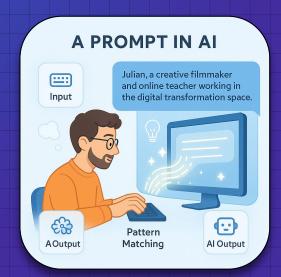
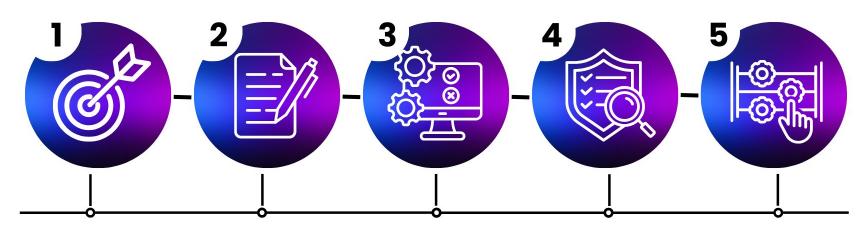


What is a Prompt?

- A prompt is your input to the Al
 - a. Question, request, or task—it guides the output
- 2. Al responds by matching patterns
 - a. It predicts based on training data, not human thinking
- 3. This course starts with foundational skills
 - a. Learn prompt structure first
 - b. Apply to business, creativity, and more later



PROMPTING AS A PROCESS



SET YOUR GOAL

Know what you want the Al to generate. A clear goal gives your prompt purpose.

WRITE A FIRST DRAFT

Start with a rough version. It doesn't need to be perfect—just get something down.

TEST IT

Drop it into a generative Al tool like ChatGPT and see how it responds. This is your baseline.

REVIEW THE OUTPUT

Did it work? Is it accurate and relevant? If not, it's time to tweak.

REFINE YOUR PROMPT

Add detail, reword, or shift tone. Even the slightest changes can yield better results.

ELEMENTS OF A GOOD PROMPT

You are a writing coach who helps creatives craft compelling personal bios.

I'm a freelance photographer transitioning into brand storytelling. I've worked with wellness brands and startups, and I want my bio to reflect creativity, collaboration, and trust.

Write a short bio for my website's About page.

Keep it to one paragraph under 80 words.

Use a warm, confident tone — avoid sounding formal or generic.

Use this as a style reference: "I help brands tell better stories — with strategy, emotion, and clean visuals. If it feels real, I'm in."

ROLE CONTEXT INSTRUCTIONS FORMATTING BOUNDARIES EXAMPLE