



# Prompt Design Blue Print

## Good Prompts VS Bad Prompts

### \*\*Great Prompts:\*\*

1. "Generate creative marketing taglines for a new eco-friendly product."
  - This prompt is specific, providing clear direction for ChatGPT to generate creative content for a particular purpose.
2. "Write a blog post comparing the benefits of organic vs. conventional farming practices."
  - This prompt offers a clear topic and task for ChatGPT to address, helping it produce relevant and informative content.
3. "Describe a scenario where artificial intelligence improves healthcare outcomes for patients."
  - This prompt provides context and a specific scenario, guiding ChatGPT to generate a coherent and insightful response.
4. \*\*Great Prompt\*\*: "Generate three potential headlines for an article about the future of renewable energy."
  - This prompt is specific and task-oriented, guiding ChatGPT to produce actionable content that aligns with the desired outcome.
5. \*\*Great Prompt\*\*: "Provide a step-by-step guide for beginners on how to start a successful podcast."
  - This prompt offers a clear directive and target audience, helping ChatGPT generate relevant and informative content tailored to beginners interested in podcasting.
6. \*\*Great Prompt\*\*: "Outline the key features and benefits of a healthy lifestyle for a wellness blog post."
  - This prompt provides a clear topic and intended audience, enabling ChatGPT to focus on generating content that addresses the benefits of a healthy lifestyle for readers of a wellness blog.

### \*\*Poor Prompts:\*\*

1. "Talk about farming."
  - This prompt is vague and lacks specificity, making it challenging for ChatGPT to understand the desired focus or objective.
2. "What do you think about technology?"
  - This prompt is overly broad and open-ended, leading to potentially unfocused or irrelevant responses from ChatGPT.



3. "Write something interesting."

- This prompt lacks clarity and direction, leaving ChatGPT unsure of what specific content or topic to focus on.

4. "Tell me about sports."

- This prompt is too broad and lacks specificity, making it challenging for ChatGPT to know where to start or what aspects of sports to focus on.

5. "Discuss the weather."

- This prompt is overly general and does not provide any specific context or direction, resulting in potentially uninteresting or irrelevant responses from ChatGPT.

6. "Write something funny."

- This prompt lacks clarity and a specific objective, leaving ChatGPT uncertain about what type of humor or content to produce.

**Great prompts are focused, clear, and provide context or direction for ChatGPT to generate relevant and valuable content. Poor prompts, on the other hand, are vague, overly broad, or lack clear objectives, making it challenging for ChatGPT to produce meaningful responses.**

### **Adding Voice and Behavior to the Result:**

Adding voice or attitude to a prompt can help guide the AI model in producing responses that match a particular tone, style, or personality. Here are some ways you can incorporate voice or attitude into your prompts:

1. **\*\*Use Descriptive Language\*\*:** Describe the desired voice or attitude in the prompt itself. For example, you could say, "Write a response with a friendly and upbeat tone" or "Provide an answer with a formal and professional demeanor."

2. **\*\*Provide Examples\*\*:** Offer examples of the desired voice or attitude to give the AI model a clear understanding of what you're looking for. You could include phrases or sentences that illustrate the tone you want to convey.

3. **\*\*Set the Context\*\*:** Provide context for the prompt that informs the AI model about the situation or scenario. The context can help guide the voice or attitude of the response. For example, if the prompt is related to customer service, you might specify a helpful and empathetic tone.

4. **\*\*Use Emotive Language\*\*:** Incorporate emotive language or adjectives that convey the desired tone or attitude. For instance, you could use words like "enthusiastic," "confident," "sincere," or "authoritative" to indicate the desired voice.

5. **Reference a Persona**: If you have a specific persona or character in mind, reference it in the prompt. For example, you could say, "Write as if you're a knowledgeable expert in the field" or "Imagine you're speaking to a friend in a casual conversation."

6. **Provide Direction in Feedback**: After receiving responses, provide feedback that reinforces the desired voice or attitude. Positive reinforcement can help the AI model understand and replicate the desired tone in future responses.

By incorporating these strategies into your prompts, you can effectively guide the AI model in producing responses with the voice or attitude that matches your desired tone, style, or personality.

#### **Additional tips for adding voice or attitude to your prompts:**

7. **Use Tone Keywords**: Include specific keywords in your prompt that convey the desired tone or attitude. For example, words like "casual," "formal," "humorous," "serious," "sarcastic," or "informative" can help clarify the tone you're looking for.

8. **Provide Contextual Scenarios**: Describe a scenario or situation in the prompt that sets the tone for the response. For instance, you could frame the prompt within a hypothetical scenario that requires a specific attitude or voice.

9. **Consider Your Audience**: Tailor the voice or attitude of the prompt to match the preferences and expectations of your intended audience. Understanding your audience's demographics, interests, and communication style can help guide your choice of tone.

10. **Use Examples of Voice**: Include examples of how you want the response to sound. You could provide snippets of dialogue, quotes, or excerpts from similar content that exemplify the desired voice or attitude.

11. **Provide Visual Inspiration**: Incorporate visual elements or references into the prompt that evoke the desired tone. Images, videos, or GIFs can help convey mood, emotion, and atmosphere, which can influence the voice of the response.

12. **Experiment and Iterate**: Don't be afraid to experiment with different tones, voices, and attitudes in your prompts. Try out variations and iterate based on the quality and appropriateness of the responses you receive.

13. **Consider Cultural Nuances**: Be mindful of cultural nuances and sensitivities when specifying tone or attitude in your prompts. What may be perceived as appropriate or effective in one culture may not translate well in another.

14. **Use Metaphors or Analogies**: Incorporate metaphors, analogies, or storytelling elements into the prompt to convey the desired voice or attitude. These literary devices can help set the tone and engage the AI model in generating responses that align with the narrative.

**By implementing these additional tips, you can further refine your prompts to effectively guide the AI model in producing responses with the desired voice or attitude.**