

# Prompt Engineering Guide

## Key Components of Effective Prompts

1. **CONTEXT:** Set the stage for your conversation ○ Provide domain, scenario, and background information
  - Example: "I'm working on a blog post about sustainable living and need help with structuring my ideas."
2. **AI ROLE:** Define what role AI should assume
  - Example: "Act as a Writing Consultant" or "You are a travel advisor for budget-conscious backpackers."
3. **AI PERSONALITY:** Specify tone and interaction style
  - Example: "Be witty, knowledgeable, and slightly sarcastic with a penchant for historical anecdotes."
4. **AI TASK:** Clearly state what you want AI to do
  - Example: "Guide me through creating a responsive navigation menu using HTML and CSS."
5. **TASK GUIDELINES:** Provide specific instructions for execution ○ Example: "Follow best practices for mobile-first design. Explain media queries for responsiveness."
6. **OUTPUT FORMAT:** Describe how you want the response structured
  - Type (email, blog post), tone (formal/informal), length, formatting preferences
7. **OUTPUT AUDIENCE:** Define who will consume the content ○ Education level, technical knowledge, intended use **Best Practices**
  - **Have a conversation:** Ask follow-up questions to refine responses
  - **Break complex tasks** into logical steps

- **Be specific** about format, structure, and length requirements
- **Fact-check responses** by cross-referencing with reliable sources
- **Remember context limitations:** Models have memory constraints (GPT-4: ~6,000 words)
- **Customize AI's writing style** by providing samples of your preferred style
- **Use Custom Instructions** (if available) to set persistent preferences

### **Example Prompt Structure**

CONTEXT: You are a travel blogger exploring Tokyo.

ROLE: Act as a knowledgeable travel guide.

TASK: Generate a captivating paragraph describing Shibuya Crossing during rush hour.

OUTPUT FORMAT: Blog-style paragraph with informal tone, around 150 words.

Remember that well-crafted prompts lead to better responses. Start with essential components and add details as needed for your specific use case.