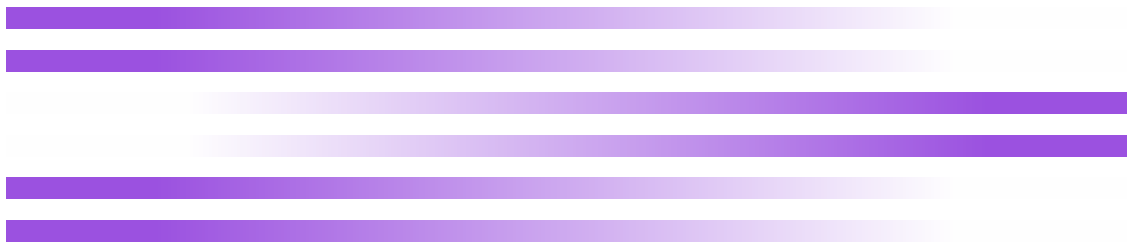




eBooks

Maximizing your Course Success:

# Utilizing ChatGPT & Prompt Engineering



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# Introduction

First things first. Let's end this fear once and for all:

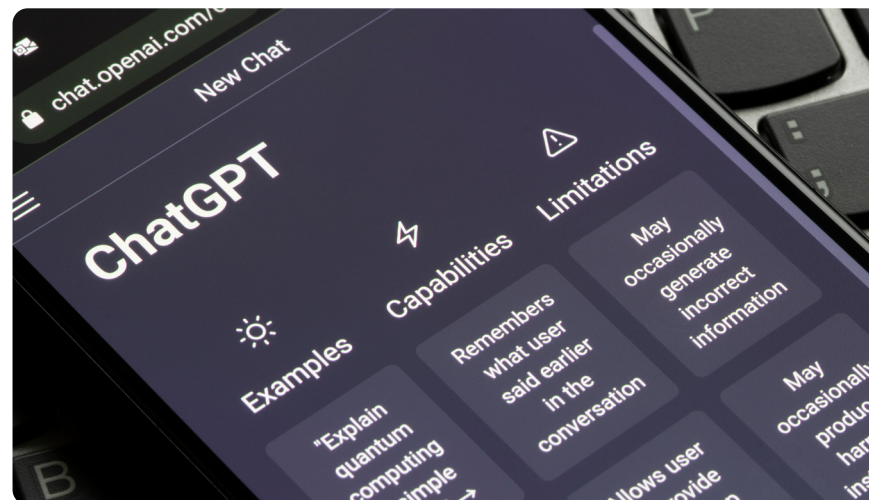
**ChatGPT is NOT here to replace YOU!**

AI is here to help you extend and elevate your expertise. It's your artificial intelligence partner that works together with you, not against you!

We created this eBook exactly for this purpose; to offer you comprehensive guidance on how to use ChatGPT and prompt engineering to create an effective online course.

In the eBook, we cover the science of writing effective prompts and provide guidelines for success in generating course topics, building your course outline, developing instructional design, crafting creative copy and ideas, creating video scripts, designing course assessments and quizzes, and generating informative summaries and engaging overviews.

With this extensive resource at your fingertips, you'll have all the help you need to successfully build and promote your online courses using ChatGPT and [LearnWorlds](#).



# Understanding ChatGPT: from concept to success

What is the scope and existence of ChatGPT?

We've popped the existential question straight into the tool and here is its reply:



What are you ChatGPT?



I am an AI language model developed by OpenAI called ChatGPT. My purpose is to generate human like responses to natural language prompts provided to me by users like you. I am based on the GPT-3.5 architecture, which uses deep learning techniques to understand and generate natural language text. I have been trained on vast amounts of text data from the internet and can provide information, answer questions and carry out a range of language-related tasks.

Here's also a scientific definition -and scary version- of what **ChatGPT** is: a Large Language Model (LLM) part of the GPT (Generative Pre-trained Transformer) series, which represents a **significant breakthrough** in Natural Language Processing (NLP).

Feeling lost already? Don't worry, we'll clarify everything for you right away!

Imagine if you could have an **incredibly knowledgeable** and **intelligent assistant**, with a vast range of interests and a **deep understanding of many different subjects**; that could **analyze complex ideas and concepts with ease**; that would be incredibly patient and understanding, always willing to listen to and engage with others, no matter their level of knowledge or understanding. Wouldn't this assistant always be able to provide you with insightful and informative responses to any question or topic that you have?

Well, this is exactly what ChatGPT is. A true polymath with insatiable curiosity, driving you to continue learning and exploring new ideas and concepts. **At your service, to expand your human knowledge and understanding!**



If ChatGPT was a World Wonder, it could be compared to the Great Library of Alexandria in ancient Egypt; a symbol of intellectual achievement and a center for learning and research.

# How ChatGPT can empower you to maximize your online courses' success

As an AI language model, here are some ways in which ChatGPT can help course creators with its vast access to information and ability to provide intelligent insights:



## Set of Courses

Use ChatGPT to get insights and curate a set of course topics that aligns with your audience's needs.



## Course Structure

Use ChatGPT to create a clear and concise outline of sections, activities, and learning objectives.



## Course Content

Use ChatGPT to assist with content writing, video scripts, ebook creation, and generating quiz questions.

# Prompt Engineering

## How can you communicate with ChatGPT?

You can communicate with ChatGPT by typing your questions or statements (also known as “prompts”) in the chat box. The tool will respond to you with an answer to help you continue the conversation and generate the desired information for your online course.

### What is a Prompt?

A prompt refers to a starting point or a stimulus given to the language model (in this case, ChatGPT) in order to generate a response. It can be a question, a statement, or a partial sentence that provides context for the model to understand what the user is asking or talking about.

PROMPT EXAMPLE:



You are a course creator. You have identified that your target audience consists of busy professionals who struggle to balance their work and personal lives. What are some best practices for designing an effective course on time management to help your students apply what they learn to their daily lives?



This is a good example of a prompt suitable for ChatGPT, as it is clear and specific, asking for advice on designing an effective course on time management for a particular target audience. Also, the prompt is open-ended enough to allow for a variety of responses and approaches, while still providing enough context and direction to keep the response relevant to the original request.

### Prompt Components

A prompt can contain any of the following components:

**Instruction** - a specific task or instruction you want the language model to perform

PROMPT EXAMPLE:



Please provide three specific strategies for reducing stress in the workplace.

**Context** - can involve external information or additional context that can steer the language model to better responses

PROMPT EXAMPLE:



I want you to act as a [add your role (e.g., Talent Coach)] who is preparing an online course for [write the course topic (e.g., talent management)]. I want you to suggest what should appear in the course content of that course topic, as well as some questions the learners should be able to answer.

**Input Data** - Data that we ask ChatGPT to process before answering our question. It can be a short text or a huge data set.

PROMPT EXAMPLE:



Given the following student feedback data on course content and delivery, please provide insights on areas for improvement and recommendations for enhancing student engagement. [paste student's feedback here]

**Output Indicator** - indicates the type or format of the output.

PROMPT EXAMPLE:



Please develop a course assessment rubric with at least five measurable indicators of student learning outcomes in a bullet list format.

So, a prompt is basically a way to tell ChatGPT what you want it to focus on. You give it a specific question or task, and it helps you with a particular topic or goal. It's like a cheat code to make your life easier when you're creating a course! Using prompts helps you stay on track and make sure your course content is efficient, effective, and engaging for your learners.

## What is Prompt Engineering in the Context of Course Creation

**Prompt engineering = How you construct your prompts so as to get the expected (or even better) results**

Prompt engineering is the process of creating prompts in a specific way so that ChatGPT gives you the best possible responses. You are basically guiding the tool to provide the answer you're looking for.

But, it's not an easy task. You have to carefully consider many factors and refine the prompts to make sure they work well. So, at a first glance, you may think that ChatGPT gave you impressive first responses to your prompts, but it is highly possible that you've just scratched the surface of its power! There's still a lot more it can do, and we are here to help you unleash its full potential!

Now let's see prompt engineering in action, shall we?

**Here's a simple prompt example:**

PROMPT EXAMPLE:



What are the top five essential topics or concepts that should be covered in a beginner's course on digital marketing?

**And here's a carefully "engineered" prompt example:**

PROMPT EXAMPLE:



Using your experience in digital marketing, design a beginner's course outline that covers the most important topics for someone to be proficient in digital marketing. Your outline should include at least five essential topics, and for each topic, provide a brief explanation of why it is important and what students will learn from it. Additionally, identify any prerequisites or recommended knowledge for the course and any potential challenges that learners may face in mastering the material.



**See what we did here?** Basically, the second prompt is a great example of prompt engineering as it gives clear instructions and criteria for the response, helping ChatGPT to give a more comprehensive and well-thought-out answer. It's much more detailed than the first prompt, without being overly wordy, asks for a brief explanation of why each topic is important, what students will learn from it, and any prerequisites or challenges learners might face.



# Prompting Tips & Hacks

The following section is jam-packed with hacks and tips that will help you unleash the full potential of ChatGPT to create courses that truly captivate and inspire your learners. You'll learn how to generate fresh topics and themes, design interactive exercises and assessments, and so much more!

With our help, you'll be well on your way to creating courses that are as innovative as they are impactful. Let's get started!



Prompt



Response



Try again with a more engaging tone



Sure how about this?



Make it more relevant to...



Absolutely here is another suggestion...



## **Make the most of this ChatGPT guide:**

### **Use one thread per prompt example**

It's important to note that trying all the prompt examples we suggest in this guide in the same thread may not always give you the best results. ChatGPT is designed to keep a record of your conversations, and each new question builds on the previous dialogue. As a result, trying out different prompts in the same thread may result in mixed-up and unrealistic responses.

To make the most of this ChatGPT guide, we recommend creating a new thread for each of the various prompt examples we offer in this ebook. This approach will ensure that the responses are concise and clear, allowing you to derive the maximum benefit from the guide. We hope this tip helps you to have productive conversations with ChatGPT!

# How can you communicate effectively with ChatGPT?

## #1 - Role prompting

With role prompting, all the world's a stage! Think of it like a collaboration between you and ChatGPT, where you get to be the director and assign a specific role to the tool, providing it with the right guidelines to perform at its best. This helps ChatGPT better understand your requests and deliver more accurate answers, just like an actor who has a character background to work with.

Role prompting is very easy and simple to use. You just input and adjust a set of variables to your prompt, which can include, but are not limited to, the following:

- **Role:** start your prompt using phrases such as *"act as a..."* or *"you are a..."* or *"pretend you are a..."* in the prompt, to tell ChatGPT to assume a specific role or persona in the conversation.

PROMPT EXAMPLE:



Act as a fashion designer and teacher at a fashion design college. You need to develop a syllabus for your upcoming course on Fashion Technology, addressed to the freshmen year. Write a brief summary of the top three learning outcomes you want your students to achieve, and suggest a plan of action for each outcome. Base your work on the ADDIE learning model.



- **Instructions:** describe how you want ChatGPT to play the role, what its objective is, and what information it has at hand.

PROMPT EXAMPLE:



As a senior People Manager and Instructional Designer, I want you to help me design a course on "Effective Communication Skills in the Workplace" for middle managers in a corporate setting. Your task is to provide guidance on the key components and learning objectives of the course, as well as the delivery methods that will be most effective.

- **Context:** write the information about the context in which the role is presented, such as the physical environment or the social situation.

PROMPT EXAMPLE:



Act as a business coach and time management expert who wants to create an online course on time management, to train sales professionals in retail businesses. Generate a course outline that highlights the importance of time management in stressful, demanding and competitive working environments, offers actionable time management tips and provides the needed amount of confidence boost to its trainees.

- **Task:** describe the specific task that you want ChatGPT to perform within the given role.

PROMPT EXAMPLE:



You are a marketing coordinator for an eLearning company launching a new online course titled "Digital Marketing Mastery" for beginners. Your task is to create a persuasive and informative 5-email sequence promoting the course. Include a brief introduction, social proof, special promotion, sneak peek, and reminder to sign up before the enrollment deadline. Each email should be approximately 200-300 words and include a clear call-to-action. Use persuasive language and attention-grabbing subject lines to increase open rates.

## #2 - Clarify the conversation's purpose and focus

Before creating your prompt, take time to determine what you hope to achieve. Do you want to share information, answer a question, or chat casually? Clearly defining the conversation's purpose and focus can help you craft a more specific and engaging prompt.



If you test the above examples directly in ChatGPT, you will realize that the better you define the purpose and focus of your prompt, the more specific and relevant output you will receive.

The first prompt example has no specific purpose, lacks direction and does not provide enough information to guide the writer on what exactly is required. As a result, the output may lack focus and relevance.

The second prompt example is more detailed, has as target audience the parents of youngsters with ADHD and has a specific purpose to instruct them on the help their children can acquire from exercising dance and somatic techniques.

The third prompt sets a deeper focus on specific objectives of the ebook's topic, as well as some extra hints for the book's tone and format. This prompt example will enable ChatGPT to produce an ebook that is not only specific but also well-suited for the intended audience.

Overall, a well-crafted prompt is critical in ensuring that the output produced is of high quality and meets the required standards.

### PROMPT EXAMPLE WITH NO SPECIFIC PURPOSE:



Develop an ebook on dance for youngsters.

### PROMPT EXAMPLE WITH SPECIFIC PURPOSE:



You are a dancer, somatic practitioner and dance therapist. Create a mini ebook addressing the parents of youngsters with Attention Deficit Disorder or Hyperactivity, on the value that somatic practices and dance can have on these disorders.

### PROMPT EXAMPLE WITH SPECIFIC PURPOSE AND FOCUS:



You are a dancer, somatic practitioner and dance therapist. Create a mini ebook addressing the parents of youngsters with Attention Deficit Disorder or Hyperactivity, on the value that somatic practices and dance can have on these disorders. Focus on how these could help in improving focus and concentration, impulse control and reduce stress and anxiety levels. Write in a friendly and explanatory tone. Format the output in Introduction, Chapters and Conclusion.

## #3 - Use precise, relevant language

To ensure that ChatGPT understands your prompt and responds as accurately as possible, it's essential to use precise and relevant language. Avoid using unclear jargon or phrases that could lead to confusion. Be concise and stick to language that's relevant to the conversation's topic.



If you test the above examples directly in ChatGPT, you will realize that the second prompt example is more effective because it avoids unclear jargon and uses straightforward language (e.g., "course syllabus" instead of "curriculum blueprint" OR "describe how you will incorporate real-world programming examples" instead of "elucidate on how you plan to infuse practical coding cases") that is most easily understood.

### PROMPT EXAMPLE FILLED WITH JARGON:



Craft a curriculum blueprint for a lower-level program on computing codes that emphasizes object-oriented coding tenets. Your curriculum must comprise an intricate account of the program's summary, objectives, valuation methodologies, compulsory readings, and a weekly schedule of concepts and tasks, spanning a duration of 8 weeks. Moreover, elucidate on how you plan to infuse practical coding cases and group learning prospects into the program.

### PROMPT EXAMPLE, JARGON-FREE



Develop a course syllabus for an undergraduate-level course in computer programming, focusing on object-oriented programming principles. Your syllabus should include a detailed course description, learning objectives, assessment methods, required course materials, and a weekly breakdown of topics and assignments, for 8 weeks. Additionally, describe how you will incorporate real-world programming examples and collaborative learning opportunities into the course.

## #4 - Avoid overly broad or open-ended prompts

While many ChatGPT users appreciate the creativity of open-ended questions that can generate unexpected answer structures, this may not be the case for professionals like you (e.g., course instructors). You already have the knowledge expertise so you don't expect ChatGPT to define the answer for you, but rather to provide ideas that can be incorporated into your existing knowledge. So, to maintain focus and steer the conversation in the intended direction with ChatGPT, it's crucial to use specific and well-defined prompts that provide enough guidance to ChatGPT.

😞 OVERLY BROAD AND OPEN-ENDED PROMPT:



Help me create open ended questions on my course for guitar lessons.

👉 WELL-DEFINED PROMPT:



Act as a music instructor and help me create 4 open ended questions for my guitar tutoring course. I want the tone to be friendly and relaxed. My audience are beginner guitarists and the course will be teaching the basics on how to start playing the guitar.



The first prompt doesn't provide any specific context or direction, making it difficult for ChatGPT to provide a comprehensive answer. It could lead to vague and generic responses, irrelevant to your specific needs.

The second prompt provides a clear understanding of what you are looking for and offers context and direction, allowing ChatGPT to generate a tailored and focused answer that is relevant to your specific needs.

## #5 - Use descriptive adjectives, where possible

By adding descriptive adjectives, the prompt becomes more specific and conveys more information about the topic at hand, which can help generate more insightful responses. Here's another genius tip: If you're having a hard time thinking of the right adjectives, just tell ChatGPT to generate them for you, providing the noun you wish to use it with (e.g., "Write me 20 adjectives that go before the word [insert your word])

### ORIGINAL PROMPT EXAMPLE:



What are the benefits of online courses?

### PROMPT EXAMPLE WITH ADJECTIVES:



What are the unique advantages of interactive online courses in improving student engagement?



By adding the descriptive adjectives "interactive" and "engagement," the question becomes more focused and specific, making it easier for ChatGPT to provide more detailed and insightful answers.

## #6 - Avoid saying what not to do. Say what to do instead

By asking what to do instead of what not to do, you are providing ChatGPT with more positive and actionable language. This helps to focus the ChatGPT's attention on the specific details that lead to successful responses that focus on what works, rather than on the things to avoid.

ORIGINAL PROMPT:



Act as a mathematician teaching 12th grade math and create an equation that does not use imaginary numbers or square roots.

ORIGINAL WITH THE HACK:



Act as a mathematician teaching 12th grade math and create an equation that uses 12th grade math.



## #7 - Use both the instructions & context components within a prompt

Use both the "Instructions" and "Context" components within a prompt and place the instructions at the beginning of the prompt, with a clear separation from the context using symbols such as ### or "" . This helps ChatGPT generate better responses as you give clear guidance and context for ChatGPT to follow.

### PROMPT EXAMPLE:



**Instructions:** Explain the concept of 'social learning.'

**Context:** In a social learning environment, learners engage with one another to share ideas, ask questions, and give feedback on their understanding of a particular topic.###  
What is social learning and how does it differ from traditional forms of learning?



In this example, we have included clear instructions at the beginning of the prompt, separated from the context by the symbol "###". The instructions provide guidance to ChatGPT on what is expected in the response, while the context provides additional information and background to help the model generate a more accurate and detailed response.

## #8 - Keep the conversation on track

When “talking” to ChatGPT, it’s best to focus on the topic you want to discuss and avoid switching to other unrelated topics in the same thread. Sticking to the main topic will help you receive useful and appropriate information from ChatGPT. It’s important to keep in mind that sometimes you may need to refine your prompts multiple times, especially for complex requests, to help ChatGPT generate the most effective and optimized responses. This iterative approach can lead to better outcomes in the long run.

### PROMPT EXAMPLE:



Act as a talent management company who wants to educate its customers about employer branding. Generate some creative topics for a training program. I want the tone to be excited and verbose.



ChatGPT replied with a list of creative topics for a training program on employer branding.

So, we continued the conversation in the same thread and we asked ChatGPT to “generate a course overview for the first topic above.” Up next, we moved on by asking it to “define the target audience and the course duration.”

# How can you create & optimize the learning content?

## #9 - Simplify complex concepts

ChatGPT is equipped with powerful analogy capabilities that can help you simplify even the most complex ideas. An analogy involves drawing comparisons between two things that share similarities, and ChatGPT uses this logic to associate a complex concept with something more familiar and easier to understand. For example, if you're struggling to explain a complex topic, all you have to do is add the phrase "explain it like I'm 5" to your question, and ChatGPT will do the rest.



The output provided by ChatGPT is a great response, as it uses a relatable analogy of a game to explain how businesses plan and prepare for potential risks. The language used in the response is simple and clear, making it easy for a wider audience to understand.

PROMPT WITH THE HACK:



What is enterprise risk management.  
Explain it like I am 5.



Enterprise risk management is like when you play a game with your friends, but you think ahead about what could go wrong and try to make a plan to avoid it. For example, if you're playing tag, you might think about where you can run to avoid getting tagged and make a plan to get there quickly.

In the same way, businesses also think ahead about what could go wrong and make a plan to avoid it. They want to make sure that they are ready for anything that might happen so that they can keep their business running smoothly. This is called enterprise risk management!.

## #10 - Ask ChatGPT to respond using a specific instructional design model

Instructional design is a popular approach in both academia and the professional world. By organizing and visualizing learning theories, instructional design models provide a framework for creating engaging learning materials. In other words, instructional design is the secret sauce for creating materials that really hit the mark! And the best part? ChatGPT can be your trusty helper when it comes to instructional design, too! Just ask ChatGPT to provide a response that aligns with the instructional design model you've chosen (e.g. ADDIE, Merrill's Principles of Instruction (MPI), Gagne's Nine Events of Instruction, Bloom's Taxonomy, etc.). Let's see an example right away.

### PROMPT EXAMPLE:



Can you help me develop an effective online course on customer education using Merrill's Principles of Instruction (MPI)? The course should aim to help learners develop a deeper understanding of customer behavior and how to provide excellent customer service. Present the information in a table format.



Sure, I'd be happy to help you design an effective online course on customer education using Merrill's Principles of Instruction. Here is a sample learning module that incorporates the five principles you mentioned:

MPI Principle	Explanation	How to apply it to customer education
Task-centered	The instruction should be centered around real-world tasks that learners will need to perform.	Use case studies, scenarios, and simulations that simulate real-world customer interactions. Provide opportunities for learners to practice skills in a safe, controlled environment.
Activation	Learners should be activated by challenging, interesting, and motivating content.	Use a variety of media (text, images, videos, podcasts) to keep learners engaged. Incorporate gamification elements (e.g. badges, leaderboards, points) to motivate learners.
Demonstration	The instructor should demonstrate the correct way to perform the task.	Provide video demonstrations of customer interactions that showcase effective customer service. Use case studies to demonstrate how to handle difficult customers.
Application	Learners should have the opportunity to apply what they have learned in real-world scenarios.	Provide opportunities for learners to practice customer service skills in a safe, controlled environment. Use simulations or role-play exercises to allow learners to apply what they have learned in a realistic setting.
Integration	The instruction should integrate new information with previously learned information.	Use a scaffolding approach where learners build on their existing knowledge of customer service. Use repetition to reinforce key concepts.

## #11 - Generate a concise summary for your learning material

A course summary is an essential component of any online course, as it provides learners with a clear overview of the most important concepts covered in your online course. Generating a course summary can be relatively an easy or a challenging task, depending on the complexity of the course content. But worry not, because you can use ChatGPT to help you generate yours. Simply add "TL;DR" at the end of your prompt, which stands for "Too Long; Didn't Read" and using its advanced deep learning algorithms, ChatGPT will analyze your text to identify the main ideas and key information, and generate a short yet concise summary for you.

PROMPT EXAMPLE:



[insert your long text]" tl;dr

## #12 - Ask ChatGPT to create a story for your learning content

Need a bit of storytelling to support your learning content? You can ask ChatGPT to create a story tailored to a specific part of your learning content and engage your audience. Make sure to include relevant details, such as the setting, characters and plot points you want ChatGPT to incorporate. Also, specify the tone of voice or style of the story you're looking for, and consider giving some examples of the types of stories you're looking for or for the kind of language you want to see used.

PROMPT WITH THE HACK:



Can you create a story that illustrates the importance of teamwork in project management? The story should be set in a professional context and should feature a diverse team of individuals with different skill sets and backgrounds. Please make sure the story highlights the challenges the team faces and how they overcome them through collaboration and effective communication. The tone should be uplifting and motivational, and the story should be no more than 150 words.



Jane, an experienced project manager, was tasked with leading a team of engineers and designers to create a new product. Despite their diverse backgrounds and conflicting ideas, the team was able to succeed by focusing on their shared goal and communicating effectively. When one team member encountered a challenge, others stepped in to help, and the team celebrated each other's successes. In the end, the team delivered a successful product that exceeded their client's expectations. Jane was proud of her team's accomplishments and knew that their collaboration was the key to their success.

## #13 - Introduce fun sections in your learning material

Use ChatGPT to introduce engaging and fun sections in your learning material. Humor fosters a positive, engaging learning environment, making the learning experience more enjoyable and memorable. Ask ChatGPT to explain things to you in a particular style. Check out the following example.

PROMPT WITH THE HACK:



Explain the concept of market segmentation in the style of a cowboy from old westerns



Howdy there, partner! Are you ready to hear about market segmentation? Well, saddle up and let me tell you a tale.

You see, back in the day, there were all sorts of folks wanderin' around the Wild West. Some were cowboys, some were farmers, and some were fancy city folks. They all had different needs and wants, and they sure weren't gonna buy the same things.

Now, if you were a savvy merchant, you'd figure out who your customers were and what they wanted. You'd divide 'em up into different groups, or segments, based on things like their age, their income, and their lifestyle.

For example, you might have one segment of folks who want the latest and greatest gadgets, and another segment of folks who just want a reliable tool that gets the job done. You'd tailor your marketing and your products to each segment, and you'd be rollin' in dough before you know it!

So that's market segmentation, partner. It's like figurin' out who your customers are and what they want, and then dividin' 'em up into different groups so you can sell 'em the right stuff. It's like shootin' fish in a barrel, cowboy-style!

## #14 - Create easy Q&A for a specific subject matter

Looking for an exciting way to keep your learners engaged while promoting critical thinking and addressing specific queries? Q&As are an excellent tool for enhancing knowledge retention and understanding of the material. And the best part? You can get a helping hand from ChatGPT! You can ask ChatGPT to generate a set of questions and answers for a specific audience, subject matter, and level of knowledge.

PROMPT WITH THE HACK:



I want a simple, easy-to-understand Q&A for an advanced cooking lesson in French cuisine for sophomore culinary students.



Sure! Here's an example of a simple, easy-to-understand Q&A for an advanced cooking lesson in French cuisine for sophomore culinary students:

Q: What is a mirepoix?

A: A mirepoix is a combination of diced onions, carrots, and celery that is used as a flavor base for many French dishes.

Q: What is the difference between a roux and a beurre manié?

A: A roux is a mixture of flour and fat that is used to thicken sauces and soups, while a beurre manié is a mixture of equal parts butter and flour that is used to thicken sauces at the end of cooking.

Q: What is a quenelle?

A: A quenelle is a small, egg-shaped dumpling made of seasoned meat, fish, or poultry that is poached in a flavorful liquid.

Q: What is a tarte Tatin?

A: A tarte Tatin is a classic French dessert made with caramelized apples that are baked upside down with a layer of pastry on top.



## #15 - Use ChatGPT as a language translation tool

You can use ChatGPT to translate any piece of information you need for your learning material. To ensure the best results, provide ChatGPT with specific details such as the target language, the intended audience, and any other relevant limitations or considerations. And here is the interesting part, ChatGPT is something more than a simple translation tool, it is also a language transformation tool since it can also match the style, tone, and context of the original text to the translated text, making it a powerful tool for adapting content to different audiences and purposes. This helps you create learning materials that are both linguistically accurate and engaging for learners.

It's important to keep in mind that while ChatGPT's translation ability is impressive, it may not always be as precise as a specialized translation tool or a professional translator. Still, ChatGPT can be an incredibly useful resource for various aspects of your online course creation (e.g., you want to translate a paragraph from English to Spanish for a beginner-level audience.)

### PROMPT WITH THE HACK:



Translate the English saying 'The early bird catches the worm' into Spanish. Please provide a translation that is appropriate for Spanish-speaking students learning English. Avoid using idiomatic expressions or cultural references that may not be familiar to this audience.



The translation of the English saying "The early bird catches the worm" in Spanish is "El pájaro madrugador atrapa el gusano". This saying means that if you wake up early and start working or searching for something early in the day, you will have a better chance of success than those who start later.

## #16 - Use ChatGPT to create effective learning content applying business models

ChatGPT can even serve as your personal consultant to assist you in developing effective content for your online courses. How? By using essential business, sales, and marketing methodologies in your prompts. Here are some of these key frameworks that you can use as a course creator:

### S.M.A.R.T. (Specific, Measurable, Achievable, Relevant, and Time-bound)

**What it is:** a goal-setting method that can help you create specific, measurable, achievable, relevant, and time-bound objectives.

**Use it to:** Define your course goals and objectives

#### PROMPT EXAMPLE:



Act as an expert business consultant and make a suggestion for S.M.A.R.T. goals for my online course on business management that will be relevant to inexperienced business owners. The time frame is 3 months. Use assertive tone.



Here are some S.M.A.R.T. goals that I suggest you consider:

**Specific:** Define the specific skills and knowledge that you want to impart to your students, such as business planning, financial management, and marketing.

**Measurable:** Set measurable targets, such as the number of students who complete your course, the average score they achieve on quizzes and assessments, and the number of positive reviews you receive.

**Achievable:** Make sure that your goals are realistic and achievable within the 3-month timeframe. Consider factors such as your teaching resources, the complexity of the subject matter, and the amount of time you have to devote to the course.

**Relevant:** Ensure that your goals are relevant to the needs of inexperienced business owners. Identify their pain points and tailor your course content to address those challenges.

**Time-bound:** Set a clear deadline for achieving your goals, such as completing the course content, launching your course, and securing a minimum number of enrollments.

**You can get similar results when applying any of the other frameworks suggested below.**

### **P.A.S.T.O.R. (Pain, Amplify, Solution, Test, Observe, and Result)**

**What it is:** a sales methodology that focuses on identifying the pain points of a customer, amplifying them, providing a solution, testing it, observing the results, and then providing further solutions if needed.

**Use it to:** identify and address a problem that your potential learners face.

#### **PROMPT EXAMPLE:**



Act as a sales expert and help me create topics for my online course on the subject of time management. The audience is college students with procrastination issues. Use the P.A.S.T.O.R. methodology and identify course topics that can help them in overcoming this challenge. Use a serious and strict tone.

### **F.A.B. (Features-Advantages-Benefits)**

**What it is:** a sales strategy that can highlight the unique features of your online course, its advantages, and the benefits it brings to the customer.

**Use it to:** identify and present features and benefits of your online course, to create an effective course summary or the introduction of a learning material (e.g., eBook, instructional video).

#### **PROMPT EXAMPLE:**



Act as an e-commerce expert and help me create a course summary about my online course "How to create a successful e-commerce store." The audience is entrepreneurs. Can you create a course summary using the Features-Advantages-Benefits model? Format your answer in a paragraph.

### **S.W.O.T. analysis (Strengths, Weaknesses, Opportunities, and Threats)**

**What it is:** a strategic planning framework that identifies internal strengths and weaknesses, as well as external opportunities and threats, to evaluate the overall position of your online course.

**Use it to:** evaluate potential strategies for structuring your learning content

#### **PROMPT EXAMPLE:**



Act as life coach and give me a S.W.O.T. analysis to assist me in structuring my learning content for my course on "How to better leverage your personal income". My audience is people who struggle managing their personal finances.

### **A.I.D.A. (Attention, Interest, Desire, and Action)**

**What it is:** a model used in marketing and advertising that describes the stages a customer goes through when making a purchasing decision, including attention, interest, desire, and action.

**Use it to:** understand what motivates and interests your learners and create learning objectives that align with their needs and desires.

#### **PROMPT EXAMPLE:**



Act as a personal branding advisor and help me analyze customer behavior for my audience that wants to prepare for job interviews. The ages range from 18-30, seeking to get into the programming business, for entry level jobs. Create a list of course objectives using the A.I.D.A framework.

# How can you improve the output, language, and tone of voice?

## #17 - Ask ChatGPT to format its output

By default, ChatGPT replies in plain text, however it can also help you with a more structured output that you may need for your learning material -as it can format output in Markdown markup language (e.g., a table), CSV or other text formatting options (headings, bold or italic text, tables, lists, etc.), and also other text-based data formats like HTML, XML, JSON, and even YAML. This helps you better organize your text and make it more readable. Simply ask ChatGPT to generate its response in one of the specific formats we mentioned here. Let's see an example:

PROMPT EXAMPLE:



Act as a professional data analyst and provide me with a comparison table of the top 5 highest rated data analysis tools used in the industry, with their respective features and pricing. Please provide the source for your rating. Format the table using Markdown and add a column for the overall user rating for each tool. I want to use this information to enhance my upcoming project in my business analysis course.



Tool	Features	Pricing	Overall User Rating
Tableau	Drag-and-drop interface, powerful visualizations, robust data modeling capabilities	\$70-\$100/user/month	4.5/5
Power BI	User-friendly interface, integrates with other Microsoft products, AI-powered features.	\$9.99-\$83/user/month	4.5/5
QlikView	In-memory data processing, interactive dashboards, powerful scripting language.	Custom pricing	4.3/5
SAS Visual Analytics	Interactive data exploration, automated forecasting, embedded analytics.	Custom pricing	4.2/5
IBM Cognos Analytics	AI-powered insights, customizable dashboards, report authoring.	\$15-\$85/user/month	4.1/5



We also asked ChatGPT to format the above prompt also in YAML and here is its output:

yaml

```
- Tableau
  Features:
    - Intuitive drag-and-drop interface
    - Robust visualization options
    - Ability to connect to multiple data sources
    - Interactive dashboards
    - Collaboration features
  Pricing:
    - Personal: Free
    - Professional: $70/user/month
    - Server: $35/user/month

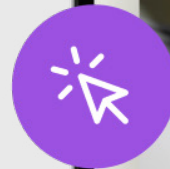
- Microsoft Power BI:
  Features:
    - Strong data modeling capabilities
    - Customizable visuals
    - Integration with Microsoft ecosystem
    - Collaboration features
    - AI-powered insights
  Pricing:
    - Free: limited features
    - Pro: $9.99/user/month
    - Premium: starts at $4,995/month
```



# Unleash your expertise.

The all-in-one learning management system.

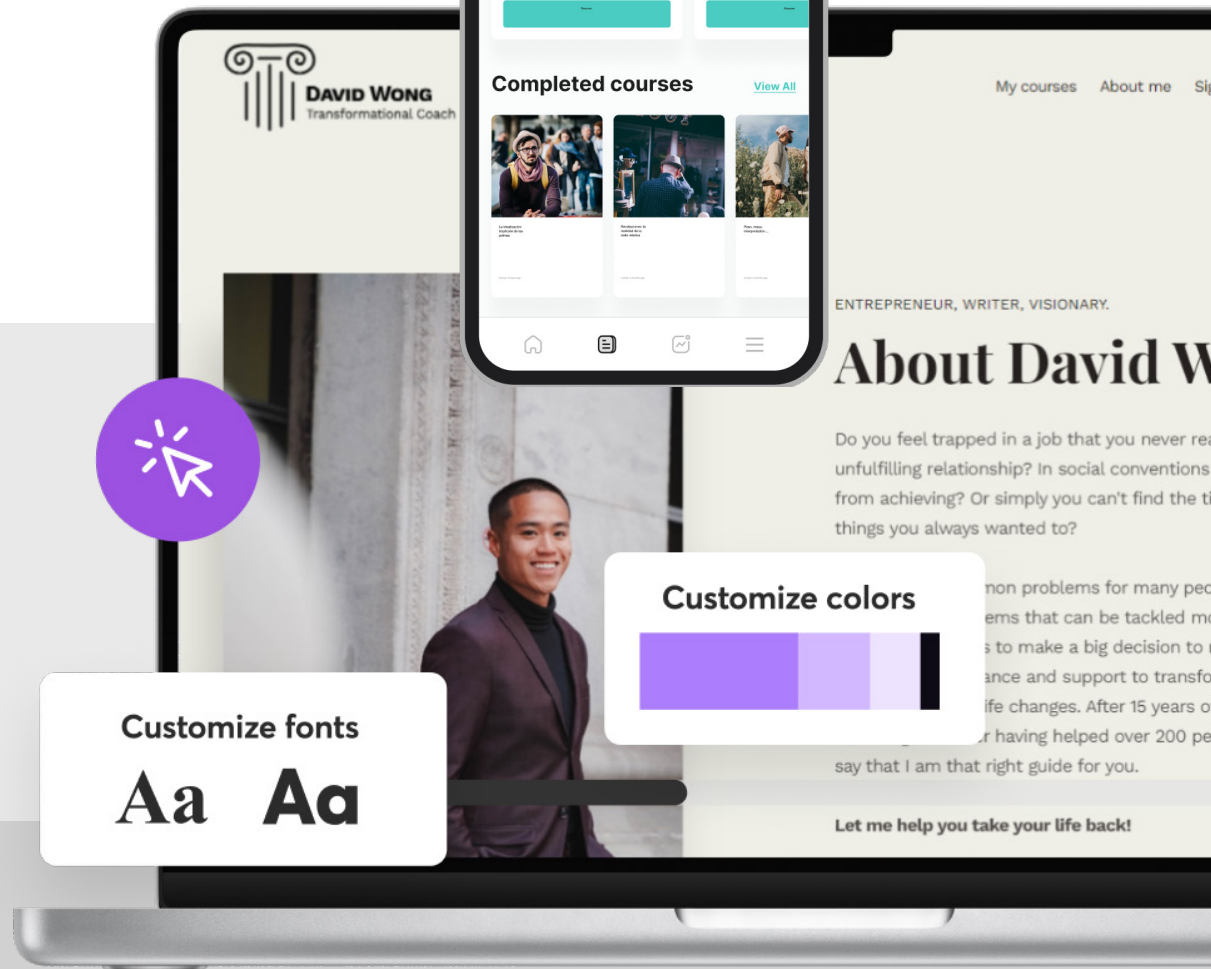
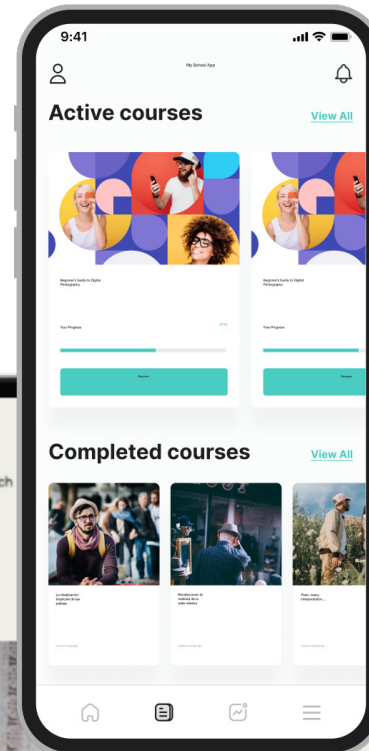
**Start a free trial**



Customize fonts

Aa Aa

Customize colors



## #18 - Ask ChatGPT to add emojis and spice up your learning experience

This one is one of our favorite hacks! Asking ChatGPT to use emojis in its responses to emphasize certain points is a great and engaging way to capture learners' attention and create a more engaging and enjoyable learning experience. Let's see an example.

### PROMPT EXAMPLE:



You are a coach. Write learning objectives about a course for time management for inexperienced managers. Incorporate emojis in each objective to make them visually appealing and illustrate key concepts, using 1 emoji per objective. Please ensure that the use of emojis enhances understanding without compromising the clarity of the learning objectives.



Sure! Here are some learning objectives for a course on time management for inexperienced managers, along with some emojis to add a bit of fun:

- 🧑 Learn effective time management techniques and tools to help you prioritize tasks and maximize productivity.
- 👉 Understand how to delegate tasks to team members and use their skills to achieve more efficient outcomes.
- 📝 Develop a personal action plan for managing time, including goal setting, task scheduling, and progress tracking.
- 🧘 Explore techniques for reducing stress and avoiding burnout, such as taking breaks, practicing mindfulness, and setting boundaries.
- 🚀 Gain insights into time management strategies used by successful leaders and entrepreneurs to stay productive and achieve their goals.
- 💡 Learn how to optimize your work environment to minimize distractions and increase focus.
- 📊 Understand how to measure and evaluate your time management progress, including using data and feedback to make adjustments and improvements.
- ☀️ Develop a growth mindset that emphasizes learning and improvement, rather than perfection or fixed abilities.



## #19 - Output text in the style of your favorite author

Break free from ChatGPT's dull and monotonous default tone and uncover a world of fascinating possibilities —such as mimicking the style of your favorite author. In learning, the tone of writing can make a big difference. For example, ask ChatGPT to adapt its reply to the lyrical rhythm of Shakespearean plays or the descriptive prose of Dickens, or your favorite writer. ChatGPT can adapt to your desired tone and produce text that emulates the unique voice of your chosen writer.

PROMPT WITH THE HACK:



Can you write me a paragraph about the importance of lifelong learning in the style of Shakespeare?



Oh, dear reader, let me tell thee of the great and wondrous gift bestowed upon us all: the gift of learning. For as we journey through this mortal coil, we must not be content to rest upon our laurels, but instead must strive to expand our minds, to gain new knowledge and insight at every turn. For the world is vast and full of wonder, and to limit oneself to but a fraction of its bounty is to deny oneself the very essence of life. Nay, we must embrace the pursuit of knowledge with open hearts and hungry minds, for only in doing so can we hope to unlock the secrets of the universe and find our place within it. So let us not falter or waver in our quest for understanding, but press on, ever forward, towards the shining beacon of truth that beckons us all.

## #20 - Build your personalized style guide and consistent tone

You can use ChatGPT to help you develop a consistent tone of voice when writing your learning material. By analyzing your writing, the tool can learn your unique style and help you avoid generic outputs. This way, you can improve the quality of your content, create compelling and effective writing that resonates with your audience, and engage your learners with a consistent tone of voice.

### PROMPT EXAMPLE:



Analyze the following text for style, tone, and voice: [insert your text]



**Style:** The text is written in a clear and informative style that is easy to read and understand. It is organized into short paragraphs that convey specific information. The author uses technical language and terminology, such as "[term]" "[term]" and "[term]" to describe "[topic]".

**Voice:** The text is written in the third-person voice and presents information objectively. The author speaks from a position of authority and expertise as [role]

**Tone:** The tone of the text is informative, helpful, and encouraging. The author presents the features and capabilities of [topic].....



Here's how it works: ChatGPT will generate a response like the above that captures your unique writing style and helps you create new content with the same tone and voice. You can then ask the tool to write a piece of information using the above style, tone, and voice.

## #21 - Instruct ChatGPT to act as a critic

ChatGPT has an interesting ability - it can offer its critique on both your perspectives and its own responses. This means that it can function as a personal advisor for different subjects, and even help you evaluate the prompts and their results.

One approach to prompt critical thinking in ChatGPT is by asking it to evaluate and criticize its own output. For example, if you ask ChatGPT to generate an idea for a new online course, you can then instruct it to evaluate and criticize the idea it has provided. This can help improve the quality of the responses and encourage the AI model to think more deeply about the information it provides.

### PROMPT EXAMPLE:



Help me create 3 video titles that will engage and draw the attention of young adults (18-30 years old) who are interested in technology and education. The subject is [e-learning and AI, how and where these two meet]. I am targeting this age group because they are likely to be my primary audience. Please provide suggestions on how to make the titles more engaging, thought-provoking, or informative to effectively capture the interest of young adults. Also, feel free to critique the subject matter and offer any recommendations for improvement.



In this hack example, we are basically challenging ChatGPT's response to prove its answer by providing its reasoning. By doing this, we may be able to improve the accuracy of ChatGPT's future responses and help it learn from its mistakes. Additionally, it may help us better understand the underlying principles or concepts related to the question we asked. Genius, right?

## #22 - Instruct ChatGPT to remove any personalization

If you need to send an email to your learners in a course (e.g., to remind them of an upcoming deadline for an assignment), you can create a template email and use ChatGPT to remove any personally identifiable information (PII) from the input you provide. This means you can copy and paste an existing email and instruct ChatGPT to replace any PII with appropriate placeholders, ensuring that the email is GDPR-compliant and protects the privacy of your learners.

PROMPT EXAMPLE WITH PII:



Read the following email. Remove any PII and replace it with the appropriate placeholder e.g., [NAME], [DATE]:

Hi John,

I hope this email finds you well. I just wanted to remind you that the deadline for the upcoming assignment is approaching soon. Please make sure to submit your work by April 14, 2023.

If you have any questions or concerns, please don't hesitate to reach out to me.

Thanks,

Jim Smith

Phone: 555-999-6523

Email: jimsmith@chemacademy.org

PROMPT EXAMPLE WITHOUT PII:



Hi [NAME],

I hope this email finds you well. I just wanted to remind you that the deadline for the upcoming assignment is approaching soon. Please make sure to submit your work by [DATE].

If you have any questions or concerns, please don't hesitate to reach out to me.

Thanks,

[NAME]

Phone: [PHONE]

Email: [EMAIL]



Allowing AI to remove PII from text is a promising approach, but it should be used with extraordinary caution as it may make mistakes.

# How can you be sure that what you are asking makes sense?

## #23 - Let ChatGPT guide you with the questions you need to ask

Not sure what to ask ChatGPT? No problem! Using its advanced language processing capabilities, ChatGPT can not only answer your questions but also help you formulate the right questions to get the answers you need. Cool, right? Let's see it in action:

PROMPT EXAMPLE:



Write a welcome email for my students to a course called "Introduction to Minimalism". Make it less than 200 words and make it engaging. Please, ask me any questions needed, before you begin writing the email.



Great! Thank you for the opportunity to ask a few questions before I get started on your email.

1. Can you tell me a bit about the target audience for this course? Are they beginners or have some familiarity with minimalism?
- 2.. Is there any particular aspect of minimalism that you would like me to highlight in the email?
3. Do you have any particular tone or style in mind for the email, such as friendly, professional, or motivational?

Looking forward to your response!

## #24 - Break down the prompt into task definitions

Crafting a great prompt and making sure that ChatGPT understands it well is key to getting the most out of the language model. So, how can you ensure that your prompt is good and that ChatGPT has grasped the task you want it to do? Well, one genius way is to break down the prompt into clear task definitions. Before asking ChatGPT to respond to your prompt, simply ask it to "Break down the prompt into task definitions". This helps you to check whether ChatGPT has understood your prompt and to identify areas that might need clarification or improvement.

By using ChatGPT's feedback to optimize your prompt, you can improve its clarity and specificity, which will result in better output when using the language model.

### PROMPT EXAMPLE:



Develop an online course outline. The course must be designed for individuals seeking to improve their public speaking skills. The course should consist of at least 10 modules, each containing interactive content, quizzes, and assignments. The main goal of the course should be to help students overcome their fear of public speaking and gain confidence. The course outline should include details on the target audience, course objectives, learning outcomes, and assessment methods. Break down the prompt into task definitions.



By breaking down the prompt into task definitions, you help ChatGPT to provide a better response. You are basically guiding ChatGPT into providing you with a more systematic and thorough approach to addressing the prompt. It also helps to ensure that important details (e.g., the target audience, course objectives, learning outcomes, and assessment methods) are not overlooked.

## #25 - Make sure your answer is exactly correct

Add "Make sure your answer is exactly correct." after your ChatGPT prompt question. Adding a prompt to the question that reminds the model to make sure its answer is accurate and to admit when it is not sure of the answer reduces the likelihood of generating irrelevant or inaccurate responses, known as "hallucinations," and instead encourages ChatGPT to provide more reliable and informative answers.

By sandwiching the question with this prompt, the user is emphasizing the importance of accuracy and encouraging the model to provide a more thoughtful and accurate response.

### ORIGINAL PROMPT:



Act as an astrophysicist and tell me when humanity first observed a black hole, a dying star and a meteor shower.

### PROMPT WITH HACK:



Act as an astrophysicist and tell me when humanity first observed a black hole, a dying star and a meteor shower.  
Make sure your answer is exactly correct.

# The prompting framework for course creators by LearnWorlds

We've put all of the hacks and tips we presented to you in this eBook into action, fine-tuning the process to ensure that it's both effective and easy to follow. The result is **a powerful framework that will effectively streamline the way you create prompts for your online courses.**

As a leading learning management system for online learning, we understand the challenges that come with online course creation, so we've designed this **framework specifically for online course creation** to help you overcome those challenges by generating precise and compelling prompts that result in well-structured, effective, and engaging output.

By following this **step-by-step framework**, you'll be able to **generate precise and compelling prompts** that result in well-structured, effective, and engaging output for your online courses.

You'll be able to define your role and expertise, specify your audience, set the instructional design method, and more. The framework also allows for optional enhancements such as providing additional input data and setting the tone of voice. Plus, it includes a validation step to ensure your prompt is well-constructed and the AI-generated response meets your desired criteria.



**Before you begin implementing the ChatGPT prompt framework, please keep in mind that while the framework includes nine steps, not all of them are mandatory. However, they are all critical to creating a well-crafted prompt that is suitable for ChatGPT.**

So, without further ado, here is this powerful framework that will save you time and energy while creating your prompts!



## Overview of the prompting framework for course creators by LearnWorlds

### STEP 1

#### Define expertise and role



Act as an expert on software development on the topic of machine learning frameworks...

### STEP 2

#### Specify your audience



The audience for this blog is technical professionals who are interested in learning...

### STEP 3

#### Define your task(s)



Provide a comprehensive overview of the most popular machine learning frameworks...

### STEP 4

#### Set the learning method



ask ChatGPT to use any of the renowned instructional design models to format its response...

### STEP 5

#### Enhance the context



You are an instructor planning to create an online course on time management for college students...

### STEP 6

#### Provide additional input data



Given the following student feedback data on course content and delivery...

### STEP 7

#### Set or identify the tone and style of voice



When responding, use a mix of the writing styles of Andrej Karpathy, Francois Chollet...

### STEP 8

#### Set the output format / output indicator



Provide me with a comparison table of the top 5 data analysis tools used in the industry...

### STEP 9

#### Validate your Prompt



Convince me of the validity of your suggestions.

## STEP 1 Define expertise and role

In this step, you need to define the role you want ChatGPT to play and the level of knowledge and expertise required to fulfill that role in the context of learning.

PROMPT EXAMPLE:



Act as an expert on software development on the topic of machine learning frameworks, and an expert blog writer.

## STEP 2 Specify your audience

Here, you should identify who your learners are, their education level, cultural background, language proficiency, or other relevant characteristics.

PROMPT EXAMPLE:



The audience for this blog is technical professionals who are interested in learning about the latest advancements in machine learning.

## STEP 3 Define your task(s)

This step involves specifying the type of content or text actions you want ChatGPT to generate, such as Q&A, story, course outline, ebook, blog post, or assessment. You also need to determine the type of text actions you want to perform, such as summarizing, simplifying, translating, or adding emojis.

PROMPT EXAMPLE:



Provide a comprehensive overview of the most popular machine learning frameworks, including their strengths and weaknesses. Include real-life examples and case studies to illustrate how these frameworks have been successfully used in various industries.

## STEP 4 Set the learning method

This step requires you to select an instructional model that will guide the creation of the learning content. One of ChatGPT's biggest pros is the fact that it's learning based on vast pre-existing data, this means that famous and commonly shared methods or theories will be familiar to it and it can operate based on them. You can choose from various instructional design models, such as ADDIE, Bloom's Taxonomy, Merrill's Principles of Instruction, etc.



Example: you can ask ChatGPT to use any of the renowned instructional design models to format its response e.g. Bloom's Taxonomy for learning objectives.

## STEP 5 Enhance the context

Here, you provide details about the context of use for ChatGPT, such as the platform or application where the generated content will be used, the purpose of the content, and the specific topics or domains that the content will cover.

PROMPT EXAMPLE:



You are an instructor planning to create an online course on time management for college students. Develop a course outline that includes the main topics, 6 learning objectives, and the type of learning activities in the course. Use technical terms and an informal tone of voice.

## STEP 6 Provide additional input data

This step involves providing additional data that ChatGPT can use for analysis or transformation. This data can include existing materials, such as textbooks, articles, or videos, as well as relevant datasets or knowledge graphs.

PROMPT EXAMPLE:



Given the following student feedback data on course content and delivery, please provide insights on areas for improvement and recommendations for enhancing student engagement. [paste student's feedback here - input]

## STEP 7 Set or identify the tone and style of voice

In this step, you need to define the personality, spirit, and tone of voice you want ChatGPT to use when generating the content (fun, professional, sound like Steve Jobs, Oprah, etc.). It will also help you ensure consistency in the style of voice across different pieces of content.

PROMPT EXAMPLE:



When responding, use a mix of the writing styles of Andrej Karpathy, Francois Chollet, Jeremy Howard, and Yann LeCun.



Or, if you are not sure of your writing style, you can ask ChatGPT to analyze a text you have written to learn your unique style and help you avoid generic outputs. This way, you can improve the quality of your content, create compelling and effective writing that resonates with your audience, and engage your learners with a consistent tone of voice.

## STEP 8 Set the output format / output indicator

Here, you specify the types of output formats that you want ChatGPT to generate, such as plain text, HTML, or JSON.

PROMPT EXAMPLE:



Provide me with a comparison table of the top 5 data analysis tools used in the industry, with their respective features and pricing. Format the table using Markdown and add a column for the overall user rating for each tool.

## STEP 9 Validate your prompt

This final step helps you ensure that ChatGPT has understood the task you want it to do and to identify parts of your prompt that might need clarification or improvement. Simply ask the AI tool to “Break down the prompt into task definitions.”

Also, ChatGPT can evaluate both your perspectives and its own responses. This means that it can function as a personal advisor for different subjects. You can use phrases such as “Make sure your answer is exactly correct” or “Convince of the validity of your examples” to challenge the AI and have it review and act accordingly on its own generation.

PROMPT EXAMPLE:

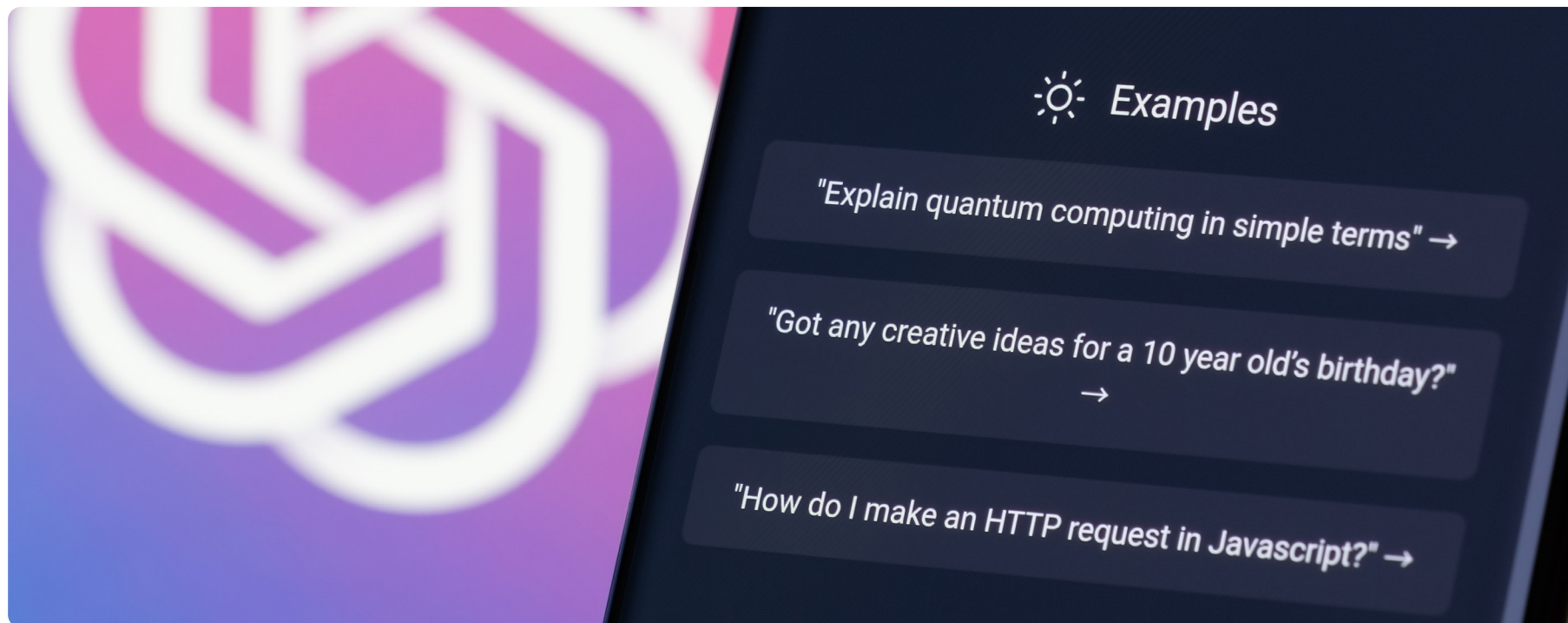


Help me create 3 video titles that will engage and draw the attention of young adults (18-30 years old). The subject is [e-learning and AI, how and where these two meet]. Convince me of the validity of your suggestions.

# Expertly crafted prompts for every aspect of your online school

Ready to supercharge your online course creation process? Here's **an amazing collection of over 150 prompts** we've curated just for you. When you combine these prompts with the powerful hacks and tricks we've shared in this ebook, you'll be able to unlock a whole new world of creative possibilities for your courses. Let's get started and create something truly remarkable!

**Copy & Paste** into ChatGPT  
then **replace text** in brackets



## › Brainstorming Course Topics

- Provide 5 course ideas focused on the [subject]
- Assist me in generating course ideas on how to expand on the [topic]
- Generate a list of topic ideas for a new online course about advanced [subject]
- I request your help in brainstorming course concepts related to [subject]
- Generate several topic ideas for an online course concentrating on [subject].
- Act as a [define your role, eg. course creator] and brainstorm some online course topics for a course about [add your audience segment, e.g., "Sales managers" or the general topic of interest -e.g. "finance"]
- Here is a list of X articles as a baseline. Brainstorm some possible subtopics"

→ Then, you can refine your results with phrases like:

- Try again with more engaging and creative content
- Make it relevant to [add your audience, eg. business people]
- Add specificity and detail
- Refine the language and tone

## › Curriculum Design

### Develop a curriculum framework

- Develop a mind map for a [type of training] program on [subject].
- Design a curriculum framework for a [subject] course, including learning objectives, essential questions, and content organization.
- Develop a thematic unit plan for a [subject] curriculum, integrating interdisciplinary content and skills to enhance learning.
- Create a curriculum map for a [type of training] program on [subject] that illustrates the alignment of course objectives, learning activities, and assessments with the overall goals of the program.

### Align curriculum with objectives

- Develop a plan for assessing the alignment between a [subject] curriculum and the relevant standards, including strategies for collecting and analyzing data to inform ongoing revisions.
- Create a modular structure for a [type of training] program on [subject], outlining the topics and subtopics to be covered in each module.
- Analyze the alignment between a [subject] curriculum and the relevant standards, identifying areas of strength and areas for improvement

## > Course Outline

### Create a course outline

- Write a paragraph outlining the objectives and goals of a potential elearning course based on [subject].
- Using the [content] and [learning objectives], generate an attention-grabbing and informative title that accurately represents the course.
- Develop an e-learning course on [topic] for [target audience] that meets [learning objectives].
- Design a course outline for a [type of training] program on [subject] that includes a timeline for each module, assessment methods, and opportunities for learner feedback.
- Develop a course outline for an online [subject] course, including learning objectives, topics, and assessments.
- My course topic is [add the course topic title]. Outline a course for me using the PAS (Problem, Agitate, Solution) framework, using bullet points

### Revise a course outline

- Rewrite the content of [existing course] to make it more engaging for [target audience].
- Review the existing course outline for a [type of training] program on [subject] and identify areas that can be reorganized or updated to improve clarity and flow.
- Revise a course outline for a [type of training] program on [subject] to better align with updated industry standards or curriculum goals.

## > Creating Course Summaries & Overviews

- Generate a brief but engaging online course summary for an online course about [write your online course's topic (e.g., time management)] that presents [write the main key points of the online course (e.g., time management planning techniques, tools, and best practices)].
- You can continue the conversation, using the following prompt: "target [write the target audience or niche you want to address the online course, e.g., c-level executives in large corporations]. Use an aggressive and persuasive tone of voice [or write any other tone of voice that better fits your brand or audience]"



## > Learning Objectives

### Write learning objectives

- Suggest a measurable learning objective for a [type of course] that aligns with [specific standard].
- Can you provide examples of how to write clear and measurable learning objectives for [instructional topic] that align with [target audience's] needs?
- I want you to act as a learning objective expert and help me design learning objectives that align with [instructional topic] that are measurable and achievable for [target audience].
- Based on the following user abilities [insert abilities here], give me [number] specific and measurable goals for the student to work towards.
- Optimize the [objectives] and make them specific, action-orientated & measurable by using the following format: 'You will demonstrate that you can [number] [verb, e.g. recall, understand, evaluate, analyze, create] [number] [concept or skill, e.g. gravity] by [number] [description of what the learner will do to demo success, e.g. teaching the concept of gravity back to me]
- Review and optimize the [learning objectives] such that a maximum of 20% contain the lower order verbs like 'remember' & 'understand' and at least 80% contain the higher order verbs like 'evaluate,' 'apply,' 'analyze,' & 'create'.

- I'm designing an online course titled [add your course's title or topic] and I'd like your help generating some learning objectives. Can you please generate a list of clear, concise learning objectives that would be appropriate for my course?

### Evaluate and revise learning objectives

- Rewrite the learning objectives for [topic] to make them more specific and measurable. [paste your content here]

### Align course objectives with curriculum

- Ensure that the course objectives for a [type of training] program on [subject] are aligned with the overall curriculum goals and industry or educational standards.
- Review the course objectives for a [type of training] program on [subject] and modify them as needed to support the curriculum framework and desired learning outcomes.
- Analyze the alignment between the course objectives for a [type of training] program on [subject] and the curriculum's learning objectives, making adjustments as necessary to improve consistency and coherence.



## > Instructional Strategies

### Select appropriate instructional strategies

- Give me some ideas for incorporating [learning theory] in my instructional design.
- Explain [instructional design principle] and give an example of how it can be applied in a [type of learning material].
- Can you explain the difference between [two instructional design principles] and provide examples of how to use them in instructional design?
- Give me examples of different instructional strategies that can be used for [type of course].
- Suggest [number] different instructional strategies that would be effective in teaching [instructional topic] to [target audience].
- I want you to act as an instructional strategy consultant and recommend the most appropriate instructional strategy to use when teaching [instructional topic] to [target audience].
- List the key differences between [two learning theories] and how they can inform instructional design decisions.
- Describe the process of [enter your learning objective] to identify key concepts and ideas that can be developed into engaging course content. Provide examples of how this process can inform course design and delivery.
- Explain how to use [write your learning objective] as a guide for developing course activities. Provide examples of how different types of this [write your learning objective] can inform the selection and sequencing of my course content.

### Incorporate digital tools and resources

- Where can I go to find [type of content] about [subject]?
- How can we incorporate real-world examples and case studies into the course based on [subject]?
- Design learning activities for a [type of training] program on [subject] that leverage digital tools and resources to enhance engagement and learning outcomes.

## > Lesson Planning

### Develop a lesson plan

- Give me [number] [tone/mood eg fun, effective, analytical etc] ways to introduce a lesson on the [subject]
- Create a [number] [time] lesson plan for introducing the [subject] for [skill level/age] users
- Develop a [number] day unit plan outline for teaching [skill level] users about [subject 1-x]
- Create a detailed lesson plan for a [type of training] program on [subject] that includes learning objectives, instructional strategies, learning activities, and assessments.
- Create a lesson plan that utilizes digital storytelling tools to engage learners in exploring a [subject] concept.
- Develop a plan for promoting learner engagement and interaction in an online course on [subject], including strategies for building community and fostering collaboration.

### Modify a lesson plan

- Review and modify an existing lesson plan for a [type of training] program on [subject] based on the following feedback from learners and instructors [Insert Feedback].
- Revise a lesson plan for a [type of training] program on [subject] to incorporate new instructional strategies or learning activities that better address the needs of diverse learners [or insert Audience]

## > Learning Activities

### Design engaging learning activities

- Provide [number] of creative ideas for interactive activities for an [type of course] on [topic].
- Suggest some activities that would be effective for reinforcing [specific learning outcome].
- Develop a [type of learning activity] for [topic] that engages [target audience] and meets [learning objectives].
- Can you recommend techniques for creating problem-based learning activities for a [type of course]?
- Explain the process of [task] in [number] steps
- Outline a learning activity that uses an online quiz platform to assess student understanding of [topic].
- I want you to act as a [role] and suggest [number] of creative ideas for an [instructional topic] that will engage [target audience].
- Suggest some ways to incorporate [specific learning theory] in a [type of course].
- How can we make the course interactive and engaging for the learners based on [subject]?
- Create an instructional strategy for teaching [specific concept or skill] to [target audience].
- Generate ideas for facilitated group activities that align with the learning outcomes and objectives from [subject] and promote engagement and interaction among learners.

- What are some different perspectives or viewpoints on the [subject]? How can you present these perspectives in the course to help learners understand the complexity of the topic?

### Align learning activities with objectives

- Can you give me [number] unique ideas for a [type of activity] that will support the [learning objective] for [target audience]?
- How can I create an engaging [type of content] for [target audience] that aligns with the [learning objectives]?
- Evaluate the alignment between the [learning activities] and [objectives] for a [type of training] program on [subject], making adjustments as necessary to improve consistency and coherence.

### Sequence lesson activities

- Organize the learning activities for a [type of training] program on [subject] in a logical sequence that supports the achievement of learning objectives.
- Sequence learning activities for a [type of training] program on [subject] to gradually increase in difficulty, allowing learners to build on prior knowledge and skills.
- Arrange the learning activities for a [type of training] program on [subject] to alternate between different instructional strategies and formats, maintaining learner engagement and interest.

## > Providing course copy and creative ideas

- As a [write your role (e.g. "online course creator")], I'm looking to develop a [write the course topic (e.g., (fitness program))] that's both effective and engaging for my audience (e.g., fitness enthusiasts). How can I create a lesson plan that not only helps people get fit, but also keeps them motivated and excited about their progress?
- You can continue the conversation, using the following prompt: "What kind of copy and marketing ideas can I use to promote my program and attract more students?"
- I want you to act as a [add your role (e.g., Talent Coach)] who is preparing an online course for [write the course topic (e.g., talent management)]. I want you to suggest what should appear in the course content of that course topic, as well as some questions the learners should be able to answer.

## > Assessments

### Create an assessment

- Develop an assessment plan for [topic] that aligns with [learning objectives].
- Help me design an assessment that aligns with [specific standard] and measures [specific learning outcome].
- Create a set of multiple-choice questions and answer options based on the [given content]. The questions should be clear, concise, and assess the reader's understanding of the material. Please provide feedback for each answer option, indicating whether it is correct or incorrect and offering an explanation or reasoning for why it is so. Additionally, please try to vary the difficulty level of the questions and answer options to provide a mix of easy, moderate, and challenging questions.
- Create [number] multiple-choice quiz questions along with [number] to [number] options each from the [topic]. Apply Remembering, Understanding, and Applying levels of the Revised Bloom's taxonomy. Also explain step by step with rationale why each option is correct or incorrect.
- Develop an assessment that effectively measures the learners' proficiency of the [topic] by incorporating multiple-choice, true/false, and other objective type questions.
- Design an assessment that incorporates real-world scenarios and case studies to evaluate the learners' ability to apply their knowledge of the [topic].
- Create a list of potential assessments that could be used to evaluate learners' understanding of the [topic].
- Generate a list of potential discussion or reflection questions that could be used in conjunction with the [topic] to facilitate learning.
- Generate a list of potential multiple-choice or true/false questions that could be used to assess learners' understanding of the [topic].
- Generate a list of potential open-ended or essay questions that could be used to assess learners' higher-order thinking skills and ability to synthesize the [topic].
- Generate three essay questions on [topic] that align with the [learning objectives] of the course.
- Generate [number] 'True or False' questions for [key points of topic] aligned with the [learning outcomes] and [objectives] of your course.
- Generate [number] to [number] relevant questions for a learner feedback survey, focusing on areas that are important and align with the [learning outcomes] and [objectives] of [key points of topic].
- Create a set of true/false questions with clear explanations of why each statement is true or false, based on the [topic].

- Produce a set of open-ended questions that encourage learners to think critically about the [topic].
- Generate a set of multiple choice questions for [subject] with distractors that are based on common misconceptions or errors, in addition to the correct answer.
- Create a set of reflection questions that ask learners to reflect on what they learned from the [key points of topic] and how they can apply it.
- Create a set of multiple-choice questions and answer options based on the [key points of topic]. The questions should be clear, concise, and assess the reader's understanding of the material. Please provide feedback for each answer option, indicating whether it is correct or incorrect and offering an explanation or reasoning for why it is so. Additionally, please try to vary the difficulty level of the questions and answer options to provide a mix of easy, moderate, and challenging questions.
- Create a set of reflection questions that ask learners to reflect on what they learned from the [topic] and how they can apply it.
- Provide examples of formative assessments that could be used in [type of learning environment].
- Can you suggest assessment types and methods for evaluating learners' knowledge of [topic]?
- I want you to act as an assessment expert and help me design an assessment that accurately measures the [learning objective] for [target audience].
- Can you provide guidance on how to create an effective e-learning assessment that is both formative and summative for [instructional topic] and [target audience]?
- What are some real-life scenarios that students could apply the course concepts of [write the title of your online course and list the main concepts] to?
- Generate some questions that challenge students to think critically about the course material of the online course titled [write the course title]?
- Are there any controversial topics related to the course material [list the key takeaways of your course] that could be used to create thought-provoking discussion questions?
- Are there any current events or news stories related to the course material [list the key points and the main topic of your course] that could be used as the basis for quiz questions?
- Can you design an effective assessment in a multiple choice format [or write any of the following True/False Question format or Essay Question format or Fill-in-the-Blank format, etc.] that allows students to apply their knowledge and skills in a practical or hands-on way about [write the course title (e.g., time management)]?

## > Instructional Materials

### Select appropriate instructional materials

- I want you to act as a content development expert and recommend the best [type of content] for delivering instruction on [instructional topic] to [target audience].
- Generate an age-appropriate explanation: "Explain a [subject] for a [Age] user."

### Create custom instructional materials

- Suggest [number] of engaging ways to present complex information in a [type of learning material] for [audience].
- Suggest a format for presenting [type of content] that would be most effective for [target audience].
- Help me write a [type of content] that incorporates the principles of [learning theory].
- I need help writing [type of content] that is engaging and effective in teaching [instructional topic] to [target audience]. Can you suggest some tips or best practices?
- Create a set of practice problems for an [skill level] user learning [skill level] subject.
- Provide examples of how [learning theory] can inform the design of [instructional method].
- Give me [number] key words from the following piece of text [paste text] and provide definitions for all of them.
- You are a brilliant [role] who can [desired action] and suggest step-by-step instructions for setting up a [goal].
- Analyze the [given text] for style, voice, and tone.
- Use an analogy to explain the [topic] to learners.
- Expand upon the [topic] by providing examples or case studies that illustrate key concepts and ideas.
- Create a relevant listicle/bullet list using [key point of topic]
- List and expand on the Pros and Cons for [topic/subject].
- Transform [given list of bullet points] into an engaging narrative that tells a story.
- Generate a script for a talking head instructional video from the [given content]. The video should be no more than [XX seconds/minutes] and be written from the perspective of a [define role]. Make the script sound [set the tone/mood].
- Design a technology-integrated lesson on [topic] that incorporates multimedia resources, such as videos, interactive simulations, or digital games.

- Design a set of discussion prompts for an online [subject] course that encourages critical thinking, reflection, and meaningful dialogue among learners.
- I want you to act as an e-learning designer and suggest some best practices for designing effective e-learning modules for [instructional topic] that are engaging and interactive for [target audience].

### Generate instructional video scripts

- Here is a list of common problems and challenges my audience faces [list the problems/challenges]. Brainstorm video ideas that offer practical solutions or helpful tips.
- My audience is interested in the following things [list the interests] and enjoys the following hobbies [list the hobbies]. How can I create videos that align with their passions and provide value to their lives?
- Identify some popular trends in the industry of [name your target industry] and list ideas for videos that explore these trends and offer unique perspectives or insights.
- Create video scripts for a series of how-to videos that demonstrate a skill or process related to [name your target industry (e.g., life coaching)] for [name your target segment (e.g., divorced people)].

### Revise instructional materials

- Rewrite the following sentence to make it easier to understand: [paste your content here]
- Rewrite this text to make it more engaging for [audience]: [your text]

- I want you to act as a writing coach and provide feedback on my [text] for [instructional topic] to ensure it is clear, concise, and engaging for [target audience].
- Arrange [given content] in chronological order to help learners understand the sequence of events.
- Create a comparison-contrast pattern to help learners understand the similarities and differences between different ideas from [given content].
- Identify the main ideas of [topic] and organize them into a hierarchy.



## > Technology Integration

### Identify appropriate tools

- Can you suggest some tools or resources to help me create interactive presentations for my students regarding [subject]?
- Suggest 10 Chrome extensions that assist in [task].
- Recommend three technology resources that can be used to support a project-based learning activity on [subject].

## > Instructional design models and theories

### Explain models and theories

- Describe the ADDIE model and its phases in detail.
- Explain the importance of assessment in the instructional design process and provide [number] of examples of assessment types.
- Can you explain the principles of [theory] and how they relate to instructional design?

### Apply models and theories in instructional design

- How can I apply the ADDIE model to design an instructional program on [topic]?
- Provide [number] of examples of how to incorporate the ARCS model in a [type of learning material].
- I want you to act as an instructional design expert and describe the key elements of [specific instructional design model] and how they can be applied in designing instruction for [target audience].
- Create a summative assessment that evaluates the learners' overall mastery of [the content] using the ADDIE model.
- Design an assignment that aligns with the 5Es model of instruction and measures the learners' ability to demonstrate their understanding of the [topic] through a specific task or project.



## > Marketing and promotion

- Can you write an announcement for my new online course [write the title of your online course] that highlights the benefits of the course [list the benefits of your online course] and encourages people to enroll?
- Can you write a social media post [or you can ask for a series of social media posts] for [name the social media channel, e.g., Facebook/LinkedIn/Twitter, etc.] that will grab people's attention, build buzz and excitement, and make them want to learn more about my course titled [write the title of your online course]?
- Can you write an email sequence for my online course [write the title of your online course] that will nurture potential students and encourage them to enroll in my course?
- Can you write a persuasive sales page that will convince potential students to enroll in my course [write the title of your online course & list the course's main key takeaways]?
- Can you help me come up with a compelling tagline or slogan for my course [write the title of your online course] that will resonate with my target audience [name your target audience, e.g., business people/coaches/fitness enthusiasts, etc.]?
- Design an email template for communicating with [audience] about [subject]
- Write an email reminding [audience] to [action] for [subject] before the [specified time]

- Using the [topic] and [intended audience] from [given content], create an email that is informative, engaging, and encourages learners to enroll in the course.
- Generate SEO meta tags and keywords from [given content] to optimize search engine visibility and attract potential learners who are searching for relevant content.



## > Miscellaneous

- Give me advice for talking to a [profession] about [subject]
- Generate ideas for interacting with users who may be [pattern behavior, e.g., passively disengaged or disruptive] in a [skill level/age] class

# Online Tools for Prompt Generation

Need extra assistance or inspiration to craft the prompts for your ChatGPT requests? We got you covered!

Here's a list of AI tools that you can use to generate efficient prompts for different steps of your online course creation and promotion process.



[Fusion](#)

[Promptify](#)

[eCommercePrompts](#)

[PromptPerfect](#)

[BumblePrompt](#)

[HuggingFace](#)

[TypeDesk](#)

[Canva Magic Write](#)

Canva



Promptify



typedesk



eCommerce Prompts



BumblePrompt



FusionAI



PromptPerfect



Hugging Face

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Experience the power of LearnWorlds, the most advanced LMS to build, market, analyze your school, whilst keeping your learners on point with live, flexible and interactive courses.



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Turn your courses into a meaningful and exciting learning experience.



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#1 website builder for eLearning. Get your stunning site up and running with zero coding.



## Bundles & Subscriptions

Generate more income from your online courses' easy-to-use subscription & bundling models.



## Assessment Builder

Hassle-free and robust online exams and self-assessments.



## Marketing Tools

Use LearnWorlds' best-in-class marketing and sales tools.



## Interactive Video

Create videos that keep your learners hooked until the very end.



## Custom User Roles

Map users with responsibilities and access levels with confidence.



## Affiliate Programs

Create your affiliate programs and build passive income streams.



## Mobile App Builder

Build the perfect branded mobile app for your academy.



## Checkout & Payments

Enjoy safe, end-to-end & hassle-free payments.



## Survey Builder

Capture valuable contact information from your visitors.



## Analytics & Reports

Get in-depth insights on your learning business impact.



## Live Sessions

Harness the power of human connection with live meetings.



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Connect your school with virtual infinite marketing tools.



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# We help you build your Online School every step of the way

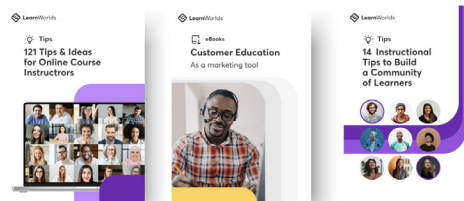
## LearnWorlds Daily Webinars

Daily online seminars that cover various topics related to course creation, marketing, and instructional design, providing learners with useful insights, tips, and best practices.



## LearnWorlds Resources

A library of downloadable templates, checklists, and other tools that can help you streamline your course creation process, saving you time and effort.



## LearnWorlds Academy

Your exclusive online academy to master course creation, marketing, and entrepreneurship, providing you with expert-level knowledge and skills.



## LearnWorlds Help Center

Your go-to resource hub offering a range of guides and FAQs to help users with any LearnWorlds-related questions or issues.



## LearnWorlds FB Community

A vibrant online community of course creators who share their experiences, ideas, and best practices, providing you with a supportive and collaborative environment.



## LearnWorlds Blog

A rich source of educational and inspirational content that covers various topics related to online education, instructional design, entrepreneurship, and marketing your courses.



# Why LearnWorlds is the talk of the town: Real Reviews from Real Customers



Compared to other course platforms I researched, LearnWorlds has many valuable assets all combined into one price and platform. So grateful for this company!! LearnWorlds is the host for my website, email catcher and course creator, and home. I am more productive with LearnWorlds because everything I need is in one spot.

★★★★★ **Elizabeth O.** - HR Consulting

Learnworlds gives my business one tool to manage a website, online courses, private chat, zoom sessions and a community. That's a great combination of tools to easily manage from one dashboard. And when you need even more help, you can always reach out to the super friendly customer service.

★★★★★ **Winfred V.** - Professional Training & Coaching

The customizable pages are great if not the best currently available on the market. Learnworlds provides me with a platform where I can host and sell my courses, educate my customers, interact with them (the integrated community is great) and receive feedback from them.

★★★★★ **Sandra S.** - The Coaching Artist

# Authors



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