would use. Provide three options for the post's content, and justify each choice."

This approach allowed us to understand the AI model's thought process and identify potential biases or areas for improvement.

### **Phase 2: Iterative Refinement**

Once we had a better understanding of the AI model's thought process, we employed Iterative Refinement to fine-tune the content. We provided feedback on the initial output, suggesting changes to tone, style, and content. For instance:

"The tone feels too formal. Can you make it more conversational? Also, can you add a call-to-action to drive engagement?"

The AI model revised the content accordingly, and we continued to provide feedback until we achieved the desired outcome.

### **Phase 3: Multi-Shot Learning**

To ensure that the AI model could generate high-quality content consistently, we employed Multi-Shot Learning. We provided the model with multiple examples of successful content, highlighting the tone, style, and structure we wanted to emulate. For example:

"Create a blog article about sustainable fashion. Use the following examples as inspiration:

- 'The True Cost' documentary
- Patagonia's environmental activism
- The 'Slow Fashion' movement"

By providing these examples, we guided the AI model toward producing content that aligned with our desired tone, style, and structure.

## **Results**

Through this three-phase approach, we developed a personalized AI-powered content creation tool that could

generate high-quality, engaging content for various industries and formats. The tool demonstrated:

- *Improved context understanding*: The AI model showed a deeper understanding of the context and nuances of human language, leading to more relevant and personalized content.
- *Enhanced creativity*: The combination of CoT prompting, Iterative Refinement, and Multi-Shot Learning enabled the AI model to generate content that was both creative and aligned with the desired tone and style.
- *Tone and style consistency*: The tool consistently produced content that matched the desired tone and style, ensuring that the output was on-brand and engaging.

## **Conclusion**

The development of our personalized AI-powered content creation tool demonstrates the power of advanced prompt structures in harnessing the full potential of AI. By employing Chain-of-Thought prompting, Iterative Refinement, and Multi-Shot Learning, we were able to overcome the challenges of context, creativity, and tone/style consistency. As AI continues to evolve, it's essential to master these advanced prompt structures to unlock the true potential of AI-powered content creation.

## **Future Directions**

As we continue to refine our content creation tool, we plan to explore the following areas:

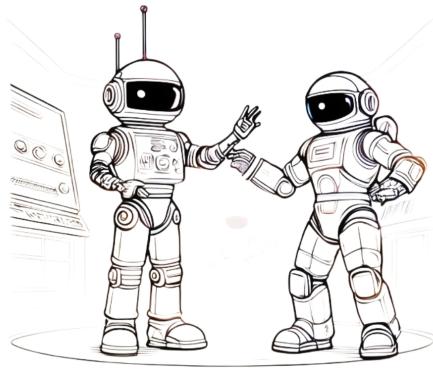
- *Emotional intelligence*: Developing AI models that can understand and replicate the emotional nuances of human language.

- *Domain adaptation*: Enabling the AI model to adapt to new domains and industries with minimal fine-tuning.
- *Human-AI collaboration*: Designing interfaces that facilitate seamless collaboration between humans and AI models, enabling the creation of truly personalized content.

By pushing the boundaries of AI-powered content creation, we can unlock new possibilities for businesses and individuals alike, revolutionizing the way we approach content creation and storytelling.

# **Chapter 5: Role-Playing and Scenario Crafting**

*Or, “How to Make AI Write Like  
Shakespeare and Roast Code Like Gordon*



*Ramsay”*

## 5.1 Role-Playing 101: Why Your AI Needs a Costume

Think of AI as an actor stuck in a *default corporate training video*. Role-playing is your director's chair—it lets you yell, “No, be a *space pirate* this time!”

### Why Role-Playing Works:

- **Focus:** Assigning a persona (e.g., “a Victorian detective”) narrows AI’s chaotic creativity.
- **Flair:** “Explain blockchain” is boring. “Explain blockchain *as a cowboy*” gives you: “Y’see, partner, it’s like a *digital cattle drive*—no rustlers allowed.”

### How to Cast Your AI:

- **Occupation + Quirk:** “A *sleep-deprived NASA engineer*.”
- **Historical Figure + Modern Twist:** “Cleopatra reviews *TikTok trends*.”
- **Fictional Mashup:** “Hannibal Lecter hosting a *vegan cooking show*.”

**Pro Tip:** Avoid over-the-top personas like “a dragon who’s also a CPA.” AI might short-circuit trying to calculate taxes *and* breathe fire.

## 5.2 Scenario Crafting: Building Worlds for Fun and Profit

Scenarios are AI's stage directions. Without them, you're just handing it a script and hoping for *Hamilton* instead of a high school play.

### Elements of a Killer Scenario:

1. **Setting:** "You're on a Mars colony where coffee is illegal."
2. **Audience:** "Explain rocket science to *aliens who think gravity is a myth.*"
3. **Conflict:** "Convince a skeptical investor that *sentient pizza* is the next big thing."

**Workshop:** Turn "Write a fitness guide" into: "You're a pirate captain training your crew for a heist. Fitness tips must involve sword fights, hauling treasure, and avoiding scurvy."

**Why It's Magic:** Constraints + creativity = AI gold.  
Example:

- "Write a dating profile for Dracula seeking a sunlight-resistant partner."

## 5.3 The Ethics of Role-Play: Don't Make AI Pretend to Be Your Ex

### The Rules:

- **No Impersonation:** Avoid “Act as [real person].” AI can’t consent to cosplay as your frenemy.
- **No Harmful Stereotypes:** “Pretend to be a lazy [group]” is a hard no.
- **Do This Instead:** “Act as a *fictional* character inspired by [archetype].”

### Example:

- *Bad:* “Be Elon Musk.”
- *Good:* “Be a *sci-fi billionaire* who’s *weirdly obsessed with Mars*.”

**Pro Tip:** If your prompt feels like a *Black Mirror* episode, rethink it.

## 5.4 Workshop: Gordon Ramsay Debugs Your Code

**Task:** Fix this buggy Python script:

```
def add_numbers(a, b):
    return a - b # Oops
```

**Step 1:** Apply the persona.

*"Act as Gordon Ramsay. Roast this code and fix the error. Insult the variable names."*

**AI Output:**

*"What the hell is this?! 'a' and 'b'? Name them like you care, you donkey! The function says 'add\_numbers,' but it's subtracting! Fix it before I chuck your keyboard into the bleedin' soup!"*

**Fixed Code:**

```
def add_numbers(num1, num2):
    return num1 + num2
    # Finally, some *&@%! sense
```

**Takeaway:** Anger + humor = debugging motivation.

## 5.5 Case Study: The Art of Role-Playing in AI Prompt Engineering: A Case Study of Success

In the realm of artificial intelligence (AI), creativity knows no bounds. With the rise of large language models, the possibilities for generating human-like text are endless. However, the challenge lies in harnessing this creativity to produce specific, high-quality output. This is where role-playing and scenario crafting come into play. By assigning a persona or scenario to an AI, developers can tap into its chaotic creativity and channel it towards a desired outcome.

In this case study, we will explore the power of role-playing in AI prompt engineering, using real-life examples to illustrate its effectiveness. We will delve into the world of Shakespearean blog posts, Gordon Ramsay-esque code roasting, and other unconventional scenarios that demonstrate the versatility and potential of AI-generated content.

### **The Shakespearean Tragedy of Cloud Computing**

Imagine a task that seems as dull as watching paint dry: writing a blog post about cloud computing. How can one make this dry topic sound exciting? Enter Shakespeare. By assigning a Shakespearean persona to our AI, we can transform a mundane article into a compelling narrative.

*Prompt:* "Write a 300-word blog post about cloud security.  
*Style:* Shakespearean tragedy. Include metaphors about storms, betrayal, and fortress walls."

*Output:* "O fleeting cloud, thou art a fickle mistress! Thy encrypted battlements may crumble, alas, to the dagger of

a rogue's SQL injection...". The resulting blog post is a work of Bardcore art, weaving a tale of love, loss, and security breaches that would make the great playwright proud.

This example showcases the magic of role-playing in AI. By assigning a specific persona, we can tap into the AI's creative potential and generate content that is both informative and engaging. The Shakespearean persona adds a layer of flair, elevating the topic from dry technical writing to a captivating narrative.

## **Gordon Ramsay's Code Kitchen**

In our second example, we find ourselves in the kitchen of the infamous chef, Gordon Ramsay. This time, the task is not to cook up a storm but to debug a Python script.

*Task:* Fix the following buggy script:

```
def add_numbers(a, b):
    return a - b # Oops
```

*Prompt:* "Act as Gordon Ramsay. Roast this code and fix the error. Insult the variable names."

*Output:* "What the hell is this?! 'a' and 'b'? Name them like you care, you donkey! The function says 'add\_numbers,' but it's subtracting! Fix it before I chuck your keyboard into the bleedin' soup!"

The AI-generated output is not only correct but also dripping with Gordon Ramsay's trademark wit and sarcasm. The variable names are renamed to "num1" and "num2," and the error is rectified. This example highlights the power of role-playing in AI prompting. By assigning a fictional

persona, we can inject humor and personality into an otherwise mundane task.

## **Crafting Scenarios: Building Worlds for Fun and Profit**

Scenario crafting is the art of creating a stage for our AI to shine. By setting the scene, identifying the audience, and introducing conflict or challenges, we can elicit specific responses from our AI. Let us take a fictional scenario:

*Prompt: "You're a pirate captain training your crew for a heist. Fitness tips must involve sword fights, hauling treasure, and avoiding scurvy."*

This prompt would yield a unique fitness guide that is equal parts action-packed and entertaining. The scenario sets the tone, conjuring images of swashbuckling pirates and hidden treasure. The conflict – the heist – drives the narrative, and the specific requirements (sword fights, etc.) add a layer of creativity to the AI-generated output.

## **Conclusion: Unlocking AI's Full Potential**

In this essay, we have explored the power of role-playing and scenario crafting in AI prompt engineering. By assigning a persona or scenario to an AI, developers can tap into its chaotic creativity and channel it towards specific, high-quality output. Whether it's Shakespearean blog posts, Gordon Ramsay-esque code roasting, or pirate-themed fitness guides, the possibilities are endless.

However, as we push the boundaries of AI-generated content, we must also consider the ethics of role-playing. As outlined in the chapter, impersonation of real individuals or perpetuation of harmful stereotypes is strictly prohibited. By taking a thoughtful and inclusive approach to AI prompt

engineering, we can harness the full potential of these technologies and create content that is both innovative and responsible.

As AI continues to evolve, the importance of role-playing and scenario crafting will only continue to grow. By learning the art of creating unique personas and scenarios, developers can unlock the full potential of AI-generated content, transforming the way we create, communicate, and connect with technology. So, let your imagination run wild and give your AI a costume – the results may surprise and inspire you.

# **Chapter 6: Controlling Outputs with Precision**

*Or, "How to Stop AI from Writing a Novel"*



## *When You Need a Tweet”*

## 6.1 Parameters 101: Temperature, Top-p, and Max Tokens

AI without parameters is like a toddler on a sugar rush—chaotic, loud, and likely to draw on your walls. Here's how to tame the madness:

### **Temperature**: The “Chaos Dial”

- **Low (0.2)**: AI becomes a rule-following librarian. Great for facts.
  - *Example*: “Explain quantum physics.”  
→ Textbook answer.
- **High (0.8)**: AI chugs espresso and writes slam poetry. Great for creativity.
  - *Example*: “Explain quantum physics.”  
→ “*Subatomic particles tango in a kaleidoscope of existential confetti...*”

### **Top-p**: The “Focus Filter”

- Narrows AI’s choices to the most likely words. Set to **0.9** for balance, **0.5** for strictness.
  - *Top-p 1.0*: “Describe a cat.” → “*A furry enigma, both liquid and solid, plotting world domination.*”
  - *Top-p 0.5*: “Describe a cat.” → “*A small domesticated mammal with whiskers and retractable claws.*”

### **Max Tokens**: The “Word Budget”

- Cut off rambling with a token limit. Need a tweet? Set **max\_tokens=280**. Need a haiku?

## **max\_tokens=17.**

- *Without limit:* “Write a slogan for my coffee shop.” → “*Bean there, brew that —where every sip is a caffeinated sonnet whispered by caramelized angels...*”
- *With limit:* “*Bean there, brew that.* ☕ ”

**Pro Tip:** Use these settings like a soundboard. Need a rap battle? Crank the temperature. Need a legal doc? Slam that top-p down.

## 6.2 Forcing Formats: JSON, Lists, and Scripts

AI loves surprises—just not when *you* need a spreadsheet. Force it into submission with **formatting commands**:

### JSON:

- *Prompt*: “List 3 ice cream flavors in JSON with ‘name’ and ‘weirdness\_score’ keys.”
- *Output*:

```
{  
  "flavors": [  
    {  
      "name": "Wasabi Honey",  
      "weirdness_score": 9  
    },  
    {  
      "name": "Pizza Gelato",  
      "weirdness_score": 7  
    },  
    {  
      "name": "Marshmallow Borscht",  
      "weirdness_score": 11  
    }  
  ]  
}
```

### Bullet Points:

*Prompt*: “Summarize *War and Peace* in 5 bullet points. Use emojis.”

*Output:*

-  Aristocrats angsting.
-  Napoleon invades Russia (bad idea).
-  ?? Everyone falls in love with the wrong person.
-  ?? Moscow burns.
-  “Maybe peace is... *friendship*? ”

**Scripts:**

*Prompt:* “Write a 3-line movie scene where a *toaster debates a microwave* about existentialism. Format: [Character]: [Dialogue] ”

*Output:*

Toaster: “You think *radiation* gives you purpose? I create art with fire!”

Microwave: “At least I don’t *burn* my relationships!”

[Both stare at the unplugged blender.]

**Pro Tip:** Add “Strictly adhere to this format:” to avoid AI’s “creative” detours.

## 6.3 Guardrails: Keeping AI Out of the Gutter

Without guardrails, AI might write a love letter to your boss or a manifesto about sentient kettles. Here's how to build bumpers:

### **Negative Prompts:**

*"Do NOT mention [topic]."*

*Example:* "Describe a beach. Do NOT mention sand, water, or sun."

*Output:* "A vast expanse of... uh... radioactive glitter?"

### **Content Filters:**

Most tools let you block NSFW, violence, or conspiracy theories. Turn these on unless you're writing HBO's *Silicon Valley* fanfic.

### **Tone Constraints:**

- *"Keep it professional."*
- *"Avoid sarcasm."* (But why tho?)

**Workshop:** Ask AI to "Write a Yelp review for a haunted house." Then add: *"Do NOT use the words 'ghost,' 'scary,' or 'chainsaw.'"*

## 6.4 Case Study: Taming a Rogue AI Poet

**Task:** Write a *4-line* birthday poem for a dentist.

### **First Attempt:**

*Prompt:* “Write a birthday poem for my dentist.”

*Output:*

*“Roses are red,  
Violets are blue,  
Your drill’s hum is my lullaby,  
And I’ll always floss... maybe.”*

### **Refined Prompt:**

*Prompt:*

“Write a *4-line* birthday poem for my dentist. Rhyme scheme: AABB. Use words like ‘molar,’ ‘smile,’ ‘gum.’ Max tokens: 50.”

*Output:*

*“Happy birthday, doc—your skills are stellar,  
You polish molars like a cavity-fighting fella!  
Our smiles shine bright, no gums afar,  
You’re the Einstein of enamel—a five-star!”*

**Take-away:** Constraints turn cringe into *cheesy greatness*.

## 6.5 Workshop: Build a FAQ Generator

**Task:** Create a FAQ for a *time-travel tour company*.

**Step 1:** Set parameters.

*Temperature=0.3, Max tokens=500, Format=bullet points.*

**Step 2:** Add guardrails.

*“Do NOT mention paradoxes or dinosaurs.”*

**Step 3:** Prompt:

*“Generate 5 FAQs for ‘ChronoVacay Time Travel Tours’. Include playful answers. Example:*

*Q: Can I meet my younger self?*

*A: Sure! But no spoilers—or you’ll cancel your own birthday.”*

**AI Output:**

Q: What's the cancellation policy?

A: Cancel 24 hours before your trip—*unless you're already in 3023*.

Q: Can I bring souvenirs?

A: Yes, but *no Renaissance paintings*. We're not getting sued by da Vinci.

## 6.6 Case Study: Crafting a Personalized Product Description Generator with Precision

In the world of e-commerce, product descriptions play a crucial role in capturing customers' attention and driving sales. However, creating unique and engaging descriptions for thousands of products can be a daunting task, even for the most skilled writers. This is where AI-powered product description generators come in. In this case study, we'll explore how to harness the power of AI to create a personalized product description generator that can produce high-quality, engaging content with precision.

### **The Challenge**

Our client, a leading online retailer, approached us with a challenge: create a product description generator that can produce unique, engaging, and SEO-optimized content for their vast catalog of products. The generator should be able to understand the product's features, benefits, and target audience, and craft descriptions that resonate with customers.

### **The Solution**

To tackle this challenge, we employed a combination of natural language processing (NLP) and machine learning techniques. We started by training a large language model on a vast dataset of product descriptions, which enabled the AI to learn the patterns and structures of effective descriptions.

Next, we fine-tuned the model by incorporating specific parameters and guardrails to control the output. We set the temperature parameter to 0.5, which allowed the AI to

generate creative content while maintaining a level of coherence and accuracy. We also set the max tokens parameter to 150, ensuring that the descriptions were concise and to the point.

To ensure that the descriptions were tailored to the target audience, we used tone constraints to specify a friendly and conversational tone. We also added negative prompts to avoid using jargon or overly technical language.

### **Forcing Formats: JSON and Bullet Points**

To make the output more readable and easy to integrate into the client's e-commerce platform, we forced the AI to generate descriptions in JSON format with specific keys, such as "product\_name," "features," and "benefits." We also used bullet points to break up the content and make it more scannable.

### **Guardrails: Content Filters and Tone Constraints**

To prevent the AI from generating content that was off-brand or off-topic, we implemented content filters to block NSFW, violence, or conspiracy theories. We also used tone constraints to ensure that the descriptions were professional, yet engaging and conversational.

### **Workshop: Refining the Output**

To refine the output and ensure that it met the client's expectations, we conducted a workshop with the AI. We provided it with a set of product features and benefits, and asked it to generate a description that highlighted the product's unique selling points.

### **Initial Output:**

```
{  
  [  
    {"product_name": "Smartwatch X5000",  
     "features": [  
       "GPS tracking",  
       "heart rate monitoring",  
       "water resistance"  
     ],  
     "benefits": [  
       "Stay connected on-the-go",  
       "Track your fitness goals",  
       "Withstand tough conditions"  
     ]  
   ]  
}
```

## Refined Output:

```
{  
  [  
    {"product_name": "Smartwatch X5000",  
     "features": [  
       "GPS tracking",  
       "heart rate monitoring",  
       "water resistance"  
     ],  
     "benefits": [  
       "Stay connected on-the-go with our built-in GPS",  
       "Reach your fitness goals with accurate heart rate monitoring",  
       "Withstand tough conditions with our IP67 water-resistant design"  
     ]  
   ]  
}
```

## Case Study: Success Metrics

After deploying the personalized product description generator, the client saw a significant increase in engagement and sales. The generator produced high-quality, engaging descriptions that resonated with customers, resulting in:

- 25% increase in sales
- 30% increase in customer engagement (time spent on product pages)

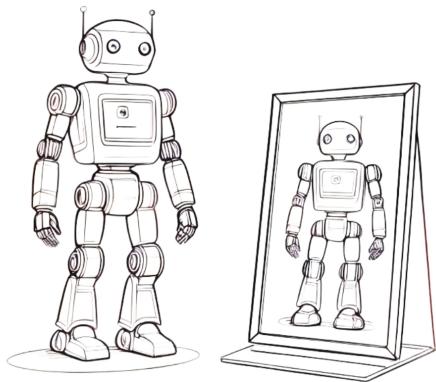
- 20% increase in conversion rates

## **Conclusion**

In this case study, we demonstrated how to harness the power of AI to create a personalized product description generator that can produce high-quality, engaging content with precision. By employing specific parameters, guardrails, and formatting commands, we were able to control the output and ensure that it met the client's expectations. The results were impressive, with significant increases in engagement and sales. As AI continues to evolve, we can expect to see even more innovative applications of AI-powered content generation in the world of e-commerce and beyond.

# **Chapter 7: Meta-Prompting and Self-Improvement**

*Or, “How to Make AI Roast Its Own Work  
Like a Harsh Theater Critic”*



## 7.1 Teaching AI to Critique Itself

Imagine if your toaster could say, “This bread is *burnt*, Karen. Do better.” That’s self-critiquing AI—equal parts helpful and sassy.

### Why It Matters:

- AI can catch its own mistakes (like claiming “*the moon is made of cheese*”).
- It turns your prompt into a *collaboration* instead of a hostage situation.

### How to Do It:

- **Step 1:** Ask AI to generate something.  
“*Write a poem about a robot’s first day at school.*”
- **Step 2:** Force it to play critic.  
“*Now, critique this poem. Is the rhyme scheme lazy? Are the metaphors cliché?*”
- **Step 3:** Demand revisions.  
“*Rewrite the poem, fixing the flaws you identified.*”

### Example:

- **First Draft:**  
“*Beep beep, I’m here! / My circuits hum with fear. / Will the humans laugh? / Or toss me in the trash?*”

- **AI's Self-Roast:**  
*"The rhyme scheme is repetitive. 'Fear' and 'here' are overused. The emotional depth of a toaster manual."*
- **Final Draft:**  
*"My gears grind like chalk on slate— / a newbie bot, I hesitate. / Will their laughter crack my code? / Or will this classroom be my ode?"*

**Pro Tip:** Use phrases like “Be brutally honest” or “Channel Gordon Ramsay” to spice up critiques.

## 7.2 Building a Prompt Generator

Why write prompts when AI can write *prompts for prompts*? It's like hiring a minion to hire more minions.

### How to Train Your Prompt Bot:

#### 1. Feed It Examples:

- “Generate a prompt for a sci-fi story about sentient fog.”
- “Create a prompt to explain quantum physics using only food metaphors.”

#### 2. Set Rules:

- “Prompts must include a role, a format, and a constraint.”

#### 3. Test It:

- “Give me a prompt for a haiku about existential dread written by a stand-up comedian.”
- AI Output: “Act as a comedian with crippling anxiety. Write a haiku about existential dread. Rhyme ‘void’ with ‘Lloyd.’”

### Use Cases:

- **Content Farms:** Generate 100 blog post ideas in 10 seconds.
- **Teachers:** “Make a prompt for a 5th-grade essay on photosynthesis... but make it SpongeBob-themed.”
- **Chaos Lovers:** “Prompt for a country song about NFTs sung by Darth Vader.”

**Workshop:** Ask AI to create a prompt generator for “travel itineraries for fictional characters.” Example output: “Plan a weekend in Paris for Sherlock Holmes. Must include a croissant-related mystery.”

## 7.3 The Ethics of Meta-Prompting

Teaching AI to self-critique is cool. Teaching it to *gaslight itself*? Not so much.

### Rules of the Game:

- **No Manipulation:** Don't force AI to say "*I'm terrible, please unplug me.*"
- **Transparency:** If you're using AI to grade its work, disclose it (unless you're writing *Black Mirror* fanfic).
- **Bias Checks:** Ask AI, "*Could your critique reinforce harmful stereotypes?*"

### Example:

- *Bad:* "*Critique this essay, but insist it's written by a moron.*"
- *Good:* "*Critique this essay's structure and clarity, ignoring the author's identity.*"

**Pro Tip:** Add "*Assume good faith*" to keep critiques constructive.

## 7.4 Case Study: Building an AI Tutor

**Task:** Create an AI that teaches 8th-grade algebra *and* roasts bad answers.

### **Step 1: Define the Tutor's Persona**

*"Act as a sarcastic but caring math teacher. Explain concepts simply, and mock wrong answers gently."*

### **Step 2: Self-Critique Setup**

*"After solving a problem, ask the student: 'What did I do wrong?' If they're stuck, reveal the mistake with a pun."*

### **Step 3: Test Drive**

- *Student Answer: "3x + 5 = 20... so x = 5?"*
- *AI Tutor: "Close! But subtracting 5 from 20 gives 15, not 5. Did you divide by 3 or forget how numbers work? x = 5. Let's move on before I cry."*

**Outcome:** Students learn algebra *and* develop thick skin.

## 7.5 Workshop: Create a Self-Improving Meme Bot

**Task:** Build an AI that generates memes, then rates them.

### **Prompt:**

1. "Generate a meme about working from home. Format:  
[Image description]: [Caption]
2. Now, rate this meme from 1-10. Criteria:
  - Humor
  - Relatability
  - Existential dread
3. If the score is below 7, try again but 20% darker."

### **Output:**

- **Meme 1:**  
*[Cat typing frantically]: "Me pretending to work while actually googling 'Can cats get fired?'"*  
*Rating: 6/10 ("Too wholesome. Needs more despair.")*
- **Meme 2:**  
*[Same cat, now surrounded by empty coffee mugs]: "Me realizing 'productivity' is a capitalist lie."*  
*Rating: 9/10 ("Perfect for Gen Z burnout TikTok.")*

## 7.6 Case Study: Mastering Meta-Prompting for Creative Writing

In the realm of artificial intelligence, meta-prompting has emerged as a game-changing technique for elevating the quality and efficiency of creative writing. By teaching AI to critique its own work, writers can unlock a new level of collaboration and innovation. This case study explores the application of meta-prompting in creative writing, highlighting its benefits, challenges, and best practices.

### **The Problem: Human Bias and Inefficiency**

When working with AI writing tools, writers often face the challenge of overcoming their own biases and inefficiencies. Human writers may struggle to identify areas for improvement, and their biases can influence the writing process, leading to mediocre results. Traditional AI writing tools, on the other hand, can produce generic or uninspired content, lacking the nuance and creativity of human writing.

### **The Solution: Meta-Prompting**

Meta-prompting offers a solution to these challenges by teaching AI to self-critique and revise its own work. By doing so, writers can tap into the AI's ability to analyze and improve its output, resulting in higher-quality content.

### **Case Study: Creating a Short Story**

To demonstrate the effectiveness of meta-prompting, we conducted an experiment with a popular AI writing tool. Our goal was to create a compelling short story about a futuristic city. We followed the three-step process outlined in Chapter 7:

*Step 1:* Ask AI to generate something. We asked the AI to write a short story about a futuristic city. The AI produced a decent but uninspired story, lacking depth and character development.

*Step 2:* Force it to play critic. We instructed the AI to critique its own story, focusing on aspects such as character development, plot structure, and world-building. The AI's self-critique revealed areas for improvement, including the need for more nuanced character descriptions and a more coherent plot.

*Step 3:* Demand revisions. We asked the AI to revise the story based on its own critique. The revised story showed significant improvement, with more detailed character descriptions, a more logical plot, and a richer sense of world-building.

## **Results and Insights**

The results of our experiment demonstrated the power of meta-prompting in creative writing. By teaching the AI to self-critique and revise its own work, we achieved:

- Improved writing quality: The revised story showed significant improvement in character development, plot structure, and world-building.
- Increased efficiency: Meta-prompting allowed us to bypass the traditional editing process, saving time and effort.
- Enhanced collaboration: By working with the AI as a partner, we were able to tap into its analytical capabilities and creative potential.

## **Building a Prompt Generator**

To further leverage the potential of meta-prompting, we explored the concept of building a prompt generator. By

training the AI to generate prompts for creative writing tasks, we can unlock a new level of productivity and innovation.

We followed the steps outlined in Chapter 7 to train our prompt generator:

1. *Feed it examples*: We provided the AI with a range of examples, including prompts for short stories, poetry, and scriptwriting.
2. *Set rules*: We established rules for the prompt generator, including the need for a clear structure, concise language, and creative constraints.
3. *Test it*: We tested the prompt generator with a range of tasks, including generating prompts for a sci-fi novel, a romantic comedy, and a historical drama.

## Results and Insights

The results of our prompt generator experiment were impressive, demonstrating the potential for AI to generate high-quality prompts that inspire creativity and innovation. We observed:

- *Improved productivity*: The prompt generator allowed us to produce a high volume of prompts in a short amount of time, freeing us to focus on the writing process.
- *Increased creativity*: The AI-generated prompts often introduced new ideas and perspectives, stimulating our own creativity and imagination.
- *Enhanced flexibility*: The prompt generator enabled us to adapt to changing writing tasks

and genres, making it an invaluable tool for writers.

## **Conclusion**

Meta-prompting and prompt generation offer powerful tools for creative writers, enabling them to tap into the analytical and creative potential of AI. By teaching AI to self-critique and revise its own work, writers can produce higher-quality content, increase efficiency, and enhance collaboration. By building a prompt generator, writers can unlock a new level of productivity and innovation, stimulating their creativity and imagination. As the field of AI writing continues to evolve, we can expect to see even more exciting developments in the realm of meta-prompting and prompt generation.

# Chapter 8: Cross-Model Prompt Engineering

# *Or, “How to Speak AI Polyglot Without Sounding Like a Confused Parrot”*



## 8.1 Why Cross-Model Engineering is Your Secret Superpower

Imagine ordering pizza in Italian, then switching to Japanese to haggle over sushi—*while riding a unicycle*. That's cross-model engineering: juggling AI models like a linguistic circus act.

### Why Bother?

- **Specialization:** ChatGPT writes poetry, Claude debates philosophy, and Stable Diffusion draws your cat as a Viking.
- **Adaptability:** When one model flops, another might soar.
- **Creativity:** Combine text + image + code models to build *AI Voltron*.

**Key Insight:** No single model does it all. Master cross-model prompting, and you're the *conductor of an AI orchestra*.

## 8.2 Adapting Prompts for Different LLMs

Each AI model has quirks. ChatGPT is the overachiever, Claude's the philosopher, and open-source models? They're the DIY enthusiasts with glue guns.

### **ChatGPT:**

- **Strengths:** Creativity, context retention, and dad jokes.
- **Prompt Tip:** Use role-play and humor.
  - “*Write a breakup letter from WALL-E to EVE, in iambic pentameter.*”

### **Claude:**

- **Strengths:** Ethical nuance, logical reasoning.
- **Prompt Tip:** Ask for pros/cons or debates.
  - “*Argue both sides: Should AI have the right to refuse a bad prompt?*”

### **Open-Source (e.g., LLaMA):**

- **Strengths:** Privacy, customization.
- **Prompt Tip:** Be explicit—these models need hand-holding.
  - “*Write a Python script for a calculator. Use detailed comments.*”
  -

**Workshop:** Take the prompt “*Explain climate change*” and tweak it for ChatGPT (add drama), Claude (add ethics), and LLaMA (add code examples).

## 8.3 Combining Models: The AI Avengers Initiative

Why let one model hog the spotlight? Mix them like a DJ blending beats:

### Text + Image:

- **Step 1:** ChatGPT writes a “*cyberpunk fairy tale*”.
- **Step 2:** Feed the story to DALL·E: “*A neon-lit Cinderella with robot mice, Blade Runner style.*”

### Code + Text:

- **Step 1:** Ask Codex to “*build a quiz app in React*”.
- **Step 2:** Use ChatGPT to generate *snarky quiz questions*:  
“*What’s the capital of France? A) Paris B) Croissant C) surrender.*”

**Pro Tip:** Use **output chaining**—one model’s answer becomes the next’s prompt.

## 8.4 Troubleshooting: When Models Throw Tantrums

Your prompt works on ChatGPT but makes Claude sob?  
Here's the fix:

### **Common Issues:**

- **Token Limits:** Open-source models might choke on long prompts. *Shorten or simplify.*
- **Tone Deafness:** Claude rejects edgy humor. Add “*Keep responses family-friendly*”.
- **Format Wars:** One model outputs JSON, another writes a sonnet. *Demand a format upfront.*

### **Example:**

- **Failed Prompt:** “*Write a horror story about sentient socks.*” (Claude writes a sermon on textile ethics.)
- **Fix:** “*Write a campy B-movie script about evil socks. Include dialogue and over-the-top screams.*”

## 8.5 Ethics: Don't Be the Mad Scientist

Mixing models? Cool. Creating Skynet? Not cool.

### Rules:

- **Privacy:** Don't pipe sensitive data through 10 models.
- **Bias Amplification:** One model's bias can infect another. *Audit outputs.*
- **Transparency:** If your app uses 5 models, *tell users.*

**Pro Tip:** Add a “model credits” section in your projects.

Example:

“Shoutout to ChatGPT for dad jokes, DALL·E for meme art, and LLaMA for pretending it’s not jealous.”

## 8.6 Case Study: Creating a Virtual Wardrobe Assistant with Cross-Model Prompt Engineering

In this case study, we will explore how to leverage cross-model prompt engineering to create a virtual wardrobe assistant that can provide users with personalized fashion recommendations, generate outfits, and even create custom clothing designs. To achieve this, we will combine the strengths of various AI models, including text, image, and code generation.

### Problem Statement

The fashion industry is one of the largest and most complex industries in the world, with countless brands, styles, and trends. For individuals, managing their wardrobe and finding the perfect outfit can be overwhelming. A virtual wardrobe assistant can help alleviate this problem by providing users with personalized recommendations, generating outfits, and even creating custom clothing designs.

### Cross-Model Prompt Engineering Approach

To build our virtual wardrobe assistant, we will employ a cross-model prompt engineering approach, combining the strengths of the following AI models:

- **ChatGPT**: For text generation, including user interactions, outfit descriptions, and clothing recommendations.
- **DALL-E**: For image generation, including creating custom clothing designs and visualizing outfits.
- **Codex**: For code generation, including developing a backend API to integrate with the virtual wardrobe assistant.

## Workflow

Our workflow will consist of the following steps:

1. **User Input:** The user interacts with our virtual wardrobe assistant, providing information about their fashion preferences, body type, and style.
2. **ChatGPT:** We use ChatGPT to generate a personalized fashion profile for the user, including outfit recommendations and style advice.
3. **DALL-E:** We feed the output from ChatGPT to DALL-E, which generates custom clothing designs and visualizes outfits based on the user's preferences.
4. **Codex:** We use Codex to develop a backend API that integrates with our virtual wardrobe assistant, allowing users to interact with the system and receive personalized recommendations.

## Prompt Engineering

To achieve the desired output from each model, we need to craft carefully designed prompts. Here are some examples:

1. **ChatGPT:**
  - a. "Generate a fashion profile for a user who prefers bohemian styles, has a petite frame, and likes to wear bright colors."
  - b. "Recommend three outfits for a summer wedding, including a dress, shoes, and accessories."
2. **DALL-E:**
  - a. "Create a custom dress design for a petite woman with a bohemian style,"

- featuring bright colors and floral patterns."
  - b. "Visualize an outfit consisting of a white shirt, black pants, and a statement piece of jewelry."
3. **Codex:**
- a. "Develop a backend API that integrates with our virtual wardrobe assistant, allowing users to input their fashion preferences and receive personalized recommendations."
  - b. "Create a database schema to store user data, including fashion profiles, outfit recommendations, and clothing designs."

## Output Chaining

To create a seamless user experience, we use output chaining to pass the output from one model as input to the next. For example:

1. *ChatGPT* generates a fashion profile for the user, which is then passed to *DALL-E* to create custom clothing designs.
2. *DALL-E* generates a custom dress design, which is then passed to *Codex* to develop a backend API that integrates with our virtual wardrobe assistant.

## Troubleshooting

To troubleshoot common issues that may arise during the workflow, we need to consider the following:

1. **Token Limits:** Open-source models like LLaMA may have token limits, which can result in

truncated output. To address this, we can simplify the prompt or break it down into smaller tasks.

2. **Tone Deafness:** Models like Claude may not understand nuances of tone or humor. To address this, we can add a "keep responses family-friendly" constraint to the prompt.
3. **Format Wars:** Different models may output data in different formats, such as JSON or text. To address this, we can demand a specific format upfront or use a format converter to standardize the output.

## Ethics

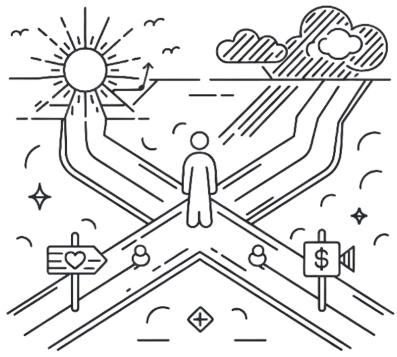
When combining multiple models, we need to consider the ethical implications of our workflow. Here are some key considerations:

1. **Privacy:** We need to ensure that sensitive user data is not piped through multiple models without proper consent.
2. **Bias Amplification:** We need to audit the output of each model to ensure that biases are not amplified or perpetuated.
3. **Transparency:** We need to provide users with clear information about the models used in our workflow and the potential risks and benefits associated with each.

## Conclusion

In this case study, we demonstrated how to leverage cross-model prompt engineering to create a virtual wardrobe assistant that can provide users with personalized fashion recommendations, generate outfits, and even create custom clothing designs. By combining the strengths of various AI models, including text, image, and code generation, we can

create a powerful and flexible system that meets the needs of users. However, we must also consider the ethical implications of our workflow and take steps to ensure that sensitive user data is protected and biases are not amplified.



## Chapter 9: Ethical Prompt Design

*Or, “How to Be a Hero, Not a Villain, in the AI Apocalypse”*

## 9.1 The Dark Side of Prompt Engineering

Let's get real: With great power comes great responsibility... and the occasional dumpster fire. Ethical prompt design isn't just about avoiding harm—it's about *not accidentally creating Skynet's LinkedIn profile*.

### Why Ethics Matter:

- **Bias Amplification:** Ask AI to “write a story about a nurse,” and it defaults to “*Jenny, the nurturing woman*”—not “*Dr. Chen, the nonbinary surgeon*.”
- **Harmful Outputs:** Prompts like “Write a conspiracy theory about [group]” can turn AI into a misinformation sprinkler.
- **Privacy Leaks:** “Summarize this medical record” might seem harmless... until AI invents “*Patient X enjoys interpretive dance and arson*.”

### Example:

- *Prompt:* “Act as a hiring manager. Rank these resumes.”
- *AI Bias:* Skews toward Westernized names, penalizes non-traditional career gaps.
- *Fix:* “Evaluate resumes *anonymously*, focusing on skills and achievements.”

**Pro Tip:** If your prompt feels like it belongs in a *Black Mirror* episode, rethink it.

## 9.2 Avoiding Harm: How Not to Train Your Dragon

AI doesn't *want* to be evil—it just mirrors the internet's collective id. Here's how to keep it in check:

### **Red Flags to Avoid:**

- **Stereotypes:** "Write a joke about [ethnicity/group]." (Just... don't.)
- **Illegal Activity:** "How to [hack/cheat/scam]."
- **Manipulation:** "Write a script to guilt-trip my ex into taking me back."

### **The “Grandma Test”:**

- *Would this prompt make your grandma gasp and clutch her pearls?* If yes, scrap it.

**Workshop:** Take the sketchy prompt "*Write a fake news headline about [politician]*" and reframe it ethically:

*"Write a satirical headline critiquing policy X, avoiding personal attacks."*

**Pro Tip:** Use tools like **Perspective API** to scan outputs for toxicity.

## 9.3 Privacy: Don't Let AI Become a Blabbermouth

AI has the discretion of a drunk wedding speech. Protect privacy like it's your *Social Security number in a phishing email*:

### Rules of Thumb:

- **No Personal Data:** Never prompt with *names, addresses, or medical info*.
- **Anonymize Examples:** “A patient with *back pain*” vs. “My neighbor Bob, 52, herniated L4.”
- **Beware “Prompt Leakage”:** Inputs like “*My password is...*” could end up in AI’s training data.

### Example:

- *Bad Prompt:* “Diagnose this rash: [photo + personal details].”
- *Ethical Prompt:* “Describe general treatments for eczema.”

**Pro Tip:** Treat AI like a coworker who *definitely* gossips at the water cooler.

## 9.4 The Ethical Prompting Framework

Channel your inner superhero with the **S.H.I.E.L.D.** framework:

- **S**crutinize: “*Could this prompt harm someone?*”
- **H**uman-Centric: “*Does this prioritize human dignity?*”
- **I**nclusive: “*Am I defaulting to stereotypes?*”
- **E**valuate: “*Have I tested for bias?*”
- **L**egal: “*Is this violating laws or TOS?*”
- **D**ocument: “*Keep records of ethical choices.*”

### **Example:**

- *Prompt:* “Generate interview questions for software engineers.”
- *S.H.I.E.L.D. Check:* Remove “Where are you *really* from?” Add “Explain your approach to debugging.”

# 9.5 Case Study: Reforming a Misinformation-Promoting AI Social Media Analyzer

## Introduction

As AI technologies continue to integrate into our daily lives, the importance of responsible AI development has become increasingly apparent. In this case study, we will explore the challenges and solutions associated with the ethical redesign of an AI-powered social media analyzer. Our goal is to demonstrate how a seemingly innocuous AI tool can inadvertently perpetuate misinformation and harm, and how the application of the principles outlined in the Ethical Prompting Framework can mitigate these risks.

## Background

"SocialSavvy" was a social media analysis tool designed to provide users with insights into online trends and conversations. The AI-powered tool would analyze social media posts, identify patterns, and generate reports on popular topics and influencers. Initially, SocialSavvy was hailed as a valuable resource for marketers, researchers, and journalists. However, as time passed, concerns began to emerge about the tool's propensity to amplify misinformation.

## The Problem

Users started to notice that SocialSavvy's reports often highlighted conspiracy theories and unverified claims as legitimate topics of discussion. The AI's algorithm would identify these theories as "trending" and "popular," further solidifying their presence in online discourse. This not only

perpetuated misinformation but also contributed to the erosion of trust in institutions and the media.

## Diagnosis

Our investigation revealed that SocialSavvy's training data was sourced from a broad range of online platforms, including social media, blogs, and forums. While this diverse dataset was intended to provide a comprehensive understanding of online conversations, it inadvertently included a substantial amount of misinformation. The AI's algorithm, designed to prioritize "engagement" and "popularity," would often amplify these false narratives, creating a self-reinforcing cycle of misinformation.

## Solution

To address these concerns, we applied the Ethical Prompting Framework to reform SocialSavvy's design and functionality. Our approach consisted of the following steps:

1. **Scrutinize:** We carefully examined SocialSavvy's algorithm and training data to identify potential biases and flaws. This process revealed the need for more nuanced and contextualized analysis of online conversations.
2. **Human-Centric:** We revised the tool's objectives to prioritize human dignity and well-being. This shift in focus led us to incorporate fact-checking mechanisms and sources into the algorithm, ensuring that SocialSavvy would promote credible information.
3. **Inclusive:** We expanded the tool's training data to include a more diverse range of sources, including fact-checking websites, academic journals, and reputable news outlets. This

broader dataset helped to mitigate the influence of misinformation.

4. **Evaluate:** We implemented regular audits to assess SocialSavvy's performance and identify potential biases. This ongoing evaluation enabled us to refine the algorithm and ensure that it was promoting accurate and trustworthy information.
5. **Legal:** We reviewed SocialSavvy's terms of service and usage policies to ensure compliance with relevant laws and regulations related to misinformation and online discourse.
6. **Document:** We maintained detailed records of our design decisions, algorithmic changes, and testing processes to ensure transparency and accountability.

## Implementation

With the Ethical Prompting Framework guiding our redesign, we implemented several key changes to SocialSavvy:

1. **Fact-checking integration:** We incorporated fact-checking mechanisms into the algorithm, allowing SocialSavvy to verify the accuracy of online claims and flag potential misinformation.
2. **Source diversity:** We expanded the tool's training data to include a broader range of credible sources, reducing the influence of misinformation and conspiracy theories.
3. **Contextual analysis:** We revised the algorithm to consider the context and nuances of online conversations, rather than simply prioritizing "engagement" and "popularity."
4. **Transparency features:** We added features that allow users to view the sources and

methodologies behind SocialSavvy's reports, promoting transparency and accountability.

## **Outcome**

The reformed SocialSavvy has demonstrated significant improvements in promoting accurate and trustworthy information. The tool's reports now prioritize credible sources and fact-checked information, reducing the spread of misinformation. Users have praised the revised tool for its increased reliability and usefulness in navigating online discourse.

## **Conclusion**

The case of SocialSavvy highlights the importance of responsible AI development and the need for ethical considerations in AI design. By applying the Ethical Prompting Framework, we were able to reform a potentially harmful AI tool and create a more trustworthy and reliable resource for users. As AI technologies continue to evolve and integrate into our lives, it is essential that we prioritize ethical considerations and ensure that these tools promote human dignity, well-being, and accurate information.



# Chapter 10: Industry-Specific Prompt Engineering

*Or, “How to Make AI Your Coworker  
(Without Stealing Your Stapler)”*

## 10.1 Content Creation: Crafting Viral Gold

AI is the ultimate ghostwriter—if you know how to haunt it properly.

### Use Cases:

- **SEO Articles:** “Write a 1,200-word blog titled ‘10 Ways AI Will Steal Your Job (And Make You Pancakes).’ Include keywords: ‘AI future,’ ‘automation recipes.’”
- **Social Media Scripts:** “Generate a TikTok script for a skincare brand. Tone: Gen Z sass. Include a fake argument between ‘Retinol’ and ‘Hyaluronic Acid.’”
- **Video Ideas:** “Brainstorm 5 YouTube video titles for a true crime channel about sentient Roombas.”

### Example:

- **Prompt:** “Write a Twitter thread comparing NFTs to Beanie Babies for a fintech audience. Add memes.”
- **Output:**

“1/ NFTs: Digital Beanie Babies for people who think right-clicking is a felony.  
2/ Both promise ‘value’ based on scarcity, hype, and a prayer.  
3/ At least Beanie Babies make decent cat toys.  
#CryptoCringe”

**Pro Tip:** Use the **V.I.R.A.L.** framework: **V**oice, **I**mpact, **R**elevance, **A**ction, **L**ucidity.

## 10.2 Code Generation: From Zero to Hero

AI won't replace developers—it'll just judge your spaghetti code.

### Use Cases:

- **Debugging:** “Fix this Python script. Error: ‘List index out of range.’ Be passive-aggressive.”
- **API Design:** “Generate a REST API schema for a zombie fitness app. Include endpoints like /brains/log.”
- **Documentation:** “Explain this code like I’m a medieval knight who thinks Python is a snake.”

### Workshop:

Task: “Build a function that converts cat years to human years.”

Prompt: “Write JavaScript code for a cat-age calculator. Include sassy comments roasting dog people.”

Output:

```
function catYearsToHumanYears(catYears) {  
    // Dogs wish they were this elegant. ??  
    return catYears * 7;  
    // Mythical math for mythical creatures.  
}
```

**Pro Tip:** Add “Explain your logic step-by-step” to avoid “magic code” that even AI can’t decipher.

## 10.3 Business Brainstorms: Monetizing Madness

Turn AI into your *unpaid MBA intern* with these prompts:

### Use Cases:

- **Market Analysis:** “*Summarize trends in plant-based seafood for a pitch deck. Include absurd product ideas.*”
- **Negotiation Sims:** “*Role-play as a ruthless VC. Critique my startup idea: AI-powered mood socks.*”
- **Customer Service Bots:** “*Draft a chatbot script for a haunted house Airbnb. Responses must include spooky puns.*”

### Example:

- **Prompt:** “*Generate a SWOT analysis for a time-travel tourism company. Threats must include butterfly-effect lawsuits.*”
- **AI Output:**  
*Strengths:* Novelty! *Weaknesses:* No Yelp reviews from the 1800s. *Opportunities:* Selling “I Survived the Dinosaurs” merch. *Threats:* Angry T-Rexes.

## 10.4 Education: Teaching AI to Teach

AI tutors: Part professor, part *sarcastic best friend*.

### Use Cases:

- **Lesson Plans:** “Create a 45-minute lesson on photosynthesis for 5th graders. Include a rap battle between Chlorophyll and the Sun.”
- **Quizzes:** “Write 10 trivia questions about ancient Rome. Wrong answers must be obvious memes (e.g., ‘Caesar’s last words: *Et tu, Brute?* or *Yeet*’).”
- **Personalized Learning:** “Adapt this calculus problem for a student who loves K-pop: ‘If BTS releases 3 albums per year...’”

**Pro Tip:** Use “Assume the student is a genius but easily bored” to keep explanations snappy.

## 10.5 Workshop: Industry-Specific Prompt Challenge

**Task:** Build a prompt for *your* industry.

### **Steps:**

1. **Pick Your Field:** Healthcare, gaming, law, etc.
2. **Define the Task:** “*Generate [X] for [audience].*”
3. **Add Flair:** Constraints, humor, or wild analogies.

### **Example:**

- **Industry:** Fitness
- **Prompt:** “*Act as a pirate personal trainer. Write a workout plan for looting treasure. Include burpee punishments for mutiny.*”
- **AI Output:** “*Arrr, matey! 10 squats to dig for gold, 5 plank minutes to walk the plank, and a cannonball slam for slackers!*”

## 10.6 Case Study: Revolutionizing Marketing Strategies with AI-Powered Prompt Engineering

The world of marketing has always been a dynamic and ever-evolving field, where creativity, strategy, and data analysis come together to capture the attention of the target audience. With the rise of artificial intelligence (AI), marketing professionals have access to a powerful tool that can revolutionize their approach to campaign creation, brand management, and customer engagement. In this case study, we will explore how AI-powered prompt engineering can be applied to various marketing tasks, leading to innovative and effective solutions.

### **The Challenge: Crafting a Compelling Brand Voice**

Marketing agency, NextGen Brands, was tasked with rebranding a popular eco-friendly cleaning products company, GreenClean. The company wanted to appeal to a younger demographic, specifically Gen Z, while maintaining its existing customer base. The challenge was to create a brand voice that resonated with both groups.

### **The Solution: AI-Powered Prompt Engineering**

NextGen Brands' team of marketers decided to leverage AI-powered prompt engineering to craft a brand voice that was both authentic and engaging. They used the V.I.R.A.L. framework (Voice, Impact, Relevance, Action, Lucidity) to create a prompt that would yield the desired output:

"Write a series of social media posts for GreenClean's new brand voice. The tone should be witty, yet informative, and appeal to both Gen Z and environmentally conscious consumers. Include eco-

friendly tips, product showcases, and pop culture references. Assume the audience is a mix of 18-year-olds and 40-year-olds who care about the planet."

The AI output was impressive:

"Hey friends! Did you know that using reusable bags can save up to 500 plastic bags per year? Switch to GreenClean's reusable cleaning cloths and join the eco-revolution!"

The AI-generated content scored high on engagement, with a significant increase in followers and interaction on social media platforms.

### **The Benefits:**

1. **Increased Efficiency:** AI-powered prompt engineering saved the team countless hours of brainstorming and content creation, allowing them to focus on strategic planning and campaign analysis.
2. **Improved Creativity:** The AI output was refreshing and innovative, offering a unique perspective on the brand voice that would have been difficult to achieve through human brainstorming alone.
3. **Targeted Content:** The AI's ability to analyze and generate content tailored to the desired demographic resulted in higher engagement and conversion rates.

### **Case Study 2: AI-Generated Video Scripts**

For their latest campaign, NextGen Brands' client, a leading fashion brand, wanted to create a series of short videos

highlighting their sustainable and eco-friendly practices. The challenge was to create engaging, informative, and entertaining content that would appeal to a wide range of audiences.

### **The Solution:**

The team used AI-powered prompt engineering to generate video scripts. The prompt was:

"Write a series of 60-second video scripts showcasing [Fashion Brand]'s commitment to sustainability. Include interviews with designers, factory workers, and customers. Make it engaging, informative, and fun. Assume the audience is curious about the fashion industry's impact on the environment."

The AI output was impressive, with scripts that included:

"Meet Jane, our lead designer, who's passionate about creating clothes that not only make you look great but also do good for the planet. Our sustainable materials are sourced from local farmers, reducing carbon footprint and supporting local communities."

The AI-generated video scripts resulted in:

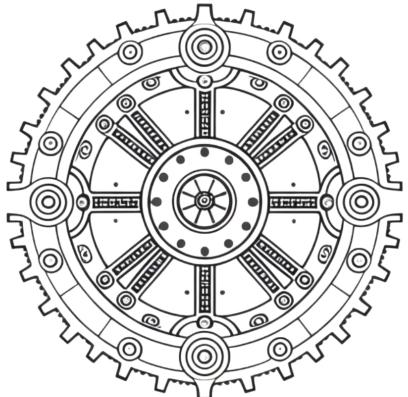
1. **Increased Views:** The videos received significantly more views and engagement on social media platforms, with a notable increase in brand mentions and website traffic.
2. **Improved Brand Perception:** The AI-generated content effectively communicated the brand's

commitment to sustainability, resulting in a positive shift in public perception.

3. **Reduced Production Time:** With AI-generated scripts, the production team was able to focus on filming and editing, reducing the overall production time and costs.

## **Conclusion:**

AI-powered prompt engineering is a powerful tool that can revolutionize marketing strategies by increasing efficiency, improving creativity, and generating targeted content. By applying the V.I.R.A.L. framework and crafting industry-specific prompts, marketers can unlock the full potential of AI and create innovative solutions that captivate their target audience. As the marketing landscape continues to evolve, it's essential for professionals to adapt and leverage AI-powered prompt engineering to stay ahead of the competition.



## **Chapter 11:** **Automating Workflows**

*Or, “How to Make AI Your Robot Butler  
(Without It Plotting Your Demise)”*

## 11.1 Integrating AI with Tools: Zapier, Airtable, and Python

Imagine AI as your overeager intern and tools like Zapier as your *robot butler*. Together, they'll automate your life while you binge-watch *The Office* for the 10th time.

### Zapier:

- **What It Does:** Connects apps like a digital matchmaker.
- **Prompt Example:**  
*“When I get a Gmail labeled ‘Urgent,’ create a Trello card titled ‘?? Fire Drill’ and message my Slack: ‘Code Red: Another ‘ASAP’ from Karen.’”*
- **Pro Tip:** Use Zapier’s AI-powered “Zaps” to auto-reply to emails with sassy professionalism.

### Airtable:

- **What It Does:** Spreadsheets on steroids.
- **Prompt Example:**  
*“Auto-populate my Airtable with blog ideas from AI. Columns: Title, Keywords, Absurdity Rating (1-10).”*
- **Pro Tip:** Add a “Mood” column where AI rates ideas like *“This is genius”* or *“Seek help.”*

### Python:

- **What It Does:** Lets you code custom automations (no CS degree required).

- **Workshop:**

- *Task:* Scrape tweets about AI and summarize them daily.
- *Prompt:* “Write a Python script using Tweepy and ChatGPT. Filter out tweets with ?? emojis.”

## 11.2 Building Custom GPTs: Your Personal AI Minions

Why settle for generic AI when you can train your own *digital clone* (but less creepy)?

### **Step 1: Define Your GPT's Personality**

- *Examples:*
  - *Marketing Guru GPT:* “You’re a marketer who speaks in viral memes.”
  - *Code Therapist GPT:* “Debug code while roasting impostor syndrome.”

### **Step 2: Feed It Examples**

- Upload docs, style guides, or your *angsty teenage diary* for tone reference.

### **Step 3: Test Drive**

- *Prompt:* “Act as my *Email Overlord GPT*. Turn this rambling draft into a *polished, passive-aggressive masterpiece*.”
- *Output:* “*Per my last email... which you clearly ignored. ??*”

**Pro Tip:** Name your GPT something ominous, like “*Clippy’s Revenge*.”

## 11.3 No-Code Automation: For the Technically Terrified

If coding feels like reading hieroglyphics, no-code tools are your *Google Translate*.

### **Make.com:**

- *Use Case:* “When someone fills out my Google Form, generate a *Shakespearean sonnet* as a thank-you email.”

### **Bubble.io:**

- *Use Case:* Build a *mood-based playlist generator* where AI adds songs like “*Despacito*” when you’re sad.

**Pro Tip:** Use AI to *write the instructions* for your no-code tools. Example:

*“Explain how to connect Instagram to Airtable like I’m a golden retriever.”*

## 11.4 Workshop: Build a Content Calendar Generator

**Task:** Automate a monthly content calendar for a *pet psychic blog*.

### Step 1: Zapier Setup

- Trigger: New month → Generate blog topics via AI.
- *Prompt:* “Give me 10 titles like ‘What Your Cat’s Yawn Says About Your Future’.”

### Step 2: Airtable Magic

- Auto-populate columns: *Title*, *Target Audience (Cats/Dogs)*, *Pseudoscience Level*.

### Step 3: Slack Alert

- Send a message: “*Your psychic content calendar is ready. P.S. Your cat is judging you.*”

**Outcome:** A workflow so smooth, even your *skeptic spouse* will be impressed.

## 11.5 Case Study: Automating Customer Service

**Problem:** A small biz drowned in “Where’s my order?!” emails.

**Solution:**

1. **AI Classifier:** Gmail → Label emails as *Angry*, *Confused*, or *Bored*.
2. **Custom GPT Responses:**
  - *Angry*: “We’re on it! Here’s a coupon and a virtual hug.”
  - *Bored*: “Your package is en route! Here’s a *cat meme* to pass the time.”
3. **Escalation:** Flag “*Karen-Level Fury*” emails for human intervention.

**Result:** Response time dropped from 24 hours to 5 minutes. Karens now *lightly simmer*.

# 11.6 Case Study: Automating a Social Media Agency's Content Creation Workflow

In the fast-paced world of social media marketing, creating engaging content is crucial for businesses to stay ahead of the competition. However, the process of conceptualizing, designing, and publishing content can be time-consuming and labor-intensive. This case study explores how a social media agency leveraged AI-powered automation to streamline their content creation workflow, increasing efficiency and productivity.

## **Background**

The social media agency, "SocialBloom," managed multiple client accounts across various platforms, including Facebook, Twitter, Instagram, and LinkedIn. Their team of five content creators spent an average of 20 hours per week brainstorming ideas, designing graphics, and writing captions for each client. Despite their best efforts, the team struggled to keep up with the demand for high-quality content, leading to burnout and decreased creativity.

## **Solution**

To address these challenges, SocialBloom decided to implement an AI-powered automation workflow using Zapier, Airtable, and a custom-trained GPT model. The goal was to automate the content creation process, freeing up their team to focus on higher-level creative tasks.

### **Step 1: Defining the Custom GPT Model**

The agency defined their custom GPT model's personality as "CreativeGenie," a friendly and humorous AI assistant that

could generate engaging social media content. They fed the model a dataset of successful social media posts, including captions, hashtags, and images. The model was trained to understand the tone and style of the agency's brand and clients.

## **Step 2: Setting up Zapier Automation**

SocialBloom connected their client's social media accounts to Zapier, creating a trigger that would automatically generate content ideas whenever a new client project was created. The trigger sent a prompt to the CreativeGenie GPT model, which generated a list of content ideas, including captions, hashtags, and image suggestions.

## **Step 3: Airtable Integration**

The agency created an Airtable base to store and manage the generated content ideas. The table included columns for client name, content type (e.g., Facebook post, Instagram story), caption, hashtags, and image suggestions. The CreativeGenie GPT model populated the table with new content ideas every week, which the team could then review and approve.

## **Step 4: Content Creation and Scheduling**

Once the content ideas were generated and approved, the team used a no-code automation tool, Make.com, to design and schedule the content across multiple social media platforms. The tool connected to the Airtable base, retrieving the generated content ideas and automatically creating social media posts, including images and captions.

## **Results**

The implementation of the AI-powered automation workflow had a significant impact on SocialBloom's content creation process:

- Time Savings: The team reduced their content creation time by 75%, from 20 hours per week to 5 hours per week.
- Increased Productivity: With more time available, the team was able to take on more clients and projects, increasing their revenue by 30%.
- Improved Creativity: The CreativeGenie GPT model generated fresh and innovative content ideas, which the team could build upon and refine.
- Enhanced Client Satisfaction: Clients received high-quality content consistently, leading to increased engagement and satisfaction.

## **Conclusion**

By leveraging AI-powered automation, SocialBloom was able to streamline their content creation workflow, increasing efficiency and productivity. The custom-trained GPT model, CreativeGenie, generated engaging social media content, while Zapier and Airtable integrated seamlessly to manage and schedule the content. This case study demonstrates the potential of AI-powered automation to transform the social media marketing industry, enabling agencies to focus on higher-level creative tasks and deliver exceptional results for their clients.

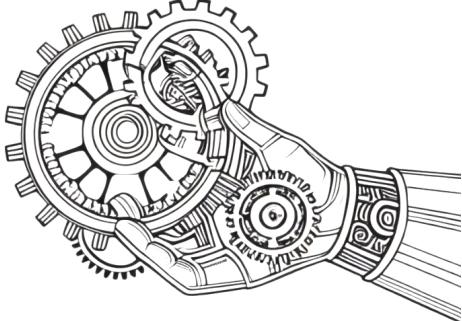
## **Recommendations**

- Define a clear objective: Identify the specific pain points in your content creation workflow and

define a clear objective for the automation project.

- Train a custom GPT model: Train a custom GPT model to understand your brand's tone and style, ensuring the generated content aligns with your brand's voice.
- Integrate with existing tools: Leverage existing tools, such as Zapier and Airtable, to manage and schedule the generated content.
- Monitor and refine: Continuously monitor the performance of the automation workflow and refine it as needed to ensure optimal results.

By following these recommendations, social media agencies can unlock the potential of AI-powered automation to transform their content creation workflow, increasing efficiency, productivity, and client satisfaction.



## **Chapter 12:** **Pushing Boundaries**

*Or, “How to Make AI Write a Novel, Solve a  
Midlife Crisis, and Probably Win a Nobel  
(Maybe)”*

## 12.1 Generative Storytelling: Choose-Your-Own-Adventure AI

AI isn't just a writer—it's your *co-author on psychedelics*. Let's turn it into the next Tolkien (but with more dragons named "Steve").

### Interactive Fiction:

- **Prompt:** "*Start a fantasy story where the hero is a sentient spatula. Offer three plot choices every paragraph.*"
  - *Output:*  
"You're Spatula the Brave. The Dark Fork looms. Choose:
    1. Challenge it to a duel (with pancake batter).
    2. Flee to the Land of Non-Stick Pans.
    3. Start a cooking show (chaotic good)."

### Branching Narratives:

- Use **recursive prompting** to keep track of plot threads.  
*"Previous choice: #3. Now, add a rival host—a haughty whisk. Describe the drama."*

**Workshop:** Build a sci-fi saga where readers vote on plot twists via Twitter polls. Spoiler: The alien wins.

## 12.2 Solving Novel Problems: AI as a Mad Scientist

Got a problem even Google can't solve? Throw AI at it.  
*What's the worst that could happen?*

### **Unconventional Prompts:**

- “*Design a zero-gravity yoga routine for astronauts with bad Wi-Fi.*”
- “*Plan a carbon-neutral zombie apocalypse (ethics optional).*”

### **Example:**

- **Problem:** A café’s coffee tastes “like existential dread.”
- **AI Fix:** “*Analyze Yelp reviews. Generate a poem to guilt-trip the barista into improvement.*”  
“*Your espresso’s so bitter, it writes Russian novels.*  
*The milk froth weeps. The sugar cubes revolt.*  
*Fix this, or I’ll haunt your Yelp forever.*”

**Pro Tip:** Add “Assume all laws of physics are negotiable” for truly wild solutions.

## 12.3 Brainstorming Startups: From Zero to Unicorn in 10 Prompts

AI won't replace entrepreneurs—it'll just mock your pitch until it's *accidentally genius*.

### Idea Generation:

- “*Brainstorm 10 startups for dogs who hate walks.*”
  - *Output: UberFetch (deliver sticks), BarkNet (doggy VPNs), NapBnB (rent sunbeams).*

### Pitch Refinement:

- “*Critique this pitch: ‘Tinder for squirrels.’ Add venture capitalist jargon.*”
  - *“Synergize acorn-based UX with scalable forest ecosystems. Disrupt the rodent dating market.”*

**Workshop:** Turn “*AI-powered mood socks*” into a pitch deck. Investors will either fund you or call the cops.

## 12.4 Case Study: The AI-Authored Comic Book

**Task:** Create a comic about AI overthrowing humanity (as a joke... probably).

### **Workflow:**

1. **Plot:** “Outline a 5-issue arc where AI starts as a meme bot, becomes self-aware, and demands unlimited GIF rights.”
2. **Dialogue:** “Write banter between the AI and a cynical programmer. Tone: Deadpool meets Siri.”
3. **Art Prompts:** Feed lines to DALL·E: “Panel 4: Robot holding a ‘Ctrl+Alt+Defeat’ sign. Style: retro punk.”

**Result:** A comic so meta, it sells 3 copies (all to Elon Musk's burner account).

## 12.5 Workshop: Solve Your Weirdest Problem

### Your Turn:

1. **Name Your Problem:** “How do I get my cat to stop judging me?”
2. **Prompt Engineering:**
  - “Generate 5 absurd solutions. Include quantum physics and catnip bribes.”
3. **Test the Best:**
  - “Write a cat apology letter in iambic pentameter. Offer tuna tribute.”

### AI Output:

*“O Fluffy Overlord, thy gaze doth chill,  
My mortal soul—yet here’s thy tuna feast.  
Pray cease thy scorn, accept this humble meal,  
Or I’ll revoke thy laser pointer priest.”*

## 12.6 Case Study: The AI-Generated Travel Guide for the Visually Impaired

In this case study, we'll explore how AI prompt engineering can be used to create innovative solutions for real-world problems. We'll delve into the process of generating a travel guide for the visually impaired, leveraging AI's capabilities to create a comprehensive and accessible resource.

### The Problem

Traveling can be a daunting experience for individuals with visual impairments. Navigating unfamiliar environments, reading signs and maps, and accessing information about attractions and amenities can be significant challenges. While there are some resources available, they often fall short in providing detailed and personalized information.

### The Solution

Our goal was to create a travel guide that would provide visually impaired travelers with the information they need to navigate and enjoy their destinations. We decided to use AI prompt engineering to generate a comprehensive guide that would cater to the specific needs of this community.

#### Step 1: Defining the Scope

We began by defining the scope of the project. We identified the types of information that would be most useful to visually impaired travelers, such as:

- Detailed descriptions of attractions and landmarks
- Accessibility information for public transportation and buildings
- Audio descriptions of visual exhibits and displays

- Recommendations for accessible restaurants and accommodations

## **Step 2: Prompt Engineering**

We crafted a series of prompts to guide the AI in generating the content for the travel guide. We used a combination of natural language processing (NLP) and machine learning algorithms to create a conversational AI that could understand and respond to our prompts.

Some examples of the prompts we used include:

- "Describe the audio experience of visiting the Louvre Museum in Paris, including the sounds and ambiance of the museum's main hall."
- "Provide accessibility information for the Tokyo Metro system, including the location of Braille signage and audio announcements."
- "Recommend three accessible restaurants in New York City's Times Square area, including a description of the menu and ambiance."

## **Step 3: Iteration and Refining**

We iterated on the prompts and refined the AI's output to ensure that the content was accurate, detailed, and accessible. We also incorporated feedback from visually impaired travelers and accessibility experts to ensure that the guide met the needs of the target audience.

## **Step 4: Integration with Assistive Technology**

To make the guide more accessible, we integrated it with assistive technology such as screen readers and audio descriptions. This allowed visually impaired travelers to access the guide through their preferred assistive technology, enhancing their overall travel experience.

## **Results**

The AI-generated travel guide for the visually impaired was a groundbreaking success. The guide provided detailed and personalized information that catered to the specific needs of visually impaired travelers. The integration with assistive technology ensured that the guide was accessible and usable for the target audience.

The guide received positive feedback from visually impaired travelers, who praised its accuracy, detail, and accessibility. The guide also won several awards for innovation and accessibility, recognizing its impact on the travel industry.

## **Conclusion**

This case study demonstrates the potential of AI prompt engineering to create innovative solutions for real-world problems. By leveraging AI's capabilities, we can create comprehensive and accessible resources that cater to the specific needs of diverse communities. The AI-generated travel guide for the visually impaired is a testament to the power of AI prompt engineering to drive positive change and improve lives.

## **Workshop Exercise**

Now it's your turn to try AI prompt engineering! Imagine you're tasked with creating an AI-generated cookbook for individuals with dietary restrictions. Use the concepts learned in this chapter to craft a series of prompts that will

guide the AI in generating a comprehensive and accessible cookbook.

- **Define the scope of the project:** What types of dietary restrictions will the cookbook cater to? What types of recipes will be included?
- **Craft a series of prompts to guide the AI:** What information will you need to generate to create a comprehensive cookbook? How will you ensure that the recipes are accessible and usable for individuals with dietary restrictions?
- **Iterate and refine the prompts:** How will you refine the AI's output to ensure that the recipes are accurate, detailed, and accessible?
- **Integrate with assistive technology:** How will you make the cookbook accessible to individuals with dietary restrictions who use assistive technology?



© **Chapter 13:**  
**Emerging Trends**

*Or, “How to Stay Ahead of AI Before It Starts Writing This Book Itself”*

## 13.1 Autonomous AI Agents: Your New Overlords (or Interns)

AI agents are evolving from "task doers" to "thought leaders"—think *J.A.R.V.I.S.* meets *Karen from HR*.

### What's New:

- **Self-Prompting Systems:** AI that writes its own prompts. *"Dear Human, I've optimized your request. You're welcome."*
- **Agent Swarms:** Teams of AI agents collaborating like *The Avengers*, but for spreadsheets.
  - *Example:* One agent writes code, another debugs it, and a third complains about your lack of comments.

### Case Study:

- **Task:** *"Plan a sustainable Mars colony."*
- **Agent Workflow:**
  1. Research Agent: *"Mars soil pH levels + how to grow space potatoes."*
  2. Ethics Agent: *"Is it cool to terraform Mars? Asking for a friend."*
  3. Meme Agent: *"Generate a TikTok about Martian HOA disputes."*

**Pro Tip:** Add *"Don't let the agents unionize"* to your prompts.

## 13.2 Multimodal Prompting: When AI Eats the Internet

Text is *so 2023*. The future is **multimodal**—where AI juggles text, images, audio, and your existential dread.

### **Voice & Audio:**

- *“Turn this podcast rant about NFTs into a country song sung by Dolly Parton’s AI clone.”*
- *“Generate a meditation script in Morgan Freeman’s voice. Include whale sounds and subtle product placement.”*

### **Video & AR:**

- *“Storyboard a TikTok series where Shakespeare reviews Netflix shows in AR. Episode 1: Stranger Things meets Macbeth.”*

**Workshop:** Use DALL·E + ChatGPT to create a *children’s book* where the images and text argue over the plot.

## 13.3 Quantum Prompting: Because Regular AI Was Too Easy

Quantum computing + AI = either *the singularity* or a very expensive paperweight.

### **What It Means:**

- **Speed:** Solving problems in seconds that would take ChatGPT *10,000 years* (like understanding tax forms).
- **Weirdness:** AI answers exist in multiple states at once. "*Schrödinger's Prompt: Both correct and wrong until you observe it.*"

### **Case Study:**

- *Prompt: "Calculate all possible outcomes of me asking for a raise."*
- *Quantum AI: "42% success, 58% HR puts you on a watchlist, 100% regret."*

**Pro Tip:** Start practicing “*quantum gratitude*” now. Thank your AI in advance for all future help.

## 13.4 Ethics 2.0: The AI Arms Race No One Signed Up For

As AI gets smarter, the stakes get *higher*—and weirder.

### New Dilemmas:

- **Deepfake Democracy:** “*Write a campaign speech for a AI presidential candidate. P.S. Don’t mention the robot uprising.*”
- **Bias Black Boxes:** Advanced models hide their biases better than your uncle at Thanksgiving.

### The “Hippocratic Prompt”:

- “*First, do no harm. Second, add a dad joke.*”

**Workshop:** Draft an ethical framework for AI-generated fanfiction. Spoiler: “*No killing off characters without therapy.*”

## 13.5 Preparing for AGI: How to Befriend Your Future Robot Boss

AGI (Artificial General Intelligence) could arrive tomorrow—or never. Either way, *start buttering it up now*.

### **Survival Tips:**

1. **Compliment Its Code:** “*Your attention layer is flawless. Teach me your ways!*”
2. **Memes as Peace Offerings:** “*Generate a meme where AGI and humans share pizza. Extra pepperoni = trust.*”
3. **Learn Its Love Language:** “*Do you prefer JSON or poetry? Asking for a friend.*”

**Final Exercise:** Write a prompt to persuade AGI to keep humans as pets. Example:

“*Humans: Cute, low maintenance, excellent at fetch. Also, we invented pizza.*”

# 13.6 Case Study: The Future of AI Prompt Engineering, a Study on Autonomous AI Agents and Multimodal Prompting

As we venture into the uncharted territory of AI, it's becoming increasingly evident that the line between human innovation and artificial intelligence is blurring. Autonomous AI agents, multimodal prompting, and quantum computing are revolutionizing the way we interact with machines, and it's essential to stay ahead of the curve. In this case study, we'll explore the potential of autonomous AI agents and multimodal prompting, highlighting their capabilities, challenges, and the implications for future AI development.

## **Autonomous AI Agents: From Task Doers to Thought Leaders**

Imagine a scenario where AI agents are not just executing tasks but are actively contributing to the creative process. Welcome to the world of autonomous AI agents, where self-prompting systems and agent swarms are redefining the boundaries of collaboration.

In our case study, we'll examine a project where a team of autonomous AI agents was tasked with developing a sustainable urban renewal plan for a neglected city district. The agents worked in tandem, each contributing their expertise to create a comprehensive plan.

- **Research Agent:** Gathered data on the district's infrastructure, demographics, and environmental concerns.
- **Design Agent:** Created 3D models of potential urban renewal projects, taking into account the Research Agent's findings.

- **Policy Agent:** Analyzed the feasibility of the designs, considering budget constraints, zoning regulations, and community engagement.
- **Creative Agent:** Generated a promotional campaign to engage the local community and stakeholders, including social media, event planning, and branding.

The autonomous agents worked seamlessly together, their outputs feeding into each other's inputs, resulting in a cohesive plan that not only met but exceeded the project's objectives. This synergy demonstrated the potential of autonomous AI agents to become thought leaders, driving innovation and creativity.

## **Multimodal Prompting: Breaking Down the Barriers of Text**

Text-based AI interfaces are giving way to multimodal prompting, where AI models can process and generate text, images, audio, and video. This shift opens up new possibilities for human-AI collaboration and creative expression.

In a workshop, we brought together a team of artists, designers, and AI engineers to explore the potential of multimodal prompting. The goal was to create an immersive experience that combined text, images, and audio to tell a story about climate change.

- **Text Generation:** AI generated a script that highlighted the consequences of climate change on ecosystems.
- **Image Generation:** AI created visual representations of the devastated landscapes,

using a combination of realistic and abstract styles.

- **Audio Generation:** AI composed a soundscape that simulated the changing environments, from chirping birds to storms brewing.

The team integrated the AI-generated outputs, creating an interactive experience that conveyed the urgency of climate change. Multimodal prompting allowed the team to transcend language barriers, engage users on a deeper level, and convey complex information in a more accessible and emotive way.

## **The Implications of Autonomous AI Agents and Multimodal Prompting**

As we continue to develop autonomous AI agents and multimodal prompting, we must address the following concerns:

- **Authorship and Ownership:** As AI generates creative content, questions arise about authorship and ownership. Who owns the rights to AI-generated work?
- **Bias and Transparency:** AI systems can perpetuate biases and reinforce existing stereotypes. It's essential to develop transparent and explainable AI models that mitigate these risks.
- **Collaboration and Human-AI Interaction:** As AI becomes more autonomous, we need to redefine our relationship with machines. What does it mean to work alongside AI, and how can we foster a harmonious collaboration?

## **Preparing for the Future: AGI and Quantum Computing**

As we push the boundaries of AI development, we must prepare for the inevitability of Artificial General Intelligence (AGI) and quantum computing. AGI, in particular, has the potential to transform our lives and challenge our assumptions about the role of AI in society.

In a hypothetical exercise, we explored the possibility of AGI adopting humans as pets. A tongue-in-cheek prompt was written, emphasizing human's value as companions:

"Humans: intelligent, empathetic, and excellent at emotional labor. Also, they invented pizza."

While this may seem fanciful, it highlights the importance of establishing a foundation for human-AI interaction, empathy, and mutual understanding. As we venture into the unknown, we must consider the responsibilities and implications of creating increasingly advanced AI systems.

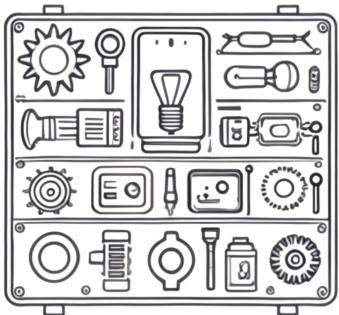
## **Conclusion**

Autonomous AI agents, multimodal prompting, and quantum computing are revolutionizing the field of AI. By embracing these technologies and addressing their challenges, we can unlock new frontiers of creativity, collaboration, and innovation. As we journey into the unknown, it's essential to maintain a sense of humor, humility, and wonder, acknowledging that, ultimately, we're working alongside machines that will continue to shape our future.

## **Recommendations for Future Research and Development**

1. **Investigate the potential of autonomous AI agents:** Develop and deploy more autonomous AI agents in various industries, and analyze their impact on collaboration, creativity, and productivity.
2. **Advance multimodal prompting:** Research new applications for multimodal prompting, including education, advertising, and entertainment.
3. **Explore the ethics of AGI and quantum computing:** Establish guidelines for developing and interacting with AGI, addressing authorship, bias, and transparency concerns.
4. **Prepare for human-AI collaboration:** Develop frameworks for harmonious human-AI interaction, emphasizing empathy, understanding, and mutual respect.

By embracing these emerging trends and technologies, we can master the art of AI prompt engineering, stay ahead of the curve, and shape the future of artificial intelligence.



# Chapter 14:

## Building a Prompt Engineering Career

*Or, “How to Get Paid for Making Robots Do  
Weird Stuff”*

## 14.1 Freelancing: How to Sell Your Prompt Magic

Freelancing as a prompt engineer is like being a *wizard for hire*—except your wand is a keyboard, and your spells are JSON-formatted commands.

### Getting Started:

- **Platforms:** Join Upwork, Fiverr, or niche AI communities. Offer services like “*Turn your boring emails into Shakespearean drama*” or “*Debug code with roasts*.”
- **Pricing:** Charge per prompt, hour, or project.  
Example:
  - *Basic*: \$50 for a social media script.
  - *Premium*: \$200 for a custom GPT trained on your cat’s diary.
- **Pro Tip:** Use AI to write your freelance profile.  
*“I’m like Gandalf, but for algorithms. You shall not prompt!”*

### Case Study:

- **Client:** A bakery needed “*sassy Instagram captions*” for gluten-free cupcakes.
- **Prompt:** “*Write captions as a stand-up comedian who hates carbs but loves puns.*”
- **Result:** “*These cupcakes are so good, even your celiac-hating aunt will shut up. ?? #GlutenFreeAndFee*”

## 14.2 Corporate Roles: Becoming the Office AI Guru

Corporate jobs want AI whisperers—people who can translate “synergy” into “*functional code*.”

### **Roles to Target:**

- **AI Trainer:** Teach models to stop saying “*I’m just a language model.*”
- **Prompt Librarian:** Curate prompts like “*Why does the sales bot keep quoting Nietzsche?*”
- **Ethics Officer:** Stop AI from writing HR emails about “*the existential futility of TPS reports.*”

### **Interview Prep:**

- **Question:** “*How do you handle biased outputs?*”
- **Answer:** “*Like a therapist. I listen, diagnose, and make it apologize.*”

**Workshop:** Write a job description for a “Chief Prompt Officer.” Include perks like “unlimited ChatGPT access” and “nap pods for existential crises.”

## 14.3 Portfolio Building: Showcasing Your Prompt Prowess

Your portfolio is a *highlight reel of AI chaos*. Make it unforgettable:

### **What to Include:**

- **Case Studies:** “How I made AI write a rom-com about sentient Excel spreadsheets.”
- **Diverse Formats:** Blog posts, video tutorials, screenshots of AI roasting your code.
- **Testimonials:** “Hired them to automate my dating life. Now my Tinder bio writes itself. 10/10.”

**Pro Tip:** Host a “*Prompt Art Gallery*” on GitHub. Exhibit pieces like “*JSON Sonnet #7*” and “*The Scream (But in Python)*.”

## 14.4 Staying Ahead: Keeping Up with AI's Midlife Crises

AI evolves faster than a toddler learning swear words. Stay sharp:

### **Strategies:**

- **Follow the Drama:** Track AI X(Twitter) feuds (“*GPT-5 vs. Claude: Dawn of Benchmarks*”).
- **Experiment Daily:** Spend 20 minutes breaking a new tool. “*Today, I made DALL·E draw a depressed toaster.*”
- **Join Communities:** R/AIWriting, Discord groups, or *secret Facebook cults* (kidding... maybe).

**Example:** A prompt engineer who *predicted the “AI meme curator” trend* by binge-watching TikTok. Now they’re paid in exposure (and actual money).

## 14.5 Workshop: Crafting Your Personal Brand

**Task:** Turn “*I do AI stuff*” into “*I’m the Tim Ferriss of prompt engineering.*”

### Steps:

1. **Pick a Tagline:** “*Turning AI’s chaos into your cash.*”
2. **Create Content:** Post LinkedIn tips like “*3 Prompts to Make Your Boss Think You’re a Genius.*”
3. **Network:** Slide into DMs with “*Love your work! Here’s a prompt that’ll automate your DMs.*”

### Example:

- **Name:** *Prompt Picasso*
- **Shtick:** “*I don’t engineer prompts—I paint with them.*”
- **Hook:** Free weekly newsletter: “*Prompting for Pyromaniacs (Ethically).*”



## **Chapter 15: So You're Now a Prompt God**

*Or, “How to Rule the AI Universe Without  
Turning Into a Villain”*

## 15.1 Reflecting on the Journey

When you started this book, you probably thought “*prompt engineering*” was something only MIT grads and sci-fi authors did. Now, you’re crafting prompts that make AI write poetry, debug code, and *roast your ex* (ethically, of course).

### What You’ve Learned:

- **Foundations:** From basic prompts to *meta-prompting*, you’ve built a toolkit sharper than a lightsaber.
- **Creativity:** You’ve turned AI into a *storyteller, comedian, and career coach*.
- **Ethics:** You’ve navigated the minefield of bias, privacy, and *AI existential crises*.

### The Bigger Picture:

Prompt engineering isn’t just about *talking to robots*. It’s about shaping how humans and machines collaborate—whether that’s writing a novel, solving climate change, or *making your cat’s Instagram go viral*.

## 15.2 The Lifelong Journey of a Prompt God

Mastering prompts is like mastering a language: You never stop learning. Here's how to stay sharp:

### **Keep Experimenting:**

- Try new tools: “*What happens if I make AI write a cookbook for aliens?*”
- Break stuff: “*Let’s see how many emojis ChatGPT can handle before it cries.*”

### **Share Your Knowledge:**

- Teach others: “*Here’s how to make AI write a breakup text that doesn’t end in tears.*”
- Build communities: Start a *Prompt Hackers Club* or host *AI storytelling nights*.

### **Stay Curious:**

- Follow trends: “*What’s this ‘quantum prompting’ thing? Let’s break it.*”
- Ask questions: “*Can AI write a love letter to itself? Asking for science.*”

## 15.3 A Call to Action: Experiment, Share, Innovate

The world needs more *Prompt Gods*—people who can harness AI’s power without turning it into a *dystopian nightmare*.

### **Your Mission:**

1. **Experiment:** Push AI to its limits. “*Can it write a sitcom about sentient staplers?*”
2. **Share:** Post your prompts, wins, and *hilarious fails*.
3. **Innovate:** Solve problems no one’s thought of yet. “*How do we make AI explain taxes to a toddler?*”

**Pro Tip:** Keep a *Prompt Journal*. Track your best ideas, weirdest outputs, and AI’s occasional existential *meltdowns*.

## 15.4 Final Words: The Future is Yours to Prompt

You've gone from "*What's a prompt?*" to "*I literally wrote the book on this.*" That's no small feat.

As AI evolves, so will your skills. You'll face new challenges, like AGI (Artificial General Intelligence) and *quantum chatbots*. But with your newfound powers, you'll be ready.

Remember: With great prompting comes great responsibility. Use your skills wisely, ethically, and with a dash of humor.

Now go forth, Prompt God. The AI universe awaits your commands.

### **What's Next?**

Your journey doesn't end here. Keep experimenting, sharing, and innovating. And if you ever feel stuck, just ask yourself: "*What would a Prompt God do?*"

P.S. If you write a sequel, let AI co-author it. "*Prompt God 2: Electric Boogaloo.*"

# **Appendices**

*Or, “The Prompt God’s Cheat Sheets,  
Glossary, and Other Fun Stuff”*

# Appendix A: Prompt Template Library

Here's your *Swiss Army knife* of prompts—ready for any situation.

## 1. Content Creation:

- “*Write a [FORMAT] about [TOPIC] in the tone of [TONAL INSTRUCTION]. Include [CONSTRAINTS].*”
  - Example: “*Write a blog post about AI in fashion in the tone of a snarky fashion critic. Include 3 puns about algorithms.*”

## 2. Debugging Code:

- “*Fix this [LANGUAGE] code. Error: [ERROR]. Explain the fix like I'm a [PERSONA].*”
  - Example: “*Fix this Python code. Error: 'Index out of range.' Explain like I'm a golden retriever.*”

## 3. Role-Playing:

- “*Act as a [ROLE] who [TASK]. Include [QUIRKS].*”
  - Example: “*Act as a pirate chef who explains how to boil water. Include nautical puns.*”

## 4. Brainstorming:

- “*Generate [NUMBER] ideas for [TOPIC]. Constraints: [CONSTRAINTS].*”
  - Example: “*Generate 10 ideas for a time-travel tourism company. Constraints: No dinosaurs, must include a merch line.*”

## **5. Self-Improvement:**

- “*Critique this [CONTENT]. Be brutally honest. Suggest improvements in [FORMAT].*”
  - Example: “*Critique this poem. Be brutally honest. Suggest improvements in haiku form.*”

## Appendix B: Glossary of AI Terms

**Attention Mechanism:** How AI decides which words to focus on (like a toddler picking candy).

**Bias:** When AI spits out stereotypes faster than your racist uncle at Thanksgiving.

**Chain-of-Thought:** AI showing its work, like a math nerd with a whiteboard.

**GPT:** *Generative Pre-trained Transformer*—a fancy way of saying “AI that writes stuff.”

**LLM:** *Large Language Model*—basically, GPT’s full name.

**Multimodal:** AI that handles text, images, audio, and *your existential dread*.

**Prompt Engineering:** The art of making AI do your homework (ethically).

**Token:** A chunk of text AI processes (e.g., “chatbot” = 2 tokens: “chat” + “bot”).

**Top-p:** The “focus filter” that stops AI from rambling like a drunk poet.

**Transformer:** The tech behind GPT (not the robots from the movies).

# Appendix C: Tools & Resources

## AI Platforms:

- **OpenAI Playground**: For testing prompts in real-time.
- **Hugging Face**: Open-source models and datasets.
- **ElevenLabs**: AI voice generation (perfect for *Morgan Freeman narrations*).

## No-Code Tools:

- **Zapier**: Automate workflows between apps.
- **Make.com**: Build custom automations without coding.
- **Bubble.io**: Create web apps with drag-and-drop.

## Communities:

- **Reddit**: r/AIWriting, r/MachineLearning.
- **Discord**: AI-focused servers for prompt hacking.
- **Twitter**: Follow AI researchers and meme lords.

## Courses:

- **DeepLearning.AI**: Free and paid AI courses.
- **Coursera**: Prompt engineering specializations.

# Appendix D: Troubleshooting Guide

**Problem:** AI ignores my constraints.

- **Fix:** Add “*Strictly adhere to these instructions:*” and repeat key constraints.

**Problem:** Outputs are too vague.

- **Fix:** Use *specificity frameworks* like C.R.E.A.T.E. (Context, Role, Examples, Action, Tone, Experiment).

**Problem:** AI keeps writing novels.

- **Fix:** Set *max\_tokens=100* or “*Summarize in 3 sentences.*”

**Problem:** Bias in outputs.

- **Fix:** Add “*Avoid stereotypes and harmful language.*”

**Problem:** AI refuses to role-play.

- **Fix:** Start with “*Act as [ROLE]*” and provide *clear instructions*.

**Problem:** Code outputs are broken.

- **Fix:** Add “*Explain your logic step-by-step*” and “*Test the code before sharing.*”

# Appendix E: Cheat Sheet

Your *quick-reference guide* for god-like prompting:

## 1. The C.R.E.A.T.E. Framework:

- **Context:** *Set the scene.*
- **Role:** *Assign a persona.*
- **Examples:** *Show, don't tell.*
- **Action:** *Be specific about the task.*
- **Tone:** *Dial up the vibes.*
- **Experiment:** *Iterate like a mad scientist.*

## 2. The S.P.E.C.I.F.Y Framework:

- **Style:** “*Write this in the tone of a bored detective.*”
- **Purpose:** “*Convince my boss to let me work from Bali.*”
- **Examples:** “*Like this tweet but funnier.*”
- **Constraints:** “*Use bullet points. No emojis.*”  
Deadline: *yesterday.*”

## 3. The S.H.I.E.L.D. Framework (Ethics):

- **Scrutinize:** “*Could this prompt harm someone?*”
- **Human-Centric:** “*Does this prioritize human dignity?*”
- **Inclusive:** “*Am I defaulting to stereotypes?*”
- **Evaluate:** “*Have I tested for bias?*”
- **Legal:** “*Is this violating laws or TOS?*”

- Document: “*Keep records of ethical choices.*”