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Simple Guide to Effective Prompting

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If you've ever tried using ChatGPT (or any AI tool) and thought, "Why doesn't it get what I want?", the problem probably wasn't the AI — it was the prompt.

A *prompt* is just what you type into the AI to get a result. The clearer your prompt, the better your result.

This guide will help you write better prompts — no tech talk, just plain English.

1   What Is a Prompt?

A prompt is a short instruction or question you give the AI.
Think of it like talking to an assistant — the clearer your instructions, the better job they'll do.
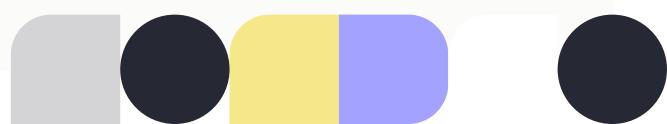
Example:

- ❌ "Write about coffee."

- ✅ "Write a 200-word blog post about the health benefits of black coffee in a friendly tone."

See the difference? The second version gives direction on **length, topic,** and **tone**.

2   The Basic Prompt Formula

Here's a simple structure that works almost every time:

Role + Task + Details + Format + Tone

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Let's break that down:

- Role: Who do you want the AI to act as? (e.g. "Act as a social media expert.")

- Task: What do you want it to do? (e.g. "Write a short caption.")

- Details: Add specifics. (e.g. "For an Instagram post promoting a skincare product.")

- Format: How should it present the answer? (e.g. "Give me 3 options.")

- Tone: What style do you want? (e.g. "Make it friendly and confident.")

Example prompt using the formula:

> *Act as a social media expert. Write 3 short Instagram captions promoting a new eco-friendly water bottle. Keep them fun and friendly.*

## 3 Role Prompts (Why They Work)

NOTE: This ties in with Omni AI's 'Persona's'.

Persona's are in-depth 'Role' assignments. When using a Persona, you do not need to assign a role in your prompt, as the Persona already covers that.

With that in mind, if you use Omni AI a lot to write, let's say copywriting, you can create a Copywriting Persona to save time.

When you assign a role, the AI tailors its response to that mindset. It's like saying, "Pretend you're this type of expert."

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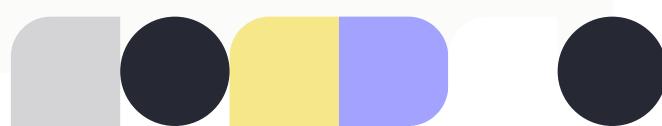
Examples:

- "Act as a professional copywriter who specialises in product descriptions.

- "Act as a friendly customer service trainer."

- "Act as a marketing strategist for small businesses."

This gives the AI context — and context = better answers.

4 Prompt Examples by Use Case

Let's go through **five** popular ways people use AI — with examples for each.

A. Offer Clarity & Positioning
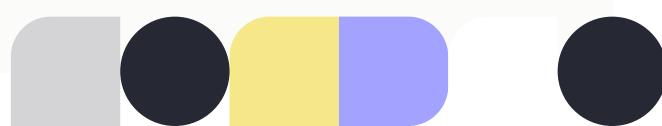
Goal: **Write blogs, posts, emails, etc.**

Prompt Example:

Act as a social media expert. Write 3 short Instagram captions promoting a new eco-friendly water bottle. Keep them fun and friendly.

Variation:

Give me 10 TikTok video ideas about productivity for freelancers. Include a catchy hook for each.

B. Conducting Research

Goal: **Gather information quickly without endless Googling.**

Prompt Example:

Act as a research assistant. Summarise the top 5 recent studies on how AI is changing customer service. Include the source name, year, and one key finding from each.

Variation:

List 10 popular online communities where small business owners discuss marketing tips. Include links if available.
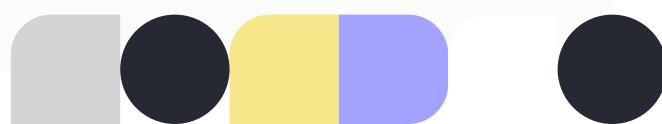
C. Brainstorming Ideas

Goal: **Get inspiration for new projects, offers, or angles.**

Prompt Example:

Act as a creative consultant. Give me 10 unique business ideas that combine fitness and mental health. Explain each in one sentence.

Variation:

Brainstorm 10 lead magnet ideas for a freelance designer who helps small businesses with branding.

D. Learning or Skill-Building

Goal: **Understand a concept or learn step-by-step.**

Prompt Example:

Act as a teacher. Explain how SEO works to a beginner with no technical knowledge. Use simple language and examples.

Variation:

Teach me how to write a product description that sells. Give me the steps and an example.

E. Problem-Solving or Planning

Goal: **Get structured help to figure something out.**

Prompt Example:

Act as a business coach. Help me plan a 30-day content calendar for Instagram to promote my new service. Include 4 weekly themes and example post ideas.

Variation:

Act as a time management expert. Create a weekly schedule for someone who works full-time and runs a side business.

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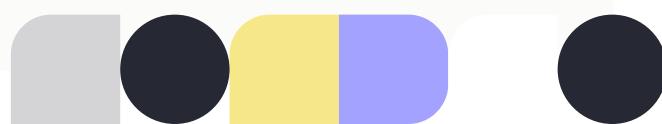
5 Simple Tips for Better Prompts

1. **Be specific.** The more detail you give, the better the output.

   Instead of "Write a post," try "Write a 100-word post to motivate small business owners to take action on their goals."

2. **Set limits.** Ask for a word count, number of ideas, or format.

   "Give me 5 headline options under 10 words each."

3. **Use follow-up prompts.** If the first answer isn't perfect, ask the AI to adjust.

   "Make it sound more confident." or "Add an example."

4. **Use examples.** Show what you want.

   "Write a caption like this: [insert example]."

5. **Test variations.** Small changes in wording can improve results.

   Try "Explain like I'm five" vs. "Explain to a professional audience."

6 Quick Prompt Templates You Can Steal

For blog posts:

   Act as an SEO writer. Write a [word count] blog post about [topic]. Make it [tone] and include [key points].

For social media:

   Act as a [platform] strategist. Write [number] post ideas for [goal/audience]. Keep them [style/tone].

For learning something:

   Explain [topic] to me like I'm a beginner. Use examples and avoid jargon.

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For research:

> Summarise the top [number] [sources/studies/articles] about [topic]. Include key findings and dates.

For planning:

> Act as a productivity coach. Create a [timeframe] plan to achieve [goal]. Break it into daily or weekly steps.

⑦ Final Thoughts

Think of prompting as *talking to a smart assistant who can do almost anything — but only if you tell it exactly what you want.*
If you can describe what you need clearly and directly, you'll get powerful results every time.

Prompting Quick Reference Guide

The Basic Formula

Role + Task + Details + Format + Tone

✅ **Example:**
Act as a social media expert. Write 3 short Instagram captions promoting a new eco-friendly water bottle. Keep them fun and friendly.

Why It Works

- **Role** = gives context
- **Task** = tells what to do
- **Details** = adds direction
- **Format** = sets structure
- **Tone** = defines personality

Popular Roles

- Content writer
- Marketing strategist
- Research assistant
- Business coach
- Teacher
- Creative consultant

Prompt Templates

Blog Post:

Act as an SEO writer. Write a [word count] blog post about [topic]. Make it [tone] and include [key points].

Social Media:

Act as a [platform] strategist. Write [number] post ideas for [goal/audience]. Keep them [style/tone].

Learning:

Explain [topic] to me like I'm a beginner. Use examples and avoid jargon.

Research:

Summarise the top [number] [sources/studies/articles] about [topic]. Include key findings and dates.

Planning:

Act as a productivity coach. Create a [timeframe] plan to achieve [goal]. Break it into daily or weekly steps.
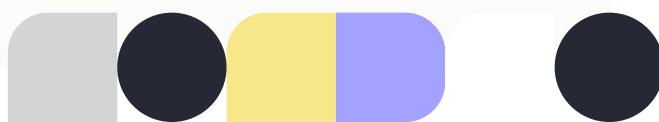
Prompt Templates

Content:

Act as a content writer. Write a 500-word blog on how small businesses can use email marketing to increase customer loyalty. Use short paragraphs and a friendly tone.

Research:

Act as a research assistant. Summarise 5 studies on how AI improves customer service. Include source, year, and one key finding each.

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Brainstorming:

Act as a creative consultant. Give me 10 unique business ideas that combine fitness and mental health.

Learning:

Act as a teacher. Explain SEO to a beginner using simple language and examples.

Planning:

Act as a business coach. Create a 30-day content calendar for Instagram to promote my new service.

Tips for Better Results

- ✅ Be specific (topic, tone, format, length)

- ✅ Add examples if you have them

- ✅ Use follow-ups ("Make it more casual.")

- ✅ Ask for lists, steps, or summaries

- ✅ Test variations ("Explain like I'm 5" / "Explain to an expert")