# PROMPTING FUNDAMENTALS: THE ULTIMATE GUIDE

## Learn Prompting Best Practice

YOUR PROMPTING GUIDE

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## WHAT IS PROMPT ENGINEERING?

Prompting is how you instruct AI to deliver the outcome you want. Think of it like onboarding a new hire: the clearer your guidance, the better the results

**Why it matters:**

- Clear prompts = faster, higher-quality outputs.
- Structured prompts unlock consistency and reuse.
- Strong prompting is now a core career skill—it compounds your productivity vs. peers.

## THE PROMPT FRAMEWORK IN ACTION

**Use these six lines, in order. Copy → paste → customize.**

**1) Role – who the AI is**
Act as a senior lifecycle & growth marketer with 8+ years in B2C e-commerce (beauty).

**2) Task – what you want**
Create a 90-day email + paid social launch plan for our new Vitamin C serum to achieve 1,200 first-time purchases.

**3) Context – background, constraints, tone**
Brand: mid-price DTC. AOV $62. Audience: women 25–44, AUS/NZ. Current list: 18k, 24% open rate. CAC target: <$22. Compliance: TGA-safe claims only. Voice: warm, expert, evidence-based.

**4) Format – how to deliver the output**
Return a table with weeks 1–13. Columns: Channel, Campaign, Audience, Creative Angle, Key Message, CTA, Budget (range), KPI, Owner. Add a brief rationale beneath the table.

**5) Examples – optional accelerators**
Model email cadence on The Ordinary's educational launches, ad creative on Mecca's problem-solution style. Use soft science-led claims (vitamin C stability, brightness).

**6) Deadline / Stop Conditions**
Deliver in this message. If any info is missing, make the best-fit assumptions and state them at the end.

## THE PROMPT FRAMEWORK WE LOVE

- **Role (& Persona)** — WHO should the AI be?
- **Context (& Details)** — WHAT/WHEN matters? Background, constraints, tone.
- **Task (& Steps)** — WHERE/WHAT to do, explicit actions or phases.
- **Goal (& Outcomes)** — WHY we're doing it; define success.
- **Format (of Output)** — HOW to deliver (tables, bullets, JSON, length, tone).
- **Examples** — supply 1–3 good references to anchor style/quali

**Pro-tip:** Put the most important instructions first or last—LLMs weight edges more.

## PROMPTING TECHNIQUES (THAT ACTUALLY MOVE THE NEEDLE)

**Use of examples:**

- **Zero-shot:** no example (fast, but variable).
- **One/Few-shot:** 1–3 examples that look like your target output.
- **Use Delimiters:** fence examples so they don't leak into instructions, **e.g.:**
  **"""EXAMPLE START <paste example> EXAMPLE END"""**

**Scaffolding:**

- Ask for a plan → outline → draft → polish (in one prompt or iterative steps).
- Tell the model to state 3 assumptions before it answers—forces clarity.

**Guardrails:**

- Add "Do not invent data or sources. If missing, ask or assume and label."
- Provide length limits and style constraints (e.g., plain English, active voice)

**Evaluator Prompts:**

- After a draft: "Score this against the brief (0–10) for clarity, accuracy, and brand tone. List fixes."

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## DO / DON'T (QUICK WINS)

### Do's ✅

- Be specific: roles, constraints, success metrics.
- Chunk complex tasks into steps.
- Provide examples and format specs.
- Name the audience and tone.
- Ask for assumptions + rationale at the end

### Dont's ❌

- Don't use vague asks ("write me marketing").
- Don't overload context (100-page PDFs). Summarize first.
- Don't mix conflicting instructions.
- Don't forget stop conditions (length, timebox, deliver here).
- Don't expect perfection on first pass—iterate.

## KEEP CONTEXT PURPOSEFUL

- Share only what's relevant. Summarize long docs into bullet-point briefs first.
- Edge-loading: Put crucial constraints at the top or bottom of the prompt.
- Test with a summary: "Summarize these notes into the 7 facts you'll use. Confirm back."

**Pro-tip:** When you paste research, ask: "Extract the 10 facts that should shape the plan" before giving the main task.

## ITERATION WORKFLOW (HOW PROS WORK)

- **Draft** — Send your first structured prompt (use the 6-line anatomy).
- **Evaluate** — Ask: What's missing? What's off-brand? Which KPI is weak?
- **Refine** — Change one variable at a time (role, format, examples, goal).
- **Consolidate** — Save the winning prompt as a reusable template.
- **Validate** — Use the evaluator prompt to self-score and patch gaps.

**Pro-tip:** Keep a "Prompt Library" (Notion/Docs). Tag by task (Ads, Email, SEO, Research).

## QUALITY CHECKLIST (BEFORE YOU HIT ENTER)

- Role matches task + industry.
- Goals are measurable (KPI, time, budget).
- Constraints & compliance are stated.
- Output format is explicit (table fields, sections, tone, length).
- 1–3 examples included (and delimited).
- Stop conditions provided ("deliver now; assume & label gaps").

## COMMON PITFALLS (AND QUICK FIXES)

- **Too vague** → Add KPIs, audience, channel, and constraints.
- **Too long & noisy** → Summarize background; move extras to an appendix.
- **Hallucinated claims** → Require source type or "no claims without source."
- **Off-brand voice** → Paste a short brand voice sample as an example.
- **Wall of text output** → Force tables, bullets, headings, and max word counts.