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100

Best Starting Points to Get Started with AI Prompt Engineering

Here are some quick tips to write better prompts for ChatGPT:

- Customize your prompt

- Feed ChatGPT your facts and information

- Ask follow-up questions

- Be as specific as possible

- Write a long prompt paragraph

As you can see, you get better ChatGPT outputs when you engineer better inputs.

The real magic is customization.

You can paste information and specific details into ChatGPT for reference when completing your commands. That's how you get high-level output like the prompt pros.

Think of your prompts as paragraphs, not sentences.

An important thing to remember with ChatGPT is that the initial output it provides is likely not the best answer that you are looking for. After the AI has given you it's first response, ask it to expand or clarify points until you get what you want. Also, don't forget that once you have what you are looking for, consider this a rough draft that you personally edit to make it sound like your voice.

Contents

Personal Favorites

You can ask ChatGPT to act like an expert in anything (gardening, pets, SEO, travel, motivational coach, interviewer, relationships, etc).

1. Act like an expert in X
2. Present the information about X in a table
3. Don't write about X
4. Only explain X
5. You are a X
6. For this target audience
7. Write a long description about product X
8. Create a list of XYZ
9. Produce a detailed plan for XYZ
10. Give me step-by-step instructions to XYZ

SEO and Content Creation

You can ask ChatGPT to act like an expert in anything (gardening, pets, SEO, travel, motivational coach, interviewer, relationships, etc).

1. Tell a personal story about X

2. Write a blog post about X using this keyword (insert keyword) several times naturally throughout the content.

3. Give me a list of the most frequently asked questions about X.

4. What are some creative ways to repurpose old blog posts?

5. What topics should I include in my blog post to rank on Google for X keyword? for this target audience

6. Write a long-form blog post about X

7. Break this article into sections using subheadings….

8. Give me 10 SEO-optimized titles for a blog post about X.

9. Write an SEO-optimized Meta Description for this blog post.

10. Summarize this article in 160 characters or less: …

11. Create a quiz with 5 multiple choice questions that assess students' understanding of [concept being taught]. (for online courses)

12. What are the most popular pickleball blogs and websites?
    Looking at all those sites (and those sites only) if you had to break out all the things they write about into 5-15 high level categories, what would those categories be? Give a brief description of each category, and a couple of specific examples of thing they've written about that would fit into the category.

13. Suggest schema types for this content and create the code:

Writing Code

The key to getting ChatGPT to generate anything is a carefully written prompt. You have to clearly describe what you need in order to get what you want. You don't have to be a programmer to use most of these prompts, but knowing how to implement the results definitely helps. As with other ChatGPT prompts, you may need to clarify the results with several iterations to get the code to perform as expected.

1. Create an excel formula to separate first and last names from column A and output the results into columns B and C

2. Write me an excel command to use the SUBSTITUTE function to replace specific text in a cell with new text

3. Write me an excel command to use the TRIM function to remove extra spaces from a text string

4. Write a VBA Excel macro that looks at the value in cell C2 and finds the worksheet with the exact name Then create a PDF and save it to the same file location the Excel file is saved in

5. Write a javascript calculator, using simple HTML and CSS, and create all functional components using basic JavaScript functions.

6. Create a simple WordPress plugin that deletes all failed woocommerce orders

7. create a simple wordpress plugin that when uploading media, it overwrites the existing file rather than creating a new one if there is already a file with this name

8. Write a PHP 8 compatible WordPress plugin that provides a text entry field where a list of lines can be pasted into it and a button, that when pressed, randomizes the lines in the list and presents the results in a second text entry field.

9. Help me find mistakes in the following code <paste code below>.

10. Assume the table names and generate an SQL code to find out Elon Musk's tweets from 2019.

Marketing and Copywriting Prompts

When creating marketing prompts, be sure to provide detail about your ideal customer.

1. Write a sales letter about (topic) for (target audience).

2. Write a series of introductory emails to get (target audience) to purchase (product, service).

3. Give me a script for a 30-second video about XYZ.

4. Create 10 powerful customer testimonials for a X product targeting Y

5. Come up with 5 catchy headlines for a blog post about the importance of using X

6. Design 10 engaging social media ads for a X

7. Construct 10 informative and concise Tweets informing people about X

8. Brainstorm 10 ideas to help spread awareness of X.

9. Rewrite this email three times with different copywriting techniques: ...

10. Give me a CTA that creates urgency for X

11. Make 5 distinct CTA messages and buttons for [Your product]

12. Write a detailed product description for my [product or service or company]. Include an introductory paragraph and bullet points.

13. Write follow-up emails to people who attended my [webinar topic] webinar

14. Make a post showcasing the benefits of using our product [product name] for [specific problem/issue].

15. Translate this email into [Spanish, Chinese, French, or any other language you want] please. Keep the tone [friendly] and write it like a native." [Add your email body here]

Storytelling Prompts

Use these to create stories for a short story, novel, screenplay, song, blog, or marketing campaign.

1. Write a story about X in the style of Y.

2. Generate an emotional goodbye scene between a father and son.

3. Make an outline for a novel called (title) about (premise).

4. Write a back cover blurb about (story premise).

5. Write an outline for a screenplay about (subject).

6. Describe a fictional character named (name) who has these qualities (list qualities).

7. Write an end-of-the-chapter hook for a chapter about (describe the chapter or paste part of it into ChatGPT).

8. Create a setting description of (location) at (time).

9. Design a world and its inhabitants that would be interesting to explore in a novel.

10. Describe the relationship between two characters who are enemies but have to work together.

11. Come up with 10 original ideas for a story set in the future.

12. Develop an antagonist with unique motivations and goals.

13. Make a detailed novel outline about (premise) that includes three big plot twists spaced out over the entire novel.

14. Write the first chapter of a story about (character) facing a difficult choice between doing the right thing and pursuing their dreams.

15. Create an interesting world with its own laws, customs, and creatures.

16. Come up with three possible endings for a story about (describe the premise).

17. Describe the journey of a character who is trying to find themselves.

18. Write a scene of dialogue between a couple who just broke up but are stuck in an elevator together. Format it for a screenplay.

19. Create a scene between two characters in which one must confess a dark secret to the other.

20. Paint a picture of a future world in which (describe current events/situations) have greatly changed.

21. Write a story about an unlikely group of characters who come together to save the world from a great evil.

22. Make a list of challenges and obstacles for a character on their quest to find love.

23. Craft an action-filled opening paragraph for a novel about (describe premise).

24. Come up with five unique plot twists for a story about (premise).

25. Create a scene between two characters in which one must confess a dark secret to the other.

26. Write a narrative on a war from perspective of a cat. Also highlight the feelings of the cat within the narrative.

27. I want you to act as a novelist. Come up with a creative story that can engage readers for long periods of time. In this novel, dragons are taking over the world and humans are trying to fight back - the aim is to write something that has an outstanding plotline, engaging characters and unexpected climaxes.

28. Write a story about the first person to discover an onion and to figure out how to use it as an ingredient for preparing dishes.

29. A friend gifted me a fancy designer bucket hat that she swore she didn't want anymore. Then we had a misunderstanding and she ghosted my birthday party. Then I blocked her. And put a potato in her tailpipe. And slept with her ex. Can our friendship be saved? If not, do I have to give the hat back?

   - Turn your response into a funny story
   - Do not start with once upon a time - make this read like a chapter in a novel, complete with dialogue between the two 'friends'
   - Continue the story, leading to a dramatic, but humorous conclusion
   - Now take that complete story and make it sound like William Shakespeare

   (This last sequence of prompts shows how you may need several iterations to get the desired output.)

Non-fiction

Nonfiction authors will need to fact check any output generated by ChatGPT, as the AI is designed to "make stuff up."

1. Write an article about X in the style of Y.

2. Generate an outline for an article about (topic).

3. Give me a list of references I can use for an article about (topic).

4. Write an article about X that could be published in a magazine or newspaper.

5. Find research that directly supports or refutes an argument related to (topic).

6. Create a list of questions that could be used to start a discussion about (topic).

7. Research the following topic and generate a list of 5 key points.

8. Give me recipes I can make with these ingredients (list ingredients). This can be for anything – not just food.

9. Plan a $1500 5-day trip in Paris. Give me the itinerary.

Ecommerce

1. Think like an ecommerce merchandising specialist and write a product title for [your product] from [brand], a [industry] brand.

2. A customer has recently purchased sneakers, can you please give me recommendations for similar or complementary products that the customer may enjoy

3. Write a 50-word product description for [trader joes awake blend coffee beans.] [Write in an upbeat, informative tone.]

4. Create a chat message for our [company name] explaining our return policy in a sweet and simple way. 14 days for returns, no shipping fees, product needs to be in perfect shape

5. Here is a list of product titles: [product titles], Perform the following modifications to each product title: <modifications>

6. Think like an e-commerce legal expert and write a privacy policy for [your website name] from the [industry] industry.

7. Imagine you are the owner of [your store name] belonging to the [industry name] industry and you want to send an email to customers who have abandoned their shopping carts. Write an email that encourages customers to complete their purchase. Your email should include a catchy subject line, a personalized greeting, a reminder of the items left in the cart, a call to action to complete the purchase, and a sense of urgency to encourage action. Aim for a length of around [preferred word count] words and a friendly, helpful tone that encourages customers to return to their cart and complete their purchase.

Comedy

1. Give me an example of a funny proposal message for a girl
2. Write a comedy script about (subject).
3. Write a comedy set about (subject).
4. What are creative jokes about (topic).
5. List 10 different jokes about (topic).
6. What are 5 funny or absurd premises I can use in a comedy set?
7. What are some funny ways to think about (topic)?
8. What is a controversial opinion about (topic)?
9. Give me a list of 10 ridiculous pickup lines.
10. Tell me a joke that's so bad, it's actually funny.
11. Remember the funniest prank you ever played or were a part of? Share the story!
12. We've all told a few white lies in our time. What's the most ridiculous one you've ever heard or told yourself?
13. Everyone has an embarrassing moment they'd rather forget. What's yours?
14. What's the most absurd food you've ever tried and why did you try it?
15. What's the most ridiculous outfit you've ever worn and why did you wear it?
16. Create an original Chuck Norris joke about bathroom tissue

Music

1. Write a song about X in the style of Y.

2. Write an original musical score to the lyrics listed above.

3. Create a jazz instrumental inspired by the movie (Insert movie title)

4. Compose a song about (topic).

5. Rewrite the song (enter song title) to be about (topic).

6. Arrange a symphony based on (your favorite short story).

7. Generate a musical score for the following poem (paste in the poem).

8. Produce an original blues song about a life-changing event.

9. Write an original song with lyrics that tell a story about (idea or subject).

MidJourney Prompts

Anyone who has used the MidJourney app knows that the more descriptive you are in your text, the more vibrant and unique the output will be. Chat GPT is a great place to generate better descriptions that you then feed into MidJourney.

1. Use ChatGPT and enter 'Expand the following sentence: "Albert Einstein wearing sandals on the beach."' Change the sentence based on what you are looking to generate.

2. Give me a detailed prompt for an AI text-to-image generator to produce (the kind of image you want).

3. Specify the artist as your style output:

   /imagine horse galloping at sunset painting Andy Warhol style

4. Use rendering / lighting properties as style

   /imagine a fantasy castle using glowing lights

5. Use the chaos option to increase the level of abstraction in the subject. Takes a number from 0 to 100.

   /imagine Eiffel tower chaos 60

6. To specify the output resolution, you can use some of the usual keywords like *8K , 4K , photorealistic , ultra photoreal , ultra detailed, intricate details* etc

   /imagine a dragon against a full moon, photorealistic

7. You can specify what aspect ratio to use. The default output is a square image (1:1 aspect ratio). But if you want a more cinematic view — or you just want to make a wall paper for your laptop, you can change the aspect ratio

   /imagine pencil drawing of an insect, abstract, surrealism, hyper detail, line art ar 15:10

   If you want to specify a custom image size , use the following example

   /imagine jasmine in the wild flower w 600 h 300

8. Image as a prompt

   If you want to get some outputs similar to an image style , (when you want to get consistent outputs) across multiple images, pass a URL of the image

   /imagine http://www.imgur.com/lm3424.jpg box full of chocolates

   The image generated will take cues from both the seed image (from the URL you passed) and also the text prompts.

9. Weights to Image prompt

   If you want your output to be looking more like your prompt image (see the previous point), give a higher weightage to that image (keyword : iw <number>) .

   /imagine http://www.imgur.com/ks34f24.jpg chocolates iw:4

10. Weights to text prompt

    /imagine wild animals tiger::2 zebra::4 lions::1.5

11. Filtering out words from your image

    Use the --no keyword to discard any unwanted subjects popping in your

    /imagine KFC fried chicken no sauce

Inspirational Words for MidJourney Prompts

- Abstraction
- Action painting
- Aesthetic
- Allover painting
- Aluminum
- Angular
- Architecture
- Artifice
- Avant-garde
- Background
- Baroque
- Bauhaus
- Brocade
- Brushwork
- Built Environment
- Byzantine Empire
- Calligraphy
- Caricature
- Cartoon
- Celluloid
- Censorship
- Ceramics
- Choreography
- Cinematographer
- Cityscape
- Classicism
- Collage
- Color
- Combine
- Complementary colors
- Composition
- Concentric
- Conceptual art
- Contour
- Cor-Ten steel
- Costume
- Cropping
- Cubism
- Decorative Arts
- Designer
- Draftsman
- Drawing
- Elevation
- Embroidery
- Enlargement
- Etching
- Expression
- Expressionism
- Facade
- Figurative
- Film
- Font
- Foreground
- Formal
- Futurism
- Genre
- Geometric
- Gesture
- Graphic
- Hieroglyphics
- Horizon line
- Hue
- Iconic
- Impasto
- Impressionism
- Improvisation
- Information Age
- Interior Design
- Juxtaposition
- Kinetic sculpture
- Lacquer
- Landscape
- Lithography
- Malleable
- Mandala
- Material
- Medium
- Metaphysical
- Minimalism
- Mixed media
- Model
- Modern
- Monochrome
- Montage
- Mood
- Motif
- Multiple
- Mural
- Negative (photographic)
- Opaque
- Organic
- Ornamentation
- Paint
- Palette
- Panorama
- Papier-mâché
- Pastel
- Pattern
- Photograph
- Photomontage
- Pictograph
- Pigment
- Plasticizer
- Pliable
- Plywood
- Pointillism
- Polyethylene
- Portrait
- Post-Impressionism
- Postmodernism
- Primary color
- Primitive Art
- Print
- Prop
- Propaganda
- Proportion
- Prototype
- PVC
- Relics
- Renaissance
- Rendering
- Replica
- Satire
- Scale
- Scene
- Sculpture
- Secondary color
- Self-portrait
- Setting
- Shade
- Solvent
- Sound effects
- Special effect
- Stain
- Stencil
- Street photography
- Strobe
- Style
- Watercolor

Links to AI Tools and Websites

This is not meant to be a comprehensive list, just those sites to help you get started.

Open AI

- Open AI: https://platform.openai.com/overview
- Open AI Playground: https://platform.openai.com/playground
- Dall-E Image Generation: https://labs.openai.com/
- ChatGPT: https://chat.openai.com/chat

Alternatives (all using GPT API):

- Jasper: https://www.jasper.ai/free-trial
- Rytr: https://rytr.me/
- Copy.ai: https://www.copy.ai/
- WriteSonic: https://app.writesonic.com
- WebStores AI: https://webstoresltd.com/webstores-ai/

AI Checkers:

- Content at Scale: https://contentatscale.ai/ai-content-detector/
- GPTzero: https://gptzero.me/

Images:

- MidJourney: https://www.midjourney.com/home/
- Stable Diffusion: https://stablediffusionweb.com/
- Dall-E Image Generation: https://labs.openai.com/

Music and Other Media:

- SoundDraw: https://soundraw.io/edit_music
- Riffusion: https://www.riffusion.com/
- VoiceMod: https://www.voicemod.net/text-to-song/
- Steve AI: https://app.steve.ai/dashboard

AI is just the tip of the iceberg! If you are interested in growing your online business, I encourage you to check out the WebStores 5-Star Masters Program. Sure, we'll talk about AI and how you can use it to grow your online sales, but we also cover new topics every other week as it relates to running your online business.

Please visit https://webstoresltd.com/masters and apply to join.

Written by a Robot is available at: https://amzn.to/3Fh7XLw