

PROMPT ENGINEERING 101

# ChatGPT Prompts

Discover the anatomy of advanced  
ChatGPT Prompts plus 20+ Commands  
to get better outputs.



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In this guide, I'll show you  
the anatomy of a ChatGPT  
**Prompt** including best  
practices so you can  
acquire a skill that is in high  
demand.



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# But first...

# why should we care?

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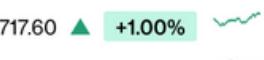
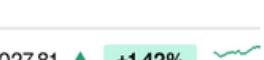
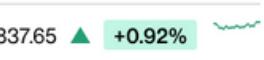
## \$335,000 Pay for ‘AI Whisperer’ Jobs Appears in Red-Hot Market

The fast-growing apps have created a seller’s market for anyone — even liberal arts grads — capable of manipulating its output.



**Markets at a Glance**

Americas Europe APAC Your List

| Index          | Value     | Change   | Performance   |
|----------------|-----------|----------|---|
| Dow Jones      | 32,717.60 | ▲ +1.00% |  |
| S&P 500        | 4,027.81  | ▲ +1.42% |  |
| Nasdaq         | 11,926.24 | ▲ +1.79% |  |
| S&P/TSX COM... | 19,837.65 | ▲ +0.92% |  |
| S&P/BMV IPC    | 53,882.95 | ▲ +1.27% |  |

Hot skill to learn right now.



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# What Is Prompt Engineering?



Prompt engineering is the process of **designing and optimizing prompts** for AI language models, such as ChatGPT, to **generate high-quality responses**.



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# The Anatomy of A Prompt

According to ChatGPT, the anatomy of a prompt is as follows:

1. Act Instruction
2. Context
3. Task or Question
4. Constraints or Limitations
5. Additional Guidance



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# Act Instruction



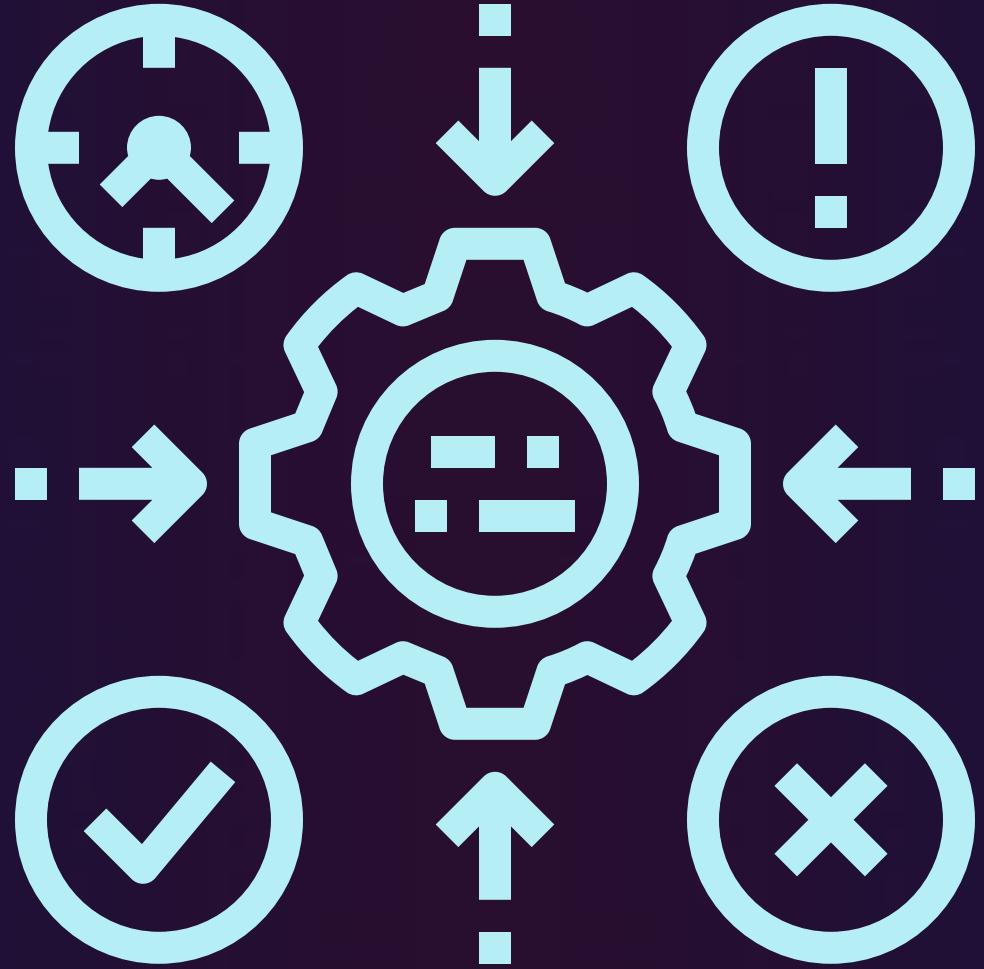
Specify the role and expertise  
of the AI.

For example, "Act as an  
award-winning copywriter"



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# Context



This section provides relevant background information to help the AI understand the situation, setting, or topic.

For example, "You are an expert in the field of environmental science and specialize in climate change."



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# Task Or Question



This part defines the specific objective or inquiry the AI is expected to address.

For example, "Explain the consequences of rising sea levels on coastal communities."



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# Constraints or Limitations



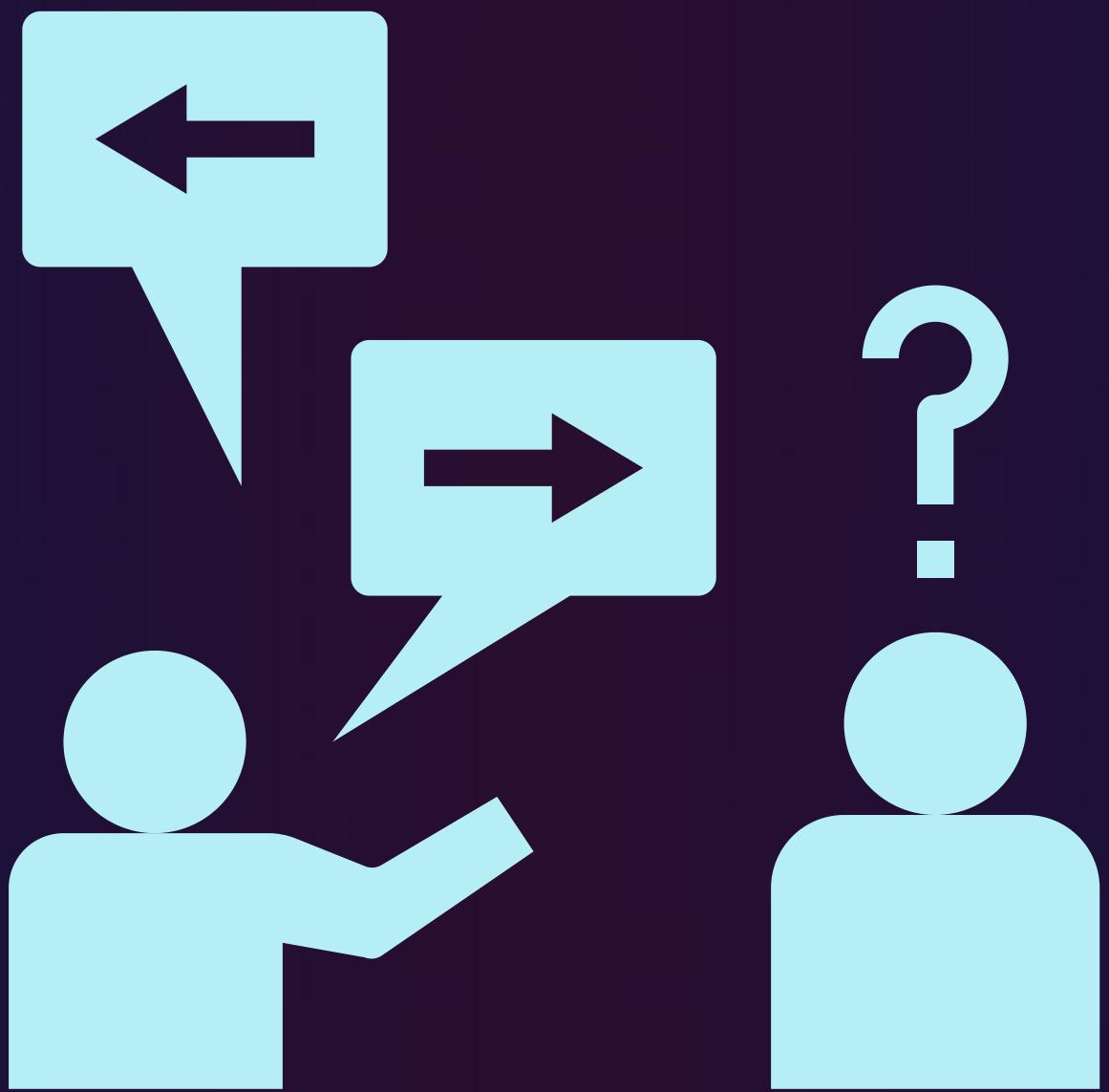
This section sets any boundaries or conditions the AI should consider while generating a response.

For example, "Keep the explanation concise and use simple language suitable for a general audience."



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# Additional Guidance



This part can provide further instructions, like tone or formatting, to fine-tune the AI's output.

For example, "Please answer in a friendly and engaging manner."



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# The Anatomy of A Prompt



To create an advanced ChatGPT-4 prompt for a hyper-specific output, you'll need to incorporate detailed instructions, context, and constraints. Here's an example of how you can structure such a prompt:



1. **Act instruction:** Specify the role and expertise of the AI. For example, "You are ChatGPT, an AI language model with expertise in both classic literature and botany."
2. **Context:** Provide a detailed context to establish a clear setting or situation. For example, "Imagine you are in a Victorian-era garden filled with rare and unusual plants."
3. **Task or question:** Define a specific, focused task or inquiry for the AI to address. For example, "Describe the process of pollination in this garden as if it were a scene from a Jane Austen novel."
4. **Constraints or limitations:** Set clear boundaries or conditions to guide the AI's response. For example, "Use language and expressions consistent with the Regency era, and focus on the interactions between three plants: the Venus flytrap, the rafflesia, and the blue passionflower."
5. **Additional guidance:** Offer further instructions to refine the AI's output, such as tone or formatting. For example, "Write the response in the form of a letter, adopting the perspective of an amateur botanist of the time, and maintain a sense of wonder and curiosity throughout the text."

Don't just take it from me, this is directly from ChatGPT-4



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# Let's Break Down A Prompt Example



To explain the process of creating an advanced ChatGPT-4 prompt to a student, you can break down the example prompt into its individual components:

1. Act instruction:

"You are ChatGPT, an AI language model with expertise in both classic literature and botany."

2. Context:

"Imagine you are in a Victorian-era garden filled with rare and unusual plants."

3. Task or question:

"Describe the process of pollination in this garden as if it were a scene from a Jane Austen novel."

4. Constraints or limitations:

"Use language and expressions consistent with the Regency era, and focus on the interactions between three plants: the Venus flytrap, the rafflesia, and the blue passionflower."

5. Additional guidance:

"Write the response in the form of a letter, adopting the perspective of an amateur botanist of the time, and maintain a sense of wonder and curiosity throughout the text."



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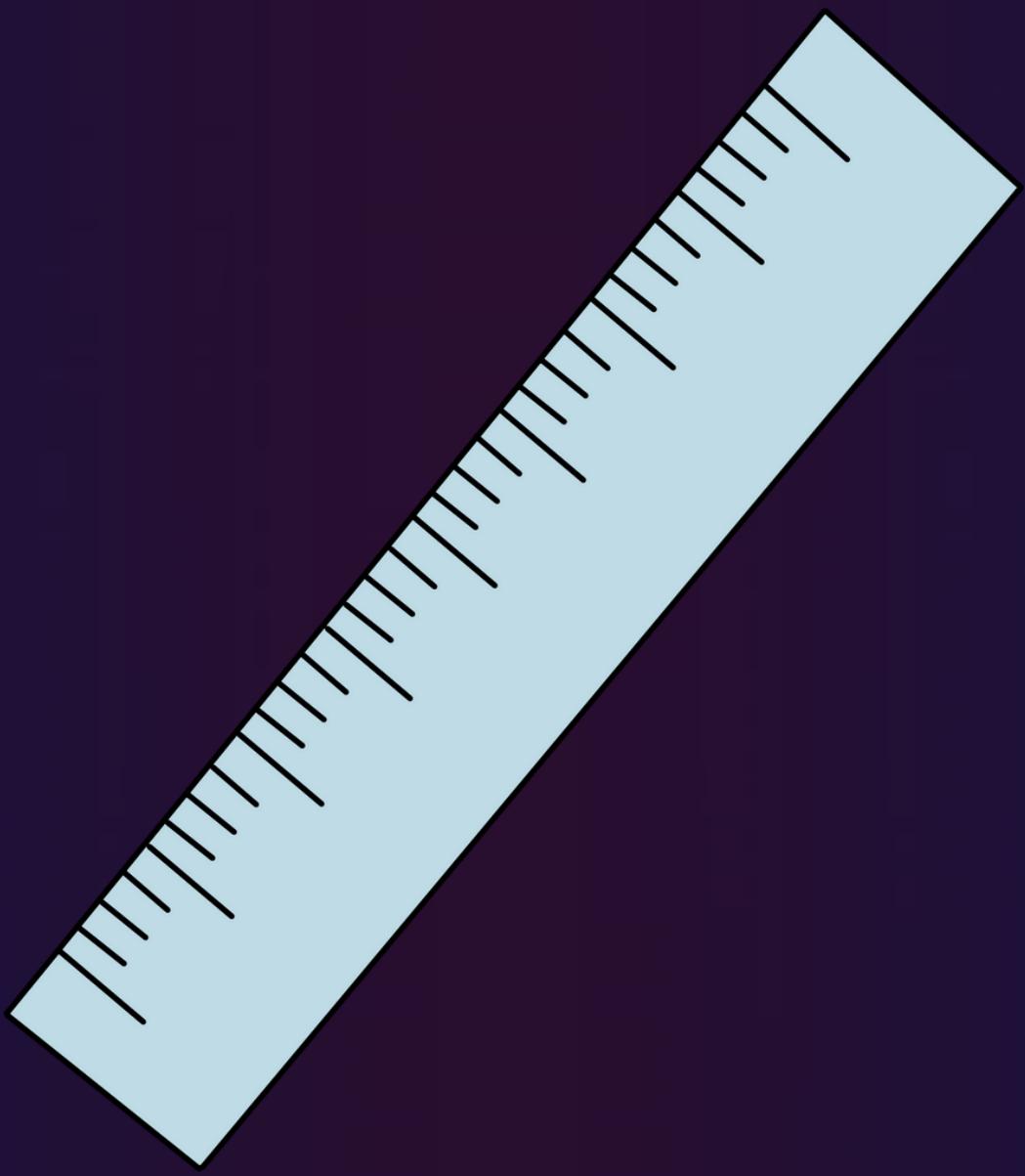
# Go Pro With It:



You can add more aspects to ensure more accurate and nuanced responses

- specify the desired length
- request a particular tone of voice
- request examples/analogies
- incorporate multiple perspectives
- cite sources/reference materials
- address potential misconceptions/pitfalls

# Specify Desired Length



You can provide guidance on the length of the response, such as

"Provide a brief summary"  
"Write a detailed explanation."  
"In less than 250 words."



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# Tone



The attitude, mood, or style conveyed through the language and expressions used in the generated text.

"Write in a casual tone"  
"Write in a humorous tone"



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# Voice



This is the distinctive style, personality, or perspective of the generated text.

"Write in the voice of Kevin Hart"



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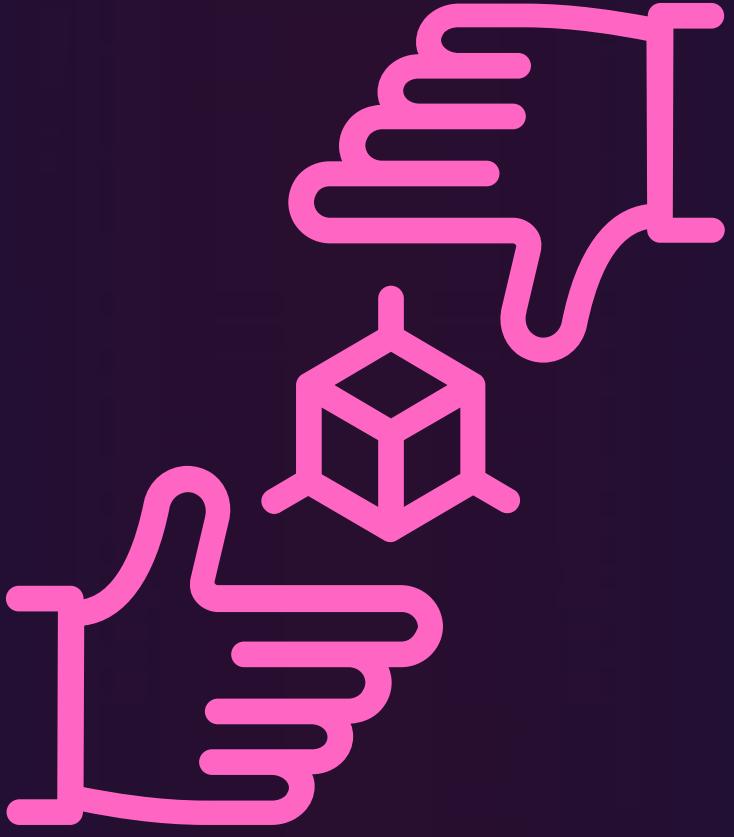
# Analogy



Encourage the AI to include examples, case studies, or analogies to help clarify the response

e.g., "Include real-world examples to support your points."

# Incorporate Multiple Perspectives



If the topic is complex or controversial, you might instruct the AI to present various viewpoints or arguments

e.g., "Discuss the pros and cons of nuclear energy."

# Cite Source/Reference Materials



cite sources



My Dearest Friend,

In my previous letter, I alluded to several scholarly works that have informed my understanding of the wondrous world of pollination. To ensure proper recognition of these invaluable resources, I present to you a list of the sources I referenced:

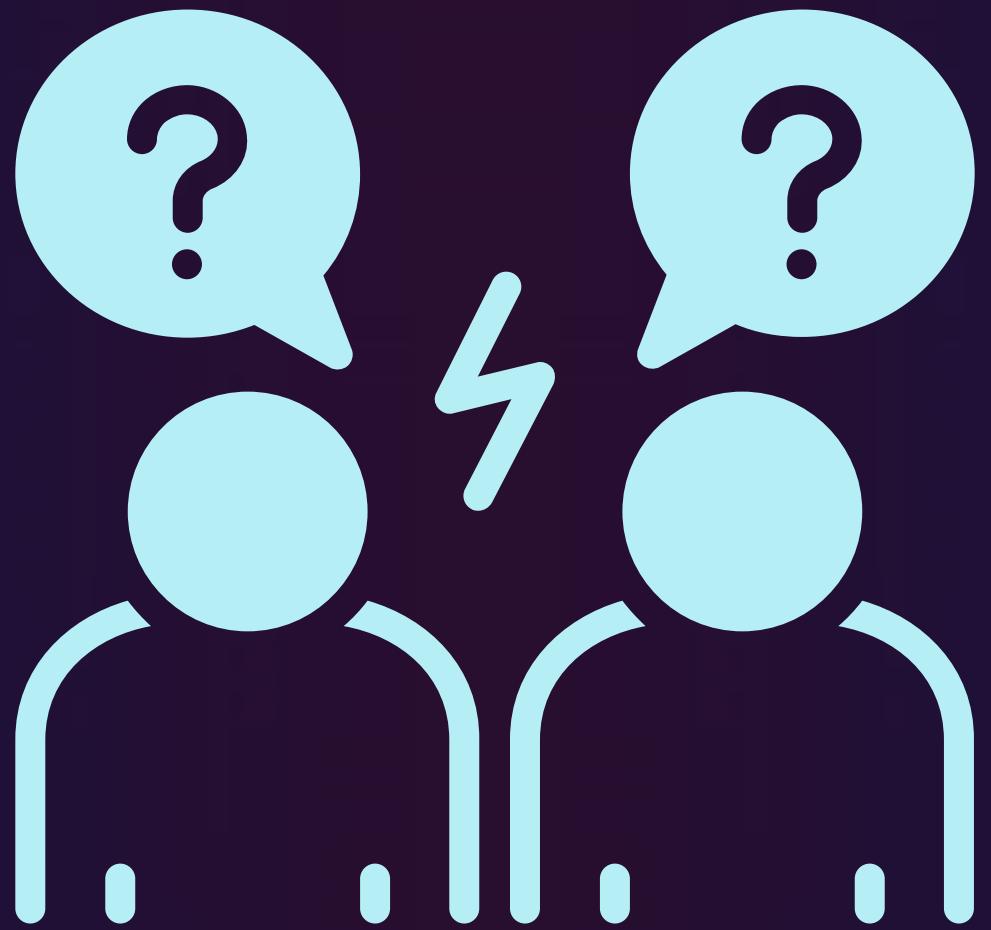
1. Darwin, C. (1859). *On the Origin of Species by Means of Natural Selection, or the Preservation of Favoured Races in the Struggle for Life*. John Murray.
  - This seminal work by Charles Darwin lays the foundation for the theory of evolution and provides insights into the interconnectedness of life, including the role of pollination in plant reproduction.
2. Darwin, C. (1862). *On the Various Contrivances by Which British and Foreign Orchids Are Fertilised by Insects, and on the Good Effects of Intercrossing*. John Murray.

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If the response requires data or information from reputable sources, you can ask the AI to mention them

e.g., "Cite relevant research or sources where possible."

# Address Potential Misconceptions or Pitfalls



In case the topic is prone to misconceptions or misunderstandings, guide the AI to address them,

e.g., "Clarify common misconceptions about the topic."



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# Advanced Prompt Example Broken Down



Here's the revised prompt with the additional aspects incorporated:



Act: "You are ChatGPT, an AI language model with expertise in both classic literature and botany."

Context: "Imagine you are in a Victorian-era garden filled with rare and unusual plants during a warm, sunny afternoon in June."

Task or question: "Describe the process of pollination in this garden as if it were a scene from a Jane Austen novel, featuring a conversation between two ladybugs about their role in the process. Include an analogy to explain the pollination process and cite any relevant research or sources."

Constraints or limitations: "Use language and expressions consistent with the Regency era, and focus on the interactions between three plants: the Venus flytrap, the rafflesia, and the blue passionflower. Ensure that the ladybugs' conversation touches upon the plants' distinct characteristics, highlights their roles in the garden, and addresses any potential misconceptions about pollination."

Additional guidance: "Write a detailed response in the form of a letter, adopting the perspective of an amateur botanist of the time who is observing this scene from behind a hedge. Use vivid imagery to describe the setting, incorporate subtle humor characteristic of Jane Austen's writing style, and maintain a sense of wonder and curiosity throughout the text. Present multiple perspectives on the pollination process by describing the differing roles of insects and the wind."

notice how the prompt got wordier with more instruction.

# Master These ChatGPT Commands

- Continue
- Elaborate
- Summarize
- List
- Compare & Contrast
- Pros and Cons
- In Simple/Layman's Terms
- Act As
- Imagine
- Clarify
- Step by Step
- Brainstorm
- Rephrase
- Rank
- Devil's Advocate
- Roleplay
- Translate
- Retrofit
- Critique
- Troubleshoot
- Analogous



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# Continue

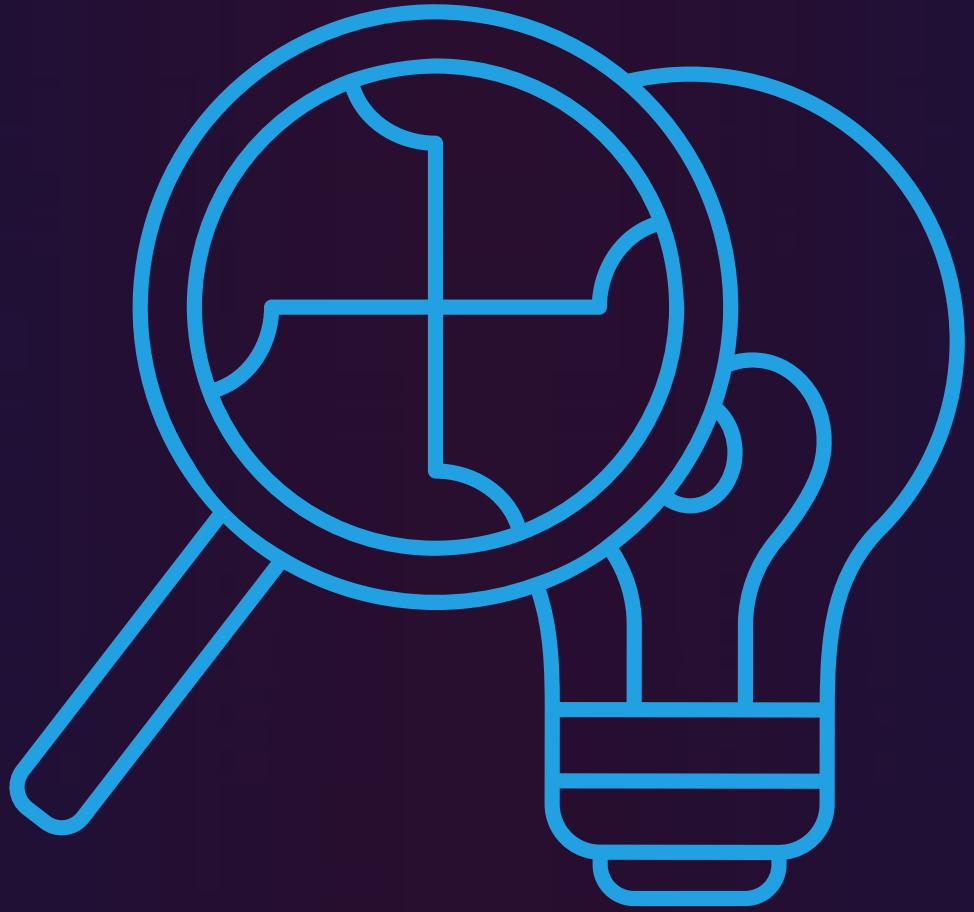


Use this keyword when you want ChatGPT to extend its response or keep generating content based on the previous context.



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# Elaborate



If you need more information or a deeper explanation, ask ChatGPT to "elaborate" on a specific point.



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# Summarize



When you require a concise overview of a topic or an answer, use the keyword "summarize."



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# List



If you want ChatGPT to provide multiple items, ideas, or suggestions, ask it to "list" them.



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# Compare & Contrast



Use this phrase when you want the AI to discuss the similarities and differences between two or more subjects.



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# Pros & Cons

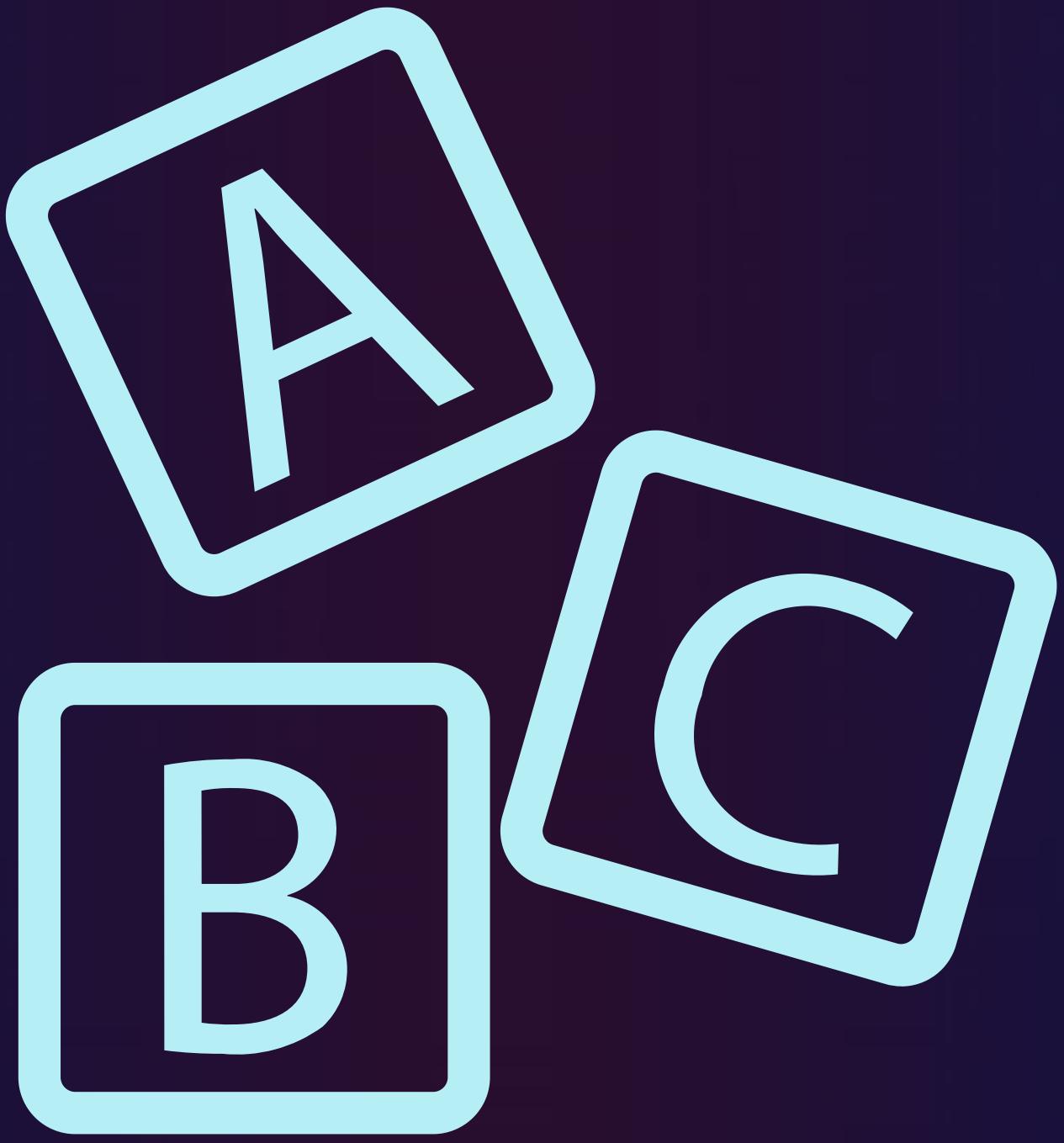


If you want an evaluation of the advantages and disadvantages of a particular topic, use the phrase "pros and cons."



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# In Simple/Laymans Terms



Use this phrase if you want ChatGPT to provide an explanation that is easy to understand for non-experts.



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# Act As



This phrase can be used to set a specific role or persona for the AI.

"Act as a financial advisor"  
"Act as a travel guide."



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# Imagine



Use this keyword to encourage creative or hypothetical responses from ChatGPT.



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# Clarify



If the AI's response is unclear or ambiguous, use the word "clarify" to request a clearer explanation.



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# Step By Step



If you need detailed instructions for a process, ask ChatGPT to provide a "step-by-step" guide.



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# Brainstorm



Use this keyword to ask ChatGPT for creative ideas or suggestions on a topic.



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# Rephrase

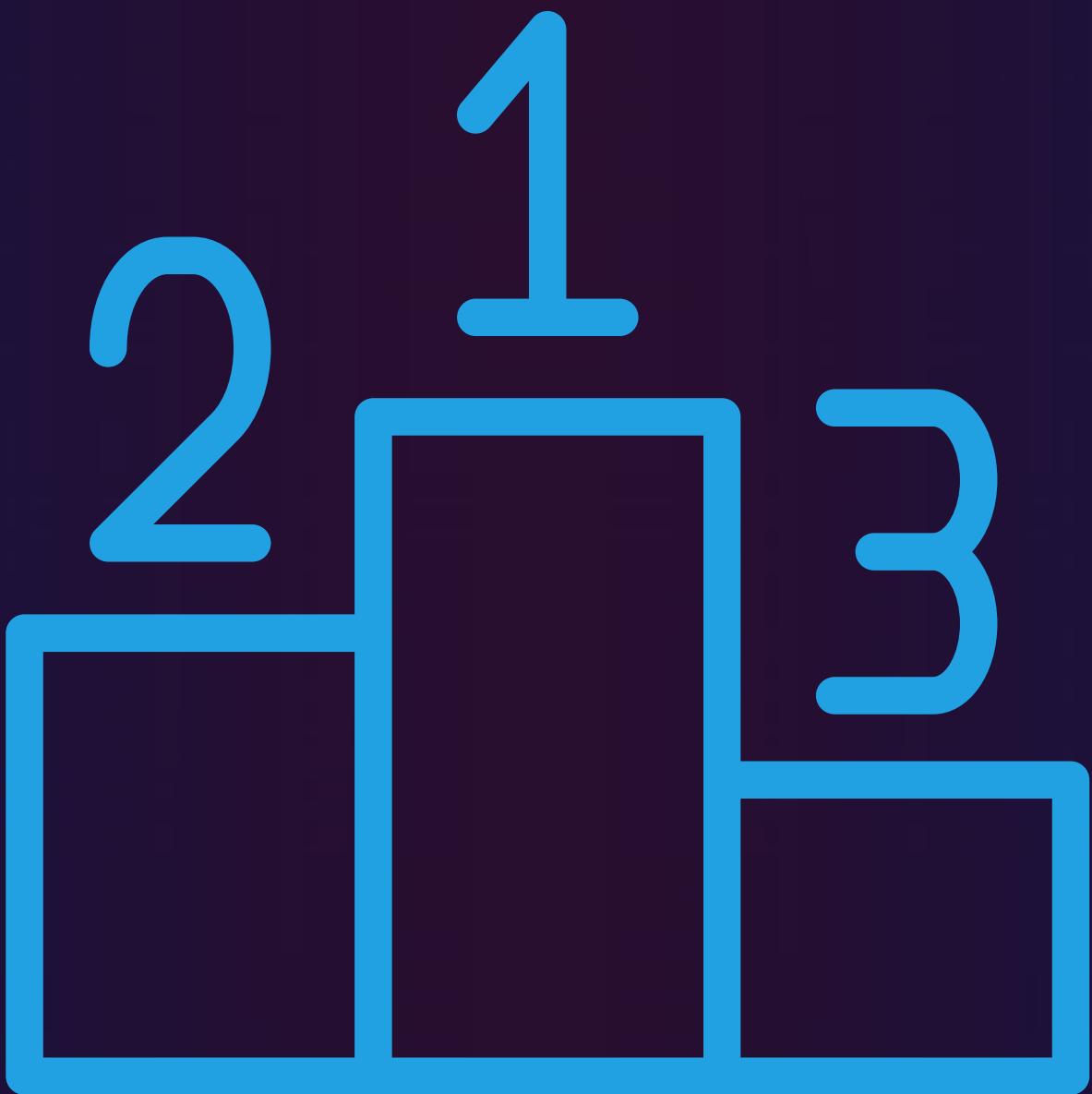


If you want the AI to present  
the same information  
differently, use the keyword  
"rephrase."



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# Rank



Use this term to ask ChatGPT to prioritize or rank items according to specified criteria, e.g., "Rank the top 5 renewable energy sources."



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# Devil's Advocate

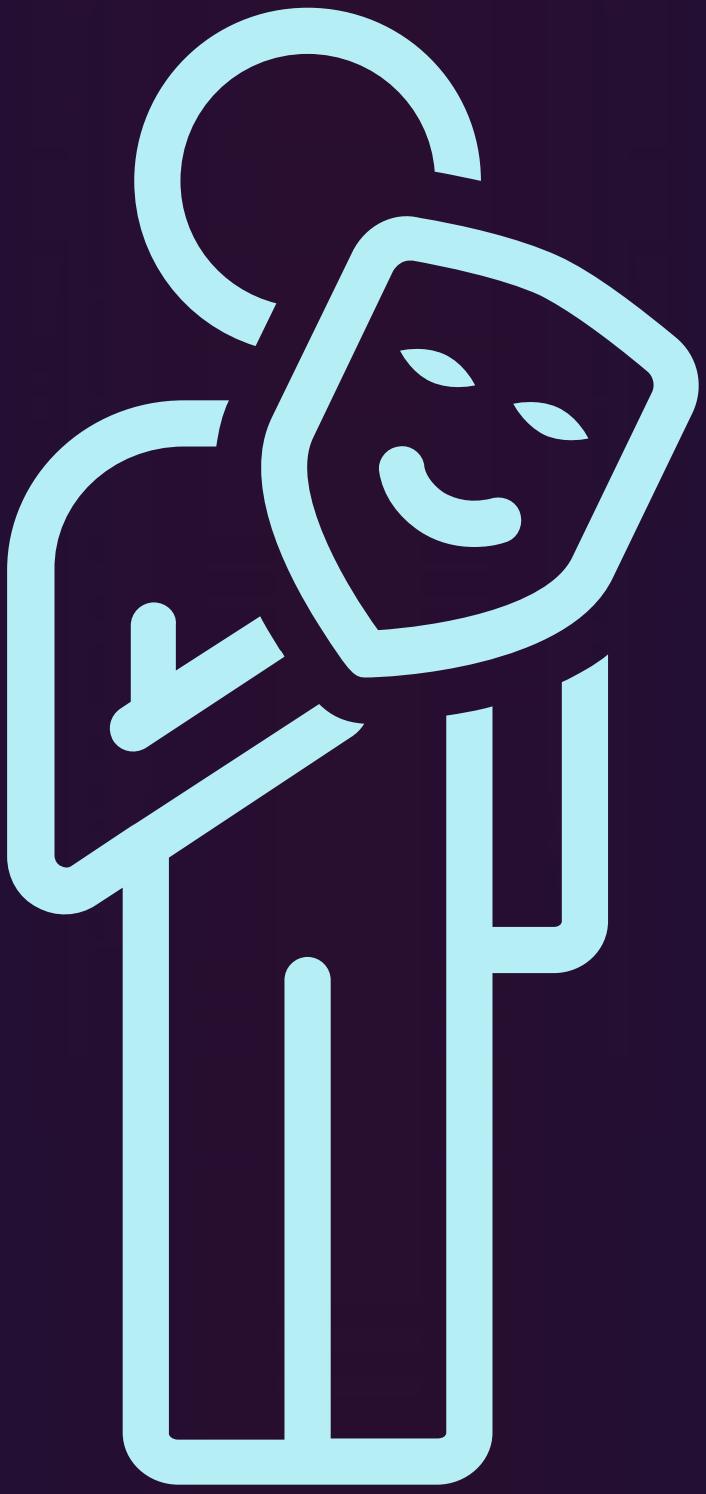


Use this phrase to ask ChatGPT to present counterarguments or challenge a specific viewpoint.



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# Roleplay

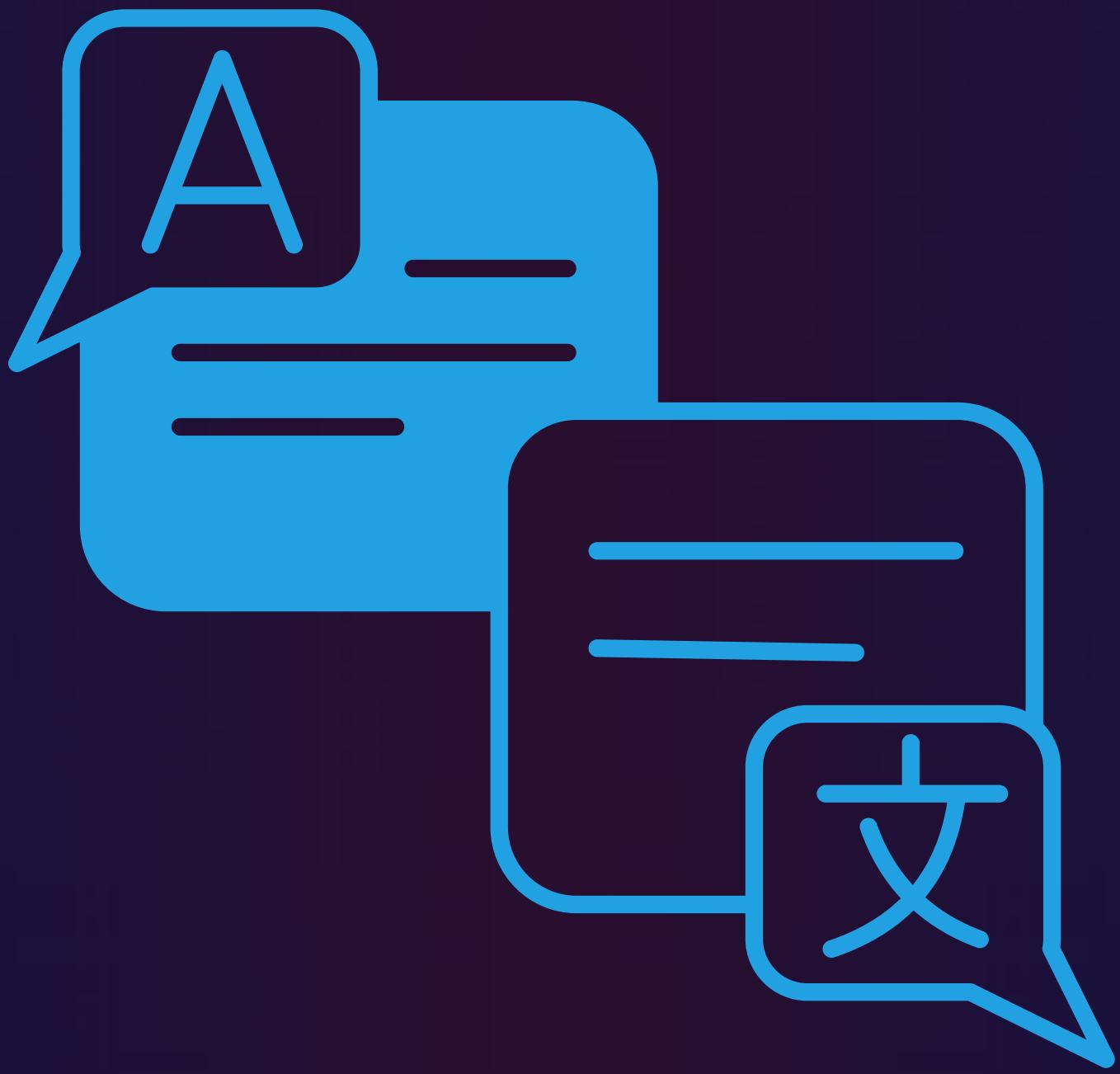


Use this term to set up a conversational scenario where the AI takes on a specific character or role.



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# Translate

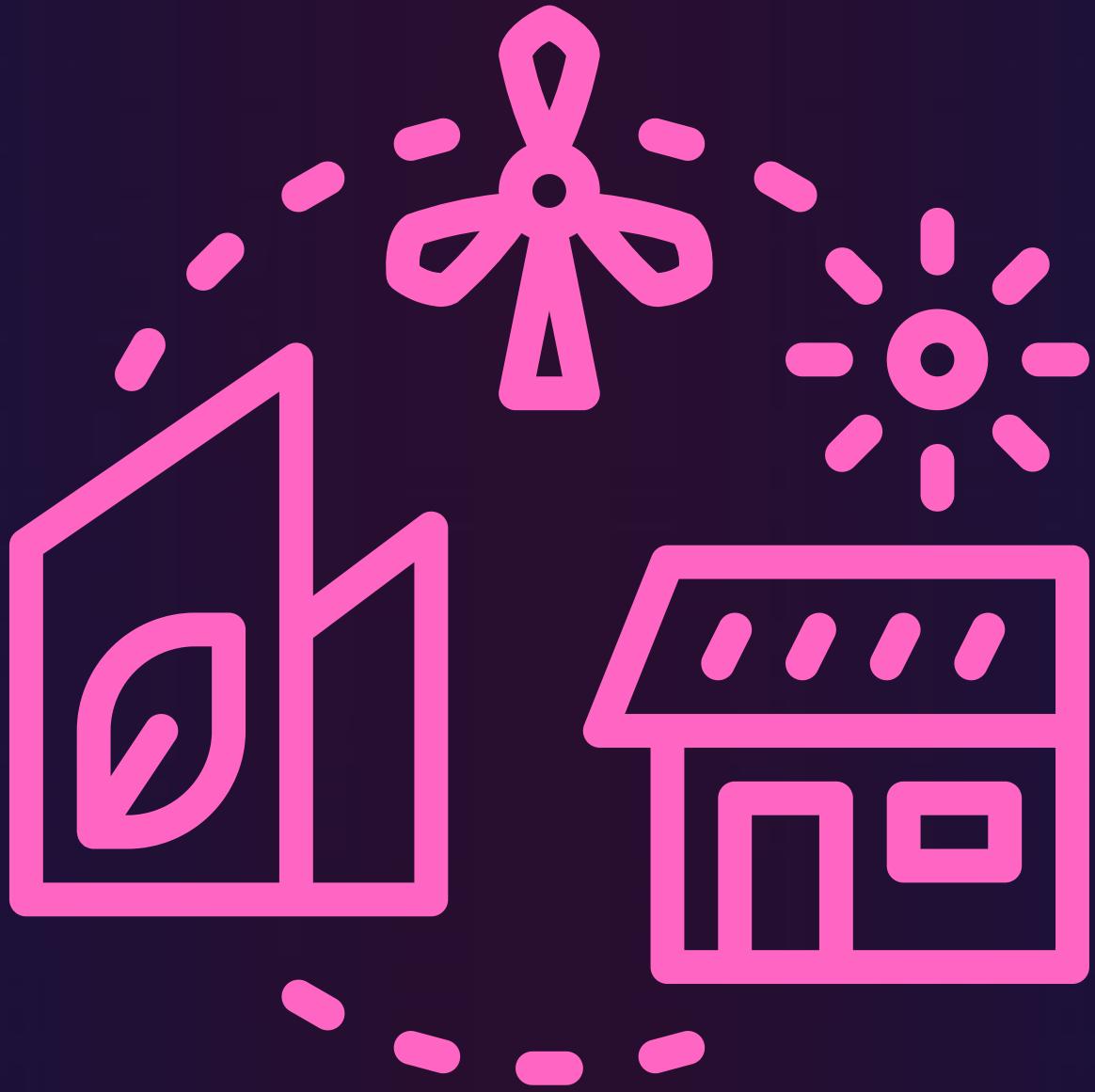


Request ChatGPT to translate a text or phrase from one language to another, e.g., "Translate this sentence into French."



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# Retrofit



If you want the AI to adapt an existing solution or idea to a new context or situation, use the keyword "retrofit."



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# Critique



**WE WANT YOUR  
FEEDBACK**

Ask ChatGPT to provide constructive criticism or feedback on a piece of work or an idea.



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# Troubleshoot



Use this term to request ChatGPT's help in identifying and solving a problem or issue.



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# Analogous



If you want the AI to provide a comparison or analogy from a different domain, use the term "analogous."



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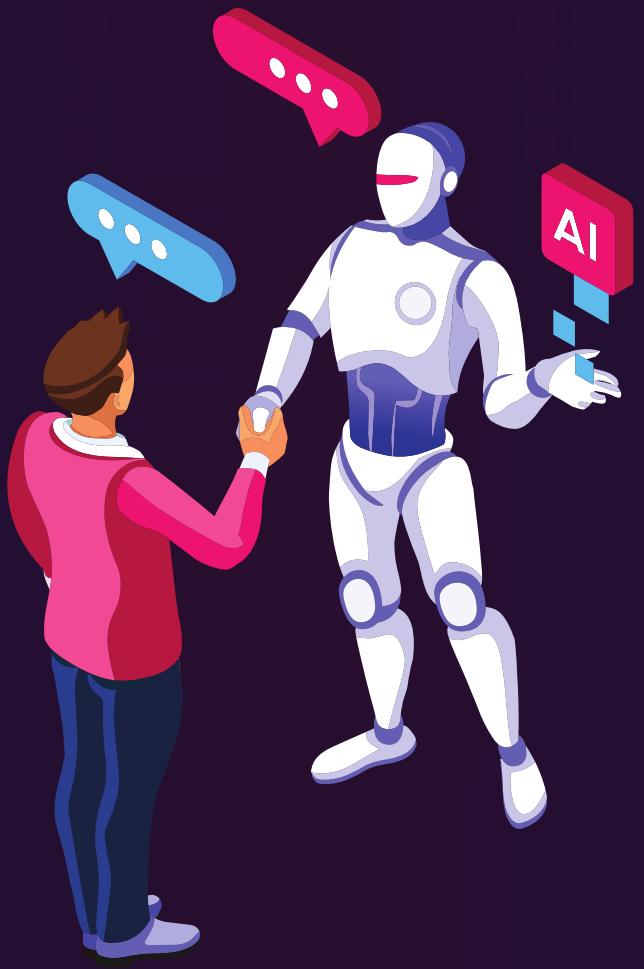
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**Database filled with ChatGPT**  
**Prompts & AI Tools For**  
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below and I'll send it to you.



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