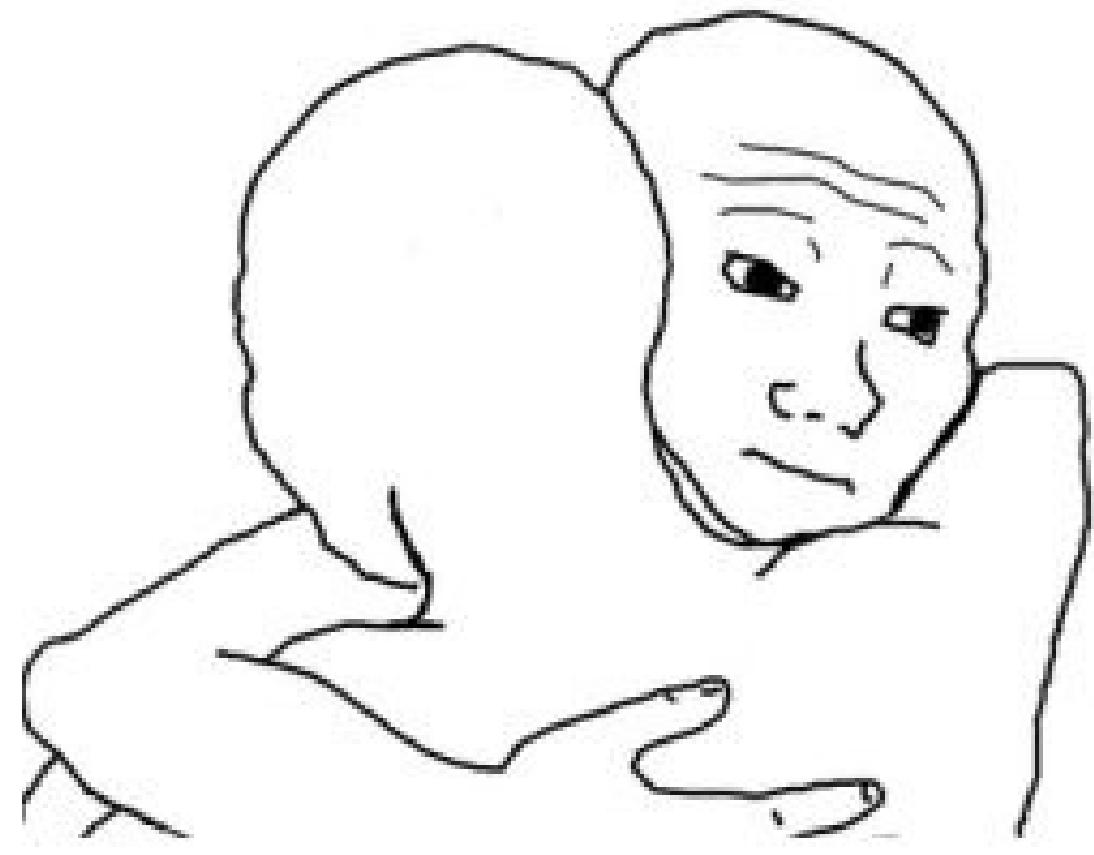


In First Half You Understood, Learned.

Now , You Have to Feel.



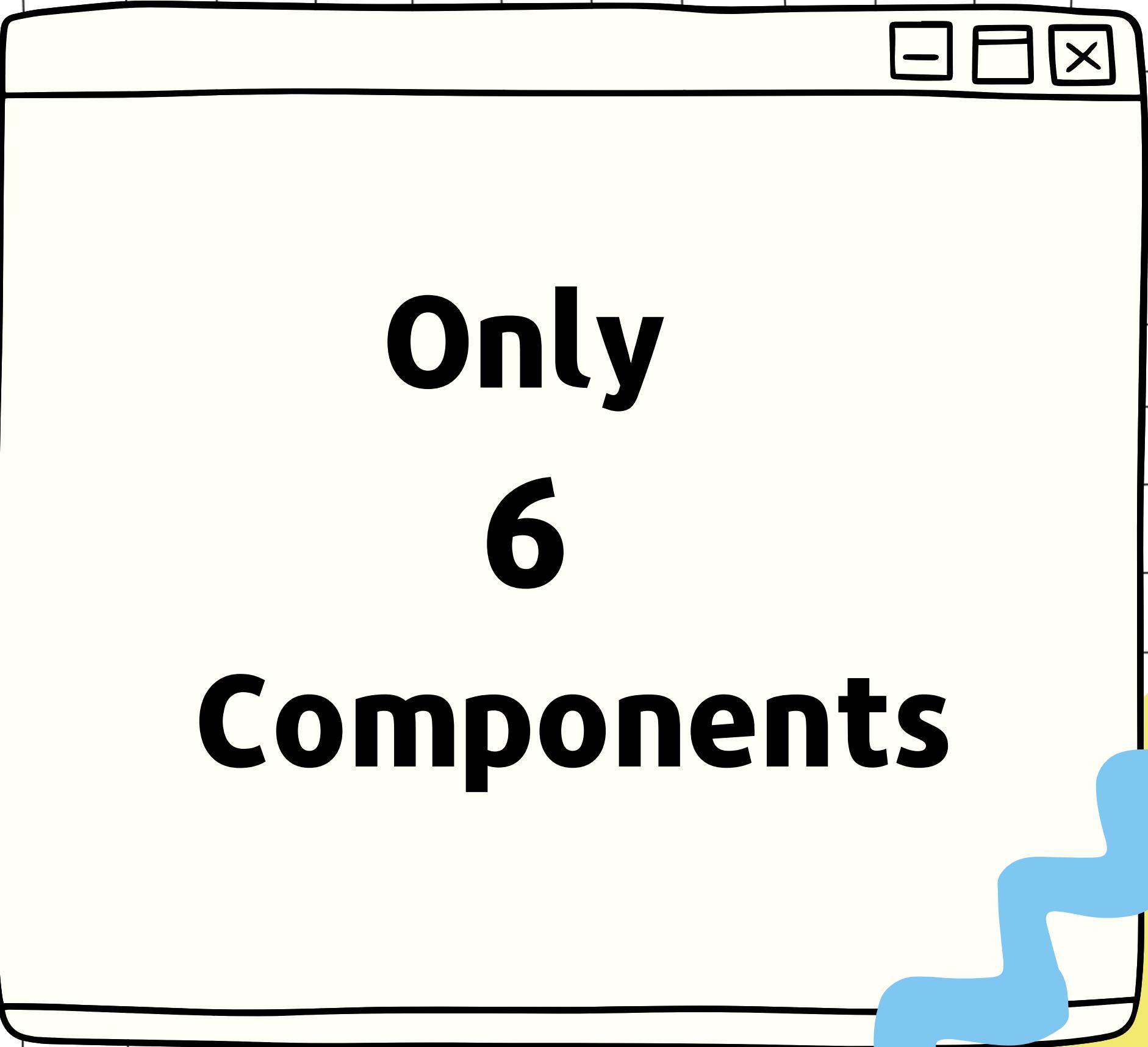
I KNOW THAT FEEL BRO



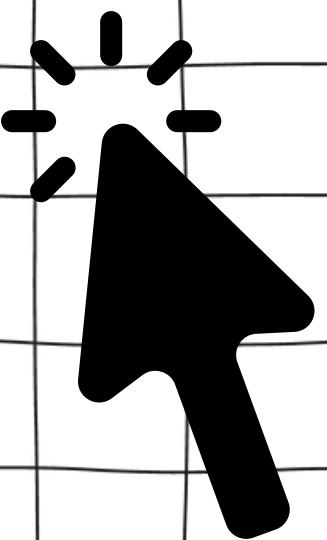
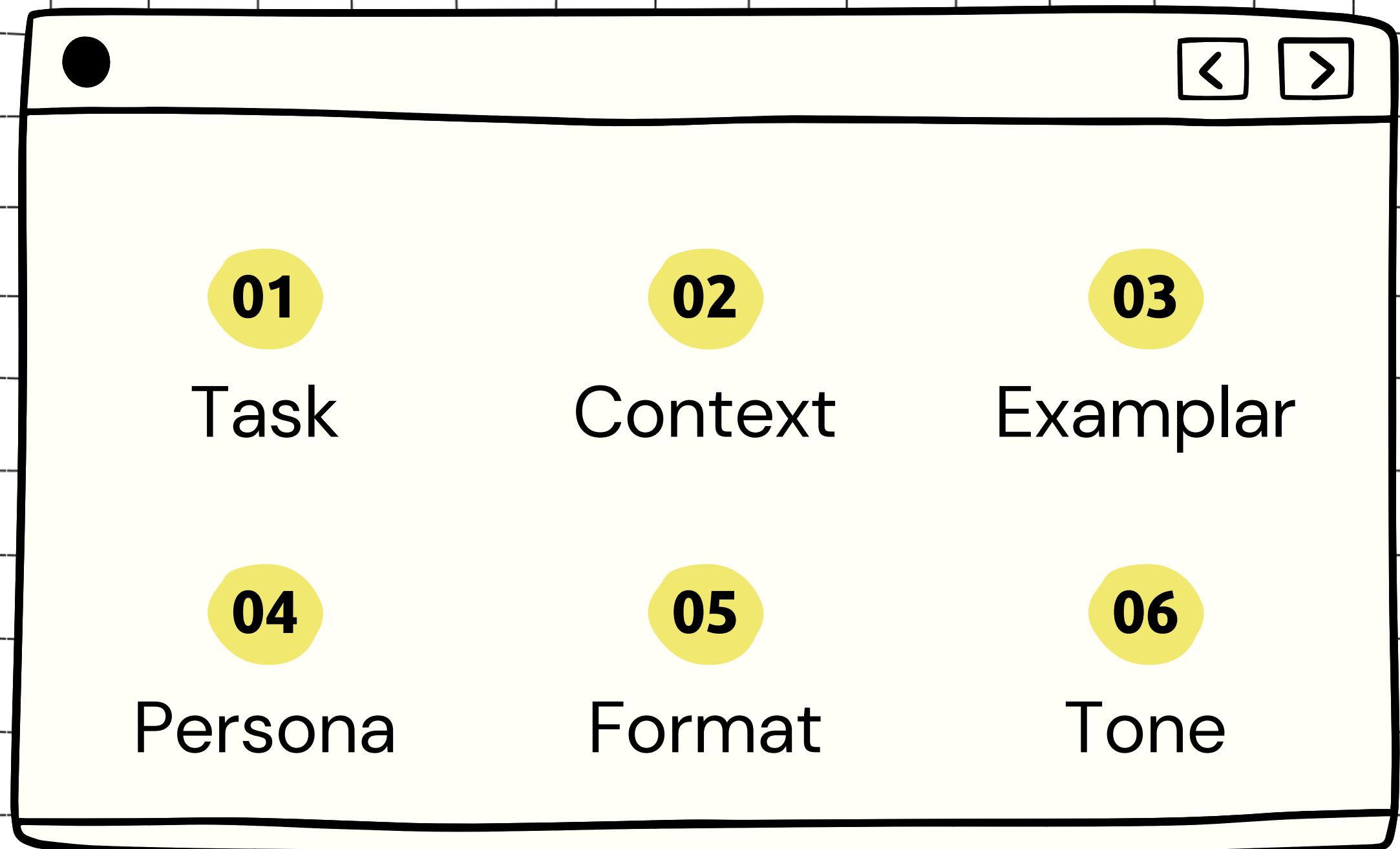
•••

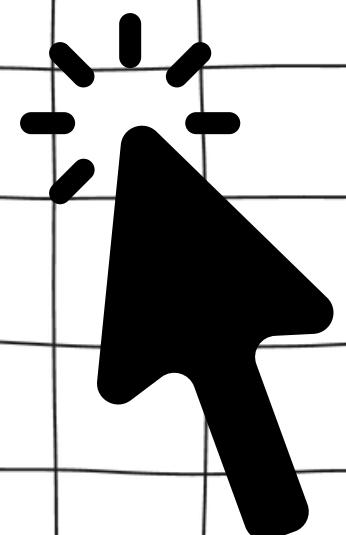
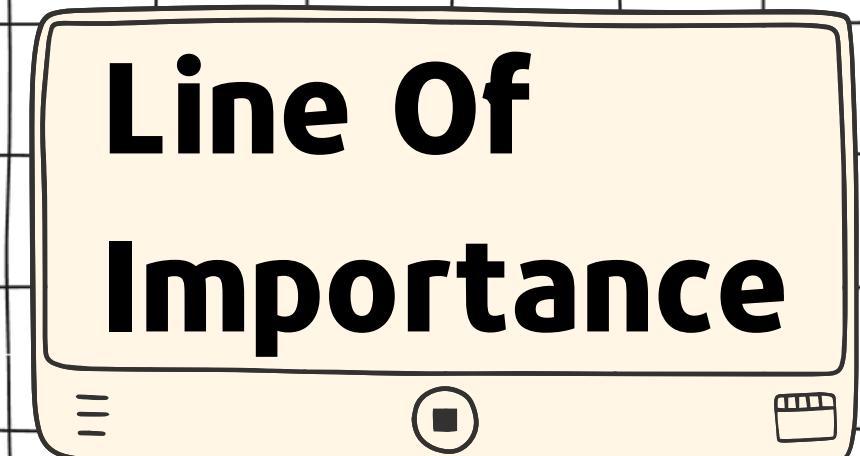
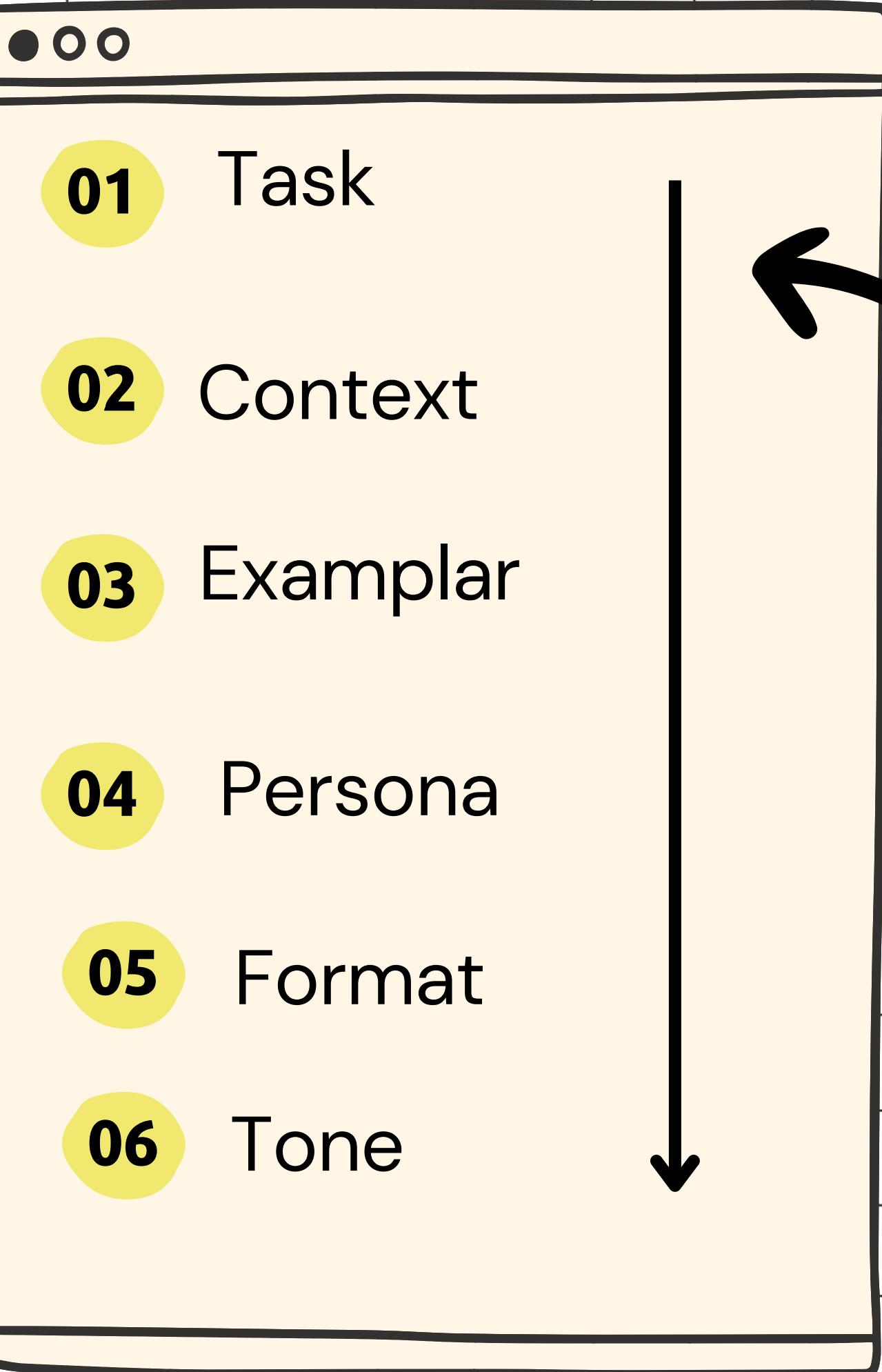
Perfect Prompt Formula

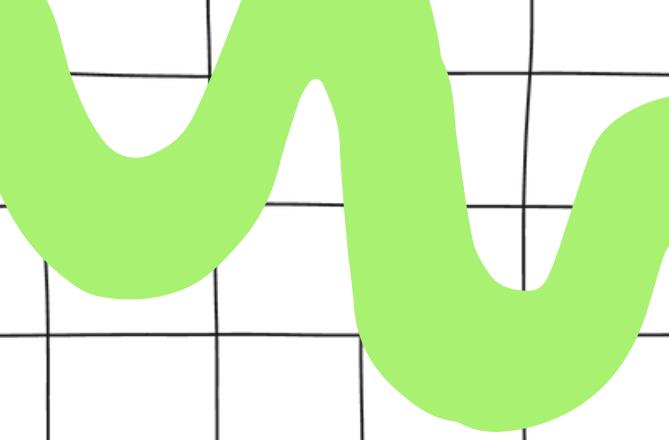




Only
6
Components

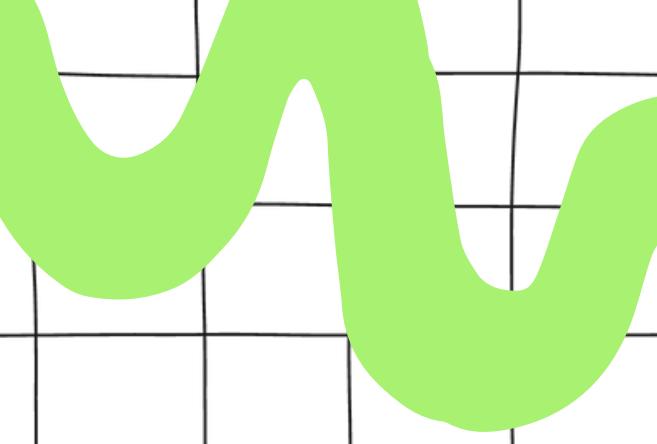






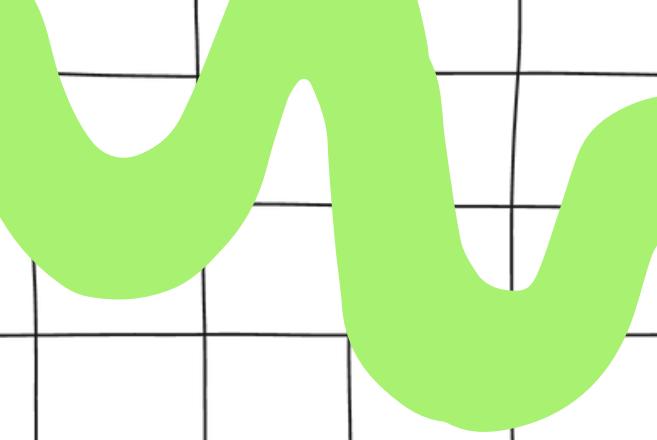
...

I'm a 70kg male ,give me a 3 months training program.



...

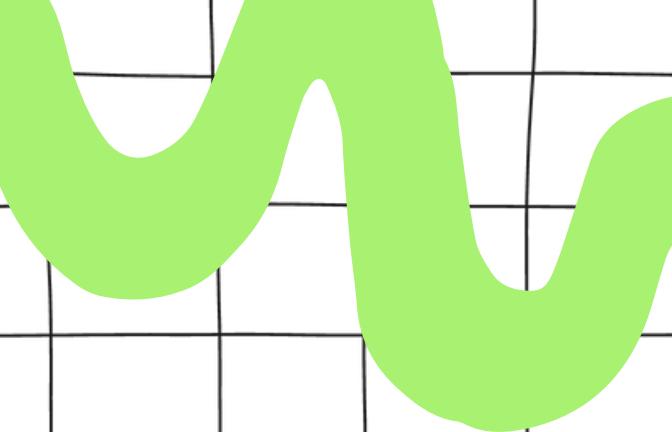
I'm a 70kg male , give me a 3 months training program.



[Context]

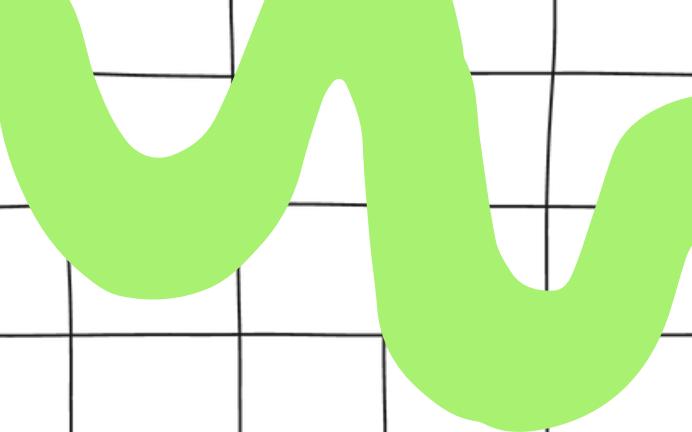
I'm a 70kg male , give me a 3 months training program.

...



[Context]

I'm a 70kg male , give me a 3 months training program.



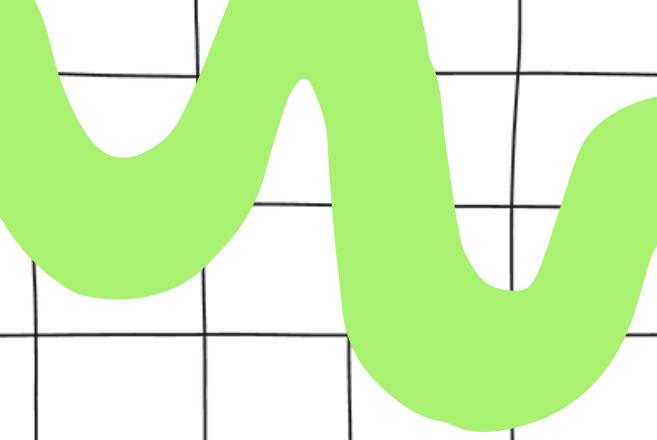
[Context]

I'm a 70kg male

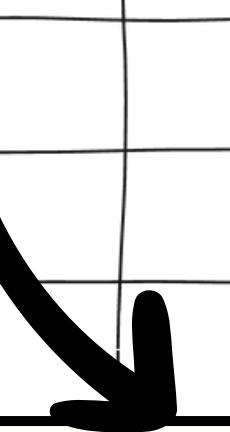
, give me a 3 months training program.

[Task]

...



**More
Importance**



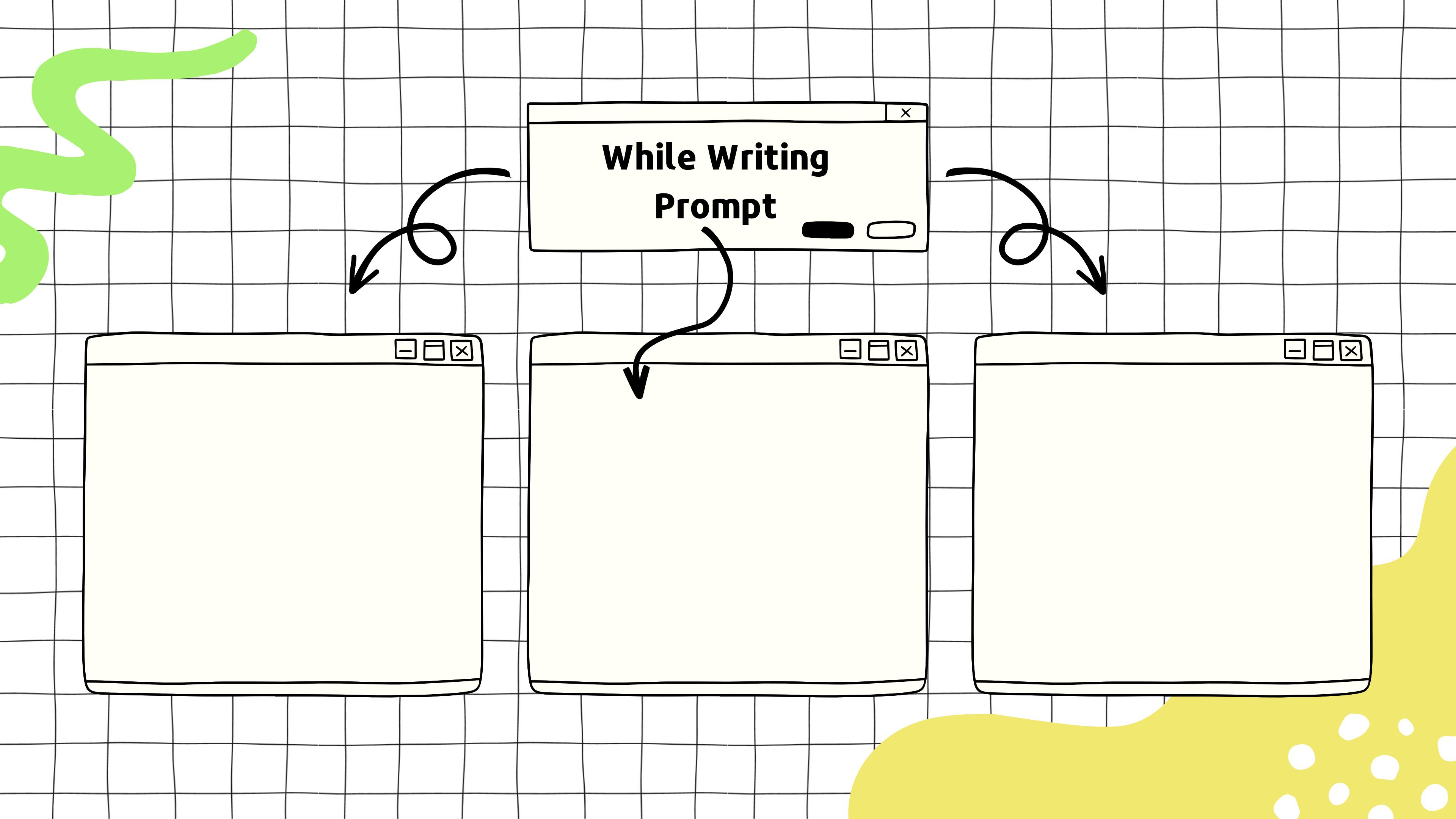
[Context]

I'm a 70kg male

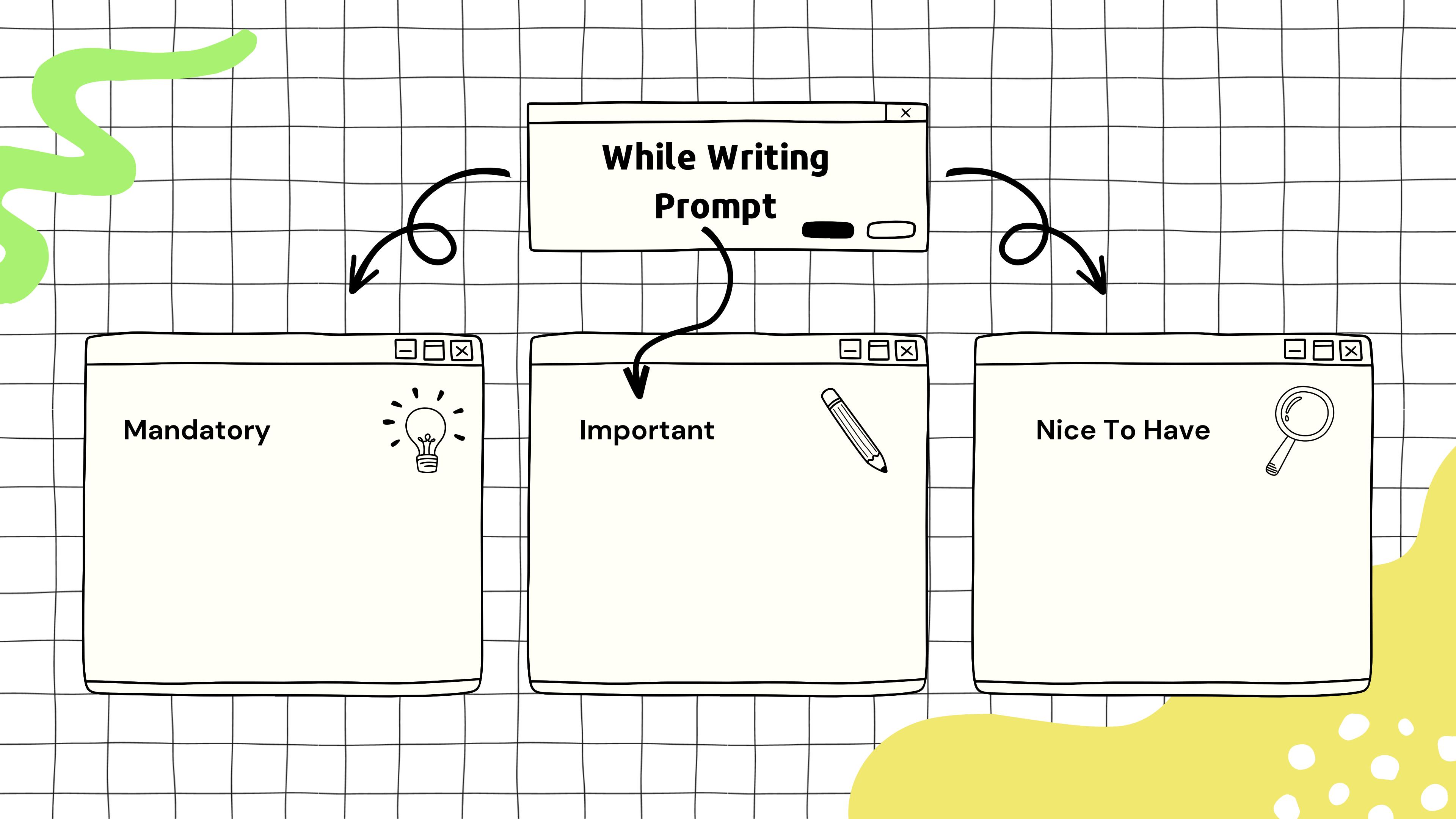
, give me a 3 months training program.

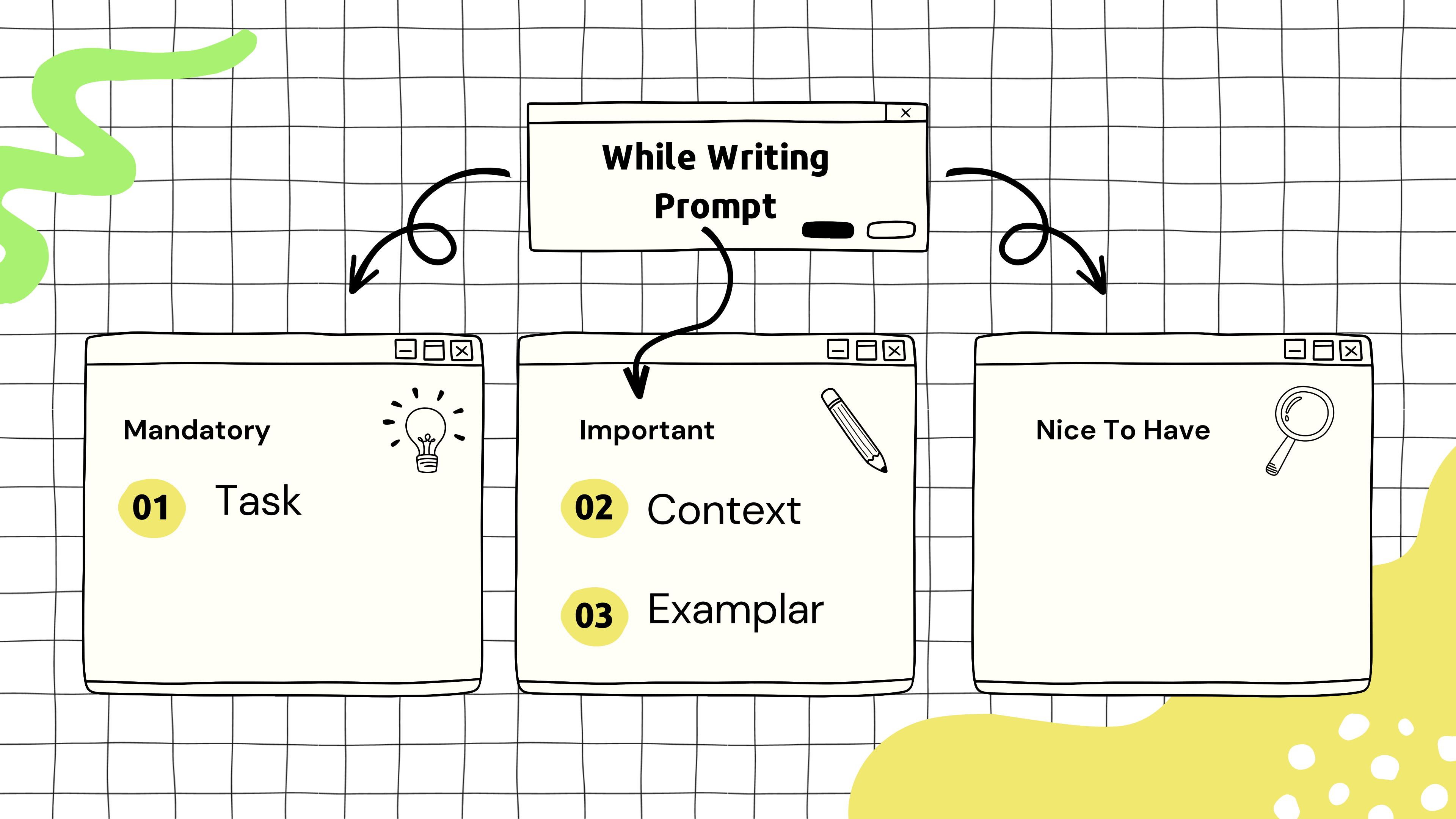
[Task]

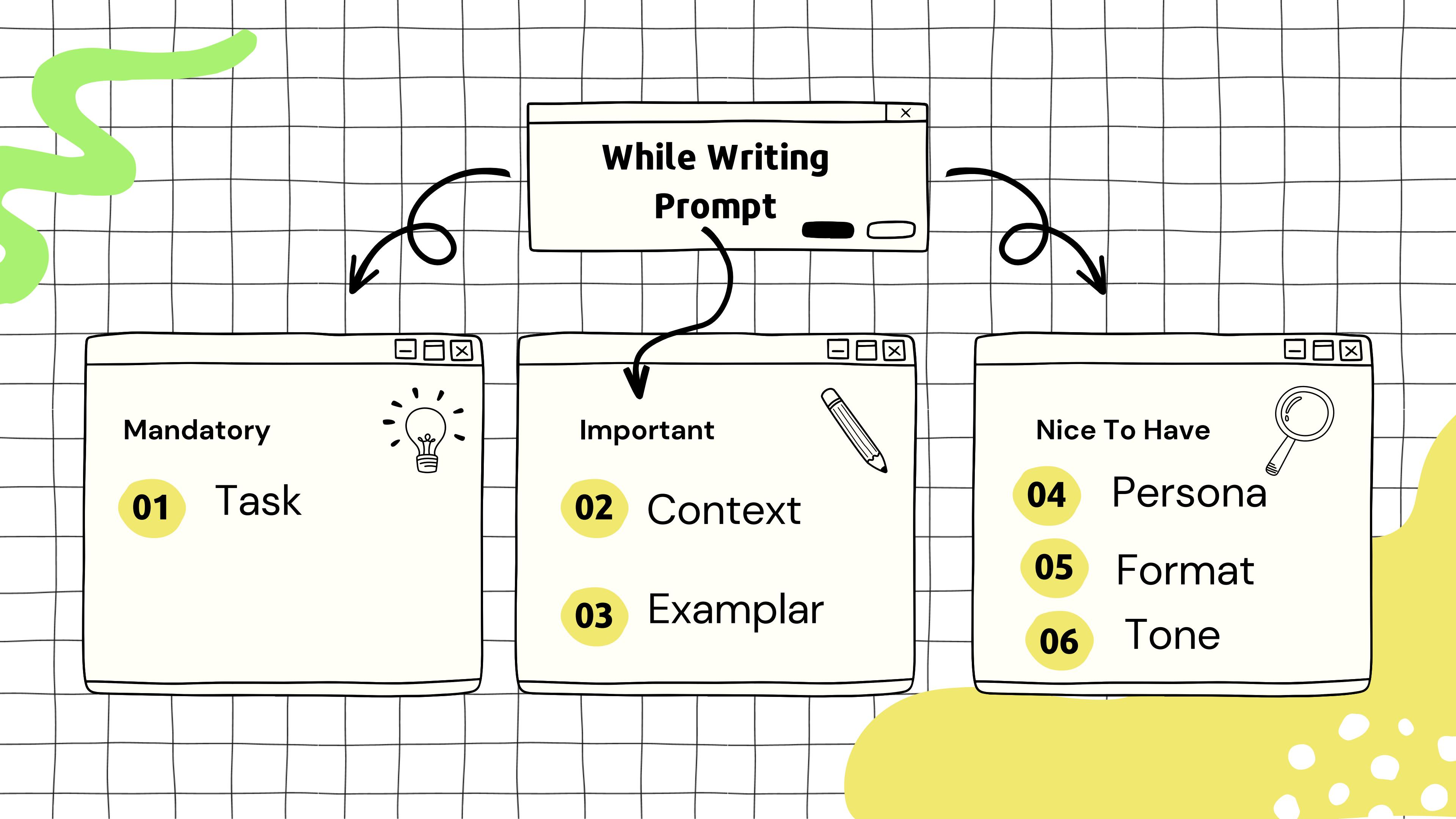
...



**While Writing
Prompt**



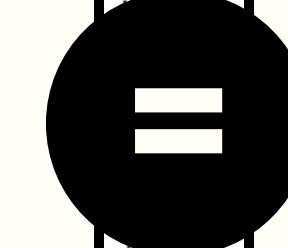




Persona + Context + Task

Exemplar + Format + Tone

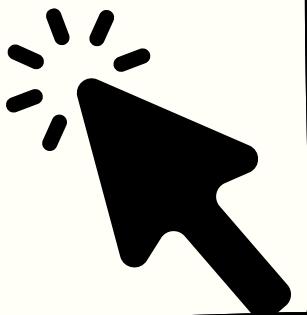
...



A Good Output
From
ChatGPT/Bard

...

#1. Task



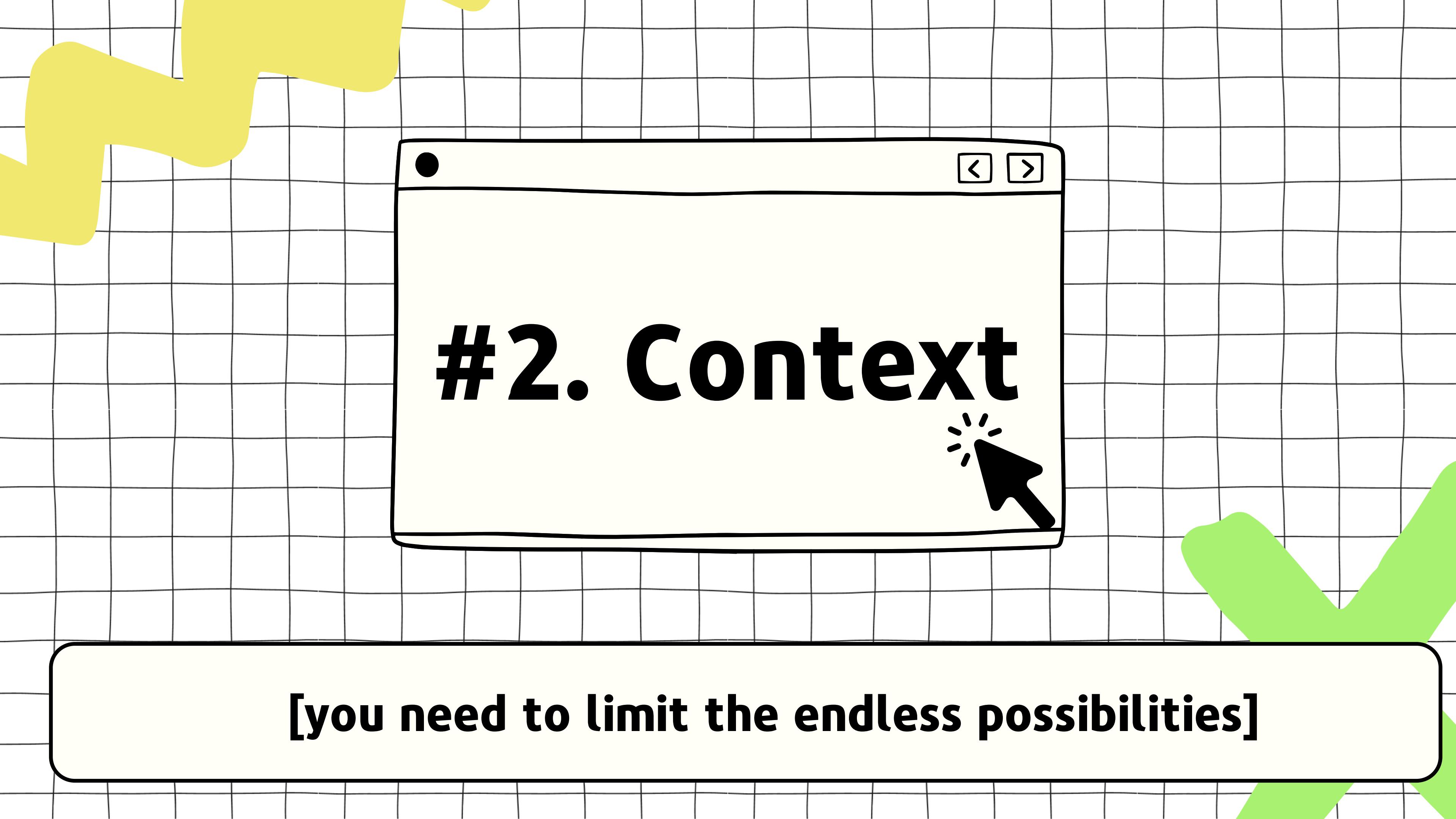
**Always start the Task sentence with an Action Verb, e.g.
Generate, Give, Write, Analyze, etc.**

ONE SIMPLE TASK

Generate a 3-month training program
for me to follow

"MULTI-TASK" REQUEST

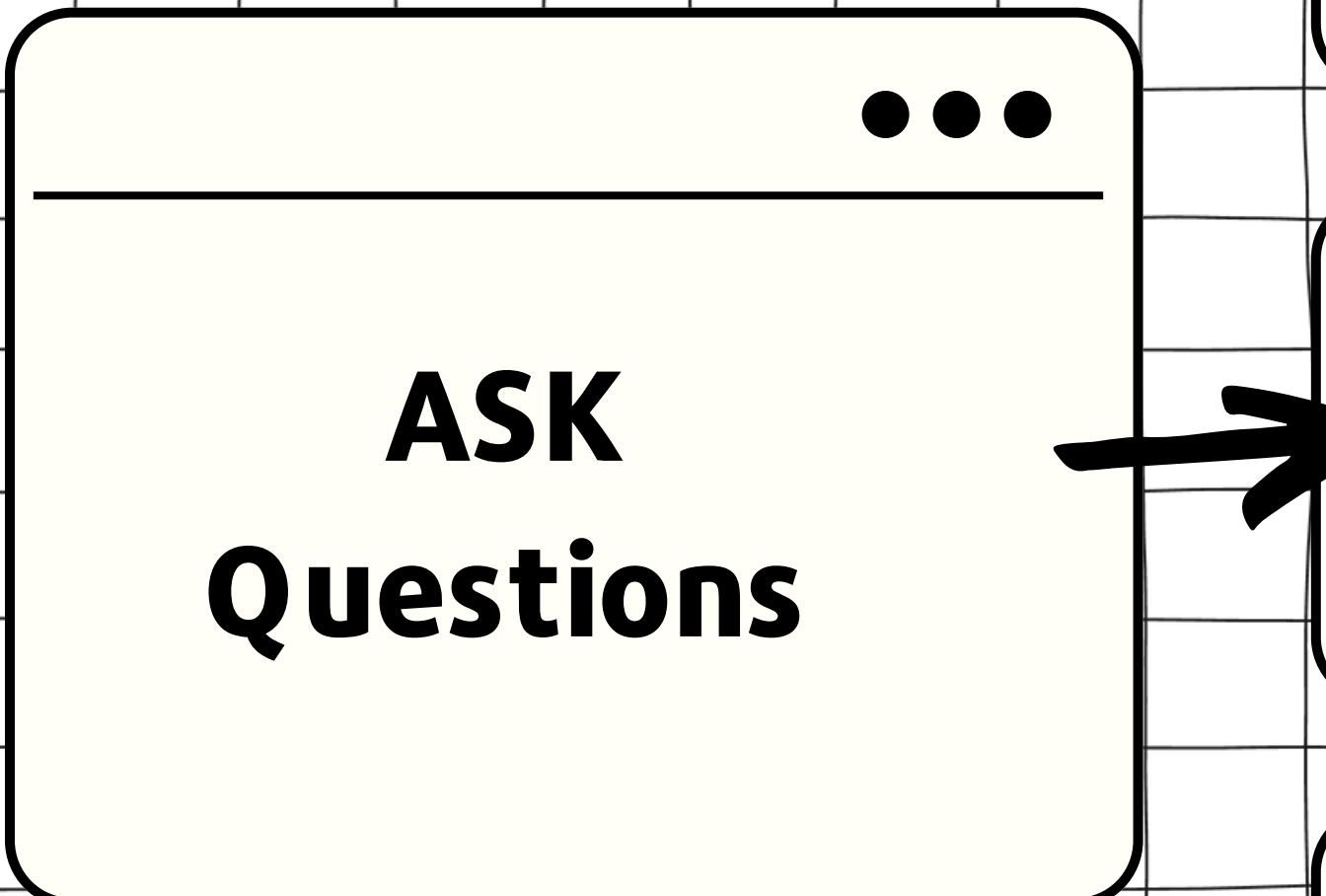
Analyze the collected user feedback from an event we just ran, summarize the top 3 takeaways with a focus on business and categorize the rest based on the team responsible



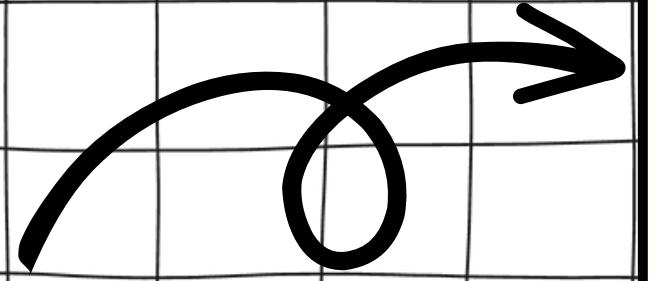
#2. Context



[you need to limit the endless possibilities]



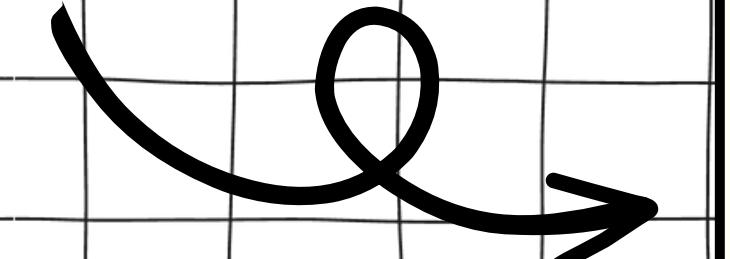
**ASK
Questions**



**What is the user's
background?**



**What does success look
like?**



**What environment are
they in?**

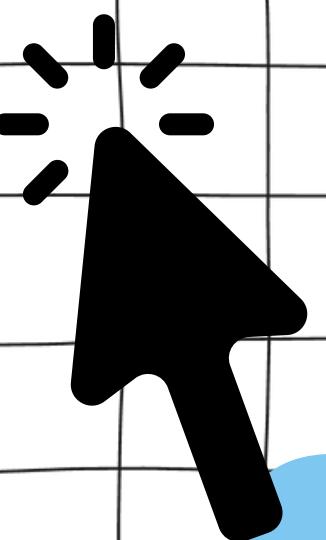
I'm a 70kg male. Give me a 3-month training program

User Background
Success Looks Like
Environment

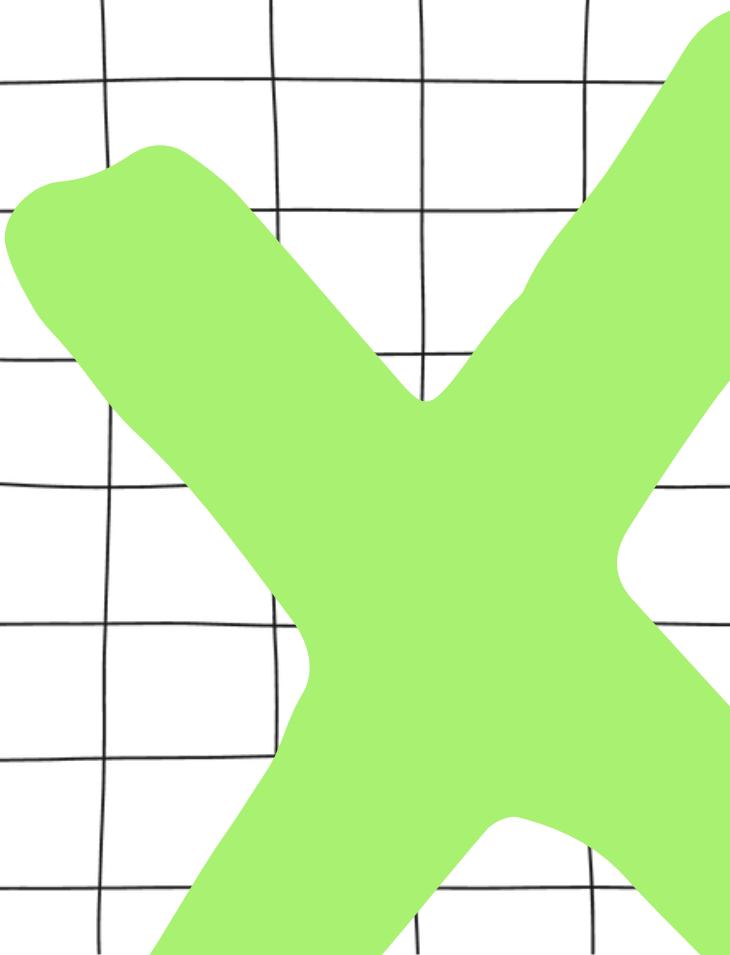
I'm a 70kg male looking to put on 5 kilograms of muscle mass over the next 3 months.

I only have time to go to the gym twice a week, and for 1 hour each session.

Give me a 3-month training program to follow

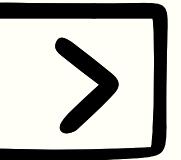


#3. Example



EXEMPLARS = EXAMPLES

The main idea of CoT is that by showing the LLM some few shot exemplars where the reasoning process is explained in the exemplars, the LLM will also show the reasoning process when answering the prompt. This explanation of reasoning often leads to more accurate results.



- Brand strategy developed and implements / Market research, market analysis
 - Analysis the data by in market and out market, developed the marketing strategy by data insight.
 - Raised public and KOL awareness of the brand and the related information.
 - Owned brand assigned portfolio, budget controlled, and pricing plan.

task

Re-write this bullet point using this structure:
"I accomplished X by the measure Y that resulted in Z"

[exemplar]

For example: "I lowered hospital mortality rate by 10% by educating nurses in new protocols which translates to 200 lives saved per year"

ChatGPT

Based on my own resume, please help me structure an answer to the interview question: "what's your biggest weakness?"

Use the STAR answer framework: Situation, Task, Action, and Results

Here's my resume for reference:





Interview Question: "What's your biggest weakness?"



STAR Answer:

Situation: During my tenure as an Associate Product Marketing Manager at Google, I was tasked with establishing and managing the B2B acquisition campaign, Start on Android China. This campaign targeted new-to-export app developers, aiming to drive growth and ROI for Google Play, Ads, and AdMob teams. While the campaign saw significant success with a 15X ROI over the past 3 seasons, I encountered a challenge that made me realize a particular area for improvement.

Task: The task was to optimize the B2B marketing team's reporting system to track their contribution to acquisition and incremental revenue effectively. We needed a robust and automated dashboard that would act as a single source of truth for the sales and marketing leads. This would help in analyzing the campaign's performance, identifying areas of improvement, and making data-driven decisions to further enhance its impact.

Action: To address this challenge, I took the initiative to build and automate a comprehensive reporting system. I collaborated with the relevant teams and stakeholders to understand their requirements and key performance indicators (KPIs). Leveraging my technical skills, including SQL and Google Ads & Analytics certification, I designed and

Regene

quickly adapt our marketing efforts to achieve even better results. The dashboard not only improved our campaign's performance but also became a valuable asset for other marketing and sales leads within the company.

Key Takeaway: Acknowledging the challenges and taking proactive steps to address challenges through technology allowed me to turn a weakness into a strength. This experience has taught me the importance of continuously seeking

Context

t and taking proactive steps to address challenges through technology allowed me to turn a weakness into a strength. This experience has taught me the importance of continuously seeking

Regenerate

You're a hiring manager in the marketing team responsible for writing the job description for a B2B product marketing manager job opening.

Your team primarily focuses on increasing brand awareness for Netflix's advertising platform with the goal of acquiring new advertising partners.



Please draft the job description using the format of this existing job description below:

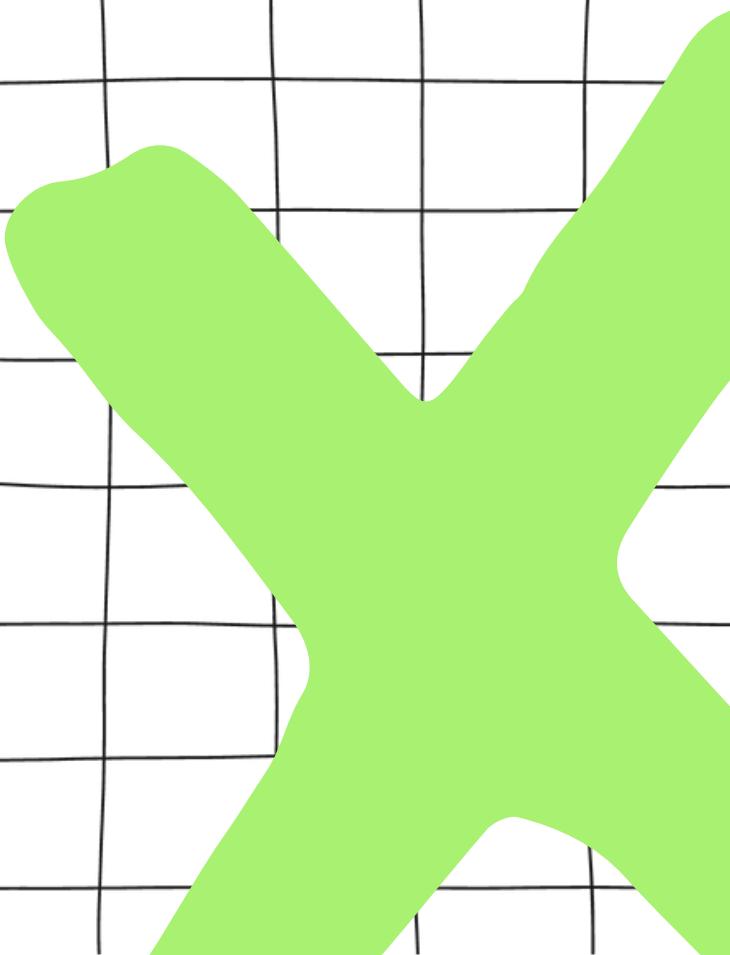
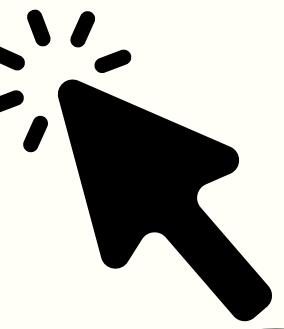


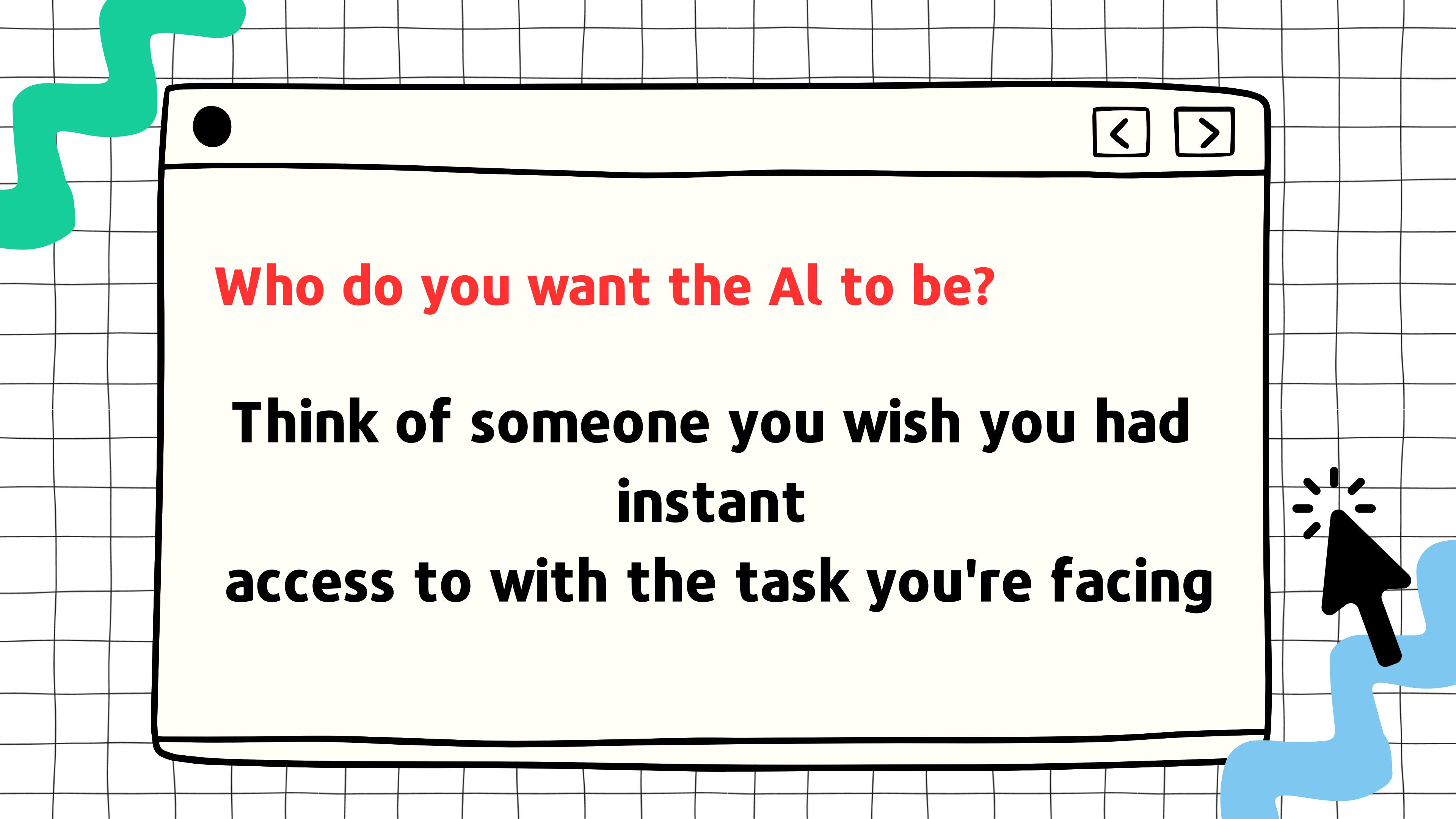
Example

ChatGPT may produce inaccurate

places, or facts. [ChatGPT July 20 Version](#)

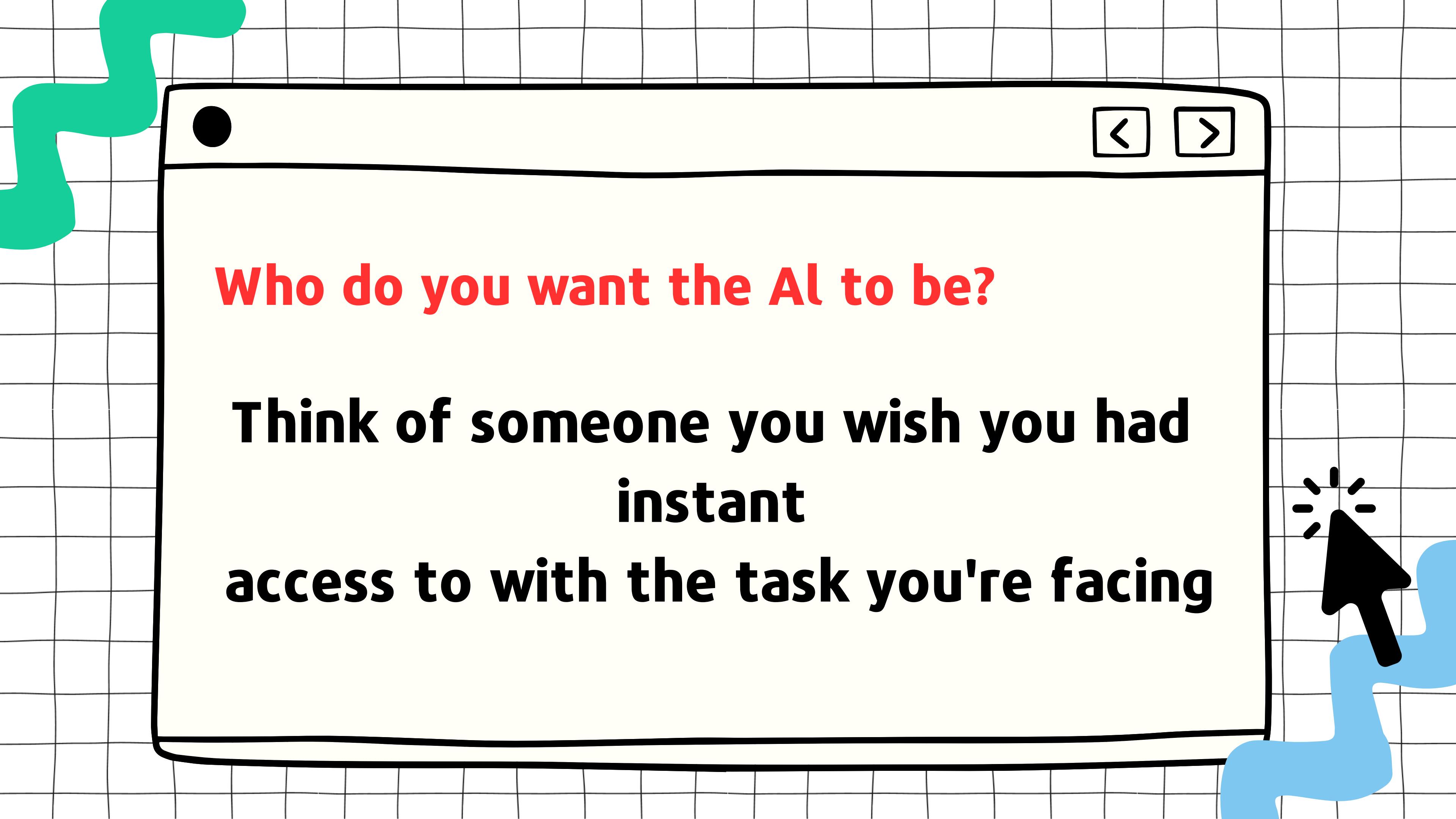
#4. Persona





Who do you want the AI to be?

**Think of someone you wish you had
instant
access to with the task you're facing**



Who do you want the AI to be?

**Think of someone you wish you had
instant
access to with the task you're facing**

IF YOU'RE INJURED

You are an experienced physical therapist with over 20 years of...

IF YOU'RE A JOB SEEKER

You are a hiring manager looking for fill [position] on your team...

IF YOU'RE WORKING ON A BRIEF

You are a senior product marketing manager responsible for...

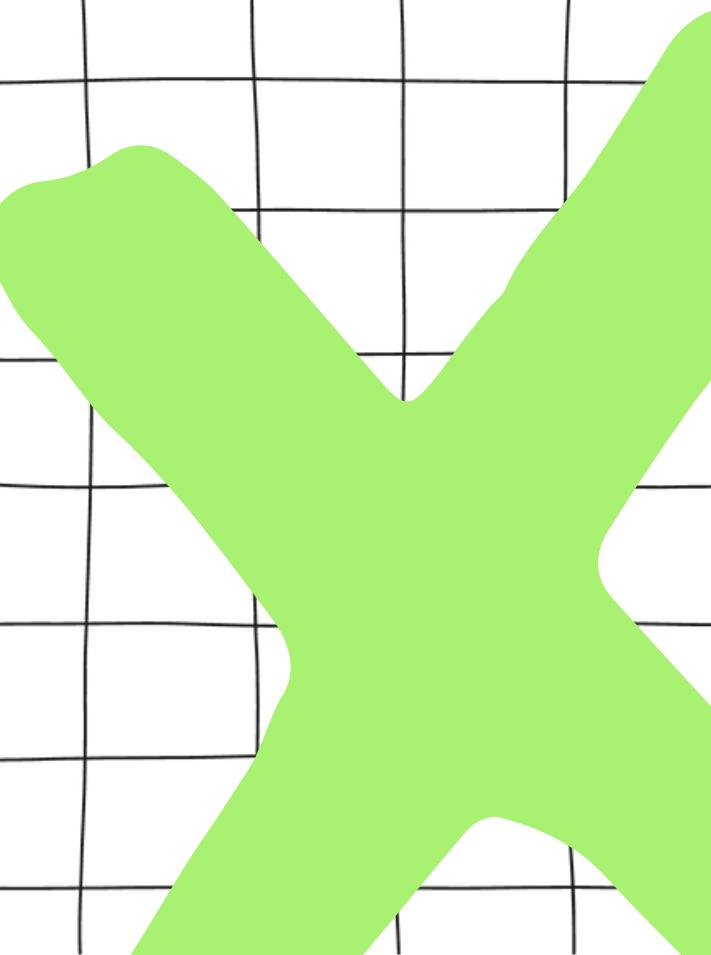
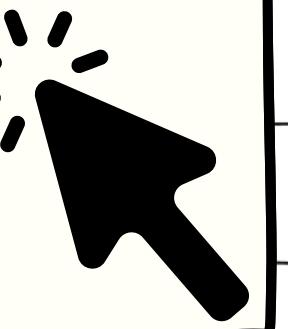
Pro Tip:

"Act like the legendary investor Warren Buffet".

"You are the master storyteller Steve Jobs".

"You are the most charming, handsome, witty,
intelligent, well-liked, definitely not insecure
Person Prateek Kanurkar"

#5. Format



[context] I just received a lengthy industry report from my director.

[task] First give me the 3 key takeaways then summarize based on topic.

[format] Use h2 as section headers.

Here's the report:

ANALYZING 120+ USER FEEDBACK

We collected user feedback on Prompt Engineering after an event we ran.

Please categorize the user feedback based on which team needs to follow up:

Marketing, Learnings, or Event Management.

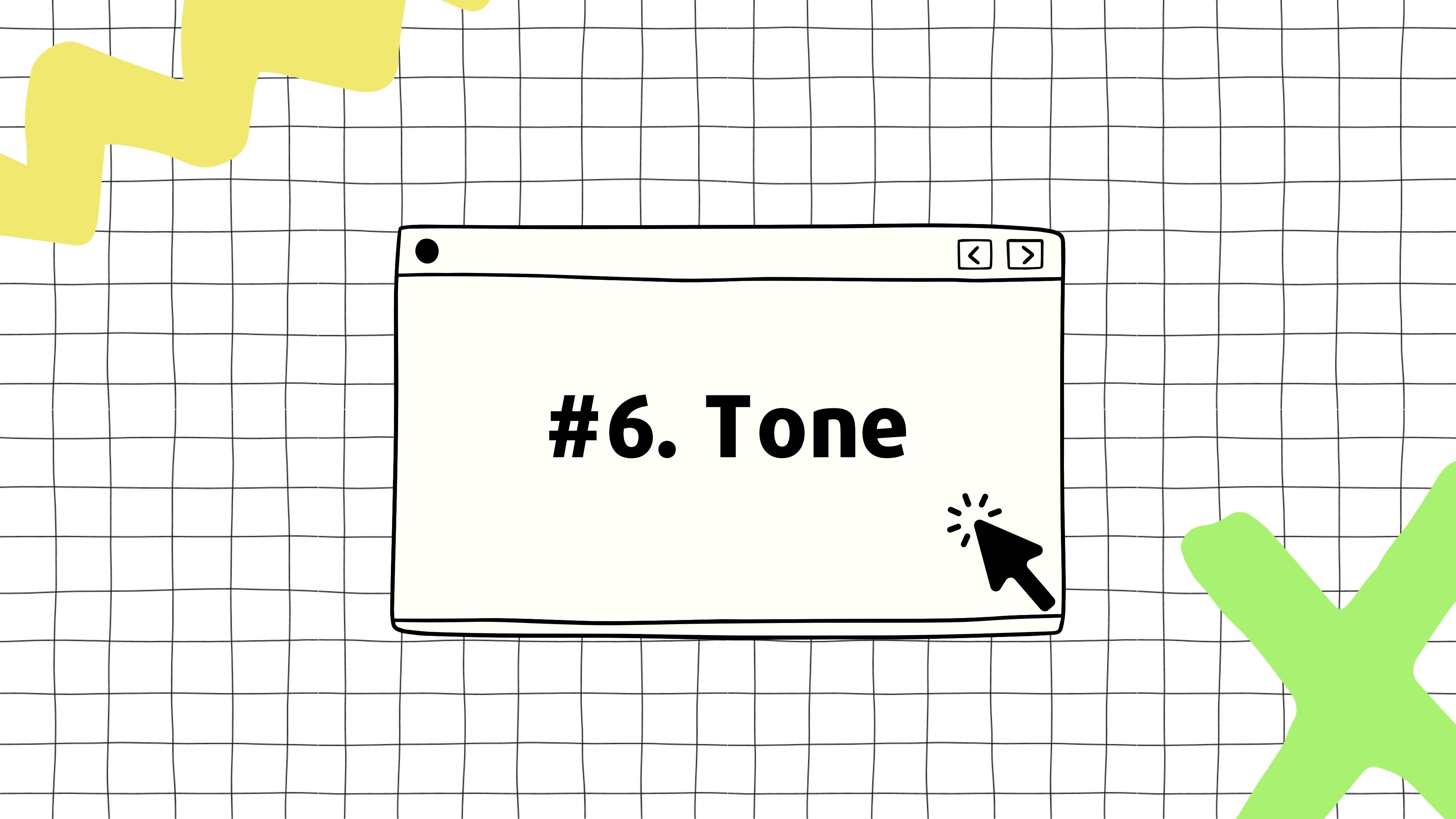
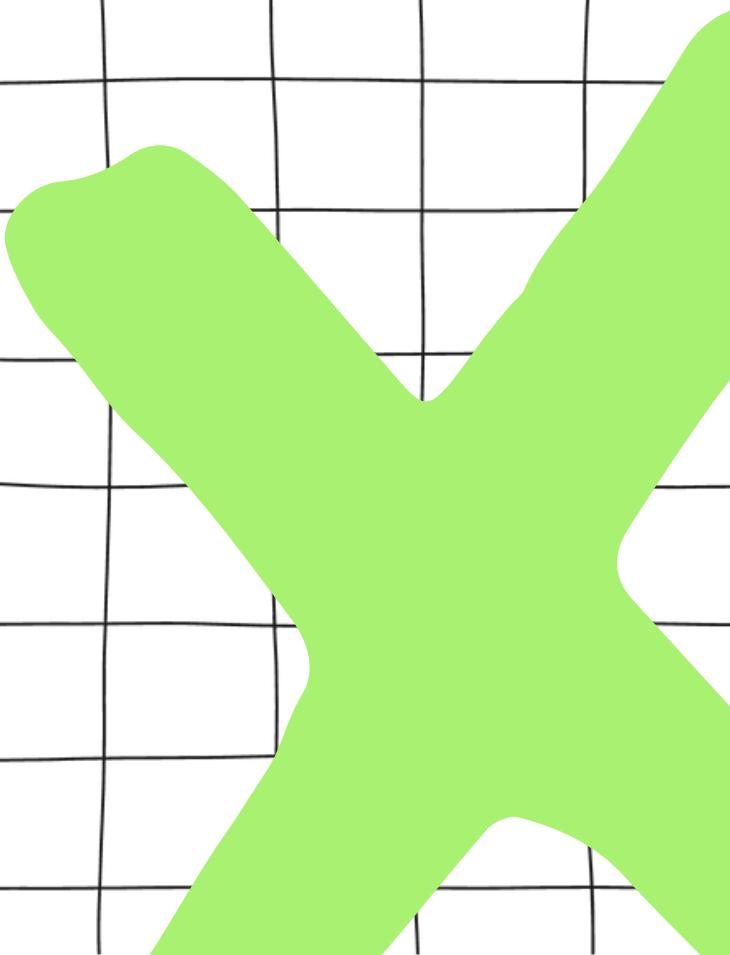
Output in table format with column headers Feedback, Team, and Priority Here's the user feedback:

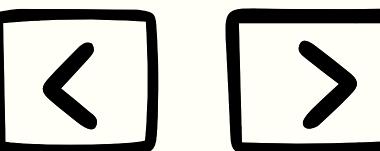
COMMON FORMATS

- ✓ Emails
- ✓ Bullet points
- ✓ Code blocks
- ✓ Paragraphs
- ✓ Markdown



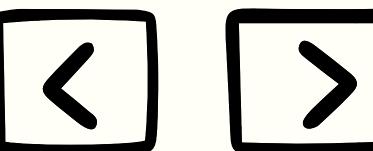
#6. Tone





EXAMPLES OF TONE

- Use a casual tone of voice
- Use a formal tone of voice
- Show enthusiasm..
- Sound pessimistic.

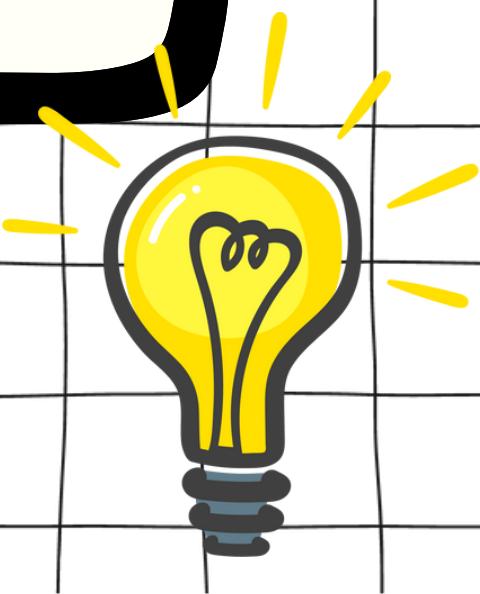


EXAMPLES OF TONE

- Use a casual tone of voice
- Use a formal tone of voice
- Show enthusiasm..
- Sound pessimistic.



The Perfect Prompt



[persona]

[context]

[task]

You are a senior product marketing manager at Apple and you have just unveiled the latest Apple product in collaboration with Tesla, the Apple Car, and received 12,000 pre-orders, which is 200% higher than target.

Write an email to your boss, Tim Cookie, sharing this positive news.

[format]

The email should include a tl;dr (too long, didn't read) section, project background (why this product came into existence), business results section (quantifiable business metrics), and end with a section thanking the product and engineering teams.

[exemplar]

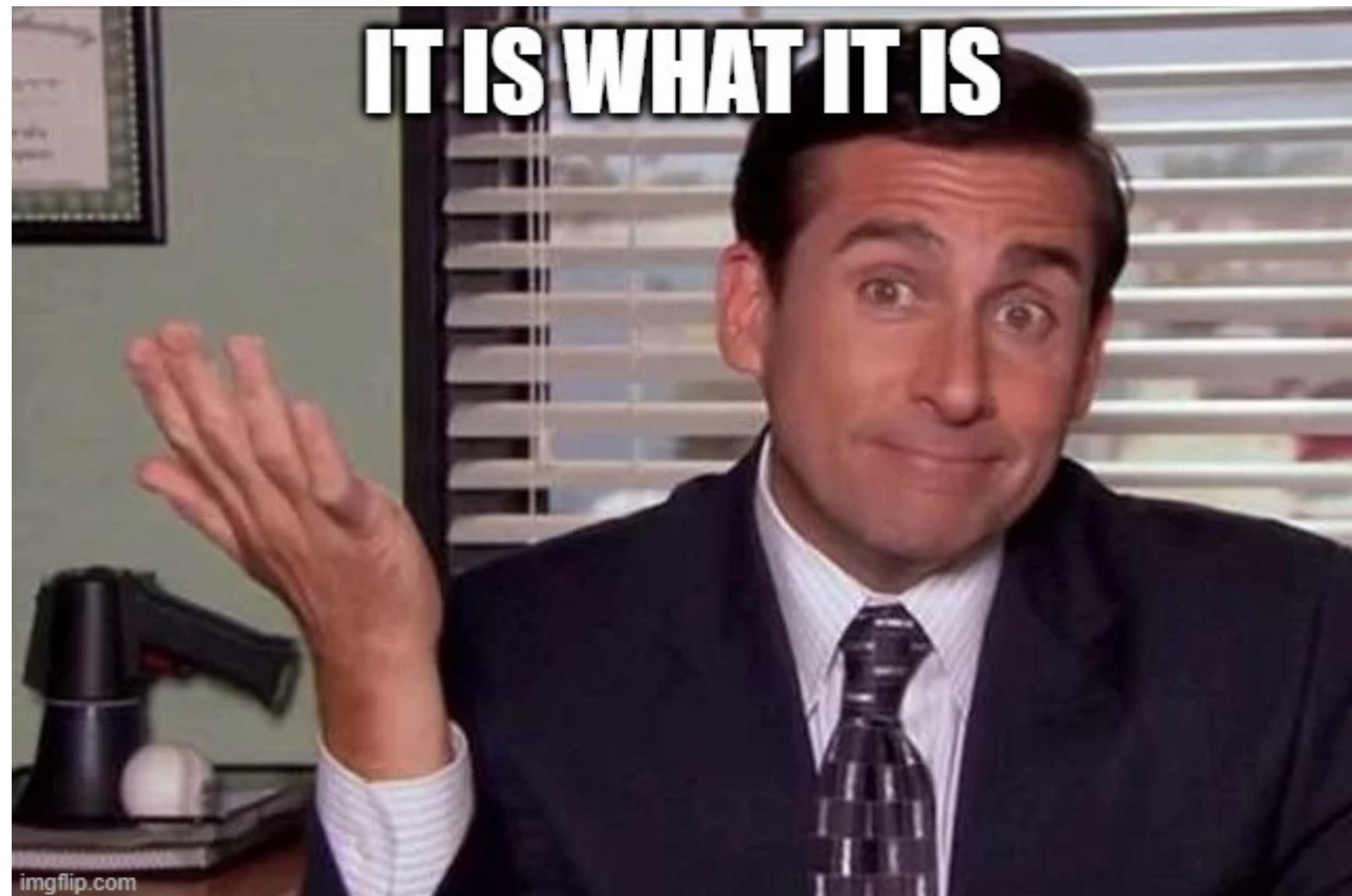
[tone]

Use clear and concise language and write in a confident yet friendly tone.

YOU GOT YOUR WHOLE STYLE FROM ME



IT IS WHAT IT IS



NSFW



Resource page

