

Prompting Cheat Sheet

Make AI Work Better for You Using Role + Task + Context + Format

What is Prompting, and Why Does It Matter?

Prompting is how you communicate with an AI tool like ChatGPT, Claude, or Gemini. The better you frame your request, the better the result you'll get. Think of prompting as giving instructions to a smart assistant—you're not just telling it *what* to do, but also *how* and *why*.

That's where the **Magic Prompt Formula** comes in:

The Magic Prompt Formula

Role + Task + Context + Format

This is your shortcut to clearer, more useful outputs.

1. **Role** – Assign the AI a role or expertise
 2. **Task** – Tell it exactly what you want it to do
 3. **Context** – Provide relevant background or details
 4. **Format** – Say how you want the response structured
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Prompt Templates (With Formula Built In)

Plan Social Media Content

“You are an expert social media manager. Help me create a week of LinkedIn posts to promote an online AI course aimed at busy professionals who feel overwhelmed by technology. Include a mix of post types—tips, engagement questions, a call to action, and a short story. Output it as a day-by-day content plan with suggested post copy.”

Simplify Something Complex

“You are an experienced science communicator. Explain quantum computing to a curious beginner who’s never studied physics. Use clear language and 3 analogies to help make it stick.”

Write Better Content

“Act as a brand voice expert. Rewrite this product description so it’s more engaging and playful. The product is a journaling app for neurodivergent adults. Please give me 2 different tone options in paragraph format.”

Plan and Prioritise Tasks

“You are a productivity coach. Help me plan my week based on these tasks. I’m juggling work, family, and a side project. I need a weekly schedule and tips for keeping things flexible. Output it as a Monday–Friday table.”

Learn Something Faster

“You are a supportive study coach. I’m revising for an exam on marketing analytics and struggling with confidence intervals. Can you explain it simply, give a real-world example, and include 3 practice questions with answers?”

Pro Tips for Prompting Success

- ✓ Be specific—include goals, audience, tone, or examples
- ✓ Give context and ask for output in a clear format
- ✓ Use follow-up prompts to iterate or tweak results
- ✓ Save your best prompts—they’re repeatable assets
- ✓ Ask for feedback: “What questions should I answer to improve this?”