10 Prompt Tips

Cutting Through the Chaos | Better prompts, better answers

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1

Tell it who to be

Give AI a role, so it knows what kind of help you want.

Try: “You're a marketing coach for a small PEI business.”

2

Give it the background

Who you are, what you sell, and who your customers are. The more it knows, the better it does.

Try: “I run [business] in [town]. My customers are [who they are].”

3

Say what good looks like

Length, tone and format make a big difference.

Try: “Under 80 words, warm and friendly, no hashtags.”

4

Ask it to ask you questions first

This one line often gets a much better answer.

Try: “Before you start, ask me three questions.”

5

Show it how you write

Paste in a few things you wrote yourself, so it can match your voice.

Try: “Here are three posts I wrote. Write the next one in my voice.”

6

Call your advisory board

Ask AI to review your work from different points of view.

Try: “Act as an accountant, a marketer and a skeptical customer. What would each of you change?”

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7 Ask for options

Choosing between a few versions is easier than fixing one.

Try: “Give me five versions, from playful to professional.”

8 Keep the conversation going

Don't start over. Tell it what to change, in plain words.

Try: “Shorter. Warmer. Less salesy. Add a question at the end.”

9 Ask it to check its own work

AI can sound sure and still be wrong. Always read it yourself too.

Try: “Check this for mistakes and tell me anything you're unsure of.”

10 Save the prompts that work

Keep your best prompts in a note or document, and reuse them. Start with the box below.

My favourite prompt

A privacy reminder: never paste in passwords, banking details or private customer information.

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