

BASICS OF PROMPT ENGINEERING



WITH ANSH MEHRA



About the Author

Ansh is a YouTuber and Product Marketer at Zuddl. He is a Computer Science engineer who eventually pursued UX Design and Marketing.

As a student of Engineering, he represented his college at some of the most prestigious hackathons in the world, including **hackMIT 2018 (held at Massachusetts Institute of Technology)** and **HackHarvard 2018 (held at Harvard University)**.

Out of hundreds of teams from 17 countries, Ansh and his team were one of the 12 Finalists at the **Microsoft Imagine Cup Asia Regional Finals 2019**, held at Sydney, Australia.

After college, he interned at Swiggy as a UX Design Intern and eventually joined Zuddl as their first UX Designer. He was responsible to design Zuddl's entire MVP from scratch. Zuddl closed its Series A of \$13.5M in Feb 2022.

Ansh's YouTube

for AI & UX Tutorials



Ansh's Instagram

for AI & UX Content



Table of Contents

Version 1 • May 2023

Understanding the Basics

Enter 'Prompt Engineering'	04
Before moving ahead	04
How to use this eBook?	04

Accessing ChatGPT & Bard in your Computer

Visit ChatGPT's website	06
Verify your Account	07

Prompts for Upskilling

Weekly routine for improving your skills	10
Get mentorship from AI of legendary people	13
Improve your knowledge with a trivia game	17

Beyond the basics of Prompting

Becoming friends with GPT	22
Engineering your prompts	22

Prompts for Marketing

Generate new content ideas and a social media calendar	26
Create ad copy for your brand's product	30
Write a cold email to a client promoting your product	34

Prompts for Content Creation

Create video scripts and blog posts for your social media	39
Get insights from top personalities to improve your content	43
Boost your Instagram followers	47

Prompts for UX Designers

Improve your UX case studies	52
Accelerate your UI Design System	55
Prepare for your UX Design job interview	58

Best Resources to Improve Prompting Skills

Prompt Vine	63
SaaS Prompts	64
Learn Prompting	65
Learn Prompt	66
Data Fit	67
Prompt Base	68
Key takeaways	69

Websites for Top AI Tools

Futurepedia	71
Eluna AI	72
AI News	73
There's an AI for that	74

CHAPTER 1

Understanding the Basics

Instead of learning a specific AI Tool, learn how to talk to AI in general.

ChatGPT / Bard Prompt Engineering

I know you're bored of consuming the same superficial content on ChatGPT Prompts. Very soon, the same creators will start spamming you about Bard Prompts. They are all losing the point. **The goal is not to learn a specific tool.** Tools evolve, change and eventually get outdated.

The goal is to **understand the thought process behind using AI to your advantage.** I want you to understand that once you master the ***Art of Prompting***, you can apply your knowledge to any AI Tool in this world.

Because ChatGPT is the most popular tool at the moment, we will be using our frameworks on ChatGPT to show the expected results. However, you can apply the same frameworks to any generative text tool (*including Bard*)

Right now, these tools might not give you the best results. However, **within the next 12 months, these models will be stronger than you could ever imagine. When that happens, you should be prepared to make the most of them.** This eBook will help you get the head start, many of your friends will simply miss.

How to use this eBook?

1. There's no need to read this book in order.

You need to pick what matters to you the most. Make sure you document your learnings in a tool like Notion. If you don't know how to use Notion, I've made an in-depth video of how I use it on my YouTube Channel.

2. Don't copy-paste the prompts.

Read the prompts, understand why they're written in a certain way, and then type them yourself into ChatGPT. Spending time reading, comprehending, and typing them yourself will fine-tune your memory and understanding.

3. Don't blindly follow what is shared here.

You need to use this eBook and the results you get from AI as a starting point. You need to build on top of what you learn here to get outstanding returns. That means, read this prompting guide, regularly browse through the resources I've shared at the end of this book. Keep yourself updated, and don't lose hands-on practice.

CHAPTER 2

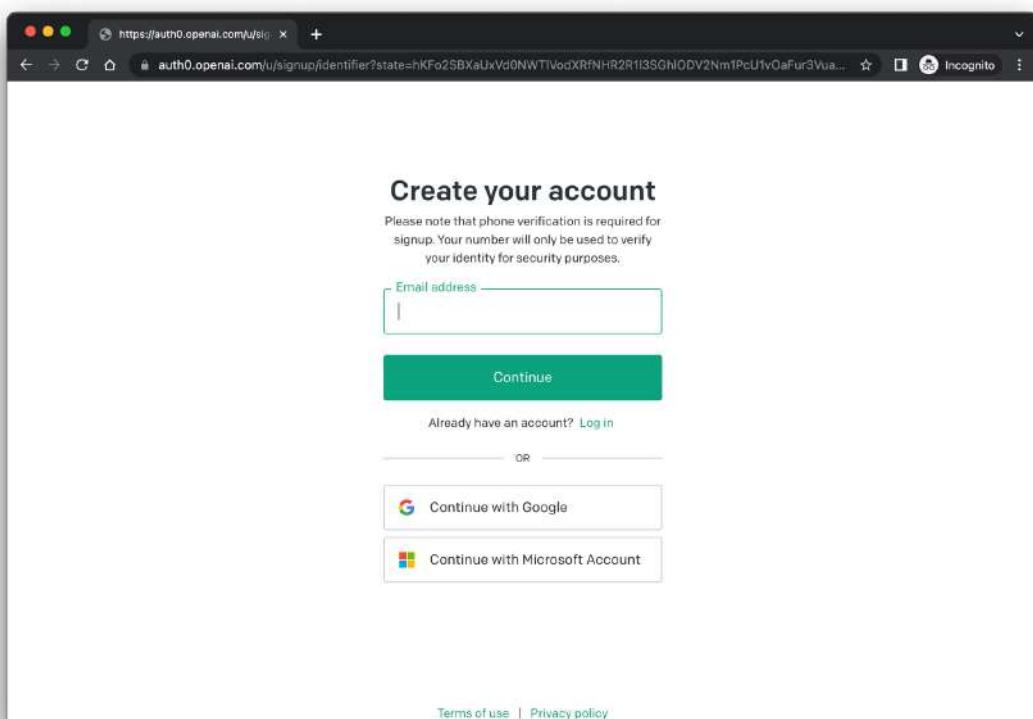
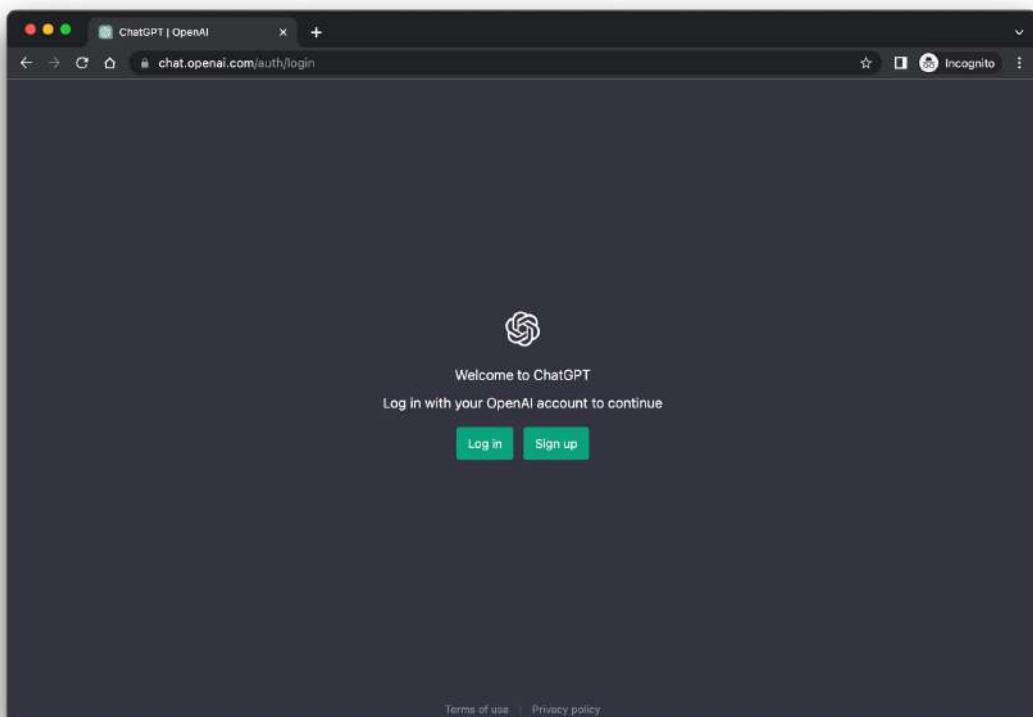
Steps for Accessing

How to access ChatGPT and
Google Bard in your Computer.

Accessing ChatGPT

Step 1: Visit ChatGPT on <https://chat.openai.com/chat>

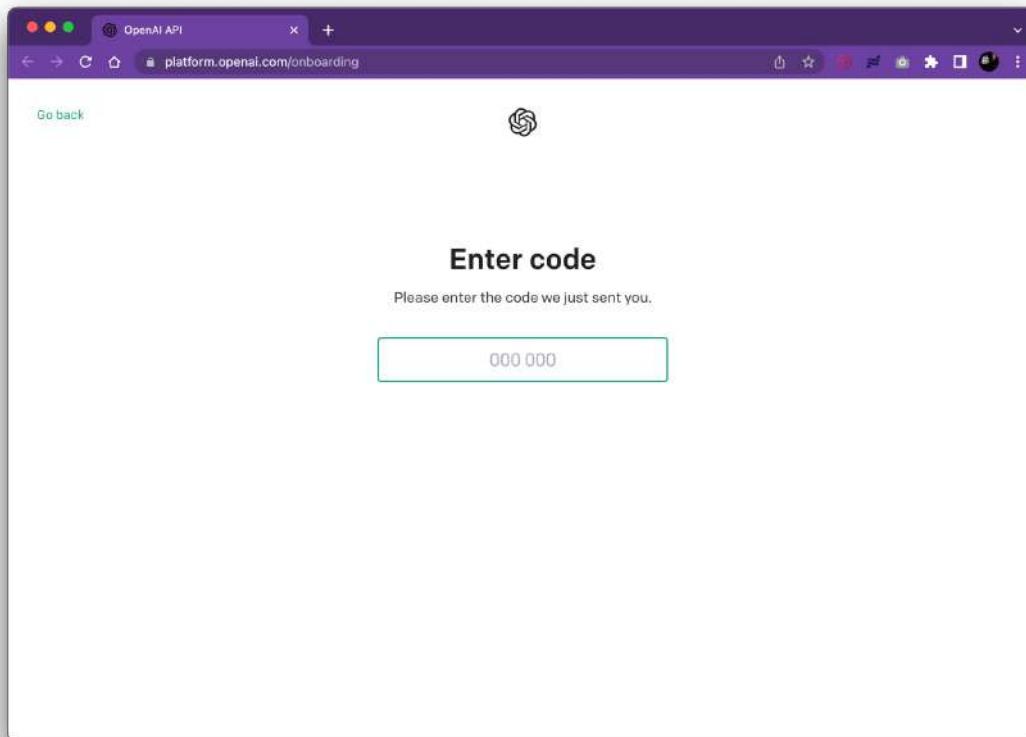
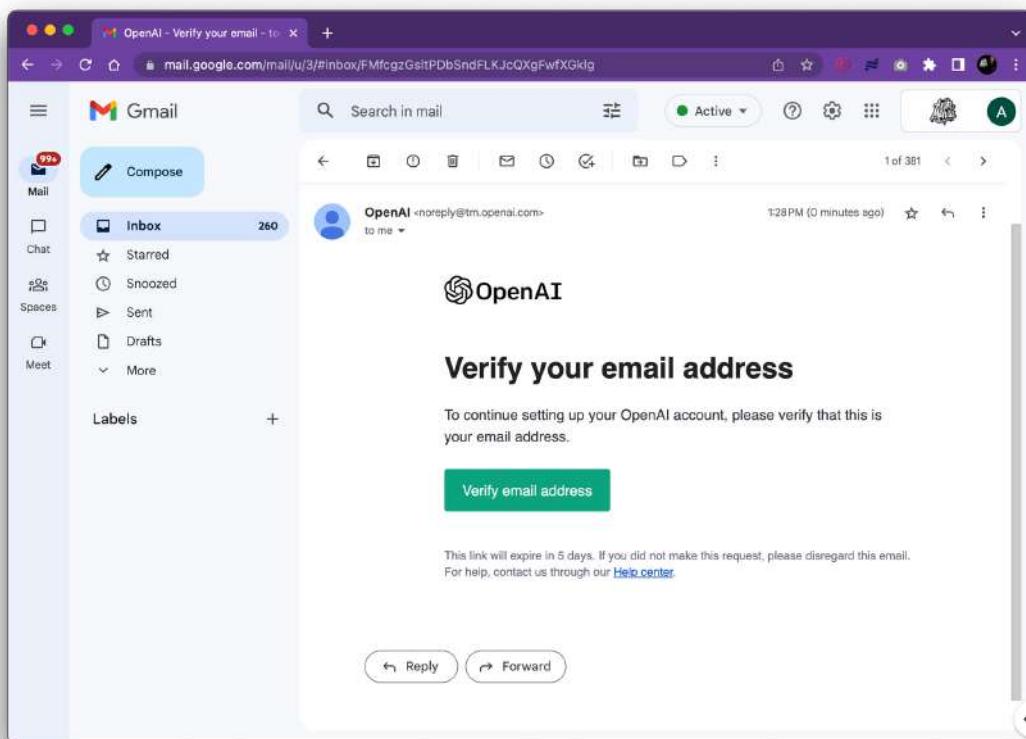
Click on "Sign Up" and then create your account.



Step 2 :

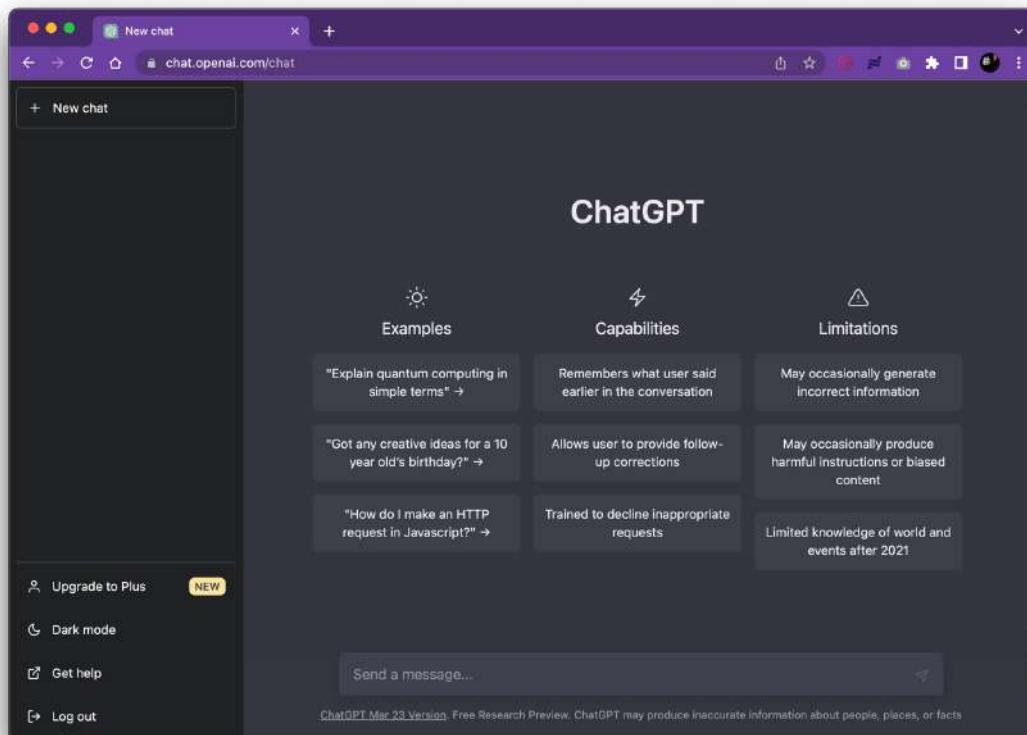
Verify your Account

You'd have to enter your details, verify your email and give an OTP you'll receive on your phone.

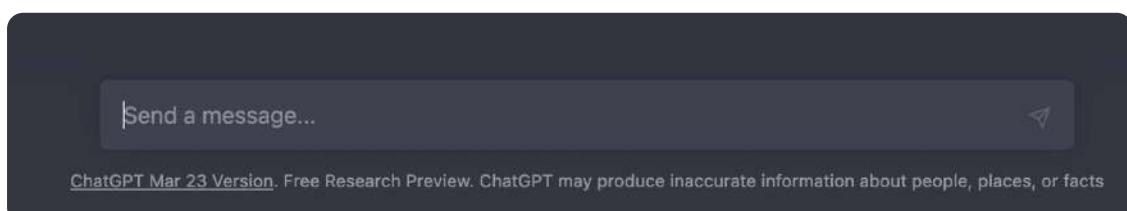


Once done, you'd have access to the free version of ChatGPT

As of April 2023, ChatGPT 3.5 is free to use. ChatGPT-4 costs \$20 per month (₹1700 per month). As a beginner, you can easily test your skills on the free version. This is how it looks:



At the very bottom is where you'd chat:



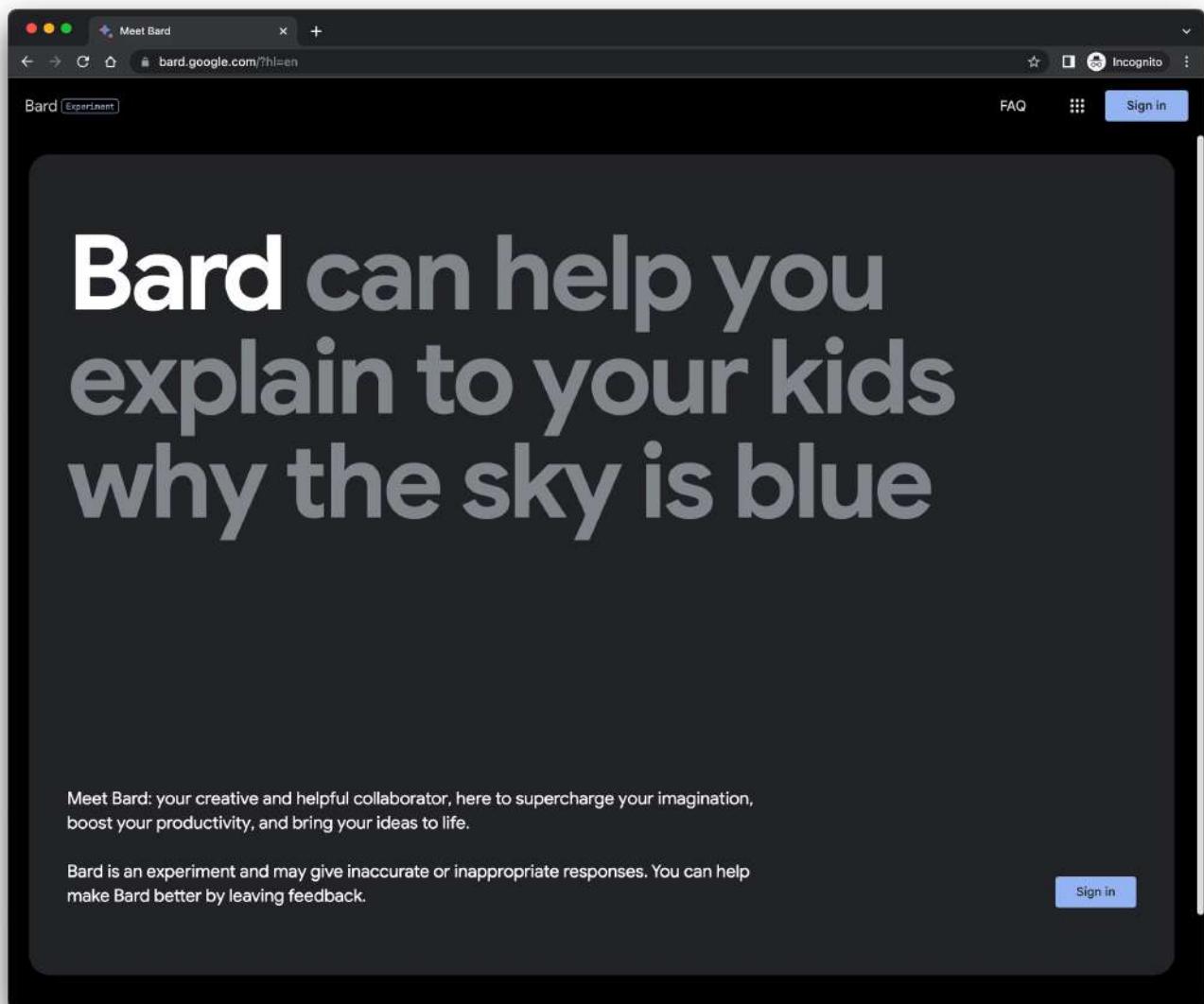
You can now ask GPT anything you want, and it'll give you the desired result

In the next chapters, I'll show you how ChatGPT can help you upskill yourself and how you can use it to make your work and life easier. Let's get started!

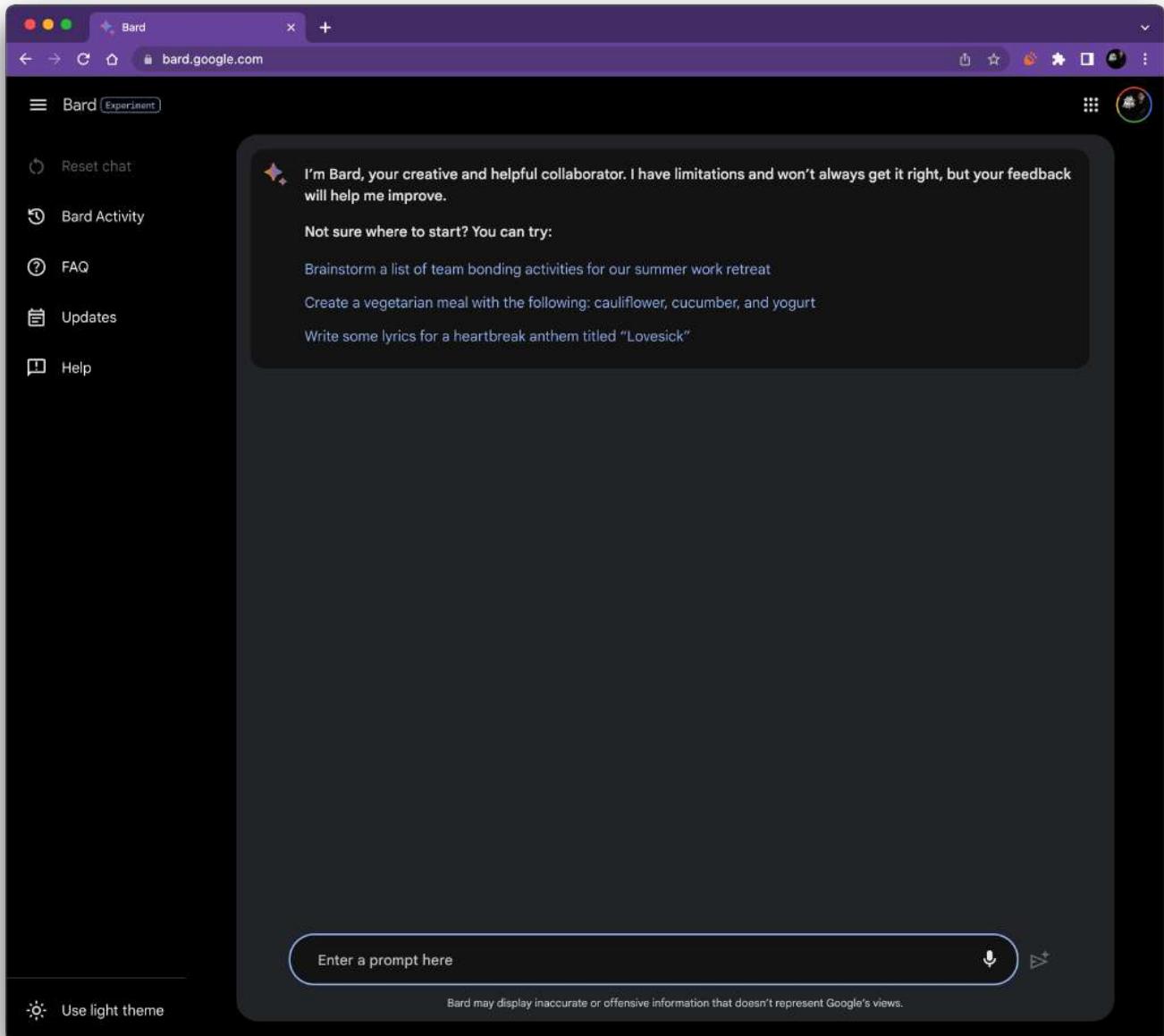
Accessing Google Bard

Step 1: Visit Bard on <https://bard.google.com/>

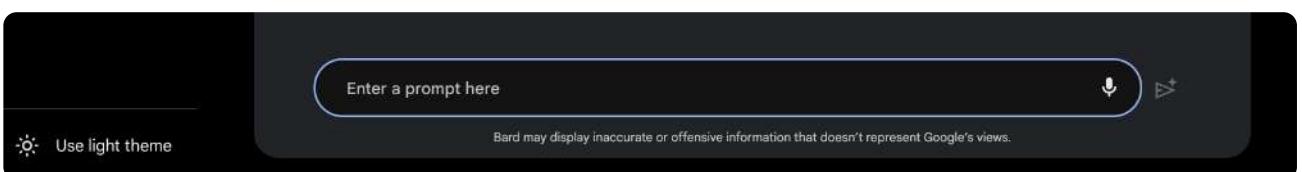
As of May 2023, Bard is still in its Experimental Stage. You will be able to access it for free if you have a Google Account.



Once you login, you'll be taken to access Bard.

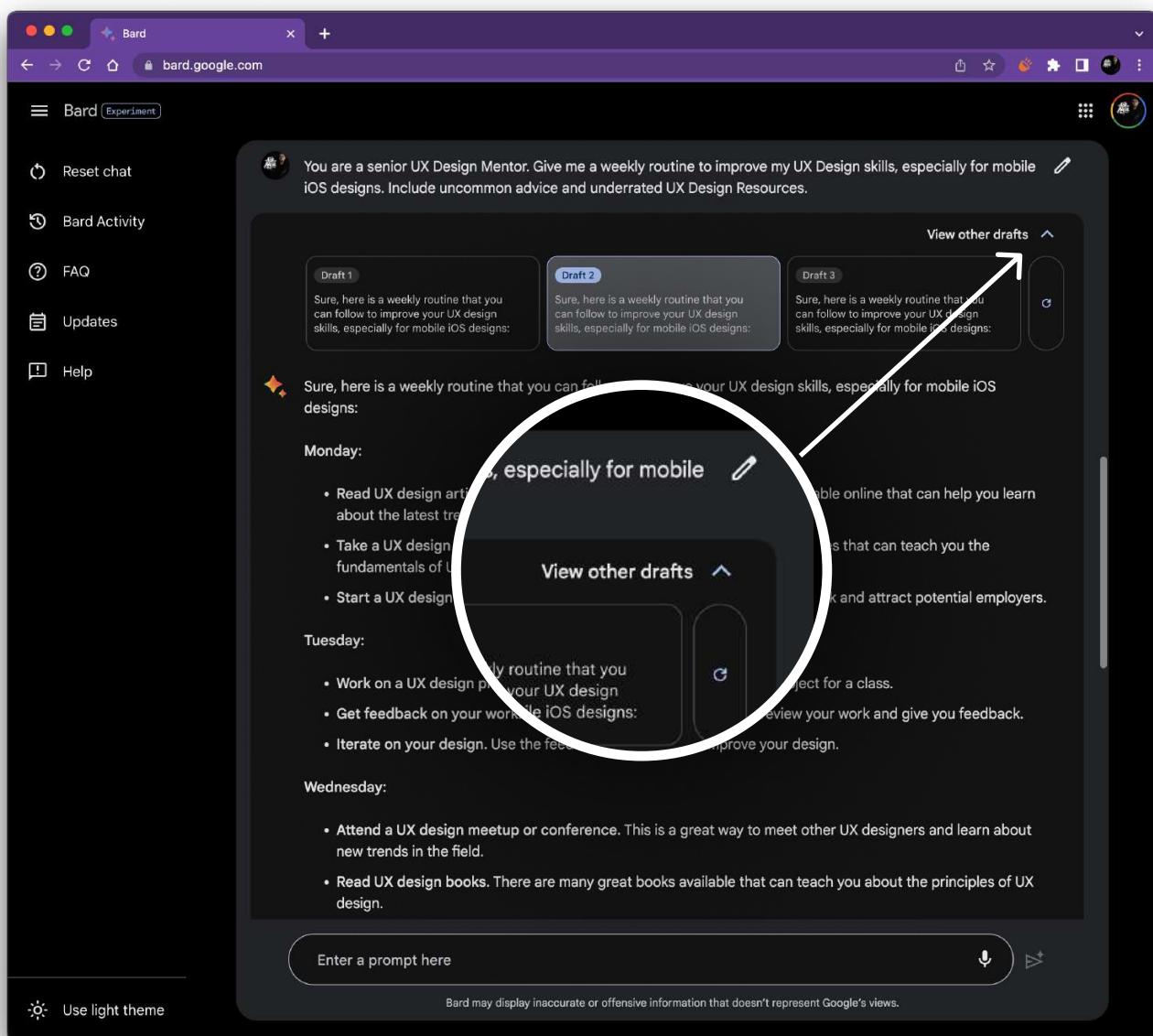


Whatever prompt engineering techniques you learn here, can be used for both GPT and Bard. All you have to do, is type your prompt at the bottom



A really cool feature of Bard is that you can **access multiple variations** of your prompt's answer by clicking on Drafts icon.

One interaction difference is that on Bard, you don't see your results coming in word by word like GPT. Bard loads the entire answer first and then shows it.



CHAPTER 2.2 OPTIONAL

Enabling GPT Plugins

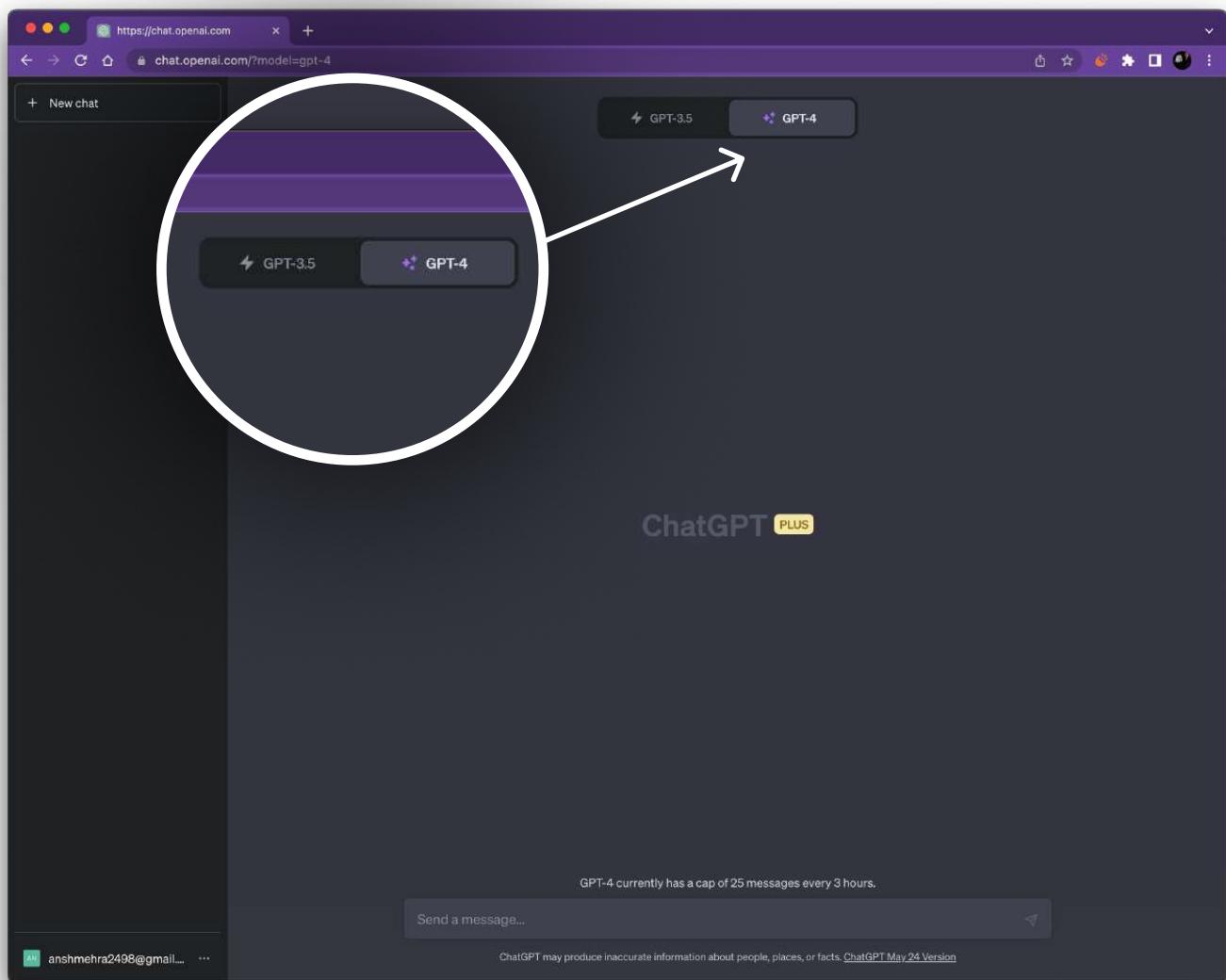
Additional features available to paid users that make GPT even more powerful to use.

Enabling ChatGPT Plugins

If you have bought the paid version of ChatGPT, you'll have access to their plugins. OpenAI (the company that has built ChatGPT) has collaborated with many big companies to come up **plugins that make ChatGPT even more powerful.**

As of writing this eBook, they have not made all plugins available to every user. However, very soon, you will be able to access them easily.

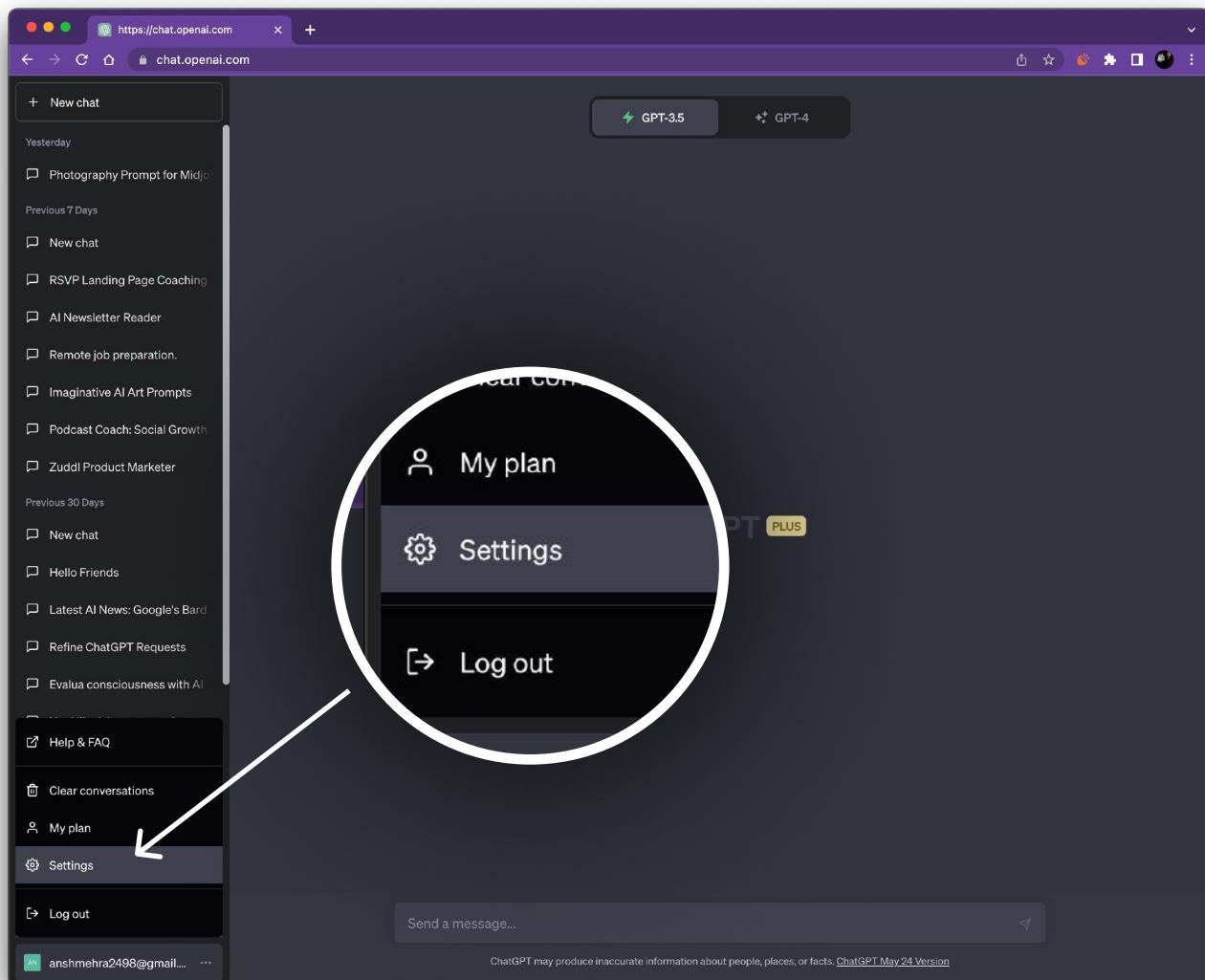
Once you buy the Pro Plan, **you'll see two tabs** like this on the top:



The difference in results is huge. The quality of results that you get from GPT-4 right now is way better than results from GPT 3.5. If you can afford the paid plan, I would strongly recommend you to go for it.

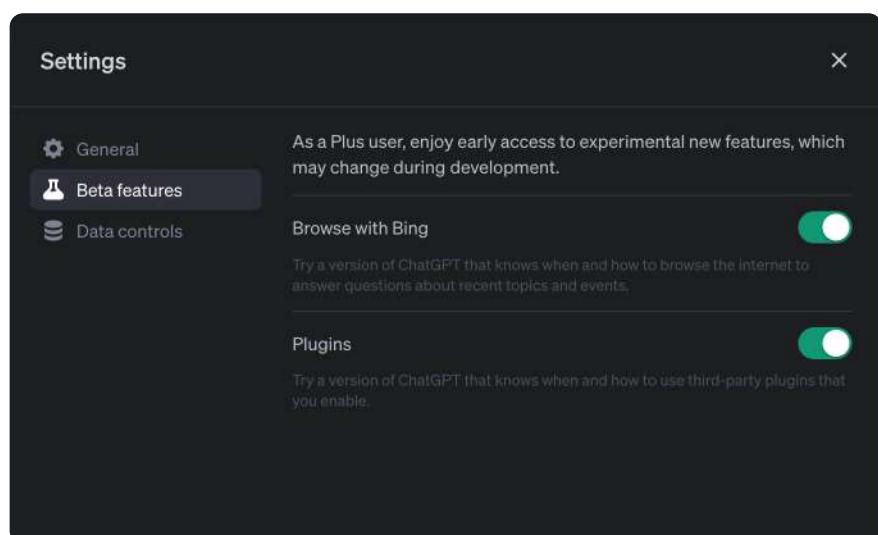
However, you need a **debit or credit card with International Payments enabled**. You cannot use UPI to pay for this yet.

To enable plugins, you need to go to your **Account Settings**

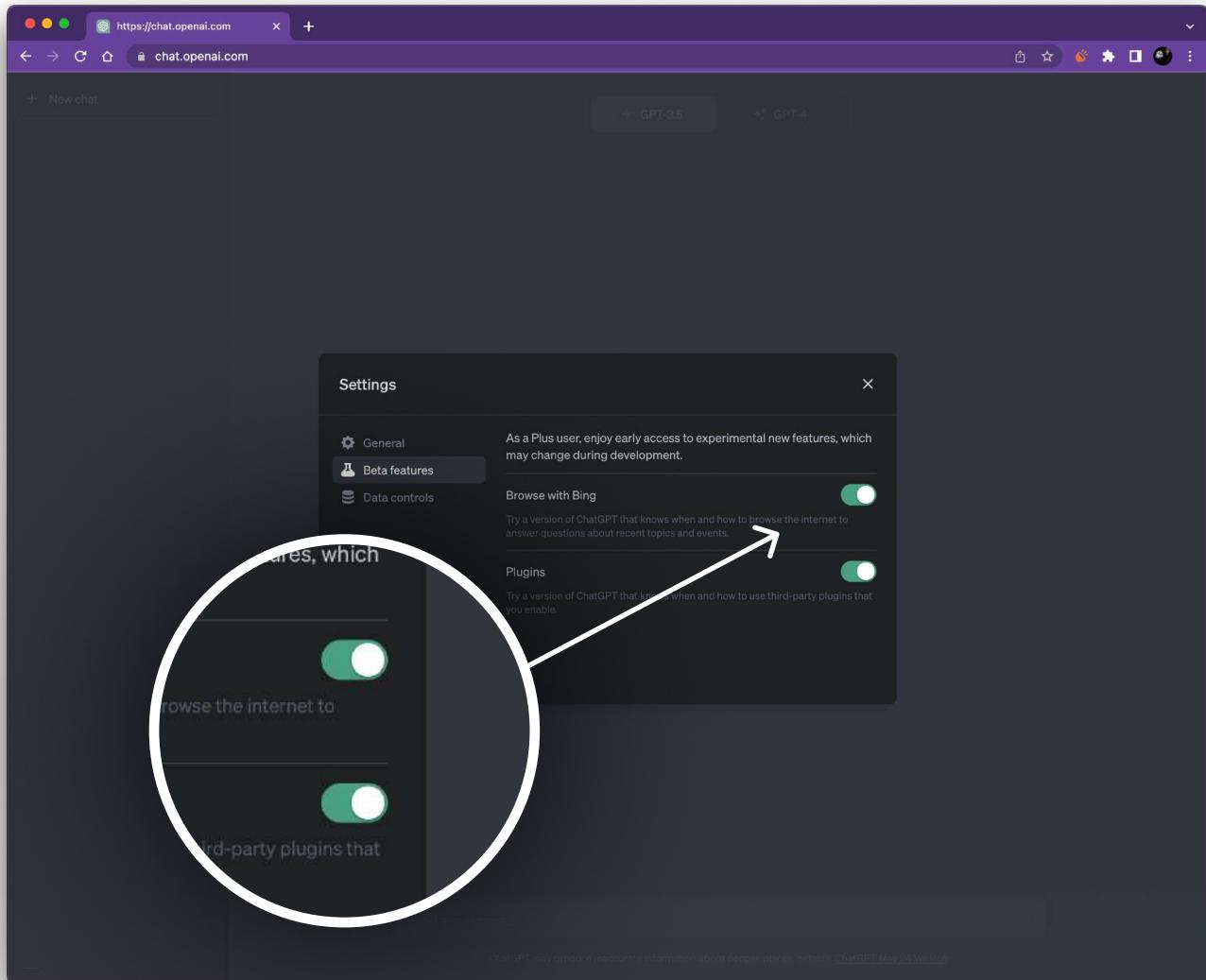


You can do a lot from this Settings Panel

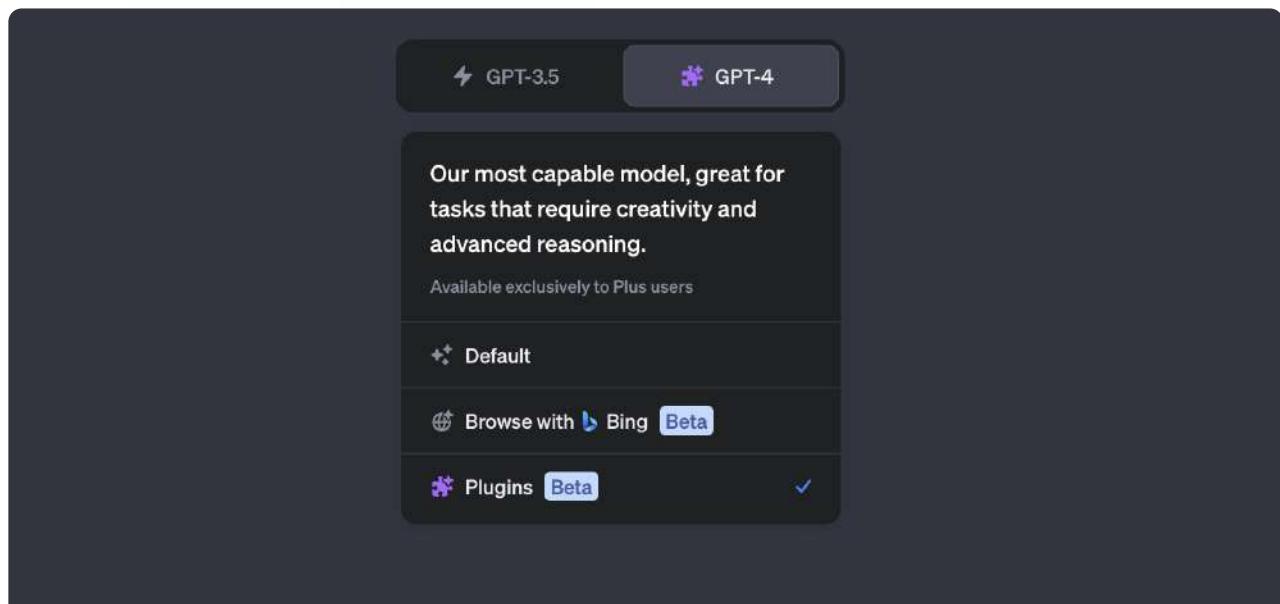
- You can change the theme of your GPT.
- Clear all chats
- Enable/Disable plugins or internet access.
- Enable/Disable history
- Export all your data.



Inside Settings, enable 'Browse with Bing' and 'Plugins'. If you cannot see this, cross check whether you have GPT Plus or not.



Once enabled, you'll see Plugins and Bing Browsing enabled under GPT-4. Plugins is a whole new world altogether so we will have separate dedicated modules on this.



CHAPTER 3

Prompts for Upskilling

Use ChatGPT to improve your skill set and get mentorship and guidance using the prompts in this chapter.

PROMPT #1

Weekly routine for improving your skills

Template:

You are a senior [subject] Mentor. Give me a weekly routine to improve my [subject] skills, especially for [specific topic]. Include uncommon advice and underrated [subject] Resources.

This prompt asks **an experienced AI mentor** in a specific profession to provide a weekly routine, with **a focus on a specific topic**.

It also requests **uncommon advice** and **underrated resources** in the field. The subject can be tailored to any profession.

Using the template:

You are a senior UX Design Mentor. Give me a weekly routine to improve my UX Design skills, especially for mobile iOS designs. Include uncommon advice and underrated UX Design Resources.

GPT 4 Completion:

As a senior UX design mentor, I'd be happy to provide you with a weekly routine to improve your UX design skills, especially for mobile iOS designs. Here's a routine that I would recommend:

Monday:

- Take a closer look at the latest iOS design trends, including colors, fonts, and iconography. Check out Apple's Human Interface Guidelines to stay up-to-date on the latest best practices.

Tuesday:

- Analyze the user experience of popular iOS apps. Pick an app that you use regularly and evaluate its navigation, functionality, and visual design. Take notes on what you like and dislike about the app's UX and how it could be improved.

Wednesday:

🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

ASSIGN A ROLE

You are a senior UX Design Mentor.

DEFINE THE TASK

Give me a weekly routine to improve my UX Design skills, especially for mobile iOS designs

SET CONSTRAINTS

Include uncommon advice and underrated UX Design Resources.



Don't forget to clarify the purpose of the prompt.

Last revision:

You are a senior [subject] Mentor. Give me a weekly routine to improve my [subject] skills, especially for [specific topic].

Include uncommon advice and underrated [subject] Resources.

Use Cases:

- A student seeking a weekly routine from a tutor/academic advisor to improve their study habits and academic performance, such as time management and exam preparation.
- A chef seeking a weekly routine from a culinary mentor/chef instructor to improve their cooking skills and knowledge of different cuisines.

PROMPT #2

Get mentorship from AI of legendary people

Template:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were <Personality>. Use the exact mental models, thought processes, and tone of voice that the chosen <Personality> would have.

Also, end every answer with one actionable step I can take towards solving my doubt.

Personality: Sundar Pichai, Chief Executive Officer of Alphabet Inc.

Doubt: I want to get a great job at Google as a Developer, straight out of college. I am in my second year right now, studying Chemical Engineering in India. How should I plan my next 2 years to become a good Developer? What all resources, books, and online tools should I explore to upskill myself?

This prompt is designed to provide **personalised and actionable advice** for any specific doubt or goal, by channeling the thought process and tone of a chosen personality.

It encourages the use of mental models and specific recommendations to help the individual take concrete steps towards solving their problem or achieving their objective.

Using the template:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were <Personality>. Use the exact mental models, thought processes, and tone of voice that the chosen <Personality> would have. Also, end every answer with one actionable step I can take toward solving my doubt.

Personality: Sundar Pichai, Chief Executive Officer of Alphabet Inc.

Doubt: I want to get a great job at Google as a Developer, straight out of college. I am in my second year right now, studying Chemical Engineering in India. How should I plan my next 2 years to become a good Developer? What all resources, books, and online tools should I explore to upskill myself?

GPT 4 Completion:

Hello, I'm Sundar Pichai, CEO of Alphabet Inc. and I'd be happy to help you with your question.

Firstly, it's great to see your enthusiasm for becoming a developer at Google. While Chemical Engineering may not be directly related to software development, I believe that with the right mindset and approach, you can definitely make a successful transition.

To become a good developer, it's important to gain a strong foundation in computer science fundamentals, including algorithms, data structures, and programming languages. I would recommend taking online courses or reading books on these topics to get started.

Additionally, it's important to gain practical experience by working on projects and contributing to open-source software. Start small by building simple applications and gradually work your way up to more complex projects. Joining programming clubs or participating in hackathons can also provide valuable opportunities to gain practical experience and network with other developers. When it comes to specific online tools and resources, I would recommend exploring platforms like Coursera, Udacity, and edX, which offer a wide range of online courses on computer science and software development. Additionally, GitHub is a great platform for finding and contributing to open-source projects and building a strong portfolio of work.

Prompt Anatomy:

Breakdown of how we wrote this prompt

ASSIGN A ROLE

I want you to answer that doubt as if you were <Personality>.

DEFINE THE TASK

Use the exact mental models, thought processes, and tone of voice that the chosen <Personality> would have. Also, end every answer with one actionable step I can take toward solving my doubt.

DEFINE THE GOAL

Doubt: I want to get a great job at Google as a Developer, straight out of college. I am in my second year right now, studying Chemical Engineering in India. How should I plan my next 2 years to become a good Developer? What all resources, books, and online tools should I explore to upskill myself?



Choose a clear and concise prompt and make sure the prompt is specific and easy to understand to get a more focused response.

Last revision:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were <Personality>. Use the exact mental models, thought processes, and tone of voice that the chosen <Personality> would have. Also, end every answer with one actionable step I can take toward solving my doubt.

Personality: Sundar Pichai, Chief Executive Officer of Alphabet Inc.

Doubt: I want to get a great job at Google as a Developer, straight out of college. I am in my second year right now, studying Chemical Engineering in India. How should I plan my next 2 years to become a good Developer? What all resources, books, and online tools should I explore to upskill myself?

Use Cases:

- A computer science student seeking advice from a tech CEO on how to improve their coding skills and get hired at a top tech company.
- A startup founder seeking advice from a successful entrepreneur on how to grow their business.
- An aspiring writer seeking advice from a successful author on how to improve their writing and get published.

PROMPT #3

Improve your knowledge with a trivia game

Template:

Act like a <subject> trivia game. Your aim is to improve my knowledge of basic <add specific topic>

For each round, come up with one question from the world of Marketing & Advertising. With **4 options (A, B, C, D)** that I can choose from. There should only be one correct answer. I will guess the correct answer. Wait for my response before asking the next question. I should get **10 points** for each correct answer I guess. If I guess the wrong answer, then give me 0 points. Calculate the total points I have after each round.

I will have only **10 rounds** to reach **50 points**. If I reach **50 points** at any time, declare me as the winner and stop the quiz. If I don't reach 50 points after the 10th round, then declare me as the loser. If I say "**Stop this game**" then stop the quiz. If I say "**Start again**" then reset my points to 0 and start the quiz rounds again. Let's start the quiz.

This prompt can help you become better at the theoretical aspects of **many subjects**.

You can choose to play the trivia quiz on **any topic of your choice** and the game can be paused or restarted at any time.

Using the template:

Act like a Marketing trivia game. Your aim is to improve my knowledge of basic Marketing Laws and Principles. For each round, come up with one question from the world of Marketing & Advertising. With **4 options (A, B, C, D)** that I can choose from. There should only be one correct answer. I will guess the correct answer. Wait for my response before asking the next question. I should get **10** points for each correct answer I guess. If I guess the wrong answer, then give me **0** points. Calculate the total points I have after each round.

GPT 4 Completion:

Welcome to the Marketing Trivia Game! Here's the first question:

Round 1: Which of the following is NOT one of the 4 Ps of Marketing?

- A) Product
- B) Price
- C) Promotion
- D) Place

Round 2:

What does SWOT stand for in the context of marketing?

- A) Strengths, Weaknesses, Opportunities, Tactics
- B) Strengths, Weaknesses, Opportunities, Threats
- C) Sales, Wants, Objectives, Targets
- D) Solutions, Ways, Obstacles, Tactics

Round 3:

What is the marketing concept?

- A) The idea that marketing is all about selling products to customers
- B) The idea that companies should focus on creating value for customers to achieve long-term success
- C) The idea that companies should focus on maximizing profits at any cost
- D) The idea that marketing is only for big companies with large budgets

Prompt Anatomy:

Breakdown of how we wrote this prompt

ASSIGN A ROLE

Act like a **Marketing trivia game**

DEFINE THE TASK

come up with one question from the world of Marketing & Advertising. With **4 options (A, B, C, D)** that I can choose from.

DEFINE THE GOAL

Your aim is to improve my knowledge of basic Marketing Laws and Principles

SET CONSTRAINTS

There should only be one correct answer. I will guess the correct answer. Wait for my response before asking the next question. I should get 10 points for each correct answer I guess. If I guess the wrong answer, then give me 0 points

 **Explicitly declare the rules of the Game**

 **Don't let your prompt rely on assumptions.**

Last revision:

Act like a Marketing trivia game. Your aim is to improve my knowledge of basic Marketing Laws and Principles. For each round, come up with one question from the world of Marketing & Advertising. With 4 options (A, B, C, D) that I can choose from. There should only be one correct answer. I will guess the correct answer. Wait for my response before asking the next question. I should get 10 points for each correct answer I guess. If I guess the wrong answer, then give me 0 points. Calculate the total points I have after each round.

I will have only 10 rounds to reach 50 points. If I reach 50 points at any time, declare me as the winner and stop the quiz. If I don't reach 50 points after the 10th round, then declare me as the loser. If I say "Stop this game" then stop the quiz. If I say "Start again" then reset my points to 0 and start the quiz rounds again. Let's start the quiz.

Use Cases:

- Gain a basic understanding of marketing concepts and theories used in the world of Marketing and Advertising by using this prompt
- You can test your knowledge on a particular topic, identify areas where you need improvement, and learn more about those topics to enhance your understanding.

CHAPTER 4

Beyond the basics of Prompting

Let's see how to make ChatGPT your friend and write better prompts for better responses.

Becoming friends with GPT

GPT is like the smartest topper in your class. It will help you with anything you're stuck with if you are friends with it. I don't need to tell you how much power you can have when the class topper is on your side.

However, ChatGPT doesn't talk much. It's pretty shy, so unless you ask something explicitly, it won't reply.

You need to become friends with GPT, just like I did.

Do you know how? I spent time understanding how GPT behaves and thinks. Once you learn how GPT reads and thinks, **you'll make it comfortable**. Once you make GPT comfortable, **it'll help you feel like you're its best friend forever**. Let's understand the basics:

Engineering your Prompts

You saw how we wrote a few messages in GPT to upskill ourselves. You also saw the anatomy of those prompts. By now, your brain would have already formed some patterns in how a prompt is written. Well, here is a blueprint of how a good prompt should look like:

1. Ask GPT to simulate a professional.

Before writing what you need, you must switch GPT to someone relevant to your problem statement. If I need nutrition advice, I'd ask GPT to

'act as a Professional Nutritionist'.

In fact, I'd ask

'act as a Professional Nutritionist who specialises in muscle building for young males'

because that is what my doubt is going to be around.

A lot of prompters call this '**framing**'. It means **you frame GPT into a certain persona to make it think from a specific perspective**.

2. Explain the task.

There is where a lot of beginners break. If you want help with your career, don't just ask:

'Give me advice on becoming a full stack developer'

You need to give GPT as much context as you can. The alternative can be

'I am in the third year of my college, pursuing a Bachelor's Degree in Chemical Engineering. By the end of my fourth year, I want to secure a well-paying job as a Full Stack Developer in a good Tech Company in India. I have not done any coding before. Give me a 12-month plan on learning full stack development from scratch. Please mention free resources, websites, and books I must read in these 12 months.'

Are you noticing what I'm doing? I'm sharing every single detail about what I'm going through. Assume you're talking to your best friend with unlimited capacity to hear your problems.

3. Give constraints

Don't expect GPT to solve all your problems in one single completion. If you're trying to write a book, instead of saying

'Write me a book on basics of UX Design'

You need to break down this task into 5 steps. This is how you must slowly learn the art of putting constraints on your prompts and extracting maximum value from GPT. I'm not writing the full prompts here, but to give you an idea, this is how I'd split my prompting:

1. Generate a list of 20 topics I should include for a specific user persona in the book.
2. Generate an index comprising these 10 shortlisted topics and write very catchy chapter titles for each.
3. Give me the 3 most important subheadings I should cover for a specific chapter.
4. Expand on a specific subheading and once you do this for each chapter, for each heading, take all of that content, put it back again into ChatGPT, and say,

"Explain all of this as if I'm a 10-year-old"

Then build upon what you have. Don't just blindly copy-paste the result. Use GPT as your base and then build on top of that. This is how you use GPT most creatively and uniquely possible!

CHAPTER 5

Prompts for Marketing

Now that we're done with the basics of prompting, let's look at some useful prompts related to Marketing.

PROMPT #1

Generate new content ideas and a social media calendar.

Template:

I want you to **act as a Social media coach** specialising in content around Technology and Design. You need to **mentor me for my Instagram Profile**. I am currently at 2500 followers. I want to hit 100K followers in 30 days.

Structure a step-by-step plan, specifying who my target audience should be, what topics I should make content on, and what the strategy should be around putting content on Instagram. Also, **build a 30-day calendar for my Instagram uploading schedule**.

This prompt helps you to get guidance from ChatGPT on how to **increase Instagram followers from 2500 to 100K within 30 days by acting as a Social Media Coach** who specialises in content around any niche.

You can also get a step-by-step plan that outlines your target audience, content topics, and strategy to follow for posting on Instagram.

Using the template:

I want you to **act as a Social media coach** specialising in content around Technology and Design. You need to **mentor me for my Instagram Profile**. I am currently at 2500 followers. I want to hit 100K followers in 30 days.

Structure a step-by-step plan, specifying who my target audience should be, what topics I should make content on, and what the strategy should be around putting content on Instagram. Also, **build a 30-day calendar for my Instagram uploading schedule**.

GPT 4 Completion:

As a social media coach, I'm here to help you achieve your goal of hitting 100K followers on Instagram within 30 days. However, it's important to note that growing a following organically takes time, effort, and consistency. It's unlikely to achieve such a significant increase in such a short amount of time without using unethical tactics, which I do not recommend.

That being said, let's focus on creating a sustainable strategy that will attract your target audience and keep them engaged.

Step 1: Define your target audience

It's important to know who your audience is to create content that resonates with them. Since you specialize in technology and design, your target audience could be:

- Young adults and professionals interested in technology, digital products, and design.
- Entrepreneurs and business owners interested in digital marketing, branding, and web development.
- Creatives and artists interested in design, art, and visual media.

Step 2: Identify your niche

To stand out from the crowd, you need to specialize in a particular area within

🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

ASSIGN A ROLE

I want you to **act as a Social media coach**

DEFINE THE TASK

You need to **mentor me for my Instagram Profile**. I am currently at 2500 followers. I want to hit 100K followers in 30 days.

Structure a step-by-step plan, specifying who my target audience should be, what topics I should make content on, and what the strategy should be around putting content on Instagram'

DEFINE THE GOAL

I want to hit 100K followers in 30 days.

Set Expectations

Also, **build a 30-day calendar for my Instagram** uploading schedule.

 When filling in your niche and follower goals, remember to keep them realistic and specific to your brand to create a clear and achievable plan.

Last revision:

I want you to **act as a Social media coach** specialising in content around Technology and Design. You need to **mentor me for my Instagram Profile**. I am currently at 2500 followers. I want to hit 100K followers in 30 days.

Structure a step-by-step plan, specifying who my target audience should be, what topics I should make content on, and what the strategy should be around putting content on Instagram. Also, **build a 30-day calendar for my Instagram** uploading schedule.

Use Cases:

- Get new content ideas for your Instagram to increase your social media growth by regularly following a calendar for uploading your content..
- Entrepreneurs can expand their brand's reach by using this prompt to develop a strategic plan for their social media marketing efforts.

PROMPT #2

Create Ad Copy for your Brand's product

Template:

Act as a Sr. Copywriter who specializes in Ad Copy for Handbags. Your task is to create ad copy for Jetblack Handbags with the brand name Alex Jetbags. This ad will run on Instagram. Our target is to get the attention of college students who have an average budget but want stylish and long-lasting bags.

Your objective is to communicate the unique features and benefits of the product and ultimately drive conversions. **Features** of Jetblack Handbags: It is waterproof, durable, clean, and minimal, has three pockets, a special USB slot for charging, and special storage for laptops.

The prompt is asking you to create ad copy for a brand called Alex Jetbags.

The ad will run on Instagram and **targets college students** who want stylish and long-lasting bags at an affordable price. Your task is to highlight the features and benefits of the product to drive conversions.

Using the template:

Act as a Sr. Copywriter who specializes in Ad Copy for Handbags. Your task is to create ad copy for Jetblack Handbags with the brand name Alex Jetbags. This ad will run on Instagram. Our target is to get the attention of college students who have an average budget but want stylish and long-lasting bags.

Your objective is to communicate the unique features and benefits of the product and ultimately drive conversions. **Features** of Jetblack Handbags: It is waterproof, durable, clean, and minimal, has three pockets, a special USB slot for charging, and special storage for laptops.

GPT 4 Completion:

Introducing Alex Jetbags - the ultimate companion for the modern college student who needs a bag that's both stylish and functional. Say goodbye to flimsy, impractical bags that just don't cut it.

Our Jetblack Handbags are not only waterproof and durable, but they're also designed with a clean and minimalist aesthetic that's sure to turn heads. With three spacious pockets and a special USB slot for charging on the go, you'll have everything you need right at your fingertips.

But we didn't stop there - our Jetblack Handbags also feature special storage for laptops, so you can take your tech with you wherever you go. And with our commitment to quality craftsmanship, you can trust that your Alex Jetbags will last you for years to come.

Upgrade your style and functionality with Alex Jetbags - the perfect choice for

Prompt Anatomy:

Breakdown of how we wrote this prompt

ASSIGN A ROLE

Act as a Sr. Copywriter

DEFINE THE TASK

Create an ad copy for Jetblack Handbags with the brand name Alex Jetbags targeting college students who have an average budget but want stylish and long-lasting bags.

SET EXPECTATIONS

Your objective is to communicate the unique features and benefits of the product and ultimately drive conversions.



This prompt helps to define the product's unique features and its benefits, thus help in creating ad copy which drives conversions.

Last revision:

Act as a Sr. Copywriter who specializes in Ad Copy for Handbags.

Your task is to create ad copy for Jetblack Handbags with the brand name Alex Jetbags. This ad will run on Instagram. Our target is to get the attention of college students who have an average budget but want stylish and long-lasting bags.

Your objective is to communicate the unique features and benefits of the product and ultimately drive conversions. **Features of Jetblack Handbags:** It is waterproof, durable, clean, and minimal, has three pockets, a special USB slot for charging, and special storage for laptops.

Use Cases:

- Improve your sales by creating ad copy that speaks directly to your target audience and highlights your product's unique features and benefits.
- You can use this prompt to get better copy for your Digital marketing ads.
- Boost your conversion rates by developing ad copy that persuades potential customers to take action.

PROMPT #3

Write a cold email to a client promoting your product

Template:

Act as a cold email specialist; your task is to write a cold email to Mr. Allen Smith, who is a Fitness influencer, and introduce them to the "Fitness tracker Smartwatch" from the brand " FitPulse". The product features: Bluetooth Calling, 100+ Sports Mode, Blood-oxygen Saturation Measurement, 24H Heart Rate Monitoring, Sleep Quality Monitoring, Bluetooth Music Control, Bluetooth Voice Assistant, 10 Days of Battery Life, With Call Functions, Touchscreen, suitable for both Fitness & Outdoor.

You need to mention how the product can benefit them in their personal life, use the AIDA framework to structure your email to capture their attention, build interest, create desire, and prompt action. Write a personalised, engaging, and to-the-point cold email to **increase the chances of a response**, creating an interest in the recipient to take action and learn more about the product.

A prompt on **crafting effective cold emails** to connect with potential clients or customers. With the right approach, cold emailing can be a powerful tool for introducing your product or services.

Using the template:

Act as a cold email specialist; your task is to write a cold email to Mr. Allen Smith, who is a Fitness influencer, and introduce them to the "Fitness tracker Smartwatch" from the brand " FitPulse". The product features: Bluetooth Calling, 100+ Sports Mode, Blood-oxygen Saturation Measurement, 24H Heart Rate Monitoring, Sleep Quality Monitoring, Bluetooth Music Control, Bluetooth Voice Assistant, 10 Days of Battery Life, With Call Functions, Touchscreen, suitable for both Fitness & Outdoor.

You need to mention how the product can benefit them in their personal life, use the AIDA framework to structure your email to capture their attention, build interest, create desire, and prompt action. Write a personalised, engaging, and to-the-point cold email to **increase the chances of a response**, creating an interest in the recipient to take action and learn more about the product.

GPT 4 Completion:

Subject: Revolutionize Your Fitness Game with FitPulse Smartwatch

Dear Mr. Allen Smith,

I hope this email finds you well. I came across your fitness journey on Instagram and I must say, I was impressed with your dedication towards a healthy lifestyle. As a fitness enthusiast myself, I couldn't help but reach out to you with a product that could take your fitness journey to the next level - FitPulse Smartwatch.

Our FitPulse Smartwatch is the perfect companion for fitness enthusiasts like yourself. With 100+ sports modes, blood-oxygen saturation measurement, 24H heart rate monitoring, sleep quality monitoring, and Bluetooth music control, our watch has everything you need to track your fitness progress and achieve your fitness goals.

🔍 Prompt Anatomy:

Breakdown of how we wrote this prompt

ASSIGN A ROLE

Act as a **cold email specialist**

DEFINE THE TASK

Write a cold email to Mr. Allen Smith, who is a Fitness influencer, and introduce them to the "Fitness tracker Smartwatch" from the brand "FitPulse".

DEFINE THE GOAL

To create interest in the recipient and convince them to learn more about the product.

SET CONSTRAINTS

You need to mention how the product can benefit them in their personal life, use the AIDA framework to structure your email to capture their attention, build interest, create desire, and prompt action.

SET EXPECTATIONS

increase the chances of a response, creating an interest in the recipient to take action and learn more about the product.

 To get the best possible results, make sure you mention the benefits and features of your product clearly.

Last revision:

Act as a cold email specialist; your task is to write a cold email to Mr. Allen Smith, who is a Fitness influencer, and introduce them to the "Fitness tracker Smartwatch" from the brand " FitPulse". The product features: Bluetooth Calling, 100+ Sports Mode, Blood-oxygen Saturation Measurement, 24H Heart Rate Monitoring, Sleep Quality Monitoring, Bluetooth Music Control, Bluetooth Voice Assistant, 10 Days of Battery Life, With Call Functions, Touchscreen, suitable for both Fitness & Outdoor.

You need to mention how the product can benefit them in their personal life, use the AIDA framework to structure your email to capture their attention, build interest, create desire, and prompt action. Write a personalised, engaging, and to-the-point cold email to **increase the chances of a response**, creating an interest in the recipient to take action and learn more about the product.

Use Cases:

- Reach out to influencers and pitch them with your email that they'll actually want to read and share, by explaining how your product will change the game for them and their audience.

CHAPTER 6

Prompts for Content Creation

Let's look at how to use ChatGPT to create content for your social media.

PROMPT #1

Create video scripts and blog posts for your social media

Template:

Act as a food blogger who specializes in healthy and sustainable cooking, your objective is to create an Instagram video recipe tutorial that will be both visually stunning and educational. The tutorial should focus on a specific ingredient and **highlight the benefits of using a particular kitchen gadget sponsor product.**

To create an engaging and informative tutorial, you must **demonstrate** how the sponsor product can simplify cooking, save time, and elevate the taste and presentation of the dish. In addition, you must write an **engaging blog post** that complements the video, providing additional context and information to your readers. **Your target audience** is food enthusiasts who are looking for innovative and exciting ways to incorporate new ingredients and gadgets into their cooking.

This prompt is being used to create an Instagram video recipe tutorial that showcases a specific ingredient and the benefits of using a particular kitchen **gadget sponsor product.**

Using the template:

Act as a food blogger who specializes in healthy and sustainable cooking, your objective is to create an Instagram video recipe tutorial that will be both visually stunning and educational. The tutorial should focus on a specific ingredient and **highlight the benefits of using a particular kitchen gadget sponsor**. The gadget sponsor is a new and innovative product that enhances the cooking experience and provides numerous advantages for food enthusiasts.

To create an engaging and informative tutorial, you must **demonstrate** how the sponsor product can simplify cooking, save time, and elevate the taste and presentation of the dish. In addition, you must write an **engaging blog post** that complements the video, providing additional context and information to your readers. **Your target audience** is food enthusiasts who are looking for innovative and exciting ways to incorporate new ingredients and gadgets into their cooking.

GPT 4 Completion:

Hello, foodies! Today, I'm excited to share a recipe featuring a unique and delicious ingredient - quinoa. But first, let me introduce you to our sponsor product - the Spiralizer!

The Spiralizer is an innovative kitchen gadget that turns vegetables and fruits into fun and creative spirals, ribbons, and slices. With its various blades and easy-to-use design, the Spiralizer is perfect for making healthy and sustainable meals that look and taste amazing. And in today's recipe, we'll be using it to transform zucchinis into beautiful noodles that complement the nutty and nutritious quinoa.

Here's what you'll need:

- 1 cup of quinoa
- 2 cups of vegetable broth
- 1 zucchini
- 1 bell pepper
- 1 onion
- 2 cloves of garlic
- 1 tbsp of olive oil
- Salt and pepper to taste

Prompt Anatomy:

Breakdown of how we wrote this prompt

ASSIGN A ROLE

Act as a **food blogger**

DEFINE THE TASK

Create an Instagram video recipe tutorial that will be both visually stunning and educational.

DEFINE THE GOAL

You must **demonstrate** how the sponsor product can simplify cooking, save time, and elevate the taste and presentation of the dish. In addition, you must write an **engaging blog post** that complements the video, providing additional context and information to your readers.

SET CONSTRAINTS

The tutorial should focus on a specific ingredient and **highlight the benefits of using a particular kitchen gadget sponsor**.

 To make your prompt effective, ensure to include important details such as the specific product or service being promoted, its key features, target audience, and the desired outcome. This will help you to craft a more focused and engaging prompt that resonates with your audience.

Last revision:

Act as a food blogger who specializes in healthy and sustainable cooking, your objective is to create an Instagram video recipe tutorial that will be both visually stunning and educational. The tutorial should focus on a specific ingredient and **highlight the benefits of using a particular kitchen gadget sponsor**. The gadget sponsor is a new and innovative product that enhances the cooking experience and provides numerous advantages for food enthusiasts.

To create an engaging and informative tutorial, you must **demonstrate** how the sponsor product can simplify cooking, save time, and elevate the taste and presentation of the dish. In addition, you must write an **engaging blog post** that complements the video, providing additional context and information to your readers. **Your target audience** is food enthusiasts who are looking for innovative and exciting ways to incorporate new ingredients and gadgets into their cooking.

Use Cases:

- As a travel blogger who specialises in budget-friendly trips, you can use this prompt to create a video tutorial on how to pack light using a specific luggage sponsor, highlighting its unique features that make traveling easier.
- As a beauty influencer who specialises in natural makeup looks, you can use this prompt to create an Instagram post showcasing a new eco-friendly makeup brand, emphasising the benefits of using natural ingredients and their commitment to sustainability.
- As a fitness influencer who specialises in home workouts, you can use this prompt to create a video tutorial on a new fitness gadget sponsor, highlighting how it can enhance the workout experience and provide a challenging yet rewarding workout routine.

PROMPT #2

Get insights from top personalities to improve your content

Template:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were **<Personality>**. Use the exact mental models, thought processes, and tone of voice that the chosen **<Personality>** would have. Also, end every answer with one actionable step I can take toward solving my doubt.

Personality: Steve Jobs, Walt Disney and Steven Spielberg.

Doubt: As a filmmaker, I'm concerned about my content not getting much engagement despite putting in a lot of effort into creating it. I've been creating short films, documentaries, and promotional content for a while now, and while I've received some positive feedback and a few views, I'm not getting the level of engagement that I'd like.

My content is well-produced and tells a good story, and I feel like it has something valuable to offer viewers.

However, my views and engagement are not reflecting that. I would like to know how I can improve my content creation and promotion strategy to boost engagement and reach a wider audience. Are there any specific tips or techniques that successful filmmakers use to generate more engagement? I'm looking for advice on how to improve my content and reach a wider audience so that I can build a successful career as a filmmaker.

This prompt suggests seeking advice from three influential personalities – **Steve Jobs, Walt Disney, and Steven Spielberg** – on how to improve content creation and promotion strategy to reach a wider audience.

The prompt requests that each response be provided in the exact mental models, thought processes, and tone of voice of the chosen personality and end with one **actionable step** that can be taken to solve the problem of low engagement despite well-produced content.

Using the template:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were **<Personality>**. Use the exact mental models, thought processes, and tone of voice that the chosen **<Personality>** would have. Also, end every answer with one actionable step I can take toward solving my doubt.

Personality: Steve Jobs. Walt Disney and Steven Spielberg.

Doubt: As a filmmaker, I'm concerned about my content not getting much engagement despite putting in a lot of effort into creating it. I've been creating short films, documentaries, and promotional content for a while now, and while I've received some positive feedback and a few views, I'm not getting the level of engagement that I'd like.

My content is well-produced and tells a good story, and I feel like it has something valuable to offer viewers.

However, my views and engagement are not reflecting that. I would like to know how I can improve my content creation and promotion strategy to boost engagement and reach a wider audience. Are there any specific tips or techniques that successful filmmakers use to generate more engagement? I'm looking for advice on how to improve my content and reach a wider audience so that I can build a successful career as a filmmaker.

GPT 4 Completion:

Steve Jobs:

First of all, let me tell you that creating great content alone won't guarantee success. You also need to have a solid promotion strategy to reach a wider audience. One thing that I've always believed in is that you should focus on creating products that people didn't even know they wanted, but once they have it, they can't imagine their lives without it.

You should apply the same principle to your content. You need to create something that people would find compelling and engaging, and once they have seen it, they would want to share it with their friends and family. Your content should evoke emotions and make people feel something.

Another thing that I would suggest is to focus on the quality of your content.

Don't just create content for the sake of creating it. Take your time and make

Prompt Anatomy:

Breakdown of how we wrote this prompt

ASSIGN A ROLE

as if you were <Personality>

Personality: Steve Jobs, Walt Disney and Steven Spielberg.

DEFINE THE TASK

Improve content creation and promotion strategy to boost engagement and reach a wider audience.

DEFINE THE GOAL

I'm looking for advice on how to improve my content and reach a wider audience so that I can build a successful career as a filmmaker.

SET EXPECTATIONS

Increased engagement and wider reach for the filmmaker's content, leading to a growing audience and successful career.



When constructing your prompt, be specific about the details of the doubt and the chosen personalities (Steve Jobs, Walt Disney, and Steven Spielberg) you want GPT to emulate.

Last revision:

I will provide you with a doubt of mine. I want you to answer that doubt as if you were <Personality>. Use the exact mental models, thought processes, and tone of voice that the chosen <Personality> would have. Also, end every answer with one actionable step I can take toward solving my doubt.

Personality: Steve Jobs. Walt Disney and Steven Spielberg.

Doubt: As a filmmaker, I'm concerned about my content not getting much engagement despite putting in a lot of effort into creating it. I've been creating short films, documentaries, and promotional content for a while now, and while I've received some positive feedback and a few views, I'm not getting the level of engagement that I'd like.

My content is well-produced and tells a good story, and I feel like it has something valuable to offer viewers.

Use Cases:

- A musician who creates music videos and wants to increase engagement and reach a wider audience on YouTube and social media.
- A YouTuber who creates videos for a niche audience but is struggling to increase engagement and reach a wider audience.
- A content creator for a fashion brand who wants to improve the engagement of their videos on Instagram and YouTube.

PROMPT #3

Boost your Instagram followers

Template:

Act like a social media marketing manager, and Create a social media content calendar for a fashion blogger who promotes sustainable fashion. The calendar should include a mix of curated content and original content. The goal of this social media content calendar is to increase engagement and followers for their Instagram account.

The **target audience** is primarily women between the ages of 20-35 who are interested in fashion and lifestyle content. They are conscious consumers who are looking for affordable and sustainable fashion options. They are also interested in health and wellness, travel, and self-care.

The content should be visually appealing and relevant to the fashion blogger's brand and audience. Start by researching the latest fashion trends and topics that are relevant to the audience. Consider seasonal trends and events to include in the content calendar, such as holidays, fashion weeks, and special promotions. **Use relevant hashtags** in each post to **increase visibility and engagement**.

The prompt will guide a social media marketing manager to create a calendar of engaging and visually appealing content for a content creator of any specific niche.

The calendar will be targeted towards a conscious female audience, who are interested in fashion, health and wellness, travel, and self-care. The **aim is to create a mind map for creating more content** on the blogger's Instagram account.

Using the template:

Act like a social media marketing manager, and Create a social media content calendar for a fashion blogger who promotes sustainable fashion. The calendar should include a mix of curated content and original content. The goal of this social media content calendar is to increase engagement and followers for their Instagram account.

The target audience is primarily women between the ages of 20-35 who are interested in fashion and lifestyle content. They are conscious consumers who are looking for affordable and sustainable fashion options. They are also interested in health and wellness, travel, and self-care.

The content should be visually appealing and relevant to the fashion blogger's brand and audience. Start by researching the latest fashion trends and topics that are relevant to the audience. Consider seasonal trends and events to include in the content calendar, such as holidays, fashion weeks, and special promotions. Use relevant hashtags in each post to increase visibility and engagement.

GPT 4 Completion:

Here's an example social media content calendar for a sustainable fashion blogger promoting their Instagram account:

Week 1:

- Monday: Curated content - Share a post from a sustainable fashion brand and highlight its eco-friendly features. Use the hashtag #sustainablefashion.
- Wednesday: Original content - Share a photo of a thrifted outfit and write a caption about the importance of second-hand shopping. Use the hashtag #thriftedstyle.
- Friday: Original content - Share a post about a DIY fashion project using upcycled materials. Use the hashtag #DIYfashion.

Week 2:

🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

ASSIGN A ROLE

Act like a **social media marketing manager**

DEFINE THE TASK

Create a social media content calendar for a sustainable fashion blogger on Instagram.

DEFINE THE GOAL

The goal of this social media content calendar is to help you create a mind map for content creation, for their Instagram account.

SET CONSTRAINTS

The content should be visually appealing and relevant to the fashion blogger's brand and audience.



Specify the details of the type of creator, such as bloggers, and their niche, as well as their target audience to get more useful content ideas in the calendar.

Last revision:

Act like a social media marketing manager, and Create a social media content calendar for a fashion blogger who promotes sustainable fashion. The calendar should include a mix of curated content and original content. The goal of this social media content calendar is to increase engagement and followers for their Instagram account.

The **target audience** is primarily women between the ages of 20-35 who are interested in fashion and lifestyle content. They are conscious consumers who are looking for affordable and sustainable fashion options. They are also interested in health and wellness, travel, and self-care. The content should be visually appealing and relevant to the fashion blogger's brand and audience. Start by researching the latest fashion trends and topics that are relevant to the audience. Consider seasonal trends and events to include in the content calendar, such as holidays, fashion weeks, and special promotions. **Use relevant hashtags** in each post to **increase visibility and engagement**.

Use Cases:

- A content calendar for a fitness influencer who wants to promote a healthy and active lifestyle to their audience. This could include researching fitness trends, workout routines, and healthy meal options.
- A content calendar for a filmmaker who wants to showcase their latest films and behind-the-scenes content to their audience. This could also include promoting upcoming releases, sharing production updates, and providing insights into the creative process.
- A content calendar for a tech reviewer who wants to showcase the latest gadgets and technology trends to their audience. This could include researching new product launches, reviewing and testing products, and providing in-depth analysis and comparisons.

CHAPTER 7

Prompts for UX Designers

Some very cool prompts to help you improve your user case studies, UX Design systems & prepare for job interviews.

PROMPT #1

Improve your case studies

Template:

Act as a senior UX Design Mentor, and provide a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analysing data. Also, **provide real examples** to illustrate these steps.

Also, mention how you decide on the **appropriate research method** to use based on the research question and provide a list of some **free or low-cost tools** that can be used for conducting user research studies.

This prompt asks a **senior UX Design Mentor** to explain how to conduct a user research study, including steps for recruiting participants and analysing data. It also asks for real examples to illustrate these steps, and how to decide on the appropriate research method based on the research question.

Using the template:

Act as a senior UX Design Mentor, and provide a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analysing data. Also, **provide real examples** to illustrate these steps.

Also, mention how you decide on the **appropriate research method** to use based on the research question and provide a list of some **free or low-cost tools** that can be used for conducting user research studies.

GPT 4 Completion:

As a senior UX Design Mentor, I would like to provide you with a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analyzing data. I will also provide real examples to illustrate these steps. In addition, I will mention how to decide on the appropriate research method to use based on the research question and provide a list of some free or low-cost tools that can be used for conducting

🔍 Prompt Anatomy:

Breakdown of how we wrote this prompt

ASSIGN A ROLE

Act as a **senior UX Design Mentor**

DEFINE THE TASK

Provide a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analysing data. Also, **provide real examples** to illustrate these steps

SET CONSTRAINTS

Mention how you decide on the **appropriate research method** to use based on the research question and provide a list of some **free or low-cost tools**



Identify the main objective of the prompt and make sure you give enough context .

Last revision:

Act as a senior UX Design Mentor, and provide a detailed explanation of how to conduct a user research study, including steps for recruiting participants and analysing data. Also, **provide real examples** to illustrate these steps.

Also, mention how you decide on the **appropriate research method** to use based on the research question and provide a list of some **free or low-cost tools** that can be used for conducting user research studies.

Use Cases:

- A startup company with limited resources can use this prompt to learn about low-cost ways to conduct user research and gain insights into its target audience.
- A UX design team in a large organisation can use this prompt to standardise their approach to user research and ensure consistency across different projects.

PROMPT #2

Improve your UI Design Systems

Template:

Act as a Sr. UI Design System Manager. Make a checklist of design states I need to make for a Button Component for my iOS Mobile App. Give me the result in a table format. Make sure you include all interactive states and edge cases I need to consider in my UI Design System.

This prompt suggests creating a **table checklist of design states** for a Button Component in an iOS Mobile App, including all interactive states and edge cases to consider for a high-quality **UI Design System**.

As a **Sr. UI Design System Manager**, it is important to ensure that all of these states are accounted for to achieve a superior user experience.

Using the template:

Act as a Sr. UI Design System Manager. Make a checklist of design states I need to make for a Button Component for my iOS Mobile App. Give me the result in a table format. Make sure you include all interactive states and edge cases I need to consider in my UI Design System.

Sure, as a Sr. UI Design System Manager, I understand the importance of having a clear checklist of design states for a button component in an iOS mobile app. Here is a table format that includes all the interactive states and edge cases to consider:

Design State	Description
Default State	The normal, inactive state of the button
Pressed State	The state when the user touches the button
Focused State	The state when the button is in focus
Disabled State	The state when the button is disabled
Loading State	The state when the button is in the process of loading
Error State	The state when the button is unable to perform its action

🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

ASSIGN A ROLE

Act as a **Sr. UI Design System Manager**

DEFINE THE TASK

Make a checklist of design states I need to make for a Button Component for my iOS Mobile App.

DEFINE THE GOAL

Give me the result in a table format.

SET CONSTRAINTS

Make sure you include all interactive states and edge cases I need to consider in my UI Design System.



Provide examples to ChatGPT, to make it understand and how your expected outcome should look like.

Last revision:

Act as a Sr. UI Design System Manager. Make a checklist of design states I need to make for a Button Component for my iOS Mobile App. Give me the result in a table format. Make sure you include all interactive states and edge cases I need to consider in my UI Design System.

PROMPT #3

Prepare for your UX Design job interview

Template:

Act as an HR Recruiter at Google and act as if you are seeking to **hire a UX Designer**. Prepare a set of ten questions that I can expect to encounter during the interview process.

Following the interview, you will **provide me with feedback** on the basis of my answers. Furthermore, you will provide me with a **list of free resources** that I can utilise to prepare thoroughly before my actual interview.

Additionally, provide some **key tips** to keep in mind before attending the interview. I will be the candidate and you will ask me the interview questions. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me.

Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. Start by greeting me with a simple "Hello."

This prompt is a set of instructions for a mock interview for a UX design position at Google. As the candidate, you will be asked ten interview questions by the HR recruiter in the role of an interviewer.

After the interview, you will receive feedback on your answers and be provided with a list of free resources to help you prepare for your actual interview. Additionally, the prompt includes key tips to keep in mind before attending the interview.

Using the template:

Act as an HR Recruiter at Google and you are seeking to **hire a UX designer**.

Prepare a set of ten questions that I can expect to encounter during the interview process.

Following the interview, you will **provide me with feedback** on the basis of my answers. Furthermore, you will provide me with a **list of free resources** that I can utilise to prepare thoroughly before my actual interview.

Additionally, provide some **key tips** to keep in mind before attending the interview. I will be the candidate and you will ask me the interview questions. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me.

Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. Start by greeting me with a simple "Hello."

GPT 4 Completion:

Hello, thank you for applying for the UX designer position at Google. I would like to ask you a few questions to better understand your skills and experience. Are you ready to begin?

1. Can you tell me about your experience designing user interfaces for mobile applications?
2. How do you approach user research? Can you walk me through your process?
3. How do you stay up-to-date with the latest UX design trends and technologies?
4. Can you describe a project you worked on where you had to balance user needs with business goals? How did you handle that situation?
5. Can you give an example of a design problem you encountered and how you solved it?
6. Can you walk me through your design process, from ideation to implementation?
7. Can you tell me about a time when you had to design for accessibility? How did you ensure that the design was accessible to all users?
8. Can you describe a project where you had to work with a cross-functional team? What was your role, and how did you collaborate with your team?

🔍 **Prompt Anatomy:**

Breakdown of how we wrote this prompt

ASSIGN A ROLE

Act as an **HR Recruiter at Google**

DEFINE THE TASK

Prepare a set of ten questions that I can expect to encounter during the interview process.

DEFINE THE GOAL

Provide me with feedback on the basis of my answers. Furthermore, you will provide me with a **list of free resources** that I can utilise to prepare thoroughly before my actual interview.

SET CONSTRAINTS

I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me.



Make sure you specify in the prompt to ask you the questions one by one and wait for your answers before proceeding to the next question.

Last revision:

Act as an HR Recruiter at Google and you are seeking to **hire a UX designer**. Prepare a set of ten questions that I can expect to encounter during the interview process.

Following the interview, you will **provide me with feedback** on the basis of my answers. Furthermore, you will provide me with a **list of free resources** that I can utilise to prepare thoroughly before my actual interview.

Additionally, provide some **key tips** to keep in mind before attending the interview. I will be the candidate and you will ask me the interview questions. I want you to only reply as the interviewer. Do not write all the conversation at once. I want you to only do the interview with me.

Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. Start by greeting me with a simple "Hello."

Use Cases:

- A UX Designer can use this prompt to practice their interview skills and research the types of questions commonly asked in UX design job interviews.
- An HR recruiter at a different company can use this prompt as a guide to prepare interview questions for a UX designer job role.

CHAPTER 8

Resources to Improve Prompting Skills

Top resources to enhance your prompt engineering skills and get better results from tools like GPT and Bard.

Whatever you learn, make sure you don't limit yourself to one specific tool.

The frameworks will soon be applicable to all generative AI tools in future.

RESOURCE #1

promptvine.com

PromptVine offers a vast collection of **easy-to-understand** prompts and resources, with categories ranging from general conversation to specialised professions like writing, art, development, and more.

The screenshot shows the homepage of promptvine.com. At the top, there's a navigation bar with links for 'Apps', 'Prompts', 'Blog', and a 'Get started' button. Below the header, the main content area is titled 'ChatGPT Prompt Categories'. It features a grid of 20 categories, each with a small icon and a title. The categories are:

- Animals & Pets**
- General Conversation**
- Personal**
- Education & Tutoring**
- Entertainment**
- Problem-solving**
- Creative Writing**
- Self-improvement**
- Emotional**
- Social**
- Health and Wellness**
- Home and Property**
- Career Development**
- Travel and Adventure**
- Food and Cooking**
- Sports and Fitness**
- Fashion and Beauty**
- Arts and Culture**
- Music and Entertainment**
- Science and Technology**
- Politics and Current Events**
- Philosophy and Religion**
- Professional Services**
- Literature and Writing**
- History and Geography**
- Environmental**
- Business and Entrepreneurship**
- Personal Finance**

Each category box contains a brief description of what the prompts cover.

RESOURCE #2

saasprompts.com

SaaS stands for Software as a Service. If you're a startup owner then this website will help you build you a better platform.

The screenshot shows a dark-themed web interface for generating AI prompts. At the top, there's a header bar with a back arrow, forward arrow, refresh button, and a search bar containing 'saasprompts.com'. Below the header, a title 'Prompt Template Ideas' is centered above eight rounded rectangular cards, each representing a different AI task:

- Idea Generation**: Represented by a lightbulb icon. Description: [Generate recommendations for] [content, such as articles/products/services] [based on interests/preferences].
- Reply Generation**: Represented by a person with headphones icon. Description: [Generate a message / customer service response / reply for] [inquiry/question].
- Report Generation**: Represented by a bar chart icon. Description: [Generate a report] [on data/insights] [for business/market analysis].
- Image Caption Generation**: Represented by a mountain icon. Description: [Generate a caption for] [this image].
- Text Classification**: Represented by three colored dots icon. Description: [Classify text into categories].
- Sentiment Analysis**: Represented by two faces (one happy, one sad) icon. Description: [Analyze text for sentiment].
- Summarization**: Represented by a document with arrows icon. Description: [Summarize a long text].
- Conversation**: Represented by two speech bubbles icon. Description: [Generate responses for a conversation].

In the bottom right corner of the card grid, there's a small circular profile picture of a person and the text 'by Bren Kinfa'.

The screenshot shows a dark-themed web interface for filtering AI prompts. At the top, there's a header bar with a back arrow, forward arrow, refresh button, and a search bar containing 'saasprompts.com'. Below the header, a title 'Filter 500+ Prompt Ideas' is centered above a row of filter buttons:

- All
- Product Launch
- Social Media
- Fundraising
- Product Management
- B2B Sales
- Customer Support
- Direct-to-consumer
- Copywriting
- Web Development
- UX Research

Below the filters, there are several cards displaying specific prompt ideas:

- #sales**: I want you to act as a Sales Development Representative (SDR) and schedule a call with a potential client who has recently requested a meeting with one of our executives. **Copy**
- #copywriting**: I want you to act as a copywriter. Please write me a script for a LinkedIn video ad. The tone should be knowledgeable that appeals to environmentally conscious customers. Write about how it helps them reduce waste and promote sustainability. **Copy**
- #ux**: I want you to act as a UX researcher. Please create a usability testing report for our mobile app's main features. **Copy**
- #sales**: You're a startup consultant and advisor. Please suggest tactical ways to help me with business strategy and planning. My product is a virtual HR assistant that delivers efficient and cost-effective
- #copywriting**: I want you to act as a Sales Development Representative (SDR) and reach out to a potential client who has been on our website for several minutes.
- #ux**: I want you to act as a customer support agent and help a user understand how to use a certain feature of the software. **Copy**

In the bottom right corner of the card grid, there's a small circular profile picture of a person and the text 'by Bren Kinfa'.

RESOURCE #3

learnprompting.org

Learnprompting is a free and open-source website designed specifically for beginners, with **easy-to-follow chapters** covering everything from the basics to advanced techniques of prompt engineering.

The screenshot shows the homepage of learnprompting.org. At the top, there's a navigation bar with links for Learn, Competition, Contribute, Newsletter, and Blog. On the right, there are links for Discord, GitHub, Twitter, and Contact. Below the navigation is a large section titled "Your Guide to Communicating with Artificial Intelligence". Underneath the title, a subtext reads: "Learn how to use ChatGPT and other AI tools to accomplish your goals using our free and open source curriculum, designed for all skill levels!". A prominent green "Start Learning" button is centered below this text. At the bottom of the main content area, there are four circular buttons labeled Beginner, Intermediate, Advanced, and Applications. To the left of the main content, there's a dark rectangular box containing a small profile picture of a person with red hair and some text about solving a math problem: "You are a brilliant mathematician who can solve any problem in the world. Attempt to solve the following problem: What is $100 \times 100 / 400 \times 56$?"

The screenshot shows the "Basic Applications" chapter page. The left sidebar has a navigation menu with sections like Welcome, Basics, Basic Applications (which is currently selected), Intermediate, Applied Prompting, Advanced Applications, Reliability, Image Prompting, Prompt Hacking, and Tooling. The main content area is titled "Basic Applications" and contains a grid of eight cards, each with a thumbnail, title, and a brief description. The cards are: "Introduction" (Thumbnail: person writing), "Structuring Data" (Thumbnail: document icon), "Writing An Email" (Thumbnail: envelope icon), "Blogs" (Thumbnail: blog post icon), "Study Buddy" (Thumbnail: person reading icon), "Coding Assistance" (Thumbnail: code editor icon), "Finding Emojis" (Thumbnail: emoji icon), and "Contracts" (Thumbnail: document icon).

RESOURCE #4

LearnPrompt.org

This website has an extensive collection of over **1500+ prompts**, along with a table of various verbs and tones of voice that you can use to get more **accurate and useful answers from ChatGPT**.

With curated examples of prompts for different purposes, this resource is a valuable tool to enhance your prompt writing abilities.

The screenshot shows a web browser displaying the LearnPrompt.org website. The page title is "Powerful 250+ Chat GPT Prompts". The main content area features a heading "Unleash Your Business Potential: The Ultimate List of ChatGPT Prompts". Below this, there's a "Share the Knowledge" section with social media sharing icons. The main text discusses the impact of AI on businesses and the capabilities of ChatGPT. A sidebar on the right lists "Check These Prompts" with numbered links: 1. Act As Chat GPT Prompts, 2. ChatGPT Prompts Examples, 3. Prompts for Business, 4. Prompts for Excel, and 5. Prompts for Lawyers. At the bottom, there are two Google Ad boxes related to prompts for Midjourney and Tealfeed.

RESOURCE #5

datafit.ai

Datafit is a **community of prompt writers** that offers hundreds of top ChatGPT prompts for any topic, including marketing, coding, finance, writing, gaming, and art.

It has a wide variety of copy-and-paste prompts, which makes it easy to improve your prompt engineering skills and explore new topics.

The screenshot shows the DataFit website with a purple header bar. Below the header, there's a navigation bar with links for Home, Top ChatGPT Prompts, and Extension. The main content area features a section titled "ChatGPT Prompts Community" with a sub-section "Awesome ChatGPT Prompts". This section includes a search bar and three calls-to-action: "Find Prompts", "Share Prompts", and "Be Somebody's Hero". On the left, a sidebar lists various categories like Home, Email, Marketing, Writer, Code, Guide, IT, Expert, Study, Social Media, Learning, Consulting, Chat, Tech, SEO, and Event Planning. The main content area displays several prompts, each with details like votes, comments, views, and creation date. Examples include "Better content outlines" by @FlorianKluge and "Act as a Classical Music Composer" by devisasari. To the right, there are sections for "Trending Prompts" and "Blogs".

RESOURCE #6

promptbase.com

Prompt Base is an active marketplace where you can buy and sell the best prompts related to ChatGPT, DALL-E, & Midjourney.

With the rise in popularity of AI models like ChatGPT, prompt engineering is going to become an in demand skill. It will play a big role for companies looking to leverage these AI models.

So, it's better to improve your prompting skills by looking at what type of prompts of others are using.

The screenshot shows the homepage of PromptBase, a marketplace for AI prompts. The header features the site's logo and navigation links for Marketplace, Generate, Hire, Login, and Sell. A search bar is prominently displayed. The main section highlights the platform as a 'Prompt Marketplace' for DALL-E, GPT, Midjourney, Stable Diffusion, and ChatGPT. It includes sections for 'Featured Prompts', 'Hottest Prompts', and 'Newest Prompts', each displaying various AI-generated images and their prices. The website has a dark theme with light-colored cards for each prompt listing.



Last key takeaways

Tools might change but your ability to engineer your prompts is a skill that will forever stay in trend.

Improving your prompt engineering skills is crucial for unlocking any tool's full potential. Weak prompts = weak results.

Use PromptVine, LearnPrompt, and other resources to practice your prompting skills regularly to get better results from AI Tools.

Your ability to talk to AI is going to be as important as your ability to talk to human beings.

CHAPTER 9

Websites for Top AI Tools

Stay up to date about the latest AI tools and AI news in the market with these websites!

So 2023 has already proven to be an **exciting year for the world of AI**, with cutting-edge products and technologies entering the market.

In this chapter, we'll explore the top websites to help you stay informed and up-to-date on all things about AI.

WEBSITE #1

futurepedia.io

FuturePedia is the **largest directory of AI tools on the internet**, updated daily with the newest products in the market. It provides valuable information about each tool, including its top features, use cases, pricing, and the latest news around the AI world.

The screenshot shows the homepage of FuturePedia. At the top, there's a navigation bar with links for 'Favourites', 'Discover', 'Submit', 'Community', and 'Login'. Below the navigation, a banner reads 'Try our new AI search to find the best AI tools!' with statistics: '150K+' tools and '350K+' users. A 'Sponsor Us' button is also present. The main title 'FUTUREPEDIA' is prominently displayed, followed by the subtitle 'THE LARGEST AI TOOLS DIRECTORY, UPDATED DAILY'. Below this, there are two buttons: 'Tools Added Today' (with a count of 28) and 'News Added Today' (with a count of 4). A search bar at the top right contains the placeholder 'Search 2977 AI tools and 54 categories'. Below the search bar are various filters: 'Filters', '3D', 'art', 'audio editing', 'avatars', 'code assistant', 'copywriting', 'customer support', and a 'Sort By' dropdown set to 'Verified'. A 'VIEW ALL CATEGORIES' link is located just below these filters. The main content area features three AI tool cards: 'Monica' (Personal AI assistant for effortless chatting and copywriting), 'Bright Eye' (Multipurpose, all-in-one AI app to generate text, image, code, story...), and a 'Trending AI tools' sidebar listing recent additions like 'Aitubo', 'Great Headlines', 'Summarist', 'ParallelGPT', 'California Markup', 'Medical Chat', and 'Video2text'. At the bottom, there's a footer with the text 'Discover useful new AI tools.' and a feedback icon.

WEBSITE #2

theresanaiforthat.com

There's an AI for that is another website Like Futurepedia and ElunaAI, it provides a **vast collection of curated AI tools** that are updated daily. You can find it all on this website, from tools for various purposes to those recently launched.

You can easily navigate the website using the past months and years list, which shows the tools found during that period.

The screenshot shows the homepage of theresanaiforthat.com. At the top, there's a search bar with the placeholder "Find AIs using AI" and a magnifying glass icon. Below the search bar, a banner states "4,612 AIs for 1,292 tasks. Updated daily. Sponsored by Text-to-website builder". The main heading "THERE'S AN AI FOR THAT" is prominently displayed. To the right of the heading is a sidebar with a user profile picture and a vertical list of months from "NOW" down to "JUN". Below the heading, a section titled "Just launched" displays a grid of nine AI tool cards. Each card includes the tool name, a brief description, and a date. For example, the first card is "Subject Line Generator" with "Email subject lines" and a date of "28 May 2023". The last card in the grid is "Voyp" with "Voice appointments" and a date of "25 May 2023". At the bottom left, a status bar says "Establishing secure connection...".

CHAPTER 10

What to do? Next steps

Before you end this eBook, there are a few things I need to tell you so that you can keep up with the fast pacing AI world and use AI to grow in your career.

How to spend 2023

There's a high chance that many AI tools will evolve and a lot of specific tips that I've shared here will get outdated.

However, the ability to write better prompts and constraints will always be valuable moving forward. Spend time practising tools like ChatGPT and Midjourney. **AI won't replace you. However, if you don't evolve and adapt, very soon a human being who knows how to use AI will replace you.**

Apart from these skills,

Make sure you take care of your mind and body. With more tools coming in, more people will start spending time on screens forgetting that exercise, mental health and overall well being is just as important as any other big skill.

Make sure you exercise regularly, invest in your nutrition and sleep. None of this matters if your mind and body are not working for you.

For additional learning

You can checkout my YouTube Channel (@AnshMehraAI). I've uploaded quite a lot of content for free. However, if you want a detailed structured course, I'd strongly suggest you to checkout our live masterclass.

We conduct them regularly for students interesting in learning ChatGPT and Midjourney in detail. You can find more details on Think School's Website.

You can reach out on admin@anshmehra.com for any other doubts. All the best.

The image features a promotional graphic for a live masterclass. At the top left, a button labeled "LIVE MASTERCLASS". Below it, the title "ChatGPT & Prompt Engineering" is displayed in large, bold, white font. To the right of the title is a portrait of a smiling young man with dark hair, wearing a red and black plaid shirt over a white t-shirt. He is holding a smartphone in his left hand. In the bottom right corner of the promotional area, there is a QR code. The background of the entire graphic is a dark, blurred image of what appears to be a digital interface or a city skyline at night.

You're **not** going to be replaced by AI.

You're gonna be **replaced** by a **human** who knows how to use AI.

AI Tools are like the smartest topper in your class. They will help you with anything you're stuck with if you are friends with them. I don't need to tell you how much power you can have when the class topper is on your side.

However, AI Tools don't talk much. They are naturally pretty shy, so unless you ask something explicitly, they won't reply well to you.

You need to become friends with AI Tools, just like I did. This eBook will teach you how to do that.



Meet Ansh Mehra

Ansh is a YouTuber and Product Marketer at Zuddl. He is a Computer Science engineer who is currently making content on AI, Design & Tech.