

Advanced prompting cheat sheet

Build up a strong prompt using 4 parts

Part 1

ONE OR MULTIPLE

Define a role

You are the best...

Accountant / Developer
Translator / UX designer
Marketer / SEO expert
Writer / Copywriter

Part 2

USE ONE

Setting the scene

The text below is...

... an interview with our audience
... the result of a survey
... an export from our database
... a section from my code

Part 3

USE MULTIPLE

Assign tasks

Give a summary
Write a blog
Give me 10 variations
Debug this code
Analyse this text

Part 4

USE MULTIPLE

Set expectations

Maximum 200 words
Use archetype the Explorer
Suitable for LinkedIn
Start with a engaging title
The tone-of-voice is enthusiastic

Example prompt

You are the best analyst and writer. The text below is an interview with our target audience. Give me a summary. Give me the step-by-step of their user journey. Give me a list of problems they are encountering. Give me a list of recommendations they are giving. Use 5 bullet points per list. Use a maximum of 300 words. Use language level B1.

Rule of thumb

The more specific your prompt, the more accurate your result will be. Use as many tasks and expectations as possible to make your result extra powerful.