



How to Get Started

The Basic Prompt Guide

This guide breaks down the foundational principles of writing effective prompts to help you get the best possible output from any AI tool. A good prompt is the single most important factor in getting a good response.

Be Specific and Clear

Avoid vague or open-ended requests. The more detail you provide, the better the AI can understand your intent.

- **Vague:** "Write a blog post about AI."
- **Specific:** "Write a 500-word blog post for a beginner audience about the difference between AI and automation. Use simple analogies and a friendly, conversational tone. Include a clear heading and a concluding paragraph."

Provide Context and Role

Give the AI a role or a persona to adopt. This helps it understand the tone, style, and perspective you're looking for.

- **No Role:** "Explain how to write a good business email."
- **With Role:** "You are a professional communications expert. Explain how to write a concise and effective business email to a client. Include tips for subject lines and a clear call to action."

Define the Format and Constraints

Tell the AI exactly how you want the output to be structured. This saves you time on editing and formatting later.

- **Request:** "Tell me about the benefits of a prompt guide."
- **With Format:** "Create a numbered list of the top 3 benefits of using a prompt guide. For each item, provide a one-sentence summary and a one-sentence example."

Iterate and Refine

Your first prompt may not give you the perfect result, and that's okay. Use the AI's response as a starting point and refine your prompt to improve the output.

- **Initial Prompt:** "Write a summary of the Privacy Act 2020."
- **Refinement:** "That's a good summary. Can you rewrite it to focus only on the sections that are most relevant to a small business owner in New Zealand?"