

# AI PROMPTING

## INTRODUCTION

Artificial Intelligence (AI) tools can be incredibly powerful when used effectively. However, the quality of AI responses depends on how well you structure your prompts and how well you engage in conversation with it. Knowing how to ask the right questions and provide context helps you get precise, relevant, and actionable answers.

The best tip you will ever receive on prompting and interacting with AI is this: Use AI to help you figure out AI. It's a conversation you need to be having and AI works best when you also ask it what it needs from you in order to help you get your particular job done.

## HOW TO WRITE AN EFFECTIVE AI PROMPT

To get the best results, follow these principles when crafting prompts:

- **Be Clear & Specific:** Instead of "Help me write an email," try "Write a professional email to my manager requesting a week of vacation."
- **Provide Context:** Instead of "Tell me about marketing," try "Explain the key differences between digital and traditional marketing for a beginner."
- **Define the Format You Need:** Ask for bullet points, step-by-step guides, or structured responses if needed. Example: "Summarize this text in three key points."
- **Set the Tone or Style:** Specify if you want the response to be formal, casual, persuasive, etc. Example: "Write a friendly Instagram caption for a new coffee shop opening."
- **Include Role-Specific Instructions:** You can ask the AI to respond as if it were a particular expert. Example: "You are a career coach. How should I prepare for a job interview in finance?"

## HOW TO USE PROMPTS FOR AI INTERACTION

- **Start Broad, Then Refine:** First, ask for general content. Then, refine it using specific follow-up prompts like *"Make it more concise"* or *"Adjust for a younger audience."*
- **Iterate Until Satisfied:** AI can refine outputs multiple times, so request **different angles, tones, or structures** to perfect the writing.
- **Combine Multiple Prompts:** Use AI to generate a **draft**, **refine the flow**, then **adjust tone and style** for a highly customized result.

# WRITING & COMMUNICATION PROMPTS

## GENERAL OPENING PROMPTS

The prompts below illustrate some example of usecases you might have.

- Write a professional email informing a client about a delay in project delivery. Make it apologetic yet reassuring, offering a clear timeline and an alternative solution.
- Provide three variations of a thank-you email after a job interview. One should be formal, one warm and friendly, and one emphasizing enthusiasm for the role.
- Rewrite this email to sound more persuasive but still professional: [Insert Email]
- Create a press release announcing the launch of a new product in the tech industry, following standard press release structure.
- Write a script for a 2-minute professional voicemail message for a business introducing its services.

## FURTHER PROMPTING

### 1. Structuring Writing for Clarity & Impact

- Rewrite this paragraph to make it more concise and impactful while keeping the original meaning: [Insert paragraph]
- Rearrange the following points into a well-structured, persuasive article introduction: [Insert bullet points]
- Improve the logical flow of this article by reorganizing and rewriting transitions between paragraphs: [Insert text]
- Write a paragraph that clearly summarizes this information in one sentence: [Insert text]
- Break this long paragraph into shorter, more digestible sentences while maintaining a natural tone: [Insert text]

### 2. Tone, Style, and Voice Adjustments

- Rewrite this content in a more friendly and engaging tone: [Insert text]
- Make this email sound more professional and polished without losing warmth: [Insert text]
- Rewrite this customer support response in a reassuring and empathetic tone: [Insert text]

- Convert this formal business report summary into an easy-to-understand summary for a general audience: [Insert text]
- Transform this promotional email into a conversational and playful tone without sounding unprofessional: [Insert text]

### 3. Persuasive & Compelling Writing

- Make this product description sound more persuasive by focusing on benefits rather than features: [Insert description]
- Improve this sales pitch by making it sound more urgent and compelling while avoiding overhyping: [Insert text]
- Rewrite this LinkedIn post so that it hooks the reader in the first two sentences: [Insert post]
- Strengthen the emotional appeal in this fundraising email while keeping it concise: [Insert email]
- Rephrase this call to action (CTA) to make it more engaging and action-oriented: [Insert CTA]

### 4. Adapting Writing for Different Audiences

- Simplify this technical explanation so that a high school student could understand it: [Insert text]
- Rewrite this article summary in a way that a non-expert can easily grasp the key ideas: [Insert text]
- Adjust this speech so that it resonates with an audience of young entrepreneurs instead of corporate executives: [Insert speech]
- Modify this press release to appeal to an audience of health-conscious consumers: [Insert text]
- Rewrite this internal company announcement so that employees feel excited rather than just informed: [Insert announcement]

### 5. Formatting for Different Writing Needs

- Convert this long paragraph into a bulleted list without losing any key details: [Insert paragraph]
- Reformat this blog post into a step-by-step guide with numbered sections: [Insert blog post]
- Rewrite this formal report introduction so that it reads like a short and snappy executive summary: [Insert text]

- Turn this script into a Q&A-style interview format for better readability: [Insert text]
- Break down this dense information into an easy-to-read FAQ section: [Insert text]

## 6. Strengthening Openings & Closings

- Give me five alternative opening sentences that immediately grab attention for this article: [Insert text]
- Rewrite this introduction to create a stronger hook and set up the main topic more effectively: [Insert introduction]
- Provide three different ways to close this article with a compelling takeaway: [Insert text]
- Revise this conclusion to include a stronger call to action: [Insert conclusion]
- Make this closing paragraph more memorable and impactful: [Insert text]

## 7. Content Refinement & Editing

- Identify and rewrite any sentences in this text that sound repetitive or redundant: [Insert text]
- Improve the readability of this paragraph by breaking up complex sentences: [Insert text]
- Rewrite this section to avoid passive voice and make it more engaging: [Insert text]
- Strengthen the verbs in this paragraph to make it sound more dynamic and compelling: [Insert text]
- Ensure that this email sounds professional but still friendly, and check for any awkward phrasing: [Insert email]

## 8. Enhancing Storytelling & Narratives

- Make this story more engaging by adding vivid sensory details: [Insert story]
- Rewrite this paragraph to build more suspense before revealing the key point: [Insert paragraph]
- Give me three different variations of this anecdote, each with a different emotional tone: [Insert anecdote]
- Turn this customer testimonial into a compelling short story that highlights transformation: [Insert testimonial]
- Enhance this speech by adding a powerful personal story or relatable example: [Insert speech]

## 9. Converting Content to Different Formats

- Turn this blog post into a LinkedIn thread with multiple short, engaging posts: [Insert blog post]
- Reformat this email into a tweet-sized summary while keeping the key message intact: [Insert email]
- Convert this informational article into a short script for a YouTube video: [Insert article]
- Rewrite this press release as a social media announcement post: [Insert press release]
- Take this text and create three different subject lines for an email marketing campaign: [Insert text]

## 10. AI-Assisted Brainstorming for Writing Tasks

- List 10 headline ideas for an article about [TOPIC], each with a slightly different angle.
- Generate five different opening hooks for a blog post about [TOPIC].
- Suggest alternative ways to phrase this sentence to make it sound more engaging: [Insert sentence]
- Provide five variations of this email subject line to maximize open rates: [Insert subject line]
- Give me a list of strong verbs and action-oriented words to use in persuasive writing.

# IMAGE GENERATION PROMPTS

The prompts below will help you interact effectively with AI image generators (e.g., DALL·E, MidJourney, Stable Diffusion) to generate precise, high-quality, and visually compelling images based on your needs.

## HOW TO USE THE BELOW PROMPTS EFFECTIVELY

- Start with a clear description – Include style, setting, perspective, mood, and key details to guide AI.
- Use follow-up refinements – Ask AI to adjust lighting, details, textures, realism, or composition after the first generation.
- Test different styles – AI can create the same image in realistic, cartoon, anime, oil painting, or pixel art styles.
- Give Specific Refinement Instructions – Rather than saying *“Make it better”*, describe exactly what to change (lighting, detail, emotion, etc.).
- Iterate for Best Results – Request several variations to compare and choose the best output.
- Combine Adjustments – Use multiple refinements in a single prompt, e.g., *“Increase lighting contrast and refine facial details while making colors more saturated.”*

To achieve a specific **image style** (see list below), users should include:

- **The subject** – Describe the main focus of the image clearly.
- **The style name** – Choose from the list below (e.g., “Anime style, photorealistic”).
- **Color scheme & mood** – Specify warm, cold, dark, neon, pastel, etc.
- **Lighting details** – Soft, dramatic, cinematic, high-contrast, etc.
- **Texture & depth** – Flat, textured, highly detailed, grainy, smooth, etc.
- **Perspective & framing** – Close-up, wide-angle, bird’s-eye view, etc.

# LIST OF IMAGE STYLES

## 1. Realistic & Photographic Styles

- **Photorealistic** – Highly detailed, lifelike images that resemble real photography.
- **Hyperrealism** – Even more detailed than photorealism, with ultra-fine textures and lighting.
- **Cinematic Style** – Uses movie-like lighting, depth of field, and dramatic composition.
- **HDR (High Dynamic Range)** – Increases contrast and details for a vivid, polished look.
- **Black & White Photography** – Grayscale, often with high contrast and deep shadows.
- **Vintage Photography** – Imitates old film cameras with grain, sepia tones, or soft focus.
- **Polaroid Style** – Soft colors with a nostalgic, washed-out effect.
- **Infrared Photography** – Colors shift in surreal ways, with plants appearing bright white.
- **Macro Photography** – Extreme close-ups with sharp focus on small objects/details.

## 2. Traditional Art Styles

- **Oil Painting** – Textured brushstrokes with rich, blended colors.
- **Watercolor** – Soft, fluid edges with transparent washes of color.
- **Acrylic Painting** – Similar to oil but with a slightly more modern and vibrant finish.
- **Impressionism** – Short, thick brushstrokes that capture light and movement (e.g., Monet).
- **Expressionism** – Highly emotional, distorted shapes and bold colors (e.g., Van Gogh).
- **Cubism** – Abstract, fragmented geometric shapes (e.g., Picasso).
- **Pointillism** – Made up of tiny dots of color that blend at a distance.
- **Ink Wash (Sumi-e)** – Japanese-style monochrome painting with delicate brushstrokes.
- **Charcoal Drawing** – High-contrast black-and-white shading, dramatic texture.
- **Pencil Sketch** – Fine lines and shading, mimicking hand-drawn pencil art.
- **Ballpoint Pen Sketch** – Cross-hatched shading with a raw, sketchbook feel.
- **Woodcut/Engraving** – Bold, blocky carvings with high contrast, like old book illustrations.

### 3. Cartoon & Illustration Styles

- **2D Cartoon Style** – Bold outlines, flat colors, and simplified features.
- **Pixar/Disney Animation** – Soft, rounded, expressive characters with smooth shading.
- **Anime/Manga** – Large eyes, detailed hair, and dramatic shading, inspired by Japanese animation.
- **Chibi Style** – Cute, exaggerated characters with oversized heads and tiny bodies.
- **Comic Book Style** – Bold ink outlines, high contrast, and pop-art-like coloring.
- **Cel Shading** – Simplified shading that looks like hand-drawn animation (used in anime & games).
- **Children's Book Illustration** – Soft, playful, whimsical drawings with gentle colors.
- **Pop Art** – Bright, comic-style colors and Ben-Day dots (e.g., Roy Lichtenstein).
- **Graffiti/Street Art** – Bold, expressive, spray-painted textures with urban influence.

### 4. Digital & Futuristic Styles

- **Vector Art** – Crisp, clean, geometric graphics with solid colors.
- **Low Poly 3D Art** – Simplistic 3D models with flat, polygonal surfaces.
- **3D Render (CGI)** – Computer-generated, highly realistic images with depth and reflections.
- **Futuristic Cyberpunk** – Neon colors, dark cityscapes, high-tech themes.
- **Synthwave/Retro 80s** – Grid lines, neon lights, VHS effects, and retro-futuristic vibes.
- **Steampunk** – Victorian-era technology, gears, brass, and airships.
- **Glitch Art** – Digital distortions, pixelation, and corrupted visuals.
- **Voxel Art** – Blocky, pixel-like 3D graphics (like Minecraft).
- **Isometric Art** – 3D-like illustrations viewed from an angled perspective, common in games.

### 5. Fantasy & Surrealism Styles

- **Dark Fantasy** – Gothic, eerie, supernatural imagery.
- **High Fantasy** – Magical, medieval worlds with knights, dragons, and castles.
- **Dreamcore/Surrealism** – Strange, otherworldly visuals with impossible elements (e.g., Salvador Dalí).



- **Mythological Art** – Inspired by Greek, Norse, or ancient legends.
- **Celestial/Astral Art** – Cosmic themes with galaxies, star clusters, and celestial beings.
- **Otherworldly Sci-Fi** – Aliens, deep space, interstellar travel.
- **Horror/Gore Art** – Creepy, unsettling, and monstrous visuals.

## 6. Mixed Media & Unique Styles

- **Paper Cutout Style** – Layered paper textures, resembling pop-up books.
- **Collage Art** – A mix of photographs, illustrations, and cut-out textures.
- **Embroidery/Sewn Fabric** – Looks like hand-stitched embroidery.
- **Claymation/Stop Motion** – Mimics handmade clay models used in animation.
- **Stencil Art** – Sharp, clean-cut edges with high contrast (like street art stencils).
- **Typography-Based Art** – Images created entirely from stylized text.

# PROMPTS FOR REFINING IMAGES

## 1. Refining Image Composition & Framing

- Adjust this image to have a stronger focal point by increasing contrast and depth around the main subject.
- Reframe this image to follow the rule of thirds, ensuring the subject is positioned in an eye-catching area.
- Crop this image to create a more cinematic widescreen aspect ratio while keeping all key elements intact.
- Enhance the perspective in this image to make it appear more dynamic and immersive, with a slightly lower angle.
- Shift the composition so that the character is slightly off-center, creating a sense of movement in the scene.

## 2. Enhancing Lighting & Atmosphere

- Adjust the lighting to create a dramatic high-contrast effect with strong shadows and highlights.
- Make the lighting softer and more diffused, creating a warm and inviting atmosphere.
- Add a golden-hour glow to this outdoor scene, enhancing the warmth of the setting sun.
- Increase ambient lighting from neon signs in this cyberpunk cityscape to give a more vibrant and immersive effect.

## 3. Improving Texture & Detail

- Increase the level of detail in the character's clothing, making the fabric appear more realistic with visible stitching and folds.
- Enhance the texture of this metallic object, making it look more reflective and polished.
- Add realistic skin texture to this portrait, ensuring pores and natural imperfections are subtly visible.
- Make the water in this ocean scene look more transparent and dynamic, adding realistic reflections and waves.
- Refine the wood grain in this wooden table to make it appear more detailed and lifelike.

## 4. Adjusting Color Balance & Mood

- Shift the color balance towards cooler tones to create a moody and mysterious atmosphere.

- Increase color saturation slightly to make the image feel more vibrant and energetic.
- Convert this image to a monochrome black-and-white style while maintaining strong contrast and texture.
- Adjust the sky color in this landscape to a more dramatic stormy grey, increasing the intensity of the scene.
- Warm up the tones in this indoor scene to create a cozy, candlelit ambiance.

## 5. Improving Background Elements

- Blur the background slightly to create a stronger depth-of-field effect, keeping the focus on the main subject.
- Add subtle background details that hint at a lived-in environment, such as scattered books or coffee cups on the table.
- Make the cityscape in the background more detailed, adding recognizable architectural landmarks.
- Enhance the sky with more realistic clouds, giving a sense of depth and movement.
- Replace the plain background with a vibrant futuristic city skyline to add more visual interest.

## 6. Perfecting Facial Expressions & Emotion

- Subtly adjust the facial expression of the character to look more confident and determined.
- Make this portrait subject's smile more natural and less exaggerated.
- Increase the expressiveness in the eyes to create a deeper emotional connection with the viewer.
- Reduce tension in the facial features to give a more relaxed and friendly look.
- Slightly tilt the eyebrows upwards to make the character appear more inquisitive and curious.

## 7. Adding Movement & Action

- Make this character's pose more dynamic by slightly angling their stance forward, as if in motion.
- Add a motion blur effect to emphasize the speed of this racing car.
- Adjust the fabric of the clothing to appear wind-blown, creating a sense of movement.

- Enhance the splash of water in this scene to make it look more energetic and real.
- Slightly alter the positioning of the arms to make the character's gesture feel more natural and expressive.

## 8. Improving Image Realism

- Refine the reflections in this glass surface to better match the lighting in the scene.
- Increase the level of photorealism in the hair by making individual strands visible.
- Make the character's eyes more lifelike by adding a subtle catchlight reflection.
- Adjust the lighting on the skin to look more natural, reducing any artificial glossiness.
- Make the raindrops in this scene appear more varied in size and transparency to enhance realism.

## 9. Optimizing for Different Art Styles

- Convert this digital painting into a high-detail comic book illustration, adding thick black outlines and cel-shading.
- Transform this scene into a Studio Ghibli-inspired anime style, with soft shading and painterly textures.
- Make this character illustration match the vibrant color scheme and exaggerated proportions of a classic Pixar animation.
- Modify this image into a vintage 1920s poster style, using a limited color palette and bold typography.
- Turn this fantasy landscape into a pixel-art scene reminiscent of 16-bit RPG games.

## 10. Fixing Common AI Image Issues

- Correct any distortions in facial symmetry to make the character appear more natural.
- Remove any extra fingers or irregularities in the character's hands while keeping the pose intact.
- Fix the inconsistencies in lighting between the foreground and background to create a more cohesive scene.
- Ensure that all objects in the scene are casting realistic shadows based on the primary light source.
- Refine the details in text-based elements to make the letters clear and legible.