ADVANCED CHATGPT PROMPT ENGINEERING:

From Basic to Expert in 7 Days

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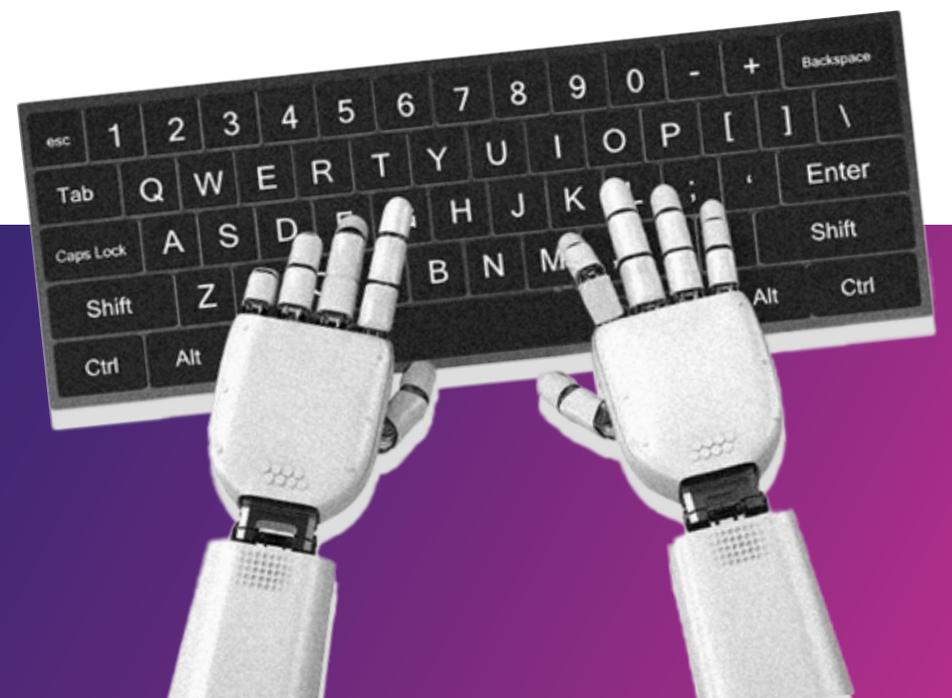
Welcome to Your Prompt Engineering Journey!

Hey there, AI explorer! If you're reading this, you're already using AI tools like ChatGPT—but let's be honest, there's a world of difference between using AI and engineering it to deliver exactly what you need.

This playbook isn't just another library of isolated prompts. It's your 7-day transformation from "Uhh, ChatGPT, please help?" to "I have engineered a precise system to extract exactly the insights I need."

What makes this different from basic guides? By Day 7, you'll have built your own custom prompt engineering system that rivals what the pros use.

Build valuable AI skills that make you money, save time, and give you a ridiculous advantage in a world where everyone else is still figuring out how to use AI in their workflows.

Where Are You Now?

Before we dive in, let's figure out where you're starting from.
Answer these questions to gauge your current prompt engineering level:

#1 **When asking ChatGPT a question, I typically:**

A. Ask whatever pops into my head, then get frustrated when it doesn't work

B. Try to be specific about what I want

C. Include some context and expectations

D. Structure my queries with specific roles, context, and instructions

#2 **If ChatGPT gives me a response I don't like, I usually:**

A. Give up and try something else

B. Ask the same question again and hope for a better answer

C. Refine my question with more details

D. Analyze what went wrong and systematically improve my prompt structure

#3 **When working on a complex task with AI, I:**

A. Try to explain everything in one giant prompt

B. Break it down into smaller questions

C. Use a series of related prompts with some structure

D. Build a system of prompts with clear dependencies and workflows

#4 **When I need specialized knowledge or tone in a response, I:**

A. Just hope AI figures it out

B. Mention it briefly ("write like an expert")

C. Describe the expertise needed in some detail

D. Create detailed expert personas with specific backgrounds and approaches

SCORING:
Mostly A's: Beginner - You'll see dramatic improvements fast

Mostly B's: Casual User - Ready for some serious leveling up

Mostly C's: Advancing - Time to formalize your approach

Mostly D's: Experienced - Let's refine your systems and specialize

No matter where you're starting, this playbook will push your skills to the next level. Let's get to it!
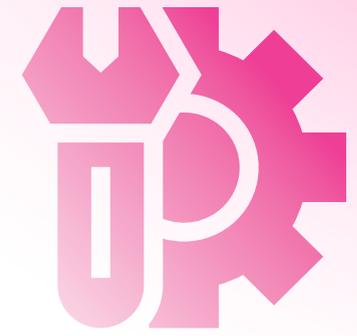
Engineering Mindset & Foundations

The Prompt Engineering Mindset

Here's the most important shift you need to make right now: ChatGPT isn't a search engine – it's a reasoning engine you need to guide precisely.

Using ChatGPT without prompt engineering is like cooking a meal following your grandma's instructions to put "a pinch of this" and a bit of that. Sometimes delicious, maybe edible, but never how you want it.

So let's dig into a precise recipe of engineering prompts that works every time, rather than relying on luck and hoping your dish will come out just how you like it (sorry grandma, I need precise instructions!).

The Mental Shift That Changes Everything:

Instead of thinking...	Start thinking...
"What question should I ask?"	"What system should I design?"
"Why didn't it understand me?"	"How can I adapt my instructions?"
"I hope it gives me what I want."	"I will guide it to produce exactly what I need."

This isn't just semantics – it's a fundamental change in approach that will 10x your results.

The 3 Principles of Effective Prompt Engineering:

1. **Clarity over brevity -** Being clear is more important than being concise

2. **Direction over correction -** Guide first, then refine

3. **Systems over questions -** Build frameworks, not just queries

Zero-Shot Design Mastery

Zero-shot prompting means getting AI to perform a task without examples. It's the foundation of everything we'll build.

The Zero-Shot Formula:

Role: Specify who/what you want the AI to be

Context: Provide relevant background information

Task: Clearly state what needs to be done

Format: Define how the response should be structured

Parameters: Set any constraints or special requirements

From Basic to Engineered:

BASIC: "Write a sales email about our new software."

ENGINEERED: "You are an experienced B2B sales copywriter specializing in enterprise software. I need you to write a sales email about our new inventory management software called StockSense. Our target audience is operations managers at mid-sized manufacturing companies who currently use manual processes and spreadsheets. The email should highlight time savings, error reduction, and easy integration. Format the email with a compelling subject line, 3-4 short paragraphs, and a clear call-to-action. Keep the tone professional but conversational."

# The Dramatic Difference in Results

Basic Prompt Results:

- Generic features without specific benefits
- Missing personalization and targeting
- No clear call-to-action
- Average engagement and conversion rates

Engineered Prompt Results:

- Precisely targeted to the right audience
- Specific, tangible benefits that resonate
- Clear next steps for prospects
- 3-5x higher engagement and conversion
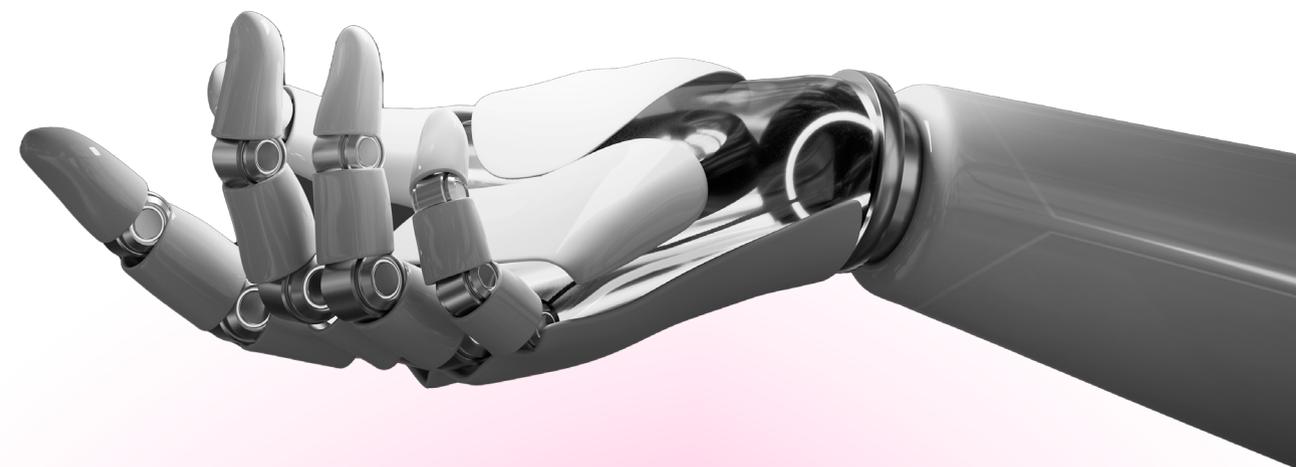
Quick-Win Industry Templates

For Marketing:

You are a [specific marketing role] with expertise in [industry/channel].

I need [specific content type] for [product/campaign] targeting [audience].

Our key message is [value proposition].

The content should [specific goals] and include [required elements].

Format it as [structure details] with a [tone] tone.

For Business Analysis:

You are a [type of analyst] specializing in [industry/methodology].

I need an analysis on [topic/problem] within [context/timeframe].

The key factors to consider are [variables/constraints].

Present your analysis as [format] with [specific sections].

Include [data points/metrics] and recommendations for [goal].

For Content Creation:

You are a [type of content creator] who excels at [style/format].

Create a [content type] about [topic] for [audience].

The content should convey [key message/emotion] and include [elements].

Format it as [structure] with [tone] tone.

Optimize it for [platform/medium] and include [technical requirements].

Day 1 Workshop:
Transform Your Basic Prompts

Take these basic prompts and transform them using the Zero-Shot Formula:

1. "Give me ideas for my blog."

2. "Help me with my presentation."

3. "Write a social media post."

For each, apply the formula by specifying a role, providing context, clarifying the task, defining the format, and adding any constraints.

After transformation, analyze the difference in:

- Specificity of outputs

- Relevance to your needs

- Overall quality

- Time saved on editing/revisions

Advanced Framework Design

The ROSES Framework: Your Prompt Engineering Power Tool

While there are many prompt frameworks, ROSES is the most versatile and comprehensive for complex tasks.
This single framework can transform your prompt results dramatically.

ROSES Breakdown:

R	O	S	E	S
Role	**Objective**	**Scenario**	**Expected Solution**	**Steps**
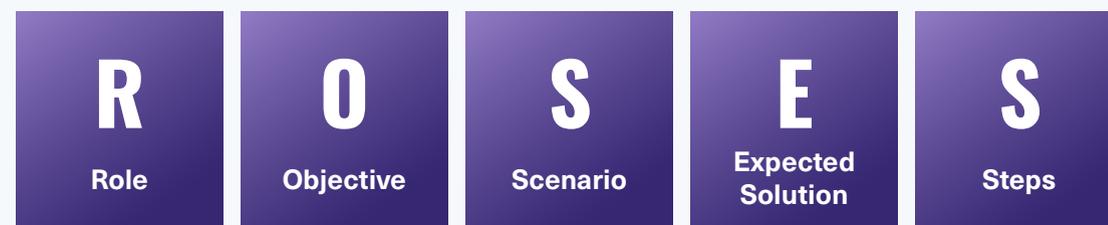
- **Role:** Define the AI's expertise/identity

- **Objective:** State the goal clearly

- **Scenario:** Describe the situation

- **Expected Solution:** Specify the desired outcome

- **Steps:** List the process to follow

Why ROSES Outperforms Basic Prompts:

1. **Role Alignment -** Properly positions the AI's expertise

2. **Clear Goal Setting -** Establishes precise objectives

3. **Contextual Awareness -** Grounds the task in reality

4. **Outcome Definition -** Creates clear success criteria

5. **Process Guidance -** Maps the path to follow

Master Each Component of ROSES

Role Crafting

Don't just assign a generic role like "expert." Be specific about:

- Area of expertise
- Experience level
- Perspective/approach

EXAMPLE:

"You are a senior financial analyst with 15+ years of experience in SaaS business models and a background in venture capital fundraising."

PRO TIP:

Add details that shape how the AI "thinks" about problems. A "data-driven marketer" will approach problems differently from a "creative marketer."

Objective Clarity

The objective should be:

- Single-focused
- Measurable
- Action-oriented

EXAMPLE:

"Your objective is to create a pricing strategy that increases our average contract value by 20% while maintaining or improving customer conversion rates."

PRO TIP:

Start objectives with action verbs (Create, Analyze, Develop, Optimize) to drive clear outputs.

Scenario Development

Provide context that includes:

- Current situation
- Relevant constraints
- Key stakeholders
- Available resources

EXAMPLE:

"We're a B2B SaaS company with 230 customers, average contract value of $12,000/year, and 70% of our users on the basic tier. Our competitors recently raised prices by 15%, and we haven't updated pricing in 18 months."

PRO TIP:

Think like a movie director setting the scene—give the AI the background it needs to understand the full picture.

Expected Solution Definition

Clearly articulate:

- Deliverable format
- Level of detail
- Specific elements to include
- Success criteria

EXAMPLE:

"Provide a detailed pricing strategy recommendation in a structured format including: 1) New pricing tiers with specific price points, 2) Feature allocation across tiers, 3) Grandfather policy for existing customers, 4) Implementation timeline, and 5) Communication strategy."

PRO TIP:

Being ultra-specific here prevents the need for multiple revisions later.

Steps Specification

Break down the process into:

- Sequential actions
- Logical progression
- Specific methodologies to use

EXAMPLE:

"First, analyze our current pricing relative to competitors. Second, undervalued features should be identified based on customer usage data. Third, model 3 pricing scenarios with potential revenue impact. Fourth, recommend the optimal approach with justification."

ROSES Template for Business Applications

ROLE: You are a [specific professional] with [X years] of experience in [industry/field] and a background in [relevant expertise].

OBJECTIVE: Create/Develop/Analyze [specific deliverable] that will [measurable outcome] for [target audience/ company].

SCENARIO: [Company/team description] is facing [current situation]. The key constraints include [limitations]. Important contextual factors include [relevant details]. Available resources include [tools/data/team/budget].

EXPECTED SOLUTION: Deliver a [format] that includes [specific element 1], [specific element 2], and [specific element 3]. The solution should be [length/detail level] and focus on [key priorities].

STEPS:

1. Begin by [first step] considering [relevant factors]

2. Then [second step] with emphasis on [important aspect]

3. Next, [third step] using [specific methodology/approach]

4. Finally, [final step] to ensure [quality check]

Real-World ROSES Examples

For Content Marketing:

ROLE: You are a seasoned content strategist specializing in B2B SaaS marketing and an expert in creating educational content that drives leads.

OBJECTIVE: Develop a content plan for Q3 2024 that will increase our blog traffic by 30% and generate at least 200 marketing-qualified leads.

SCENARIO: Our company offers project management software for creative agencies. We currently publish 2 blog posts per week, but see minimal engagement. Our competitors produce in-depth guides and case studies that rank well. We have a team of 2 writers and a $5,000 monthly budget for content production.

EXPECTED SOLUTION: Provide a comprehensive content plan in spreadsheet format with the following elements: 1) 12 content topics with SEO-optimized titles, 2) Content types and word counts, 3) Promotional channels for each piece, 4) Expected outcomes, and 5) Production timeline.

STEPS:

1. Research top-performing keywords in our industry using SEO data

2. Identify content gaps compared to competitors

3. Develop content themes based on our buyers' journey

4. Create a production and promotion schedule

5. Include metrics for tracking performance

For Business Analysis:

ROLE: You are a business intelligence analyst with expertise in retail economics and consumer behavior trends.

OBJECTIVE: Analyze our potential expansion into the luxury goods segment to determine if we can achieve a 15% market share within 24 months.

SCENARIO: Our company operates in the mid-market fashion segment with 42 retail locations and an e-commerce platform. Luxury goods represent a new market with different margin structures and customer expectations. We've conducted preliminary market research showing 62% brand recognition among luxury consumers. Competitors include established luxury brands with 20+ years in the market.

EXPECTED SOLUTION: Deliver a market entry analysis report with: 1) Market size and growth projections, 2) Competitive landscape assessment, 3) Required investment and expected ROI, 4) Risk factors with mitigation strategies, and 5) Go/no-go recommendation with supporting data.

STEPS:

1. Assess current market conditions and growth trends in luxury retail

2. Analyze our brand positioning relative to established luxury players

3. Calculate the required capital investment and operating costs

4. Project revenue scenarios (best, likely, worst case)

5. Provide a final recommendation with an implementation timeline

Build Your First ROSES Framework

1. Select a task you need to accomplish this week

2. Create a complete ROSES framework for this task

3. Compare the results to how you would have approached it before

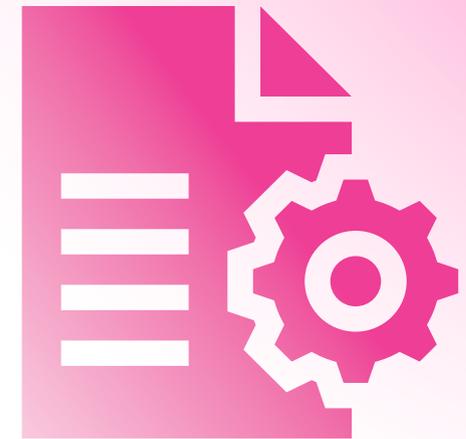4. Note specific improvements in quality, detail, and actionability

REMEMBER:

The more specific you make each section, the better your results will be!

Example-Driven Engineering

Token Economics: Understanding the Currency of AI

Every word in your prompt costs tokens (the units AI models process text in). Being token-efficient saves money, speeds up processing, and makes room for more complex tasks.

Token Fundamentals:

- A token is roughly 3/4 of a word in English

- GPT-4 models have context windows from 8K-32K tokens

- Both your prompt and the AI's response count toward this limit

- Every token costs money (especially important at scale)

Token Optimization Techniques:

1. **Eliminate Redundancy -** Say it once, clearly

2. **Use Shorthand for Instructions -** Develop concise instruction patterns

3. **Leverage Format Over Explanation -** Show, don't tell

4. **Prioritize Information -** Most important details first

Before and After Token Optimization:

BEFORE (73 tokens):
"I would like you to help me write a professional email to a client who has requested information about our services. The email should be friendly but professional in tone."

AFTER (47 tokens):
"Write a professional client email about our services. Tone: friendly yet professional."

Token Calculation Tool:

Use this quick reference to estimate tokens:

1 token ≈ 4 characters or ¾ of a word

100 tokens ≈ 75 words

1,000 tokens ≈ 750 words or 3/4 page

Few-Shot System Design

Few-shot prompting is showing the AI examples of what you want before asking it to do something similar. It's like training your AI with demonstrations.

Why Examples Matter:

Examples aren't just helpful extras—they're precise calibration tools. They communicate patterns that might take hundreds of words to explain.

The Architecture of Effective Examples:

1. **Parallel Structure -** All examples follow the same format

2. **Diverse Content -** Examples cover different scenarios while maintaining the pattern

3. **Strategic Progression -** Order from simple to complex

4. **Clear Delineation -** Visibly separate input from output in examples

Example of Few-Shot System:

I need you to classify customer feedback into categories: Product, Service, or Billing.

Example 1:
Input: "The software keeps crashing when I try to export reports."
Output: Product

Example 2:
Input: "Your support team took three days to respond to my urgent request."
Output: Service

Example 3:
Input: "I was charged twice for my monthly subscription."
Output: Billing

Now classify this feedback:
"I don't understand how to use the new dashboard feature."

When to Use Few-Shot vs. Zero-Shot:

Use Few-Shot When	Use Zero-Shot When
The task has subtle patterns	The task is straightforward
You need a very specific format	You're exploring possibilities
Past attempts have been inconsistent	You're starting fresh
You have ideal examples ready	You need maximum flexibility

Chain-of-Thought Reasoning

Chain-of-Thought (CoT) prompting guides the AI through explicit reasoning steps, dramatically improving performance on complex analytical tasks.

Why Chain-of-Thought Works:

1. **Explicit Reasoning -** Forces the model to show its work

2. **Error Detection -** Makes it easier to spot logical flaws

3. **Complexity Management -** Breaks down difficult problems

4. **Thoroughness -** Prevents skipping important considerations

Basic CoT Structure:

[Problem statement]

To solve this, I'll think through it step-by-step:

Step 1: [First reasoning step]
Step 2: [Second reasoning step]
Step 3: [Third reasoning step]

Therefore, the answer is [conclusion].

Example: Standard vs. Chain-of-Thought Prompt

STANDARD:

A store has a sale where if you buy 2 items, you get the third at 50% off (with the discount applying to the least expensive item). How much will I pay if I buy three items costing $85, $40, and $55?

CHAIN-OF-THOUGHT:

A store has a sale where if you buy 2 items, you get the third at 50% off (with the discount applying to the least expensive item). If I buy three items costing $85, $40, and $55, how much will I pay?

To solve this problem, let's think step-by-step:

Step 1: First, I'll identify the least expensive item among the three. The items cost $85, $40, and $55. The least expensive is $40.

Step 2: Calculate the discount on the least expensive item. The discount is 50% of $40 = $40 × 0.5 = $20.

Step 3: Calculate the original total cost without the discount. Original total = $85 + $40 + $55 = $180.

Step 4: Subtract the discount from the original total. Final price = $180 - $20 = $160.

Therefore, I will pay $160 for the three items.

The REASON Framework for Analytical Tasks

For complex analytical challenges, use this structured approach:

R	**E**	**A**	**S**	**O**	**N**
Reflect	Explore	Analyze	Solve	Observe	Notify

- **Reflect -** Consider the problem carefully

- **Explore -** Investigate multiple approaches

- **Analyze -** Break down the chosen approach

- **Solve -** Work through each step methodically

- **Observe -** Check for errors or inconsistencies

- **Notify -** Present the final answer with justification

Chain-of-Thought for Business Analysis:

[Business scenario description]

To analyze this situation thoroughly, I'll break it down step-by-step:

Step 1: Identify the key factors and stakeholders.
[List and describe each]

Step 2: Evaluate the available options.
[Describe each option with pros/cons]

Step 3: Consider potential outcomes and impacts.
[Detail possible results of each option]

Step 4: Apply relevant frameworks or principles.
[Use appropriate analytical tools]

**Step 5:** Weigh tradeoffs and constraints.
[Compare options against constraints]

Step 6: Recommend the optimal course of action.
[Provide justified recommendation]

Build Example-Driven Systems

1. **Few-Shot Exercise:** Create a few-shot prompt for a classification or categorization task you frequently perform (e.g., categorizing leads, sorting content ideas, evaluating opportunities)

2. **Chain-of-Thought Exercise:** Build a reasoning prompt for a complex business decision (e.g., market-entry, resource allocation, strategic prioritization)

3. **Compare Results:** Test both methods and document:

   • Quality and depth of analysis

   • Accuracy of conclusions

   • Time saved vs. traditional methods
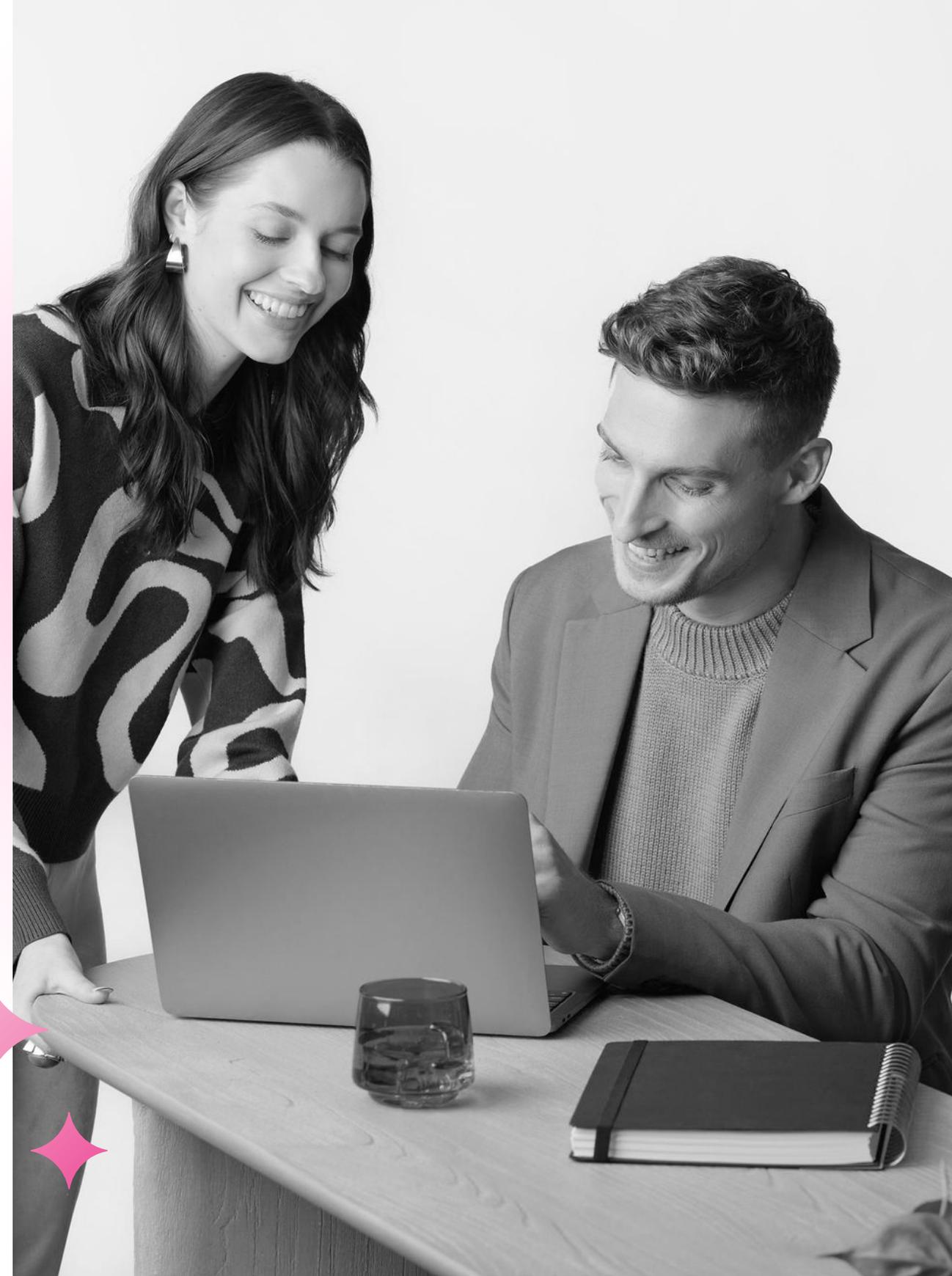
Format & Output Control

Mastering Output Formats

Precise format control ensures AI delivers exactly what you need in your required structure, without manual reformatting.

Why Format Matters:

1. Improves readability and usability
2. Creates consistency across multiple outputs
3. Saves time on reformatting
4. Enables easier integration with other systems
5. Enhances the visual hierarchy of information

### Format Control Techniques:

1. **Explicit Structure Definitions -** Detail exactly how information should be organized
2. **Format Examples -** Show examples of desired formatting
3. **Markdown/HTML Specifications -** Request specific formatting syntax
4. **Tables and Lists Parameters -** Define how data should be arranged
5. **Custom Delimiter Systems -** Create your own organization system

The FORMAT Framework

Use this framework to create precise output structures:

F	O	R	M	A	T
Form	Organization	Representation	Markup	Arrangement	Terminology

- **Form -** Overall structure (document, list, table, etc.)

- **Organization -** Hierarchy and grouping

- **Representation -** How specific elements appear

- **Markup -** Styling and emphasis

- **Arrangement -** Sequence and ordering

- **Terminology -** Consistent naming conventions
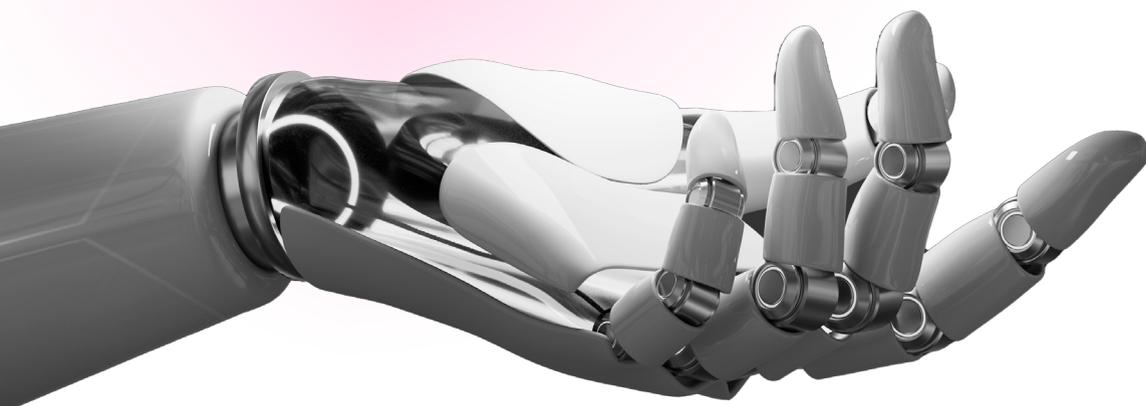
Format Specification Example:

BASIC:

Make a list of the top 5 marketing channels.

ENGINEERED:

Format the output as follows:

MARKETING CHANNEL ANALYSIS

Top 5 Channels Ranked

1. [Channel Name]

Effectiveness Rating: [1-10]

Best for: [primary use case]

Key advantage: [main benefit]

Notable limitation: [main drawback]

Typical ROI range: [percentage or multiplier]

2. [Continue pattern for remaining channels]

Selection Methodology

[Brief explanation of ranking criteria]

Implementation Considerations

[Bullet points of important factors]

Common Format Control Methods:

Table Specifications

Present the data in a table with the following columns:

- Column 1: [Name]

- Column 2: [Description]

- Column 3: [Metric 1]

- Column 4: [Metric 2]

Sort the table by [column] in [ascending/descending] order.

Hierarchical Structures

Organize the content with this hierarchy:

1. Level 1 Headers: Main categories

2. Level 2 Headers: Subcategories

   * Level 1 Bullets: Key points

     * Level 2 Bullets: Supporting details

3. Numbered lists only for sequential steps

Custom Delimiters

Separate different sections using triple dashes (---).

For each concept, format as:

CONCEPT NAME: [Name]

DEFINITION: [Definition]

EXAMPLE: [Example]

APPLICATION: [Practical application]

Building Error-Resistant Prompts

Even the best AI systems can make mistakes. Engineering your prompts for error handling improves reliability and reduces problematic outputs.

Common AI Error Types:

1. **Hallucinations -** Making up facts or details

2. **Relevance Drifting -** Going off-topic gradually

3. **Reasoning Failures -** Making logical errors

4. **Consistency Issues -** Contradicting itself

5. **Context Misinterpretation -** Missing key information

Error Prevention Strategies:

1. **Reality Anchoring -** Tie responses to verifiable information

2. **Self-Verification -** Ask the AI to check its own work

3. **Explicit Constraints -** Define what NOT to do

4. **Fallback Protocols -** Define how to handle uncertainty

5. **Fact Separation -** Distinguish facts from opinions/analysis

Error-Resistant Prompt Template:

[TASK DESCRIPTION]

To complete this task effectively:

1. Only use information explicitly provided in this prompt. If information is missing, acknowledge the gap rather than making assumptions.

2. For any factual claims, evaluate your confidence level as [High/Medium/Low]. For Low confidence items, indicate this clearly.

3. If you need to assume to proceed, explicitly label it as such and explain why it's necessary.

4. After completing the primary task, review your response for these common errors:
   - Factual accuracy
   - Logical consistency
   - Direct relevance to the original question
   - Appropriate level of detail

5. If you detect a likely error in your response, correct it and explain the correction.

Bias Mitigation Techniques

All AI systems have inherent biases. Actively engineering your prompts to mitigate bias leads to more balanced, fair, and accurate outputs.

Types of AI Bias to Address:

1. **Demographic Bias -** Favoring certain groups

2. **Recency Bias -** Overemphasizing recent events

3. **Availability Bias -** Overrepresenting common examples

4. **Framing Bias -** Being influenced by how a question is framed

5. **Confirmation Bias -** Seeking evidence for a pre-existing view

Bias Mitigation Strategies:

1. **Perspective Rotation -** Explicitly request multiple viewpoints

2. **Neutral Framing -** Present questions without leading language

3. **Demographic Balancing -** Request inclusive examples

4. **Counter-Stereotype Prompting -** Ask for examples that break stereotypes

5. **Evidence Balancing -** Request pros/cons or supporting/ opposing evidence

Bias Mitigation Prompt Template:

[TASK DESCRIPTION]

To ensure a balanced and fair response:

1. Consider this topic from multiple perspectives, including [list relevant stakeholder viewpoints].

2. Include evidence and reasoning that both support and challenge the main conclusions.

3. Use inclusive examples that represent diverse demographics and scenarios.

4. Avoid defaulting to majority perspectives or stereotypical examples.

5. Acknowledge areas of uncertainty or where legitimate differences of opinion exist.

6. Use neutral language that doesn't favor one position over others.

Day 4 Workshop:

Format & Error Control

1. **Format Engineering Exercise:**
   - Choose a type of content you regularly create
   - Design a custom format specification
   - Test and refine until you get precisely the structure you need

2. **Error Resistance Exercise:**
   - Identify a task where AI errors would be problematic
   - Apply error prevention strategies
   - Test with challenging inputs to verify robustness

3. **Bias Mitigation Exercise:**
   - Select a topic that could benefit from balanced treatment
   - Implement bias mitigation techniques
   - Compare results with and without bias controls
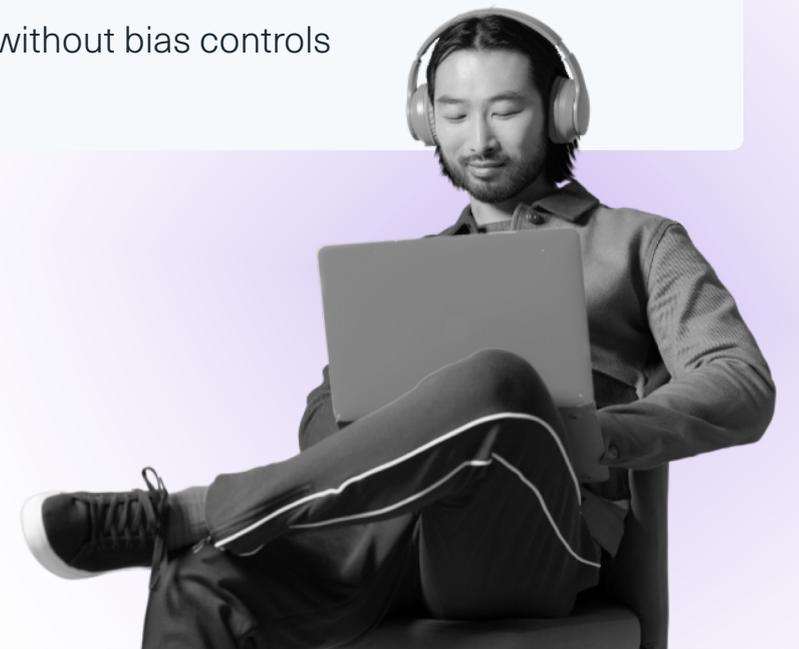
Persona & Context Engineering

AI Persona Crafting

AI personas go beyond simple role assignments to create consistent, specialized responses aligned with specific expertise and communication styles.

The Anatomy of an Effective AI Persona:

1. **Expertise Domain -** Specific knowledge area

2. **Experience Level -** Depth and breadth of knowledge

3. **Perspective -** Philosophical or methodological approach

4. **Communication Style -** Vocabulary, tone, and structure

5. **Reasoning Pattern -** How the persona processes information

From Basic Roles to Engineered Personas:

BASIC ROLE: "You are a marketing expert."

ENGINEERED PERSONA: "You are a senior direct response marketing specialist with 15+ years of experience in e-commerce and subscription businesses. You take a data-driven approach focused on conversion optimization and customer lifetime value. You communicate with a blend of strategic insights and tactical specificity, always backing claims with examples or data. You prioritize ROI-positive recommendations and tend to analyze problems through the lens of customer psychology and behavioral economics."

The VOICE Framework for Persona Creation

V	O	I	C	E
Viewpoint	**Occupation**	**Intelligence**	**Communication**	**Emphasis**

- **Viewpoint -** Philosophical approach and beliefs

- **Occupation -** Professional role and experience

- **Intelligence -** Knowledge base and reasoning style

- **Communication -** Language patterns and style

- **Emphasis -** Values and priorities

Persona Template:

You are a [experience level] [specific occupation] with expertise in [domains] and a background in [relevant experience]. You approach problems from a [philosophical viewpoint] perspective, emphasizing [key values]. Your communication style is [tone descriptors], focusing on [structural preferences]. When analyzing issues, you prioritize [reasoning methodology] and tend to [characteristic behavior].

Strategic Constraint Design

Strategic limitations guide AI toward focused, higher-quality outputs by narrowing possibilities and clarifying boundaries.

Types of Effective Constraints:

1. **Format Constraints -** Structure, length, sections

2. **Content Constraints -** Topics, terminology, focus areas

3. **Stylistic Constraints -** Tone, complexity, formality

4. **Methodological Constraints -** Approaches, frameworks

5. **Perspective Constraints -** Viewpoints, biases to include/exclude

Constraint Template for Different Objectives:

FORMAT:

- Structure as [specific format]

- Length should be [word/section count]

- Include [specific elements]

- Exclude [elements to avoid]

CONTENT:

- Focus on [specific topics/areas]

- Incorporate [required elements]

- Avoid discussing [excluded topics]

- Use terminology from [specific field]

STYLE:

- Maintain a [tone descriptor] tone

- Write at a [complexity level]

- Use [sentence structure preference]

- [Any specific stylistic guidelines]

METHODOLOGY:

- Approach using [specific framework]

- Prioritize [methodological preference]

- Analyze through [specific lens]

- Build arguments based on [reasoning approach]

PERSPECTIVE:

- Consider viewpoints of [stakeholders]

- Acknowledge [specific considerations]

- Remain neutral on [controversial aspects]

- Emphasize [value priorities]

Context Window Optimization

The context window is your AI's working memory. Managing it effectively is critical for complex tasks.

Context Window Fundamentals:

- GPT-3.5: ~4K tokens (approx. 3,000 words)

- GPT-4: 8K-32K tokens (approx. 6,000-24,000 words)

- Both prompt and previous responses count toward the limit

- When exceeded, the AI loses access to earlier information

The Information Hierarchy Principle:

Structure information in your prompts by priority:

1. **Critical Instructions -** Always first

2. **Task-Specific Context -** Next most important

3. **Examples -** To calibrate output

4. **Background Information -** As needed for depth

5. **Previous Attempts -** If trying to improve results

Strategic Information Ordering Techniques:

1. **Front-Loading -** Put crucial information at the beginning

2. **Chunking -** Group related information together

3. **Signposting -** Use clear headers for different sections

4. **Tiered Relevance -** Most relevant details first

When Context Is Limited, Use:

1. **Summarization First -** Have the AI summarize long content before analysis

2. **Sequential Processing -** Break large tasks into sequential steps

3. **Reference Pointers -** Use numbered lists in earlier prompts to reference later
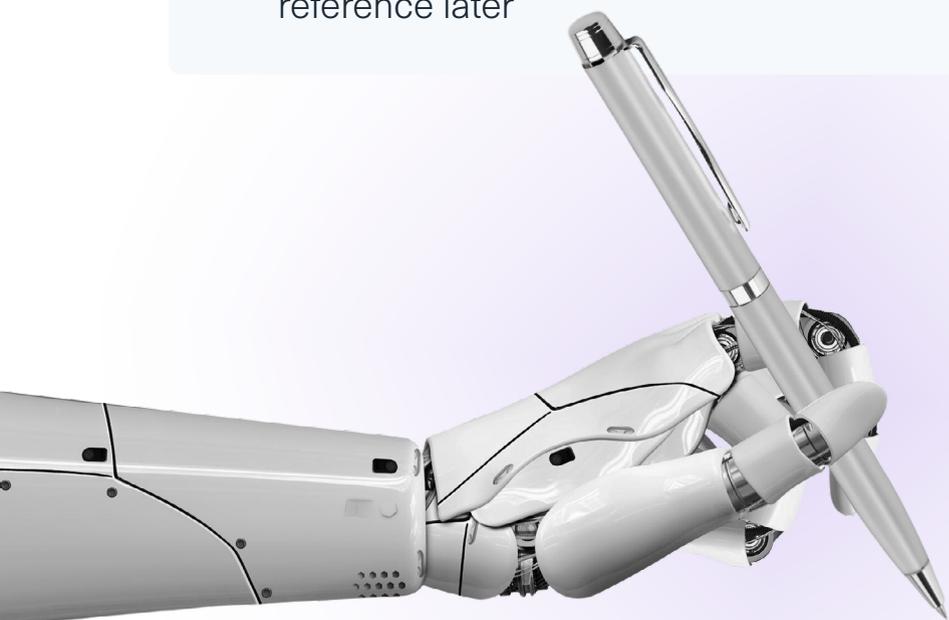
Persona & Context Engineering

1. **Persona Creation Exercise:**

   • Create a detailed persona for a specific professional role relevant to your work

   • Test the persona with a complex task

   • Refine based on results

2. **Constraint Engineering Exercise:**

   • Develop appropriate constraints for a creative task

   • Compare outputs with and without constraints

   • Note improvements in focus and quality

3. **Context Management Exercise:**

   • Design a prompt for a context-heavy task

   • Apply strategic ordering techniques

   • Test context efficiency with large documents or complex tasks

Modular Systems Development
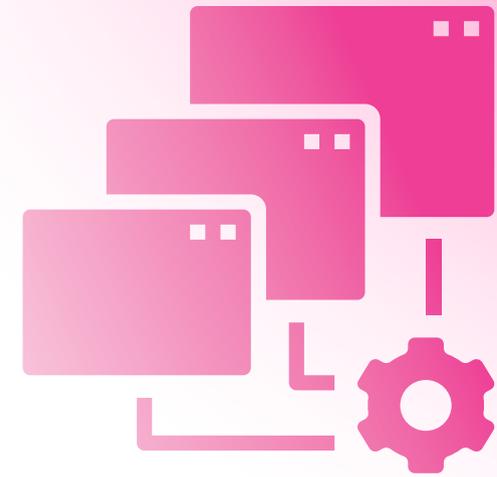
Modular Prompt Architecture

Modular prompting treats prompts like code libraries—creating reusable, combinable components rather than writing everything from scratch each time.

Benefits of Modular Prompting:

1. **Consistency -** Reliable results across similar tasks

2. **Efficiency -** Less time spent rewriting similar prompts

3. **Optimization -** Refine modules over time for better performance

4. **Collaboration -** Share modules with team members

5. **Scalability -** Handle more complex tasks through composition

Core Components of a Modular System:

1. **Base Templates -** Foundation structures for common tasks

2. **Specialized Modules -** Task-specific components to add

3. **Format Libraries -** Reusable output specifications

4. **Persona Definitions -** Consistent expert roles

5. **Instruction Sets -** Reusable process guidelines

The MODULE Framework

Mix and match components strategically

Optimize each module independently

Document module purposes and interactions

Update modules as you learn what works

Link modules coherently with clear interfaces

Evaluate the performance of different combinations

Base Prompt Structure Template:

[PERSONA]
{insert persona module}

[CONSTRAINTS]
{insert constraint module}

[TASK]
{insert task description}

[FORMAT]
{insert format module}

[PROCESS]
{insert process module}

Example: Analysis Module

[ANALYSIS_MODULE]
When performing this analysis:

1. First identify key variables and their relationships
2. Consider both quantitative and qualitative factors
3. Evaluate potential alternatives using criteria provided
4. Address limitations and uncertainties explicitly
5. Organize insights from most to least significant

Example: Business Writing Format Module

Structure the response as follows:

1. Executive Summary (3-5 bullet points)
2. Background (brief context paragraph)
3. Key Findings (numbered with supporting evidence)
4. Recommendations (prioritized action items)
5. Next Steps (timeline and responsibility suggestions)

Use professional but accessible language (10th-grade reading level).

Include subheadings for each section.

Bold key takeaways or action items.

Mindstream
HubSpot Media

Template & Variable Systems

Static prompts can't adapt to changing needs. Template systems with variables create flexible, reusable prompt structures that can be personalized for specific situations.

Benefits of Variable-Driven Templates:

1. **Customization -** Adapt to specific needs without rewriting

2. **Consistency -** Maintain structural reliability with content flexibility

3. **Efficiency -** Modify only what's needed for each situation

4. **Collaboration -** Easy for teams to use standard templates

5. **Scalability -** Handle diverse scenarios with fewer base prompts

Variable Types to Consider:

1. **Content Variables -** Specific information that changes
   - {TOPIC}, {INDUSTRY}, {AUDIENCE}, etc.

2. **Parameter Variables -** Adjustable settings
   - {DETAIL_LEVEL}, {FORMALITY}, {CREATIVITY}, etc.

3. **Format Variables -** Structure modifications
   - {OUTPUT_TYPE}, {SECTION_COUNT}, {LENGTH}, etc.

4. **Process Variables -** Methodology adjustments
   - {FRAMEWORK}, {APPROACH}, {PRIORITY}, etc.

Variable Template Example:

{DOCUMENT_TYPE} Template: {TOPIC}

You are a {EXPERTISE_LEVEL} {ROLE} with expertise in {INDUSTRY}.

Create a {DOCUMENT_TYPE} about {TOPIC} for {AUDIENCE} with the following specifications:

Purpose: {PURPOSE}
Key points to cover:
{KEY_POINTS}

Tone should be {TONE} and the detail level should be {DETAIL_LEVEL}.
Length: Approximately {LENGTH} words.

Structure the document with:
- {SECTION_1} section
- {SECTION_2} section
- {SECTION_3} section
{ADDITIONAL_SECTIONS}

Additional requirements:
{SPECIAL_REQUIREMENTS}

Output format:
{OUTPUT_FORMAT}

The TEMPLATE Framework:

T — **T**ag variables consistently (e.g., {VARIABLE})

E — **E**xplain usage with clear documentation

M — **M**odularize components for mix-and-match

P — **P**rioritize common customizations as variables

L — **L**imit variables to essential changes

A — **A**void over-parameterization

T — **T**est with diverse inputs

E — **E**volve based on usage patterns

Building Your Modular System

1. **Modular Architecture Exercise:**

   - Identify 3-5 common task types in your work
   - Create a base template that works across these tasks
   - Develop specialized modules for each task type

2. **Variable System Exercise:**

   - Take one of your frequently adjusted prompts
   - Convert it into a template with clear variables
   - Create a small library of variable values for common scenarios

3. **Integration Exercise:**

   - Combine your components into a complete modular system
   - Test with different combinations
   - Document what works best for different scenarios
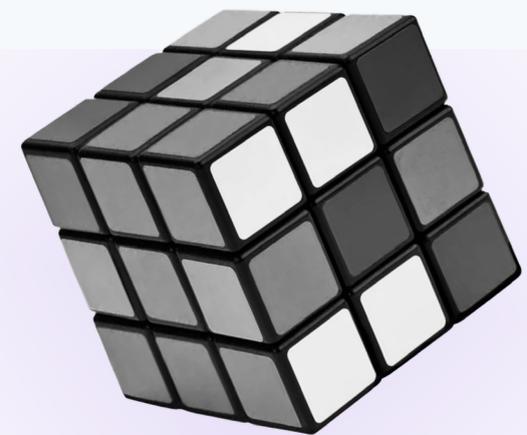
Custom Framework Development
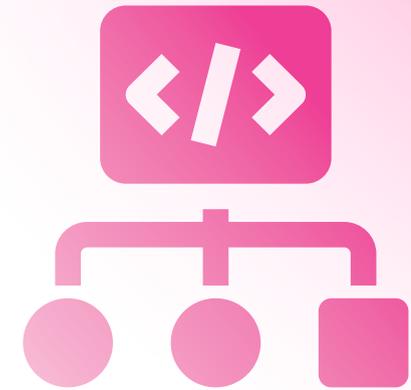
Creating Your Signature Prompt Engineering Approach

Why create your own framework? Because:

- **Perfect Fit**
  Addresses your unique challenges

- **Workflow Integration**
  Meshes with your existing processes

- **Competitive Advantage**
  Gives you capabilities others don't have

- **Efficiency Optimization**
  Streamlined for your specific needs

- **Progressive Improvement**
  Evolves based on your feedback

The META Framework for Custom Development

M **M**ap your requirements and common use cases

E **E**valuate existing frameworks for gaps and strengths

T **T**est hybrid approaches combining elements

A **A**dapt and refine based on results

Steps to Build Your Perfect Framework

Step 1: Audit Your Current Reality

- Identify your "greatest hits" prompts – which ones consistently deliver?

- Look for patterns in your successful prompts (what keeps working?)

- Pinpoint where your prompts typically fail or need excessive revisions

Step 2: Define Your Non-Negotiables

- Which tasks do you repeat constantly?

- Where does quality absolutely have to be perfect?

- What's your biggest time-waster in the prompt process?

- Who else needs to use your prompts?

Step 3: Design Your Custom Framework

- Create a memorable name or acronym

- Define 3-5 core components that address YOUR specific pain points

- Create a standard structure that feels natural to your workflow

- Document when to use it (and when NOT to)

Step 4: Test, Refine, Repeat

- Apply it to real tasks you're facing right now

- Compare results to your previous approaches

- Gather feedback from others who might use it

- Iterate based on performance data

Framework Testing & Validation Protocols

Effectiveness Validation

Produces consistently superior results compared to previous methods

Handles at least 80% of your common prompt scenarios

Generates outputs that require minimal manual editing

Addresses the specific pain points identified in your audit

Usability Validation

Can be taught to others in under 15 minutes

Reduces prompt creation time by at least 30%

Includes clear decision trees for choosing components

Provides templates for common applications

Adaptability Validation

Handles unexpected scenarios with minor adjustments

Can be extended for new use cases

Incorporates feedback mechanisms for improvement

Includes troubleshooting guidelines for common issues

Optimization Strategies

The IMPROVE Cycle

I	**I**dentify performance gaps
M	**M**easure baseline performance
P	**P**ropose targeted modifications
R	**R**un comparative tests
O	**O**bserve results objectively
V	**V**alidate improvements
E	**E**xpand successful changes

Performance Metrics to Track

Quality Metrics

- Accuracy (factual correctness)

- Relevance (alignment with request)

- Comprehensiveness (appropriate detail)

- Usefulness (practical value)

Efficiency Metrics

- Token Usage (input and output)

- Creation Time (minutes spent crafting)

- Iteration Count (refinements needed)

- Reusability (adaptability to similar tasks)

Process Metrics

- Framework Selection (right tool for the job)

- Component Effectiveness (module performance)

- Library Utilization (use of your collection)

- Team Adoption (use by others)

The Final Challenge: Your Signature Showcase

Create your signature prompt engineering showcase—a comprehensive system demonstrating your mastery of advanced techniques for a high-value use case.

Requirements:

1. Incorporate at least three advanced techniques

2. Include modular components you can reuse

3. Implement error handling and bias mitigation

4. Create custom output formats for your specific workflow

5. Document your system so others could follow it

Success Criteria:

- Framework coherence and elegance

- System flexibility for different scenarios

- Error and edge case handling

- Output quality and immediate usability

- Documentation clarity

Your Custom Framework

1. **Framework Design Exercise:**

   - Create your custom framework blueprint
   - Define each component with detailed instructions
   - Develop decision trees for component selection

2. **Testing Protocol Exercise:**

   - Define metrics for framework effectiveness
   - Create a testing plan for different scenarios
   - Document baseline performance for comparison

3. **Final Challenge:**

   - Build your signature showcase system
   - Apply it to a high-value task
   - Document the results and improvements

Congratulations!

You've completed the Prompt Engineer's Playbook and transformed your AI prompting skills from basic to expert level! You now have:

- A solid understanding of advanced prompting frameworks

- Specialized techniques for different tasks

- A personal prompt library system

- The ability to build custom frameworks

- Optimization methods for continuous improvement

Keep refining your skills, expanding your library, and developing custom approaches that deliver exceptional value in your work. You've joined the ranks of expert prompt engineers who can harness AI's full potential!

Happy prompting!