



Prompt Engineering 101

Understanding the nature of working with LLMs





Understanding the nature of working with LLMs





Diego

GPT says...

"Constantly looking for other **challenges**, he sees connections other miss"

"Sleep? Ironically, he works at a sleep company but runs on **caffeine** and conviction"

"**In 15 years**, he'll be Founder & CEO of LegacyOS – a LifeTech startup"



Debo

GPT says...

"Breaks down complex problems into **logical steps**; thrives on clarity and structure"

"Prefers **working independently** with minimal micromanagement"

"**In 15 years**, he'll be CTO of Axiom Metrics, a DeepTech and Smart Manufacturing startup"



Agenda

1. What & Whys
2. LLMs Purpose
3. Basic Prompting
4. Advanced Prompting
5. Hands-on Demo
6. Q&A



Live Attendance

Prompt Training Frankfurt - Live
Attendance



Recording Attendance

Prompt Training Frankfurt -
Recording Attendance





What are LLMs





Large Language Models

Deep Learning Model trained to recognize patterns in massive amount of **text**

Artificial Intelligence → Machine Learning → Neural Networks → Deep Learning





Why LLMs





What's In For Emmies

Higher Job Market Value

100M new jobs by
end of 2025 will
require AI literacy

Career Advancement

AI expertise
leads to deeper
career paths

Resilience to Job Displacement

Adaptability to
changing job
requirements

Decisional Skills

Improved problem-
solving capabilities



Training Objective

Turn LLMs from generic tools to **domain-specific copilots**



LLMs Purpose



Application Clusters



Text
Generation



Sentiment
Analysis



Deep
Research



(Image
Generation)

Text Generation

Email Writing
& Replies

Ad Headlines

Script Writing
for Videos



SEO-
Optimized
Content

Product
Descriptions

Meeting Notes
& Summaries

HubSpot

Klarna.

Sentiment Analysis

Brand Reputation
Management

Competitor
Benchmarking

Social Media Listening

Content Moderation

Employee Engagement
Surveys

Review Analytics



Coca-Cola



Deep Research

Document
Summarization

Comparative Research
and Benchmarking

Trend Detection



Semantic Search
and Retrieval

Due Diligence and
Risk Research

Regulatory
Analysis

McKinsey
& Company



Image Generation

Marketing Visuals
& Campaign Assets

Interior Designs

Product Mockups

Logo Explorations

Storyboarding &
Concept Art

Social Media
Content



Coca-Cola







Meaning of Prompting

Prompting \approx Programming the LLM

Clear, Specific, Goal Oriented Instruction that guide the model to a useful output

The Role of Tokens

LLMs Process ~~Words~~ Tokens

I Love Emma. = 3 Words (I, Love, Emma) – 4 Tokens (I, Love, Emma, .)

Token Limits

Costs Implications

LLM Effectiveness = Accuracy Of Predicting The Next Token

Different LLMs for Different Scopes





The Quality Of The Prompt
Determines The Quality Of The LLM
Response





Prompting Basics





Rule nr. 1

Clarity + Simplicity + Constraints

(Clear \neq Short)



Clear ≠ Short

“ Mattress AirGrid Technology ”

vs

“ Summarize the key advantages of AirGrid Technology in a hybrid Emma Mattress within 300 words. Think step by step ”



"AirGrid Technology" refers to various innovations across different industries. Here's an overview of notable applications:

1. AirGrid by MiQ – Privacy-First Digital Advertising Platform

AirGrid is a UK-based platform acquired by MiQ in 2022, specializing in privacy-first, cookieless audience targeting. It enables marketers to connect directly with publishers using edge computing and machine learning, ensuring user data remains on-device. This approach enhances privacy compliance and effectiveness in environments like Safari, where traditional cookies are restricted. wearemiq.com +2

Summary: Key Advantages of AirGrid Technology in a Hybrid Emma Mattress

AirGrid Technology is a next-generation innovation designed to enhance comfort, airflow, and support in modern mattresses. When integrated into a hybrid Emma Mattress, it brings several layered benefits:

1. Advanced Pressure Relief

AirGrid is made from a hyper-elastic polymer arranged in a grid pattern. This design allows it to flex and collapse precisely under pressure points like shoulders and hips while remaining supportive elsewhere. This helps reduce aches and pains, especially for side sleepers.

2. Exceptional Airflow and Cooling

The open-cell grid structure promotes 360-degree airflow, allowing heat and moisture to dissipate rapidly. This results in a cooler sleeping surface, ideal for hot sleepers or warm climates. Compared to traditional memory foam, AirGrid doesn't trap heat.

3. Targeted Support and Responsiveness

Unlike uniform foam layers, AirGrid adapts instantly to movements, providing bounce and support without the sinking feel. This responsiveness is especially beneficial when paired with pocket springs in a hybrid design, offering enhanced spinal alignment and reduced motion transfer.

4. Durability and Shape Retention

The high-resilience polymer resists sagging and breakdown over time. This ensures long-term performance, maintaining comfort and structure for years.

5. Hypoallergenic and Non-toxic

AirGrid materials are often made from food-grade polymers, making them safe, non-toxic, and resistant to dust mites and allergens—ideal for sensitive sleepers.

In summary, AirGrid Technology in a hybrid Emma Mattress delivers a balanced sleep experience: plush pressure relief, breathable cooling, dynamic support, and lasting durability—all while promoting hygiene and safety. It upgrades traditional hybrid designs by adding intelligent material science for modern sleep needs.



Rule nr. 2

Role + Context + Examples

Write the USPs paragraph of the Emma One

vs

You are a business developer working at Emma, with the task to write the USPs paragraph of the Emma One Matratze. Take as example the style of the USPs written for the Emma Classic 25 Flip Matratze ([Link to PDP](#))



Write the USPs paragraph of the Emma One

The Emma One mattress is engineered to deliver exceptional comfort, support, and durability at an unbeatable value. Designed with high-quality foam layers, it offers optimal spinal alignment and targeted pressure relief, adapting to all sleeping positions. Its breathable construction ensures a cool and comfortable sleep throughout the night. Rigorously tested and award-winning, the Emma One combines German engineering with long-lasting performance—making it the smart choice for anyone seeking premium sleep without the premium price.





Die **Emma One Matratze** bietet eine durchdachte Kombination aus Komfort, Ergonomie und Langlebigkeit – ideal für preisbewusste Schläfer, die keine Kompromisse eingehen möchten.

Emma One Matratze – Testsieger-Komfort zum besten Preis

- **Ausgezeichnete Qualität:** Von *Stiftung Warentest* mit der Note **1,7 (GUT)** im Test 10/2019 bewertet – ein Beweis für ihre herausragende Leistung. [Emma Matratzen](#)
- **Ergonomische 7-Zonen-Unterstützung:** Die Matratze passt sich optimal an verschiedene Körperbereiche an und fördert eine gesunde Schlafposition. [schlafgurus.de](#)
- **Atmungsaktiver Aufbau:** Die Kombination aus Airgocell®- und HRX-Schaum sorgt für ein angenehmes Schlafklima und effektive Druckentlastung. [Emma Matratzen](#) +3
- **Vielseitige Härtegrade:** Erhältlich in den Varianten *Medium* und *Hart*, um individuellen Schlafpräferenzen gerecht zu werden. [Lidl](#) +7
- **Pflegeleichter Bezug:** Der vollständig abnehmbare und waschbare Bezug erleichtert die Reinigung und ist ideal für Allergiker. [Emma Matratzen](#) +1
- **Kompakte Höhe:** Mit einer Höhe von **18 cm** eignet sich die Emma One perfekt für verschiedene Bettgestelle und Lattenroste. [Matratzen-Kaufen.com](#) +4

Erleben Sie mit der Emma One Matratze hochwertigen Schlafkomfort, der durch Qualität, Funktionalität und ein ausgezeichnetes Preis-Leistungs-Verhältnis überzeugt.

You are a business developer working at Emma, with the task to write the USPs paragraph of the Emma One Matratze. Take as example the style of the USPs written for the Emma Classic 25 Flip Matratze (Link to PDP)





Rule nr. 3

Expectations Setting

Create an overview of the major competitors of Emma Sleep in Germany

vs

Create an overview of the major competitors of Emma Sleep in Germany.
Expectation: sorted data table (by annual revenues)





DE Major Competitors of Emma Sleep in Germany

1. Bett1.de

- **Flagship Product:** *Bodyguard Anti-Kartell-Matratze*
- **Positioning:** Affordable, high-quality mattress with a strong anti-cartel narrative.
- **Strengths:** Top-rated by *Stiftung Warentest*, strong domestic brand recognition, minimalist product range.
- **Channels:** DTC e-commerce, Amazon.

2. IKEA

- **Flagship Products:** *Morgedal, Hovag, Matrand* mattresses.
- **Positioning:** Affordable, wide variety, convenience-driven.
- **Strengths:** Massive retail presence, competitive pricing, one-stop shop for bedroom furniture.
- **Channels:** Physical stores, online.

3. Tempur

- **Flagship Product:** *Tempur Original Collection*
- **Positioning:** Premium sleep brand with memory foam expertise.
- **Strengths:** Strong brand equity, orthopaedic focus, luxury market targeting.
- **Channels:** Retailers, brand stores, e-commerce.

4. Matratzen Concord

- **Flagship Products:** Various own-label and branded mattresses (e.g. *Schlaraffia, VitaSan, Dormia*).
- **Positioning:** Specialist sleep retailer with wide in-store selection.
- **Strengths:** Extensive physical footprint in Germany, in-store consultation.
- **Channels:** Physical stores, online shop.

Create an overview of the major competitors of Emma Sleep in Germany





Rank	Company	Estimated Revenue (2023)	Notes
1	IKEA Germany	€6.16 billion	Germany's leading furniture retailer.
2	Tempur Sealy International	\$4.93 billion (global)	Global mattress manufacturer with presence in Germany.
3	bett1.de	\$104 million	Online mattress retailer in Germany.
4	Matratzen Concord	\$19 million (e-commerce)	Major mattress retailer in Germany.
5	Hilding Anders	Data not available	International mattress manufacturer with operations in Germany.

Create an overview of the major competitors of Emma Sleep in Germany.
Expectation: sorted data table (by annual revenues)





Rule nr. 4

Tone Setting

You are the CFO of a Startup, that needs to communicate to its employees the closing of a funding round. Write an Email.

vs

You are the CFO of a Startup, that needs to communicate to its employees the closing of a funding round. Write an Email.

Tone: Business Formal





Subject: We Did It – Funding Round Successfully Closed 🎉

Dear Team,

I'm thrilled to share some exciting news with all of you — we have officially closed our latest funding round!

This is a major milestone in our journey and a strong vote of confidence from our investors in the mission we are building together. The capital we've raised will enable us to accelerate product development, expand our operations, and continue hiring exceptional talent to support our growth.

More importantly, this achievement is a direct result of your hard work, resilience, and commitment to excellence. From long nights to bold ideas, you've helped turn our vision into something investors believe in — and more importantly, something our customers love.

We'll share more details in our upcoming All Hands, including how this funding will impact our strategic priorities and what's next for us.

For now, take a moment to celebrate — this win belongs to all of us.

Onward and upward 🚀

[Your Name]

Chief Financial Officer

[Startup Name]

You are the CFO of a Startup, that needs to communicate to its employees the closing of a funding round. Write an Email.





Subject: Announcement: Successful Closing of Funding Round

Dear Colleagues,

I am pleased to formally announce that we have successfully concluded our most recent funding round.

This accomplishment represents a significant step forward in our company's strategic growth plan and demonstrates a strong endorsement from our investors regarding the value of our vision, business model, and operational execution. The capital secured will be instrumental in furthering our mission and will provide the necessary resources to support our continued innovation, talent acquisition, and market expansion.

I would like to take this opportunity to express my sincere gratitude to each of you. This milestone was made possible by your professionalism, dedication, and unwavering commitment to excellence. The trust our investors have placed in us is a reflection of the collective efforts of the entire team.

Further details regarding the round and its implications for our roadmap will be communicated during our upcoming company-wide meeting.

Thank you once again for your continued hard work and focus. I look forward to building on this momentum together.

Warm regards,

[Your Full Name]

Chief Financial Officer

[Company Name]

You are the CFO of a Startup, that needs to communicate to its employees the closing of a funding round. Write an Email.

Tone: Business Formal





Best Practices

Be Mindful of
Limitations

Avoid **Vague**
Prompts

Verify Outputs
for Accuracy





Advanced Prompting



Temperature Prompting

Manipulate the randomness and creativity of the LLM by adjusting the temperature on a scale of [0.0 to 1.5]

Temperature Prompting

Prompt: *"Write a product description for a mattress with cooling gel-grid technology."*

● Temperature: 0.2 (Very focused, deterministic)

The CoolRest GelGrid Mattress offers advanced cooling technology designed to regulate body temperature during sleep. Featuring a hyper-elastic gel grid layer, it promotes airflow and reduces heat retention. With responsive support and pressure relief zones, it provides consistent comfort for all sleeping positions. Ideal for those seeking a cooler, more restful night.

● Temperature: 1.2 (Creative, varied, less predictable)

Imagine floating on a cloud sculpted from glacier breeze—welcome to the CoolRest GelGrid Mattress. Its futuristic gel lattice doesn't just support you; it *breathes* with you, wicking away heat like a whisper on ice. Say goodbye to sweaty tosses and turns—this mattress transforms your bed into a personal arctic escape. Cool, cushioned, and endlessly cozy.



Deep Research

Unsupervised learning aimed at
hidden patterns and nuanced
understandings





Meta Prompting

Write prompts that **help the model optimize** its prompts



Meta Prompting

Generate five creative and diverse prompts that could be used to write marketing copy for a new line of hybrid mattresses.

1. 🧬 Tech Meets Tranquility

"Write a futuristic product description for a hybrid mattress that combines advanced coil support with memory foam and cooling gel technology. Emphasize the innovation and science behind better sleep."

2. 🛏️ Real People, Real Sleep

"Create a heartfelt customer testimonial for someone who found life-changing relief from back pain after switching to the hybrid mattress—make it relatable and emotionally resonant."

3. 🌙 Dream in Motion

"Draft an ad that highlights how the hybrid mattress minimizes motion transfer between partners. Use a playful or romantic tone and paint a story of peaceful sleep for couples."



Hands-on Demo

[Aiforwork.co](https://aiforwork.co)





Q&A Session



Thanks for joining!

