The 4 Components of a Prompt

Large Language Model (LLM) Prompt: This is a question or instruction you give to an AI to get a specific response or output in return. It tells the AI what you need (like creating content or answering a question), and guides how the AI should reply.

Persona: This refers to the characteristics or role you assign to the AI, which will shape how it responds. For example, you might want the AI to act like a "sales manager at an AV integration firm" or a "CEO of a small business."

Task: This defines the specific job or activity you are asking the AI to perform. For example, you might want the AI to "write a letter of introduction to an architect" or "create an image for a lunch and learn presentation."

Context: This includes any background information or details that help the AI understand the task better. Providing context helps the AI make more relevant and accurate responses.

Format: This specifies how you want the AI's output to be structured. For example, you might want the information to be organized in: a bullet point list, a 3-4 sentence paragraph, or a horizontal format image.

Example Prompt

You are a Service Department Manager at an AV integration firm. Help me write an empathetic email response to an angry customer who emailed with a service complaint. One month ago, my firm installed a home theater system for the customer. This morning, the customer emailed our service department to complain about one of the speakers in their theater not working. The client was angry, because they are already having issues, even though the system was just installed a month ago. The email should include a paragraph that acknowledges their frustration as valid, along with a 3 bullet point list that outlines the action steps my company will take to help resolve their issue.

Persona   Task   Context   Format

Your Step-By-Step Guide to Creating an Effective Prompt

How to use this worksheet: Think carefully about what you need from your interaction with the AI. Fill in the blanks for each component based on your needs. Combine all components into a complete prompt at the end.

1. Define the Persona: Who do you want the AI to be?

2. Specify the Task: What do you want the AI to do?

3. Provide Context: What does the AI need to know to perform the task effectively?

4. Choose a Format: How do you want the AI to respond?

Now, combine all 4 components into a complete prompt. Use clear, concise language to integrate persona, task, context, and format into a single request.