

Prompt engineering 101



PURPOSE OF THE GUIDE

This guide is designed to help users, ranging from novices to experienced practitioners, **effectively communicate with generative AI (GenAI) tools**. Prompt engineering is not just about telling an AI what to do; it's about crafting requests that guide the AI to produce the most useful and accurate outputs possible.

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UNDERSTANDING PROMPT ENGINEERING

Prompt engineering is the practice of designing and refining the inputs (prompts) you give to GenAI to optimize the responses it generates.

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COMPONENTS OF AN EFFECTIVE PROMPT

Crafting effective prompts for GenAI involves several **critical components that work together to ensure clarity, context, and relevance**. Here, we break down these components into a simple formula to help users structure their interactions with AI tools.



CONTEXT

Assign the role

You're a world-class product marketer ...

As a world-class product marketer ...

TASK

Assign the action

Write a comprehensive guide about prompt engineering, detailing how to effectively communicate with GenAI

DATA

Provide the context

The target audience is employees at an insurance company, age 25-45 years. They have a low level of understanding of GenAI

INSTRUCTIONS

Provide specific details

The guide should be no longer than 2 pages, including clear examples of effective and ineffective prompts

EFFECTIVE PROMPT

"As a world-class product marketer, you are tasked with developing educational materials that resonate effectively with specific audiences. Write a comprehensive guide about prompt engineering, detailing how to effectively communicate with GenAI. The target audience is employees at an insurance company, aged 25-45 years. These employees possess a general tech-savviness but have a low level of understanding of GenAI. The guide should be concise, not exceeding two pages. It must include clear, practical examples of both effective and ineffective prompts to illustrate best practices and common mistakes in prompt engineering."



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PROMPT REFINEMENT

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Clear and precise prompts are essential in prompt engineering as they guide the AI to produce accurate and relevant responses. A well-crafted prompt reduces ambiguity and directs the AI to focus on the most important aspects of the task.



INITIAL PROMPT

"Summarize a Meeting Transcript."

"Rewrite this document to be more concise."

"Draft a response to this customer complaint."

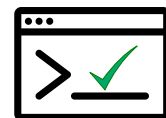


MISSING CONTEXT

May not capture all relevant details or may omit critical information

Lack of context on which sections to prioritize or maintain

Too generic; the tone, solutions offered



EFFECTIVE PROMPT

"Analyze this meeting transcript and summarize the meeting, especially all the key points made by X person about Y topic."

"Rewrite the introduction and conclusion of this document to be more concise while preserving the main points."

"Draft a polite response to this policyholder's complaint about processing delays, offering a 10% discount on their next premium payment."

CONCLUSION AND FURTHER RESOURCES



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Prompt Engineering 101 serves as an introductory guide for beginners, offering foundational knowledge and techniques for effective prompt engineering. By mastering the basics outlined in this guide, you can create precise and relevant prompts to enhance AI-generated responses.

For those seeking more **advanced techniques and specialized business solutions**, our team offers additional resources and consulting services. To explore these advanced options and receive personalized assistance, please contact us at: sales@keyit.ch

Our experts are ready to help you with tailored prompt engineering strategies to meet your specific business needs.



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