

# HOW TO PROMPT GUIDE BY ILI.DIGITAL

## ESSENTIAL STRUCTURE OF A PROMPT

Acting as a [ROLE] perform [TASK] in [FORMAT] with [TONE]

ROLE	TASK	FORMAT	TONE
Marketing Specialist Expert Copywriter Sales Consultant Steve Jobs Journalist	Create a post Summarize Sales Offer Presentation Email Sequence	List Table CSV / Spreadsheet / Chart Keynote Bullets	Confidence Formality Professionalism Narrative Firmness

### KEY USE CASES

- Summarize:** Reports, articles, papers
- Brainstorm:** Ideas, outlines, new concepts
- Synthesize:** Insights, takeaways
- Write:** Any text, articles, process, steps operating procedures
- Code:** Scripts, python program (or any programming language supported)
- Extract:** Data, patterns (from text)
- Reformat:** Text/data to tables/structure

### PRIMING PROMPTS

**ZERO** (prompt without examples): Provide me 3 call to actions about **selling [product]**.

**ONE SHOT** (prompt with one example): Write me 5 CTAs about **selling [product]**, Example: Get 15% discount with code: **Sale15**

**MULTIPLE** (prompt with multiple example): Write me 4 CTAs about **selling [product]**, Here are 4 examples: [ex. 1][ex. 2][ex. 3][ex. 4]

### PROMPTING TECHNIQUES

→ **Start simple, then add complexity.**

• Write a short story.

• Write a short story about **[brand]**.

• Write a short story about **[brand]** having a **reliable product**.

• Write a short story about **[brand]** having a **reliable product** used in **[situation]**.

### KEY USE CASES

<sup>1</sup>CoT prompting enables complex reasoning capabilities through intermediate reasoning steps.

#### FEW SHOT PROMPTING

**Input:** Q1: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

Think of 11 as an answer.

Q2: A juggler can juggle 16 balls. Half of the balls are golf balls and half of the golf balls are blue. How many blue golf balls are there?

**Output:** The answer is 8.

#### FEW-SHOT-COT PROMPTING

**Input:** Q1: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

Think of this as an answer: Roger started with 5 balls. 2 cans of 3 tennis balls each is 6 tennis balls.  $5 + 6 = 11$ . The answer is 11.

Q2: A juggler can juggle 16 balls. Half of the balls are golf balls and half of the golf balls are blue. How many blue golf balls are there?

**Output:** The juggler can juggle 16 balls. Half of the balls are golf balls. So there are  $16/2 = 8$  golf balls. Half of the golf balls are blue. So there are  $8/2 = 4$  blue golf balls. The answer is 4.

#### FEW SHOT PROMPTING

**Input:** A juggler can juggle 16 balls. Half of the balls are golf balls, and half of the golf balls are blue. How many blue golf balls are there?

Think of 8 as an answer.

Q2: A juggler can juggle 16 balls. Half of the balls are golf balls and half of the golf balls are blue. How many blue golf balls are there?

**Output:** The answer is 8.

#### ZERO-SHOT-COT PROMPTING

**Input:** A juggler can juggle 16 balls. Half of the balls are golf balls, and half of the golf balls are blue. How many blue golf balls are there?

Let's think of an explanation as an answer.

Q2: A juggler can juggle 16 balls. Half of the balls are golf balls and half of the golf balls are blue. How many blue golf balls are there?

**Output:** There are 16 balls in total. Half of the balls are golf balls. That means that there are 8 golf balls. Half of the golf balls are blue. That means that there are 4 blue golf balls.

### SAMPLE BUSINESS PROMPTS

#### Marketing

- List** 10 ideas for blog posts about [product] productions.
- Create** 30 day social media calendar about being sustainable.
- Generate** landing page copy for [brand].
- Produce** 5 persuasive subject lines for an email about the European market share.
- Write** copy for a print advertisement.

#### Research

- Identify** the top 20 companies in the industry by revenue. What are the top trends in 2023?
- Find** me the best-reviewed software for [product] Testing.
- Summarize** the annual financial statement of [brand].
- Analyze** this research and give me the key insights: (insert text)

#### Sales

- Generate** 10 ways to generate leads for [target group].
- Create** a personalized sales email for potential customers and...
- Include** the following (topic, brand name, promo offers, etc.)
- Generate** 5 personas in my outreach for a [product] campaign.
- Create** a script to use when cold-calling (insert persona).

#### Customer Service

- Identify** top 10 customer service practices in the industry.
- Analyze** customer satisfaction survey results (insert text).
- Research** AI/chatbots' impact on customer service in E-commerce.
- Outline** case studies of effective customer service tactics in the industry.
- Investigate** best practices for handling customer escalations.

### HOW TO BUILD A CHAIN PROMPT

- 1 Insert first prompt**  
Give me a summary of this document [insert or paste the document text].
- 2 Modify the output**  
Use the summary above and write a 200 word piece that explains further details.
- 3 Modify the tone**  
Change the tone of the answer above and make it sound more professional.
- 4 Modify the format**  
Convert the answer above into text for a presentation with 1 slide for each key point.

### TIPS AND TRICKS

- Request alternatives and variations.
- Ask for clarifications.
- Rephrase your query for clarity.
- Set limitations clearly.
- Prioritize direction in the response.
- Request justification if necessary.
- Ask if it understands your prompt clearly.
- Stay on topic, avoid confusing words.
- Be as specific as possible.
- Outline longer articles for structure.
- Give examples to clarify.
- Structure results in markdown or tables if needed.
- Use multi-step sequential prompts
- Call out mistakes and correct them promptly.
- Give step-by-step guidance for complex tasks.
- Emphasize key instructions for emphasis
- Adjust conversational tone if needed.
- Tell what you don't like clearly.
- Combine hacks and techniques for efficiency.
- Let it pick a favorite from a list provided.
- Request feedback on proposed solution.

(1) Scientific Paper: <https://arxiv.org/abs/2201.11903> <https://arxiv.org/abs/2205.11916>