

11.07.2024

Welcome to Session 2!



Session 2 Agenda

- **Chapter 4: Prompt Engineering 101 & Beyond**
- **Chapter 5: Practical Applications For Daily Use**
- **Chapter 6: Using Your Prompt Superpowers**

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Prompt Engineering 101 & Beyond

"Prompt Engineering"



Prompt Engineering 101 & Beyond

What Are Prompts?

- **AI Prompts:** Instructions given to the AI platform to create a specific outcome; the better the prompt the better the output
- **Prompt Engineering:** The art and science of writing effective prompts. Prompts act as instructions for AI models, guiding responses
- **Customizing Prompts:** Tailoring prompts to your specific needs



Prompt Engineering 101 & Beyond

Different Prompt Types

- **Research:** “Tell me latest trends”
- **Instructional:** “Teach me how”
- **Clarification:** “Explain it to me”
- **Formatting:** “Please reformat document”
- **Comparative:** “Compare these things”
- **Analytics:** “What are the gaps”
- **More...**



Prompt Engineering 101 & Beyond

Components Of A Good Prompt



Persona

- You are a Copywriter
- You are a Speechwriter
- You are a HR Recruiter



Task/Action

- Summarize Article
- Revise Sales Brochure
- Write a Wedding Speech



Tone/Style

- Witty/Humorous
- Non-technical Language
- Scientific



Outputs

- Create Documents
- Build Infographics
- Produce Python Code

Prompt Engineering 101 & Beyond

Tips For Creating Effective Prompts

- Use natural language
- Be specific and clear
- Add additional context
- Utilize follow up prompts
- Be curious and play around
- Consider taking online classes



Prompt Engineering 101 & Beyond

Prompt Examples

- **Poor: “Write a story”**
- **Good: Write a story about a little league baseball player that grows up to be a Hall of Famer. He plays for the Kansas City Royals and is a center fielder.**
- **Better: You are a best selling author. Write a 1000 word story about a young baseball player that plays for the hometown KC Royals. Include themes about overcoming adversity and building confidence and personal stories.**



Prompt Engineering 101 & Beyond

Let's Try Writing A Prompt

- **<prompt>** Write a friendly, **300-word blog post** for a **travel website**, targeting **young adventurers**, about the **top 5 hiking trails in Colorado**, including descriptions and difficulty levels.
- **Persona:** Travel writer/blogger with hiking expertise
- **Task/Action:** Write blog post, focus on Top 5 trails with descriptions and difficulty levels
- **Tone/Style:** Friendly and engaging
- **Output:** 500-word blog post with headers and a list of key takeaways





AI Generated by ChatGPT: DALL-E GPT



A picture is worth a well-structured prompt

Prompt Engineering 101 & Beyond

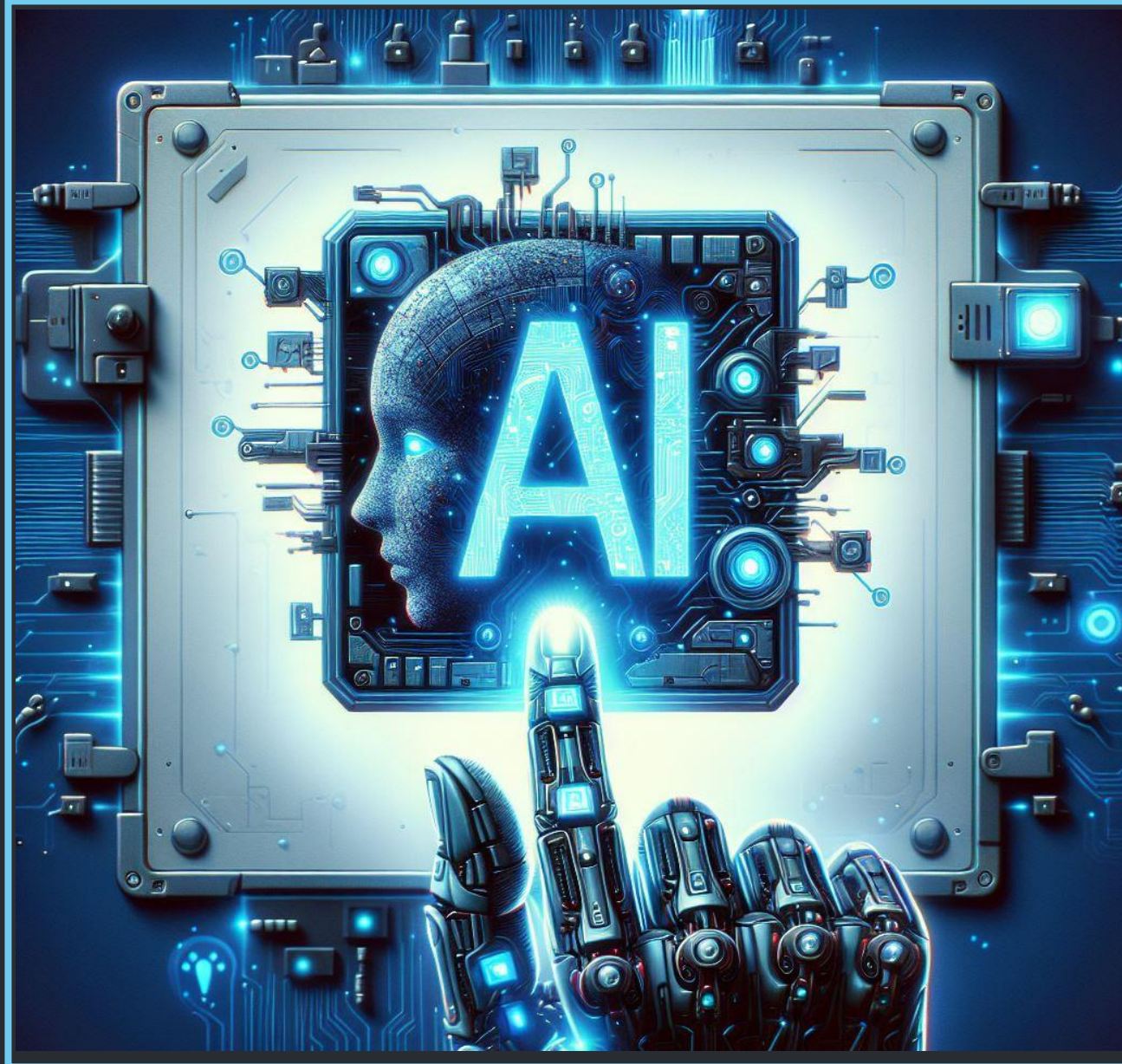


Image Prompt Example

- **<prompt>** Generate an image of an AI sign. Steep it in artificial intelligence.

Prompt Engineering 101 & Beyond

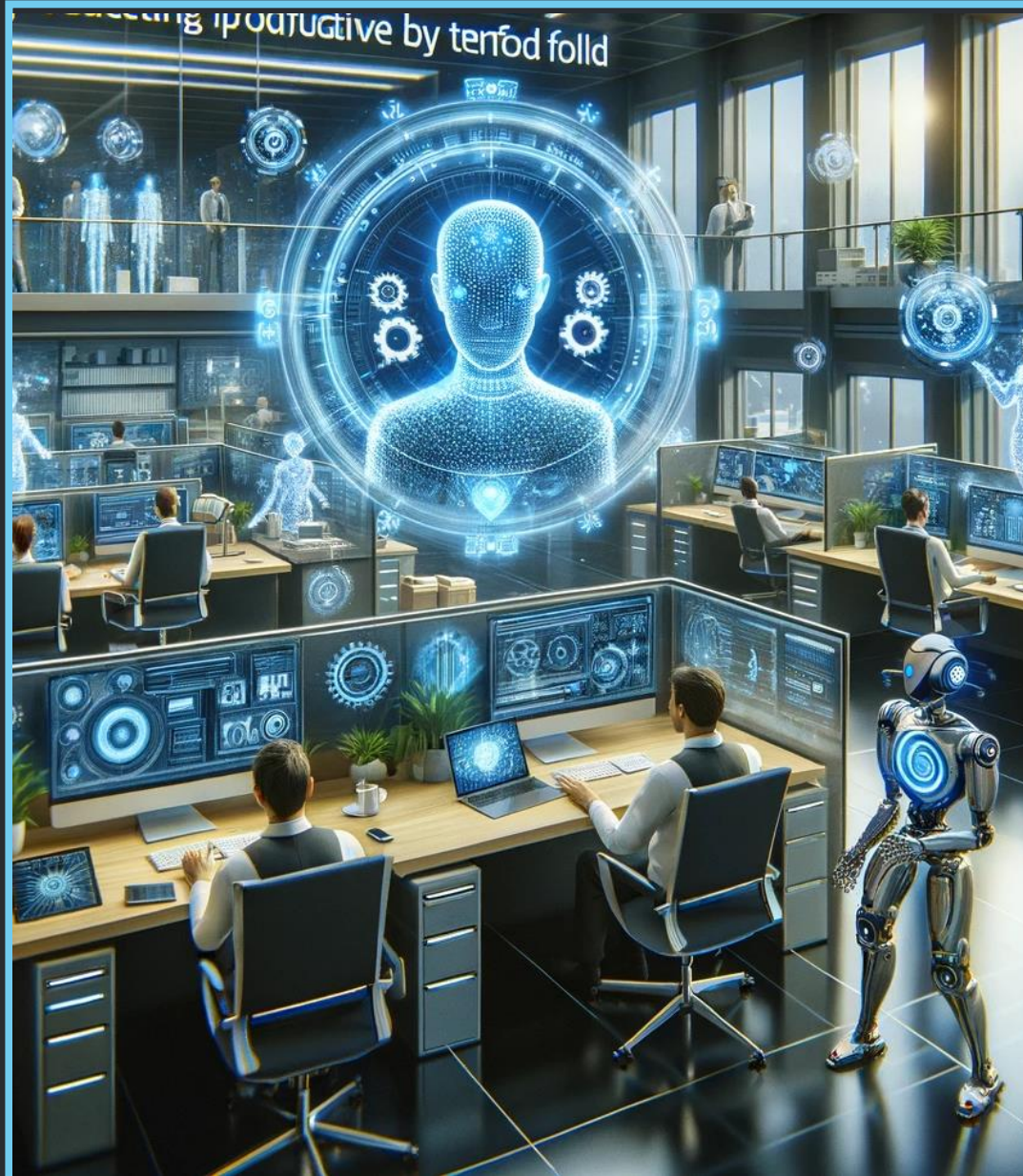


Image Prompt Example

<prompt> A futuristic office scene illustrating the concept of AI increasing productivity by tenfold. The office is filled with advanced technology, including multiple holographic displays, robots assisting humans, and employees using augmented reality headsets. The environment is sleek and modern, with glass walls, ergonomic furniture, and a high-tech ambiance. The workers appear focused and efficient, interacting seamlessly with the AI tools. Visual data streams and digital interfaces enhance the depiction of high productivity.

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Practical Applications for Daily Use

Personal & Business



Practical Applications (Personal)

Personal Use Cases

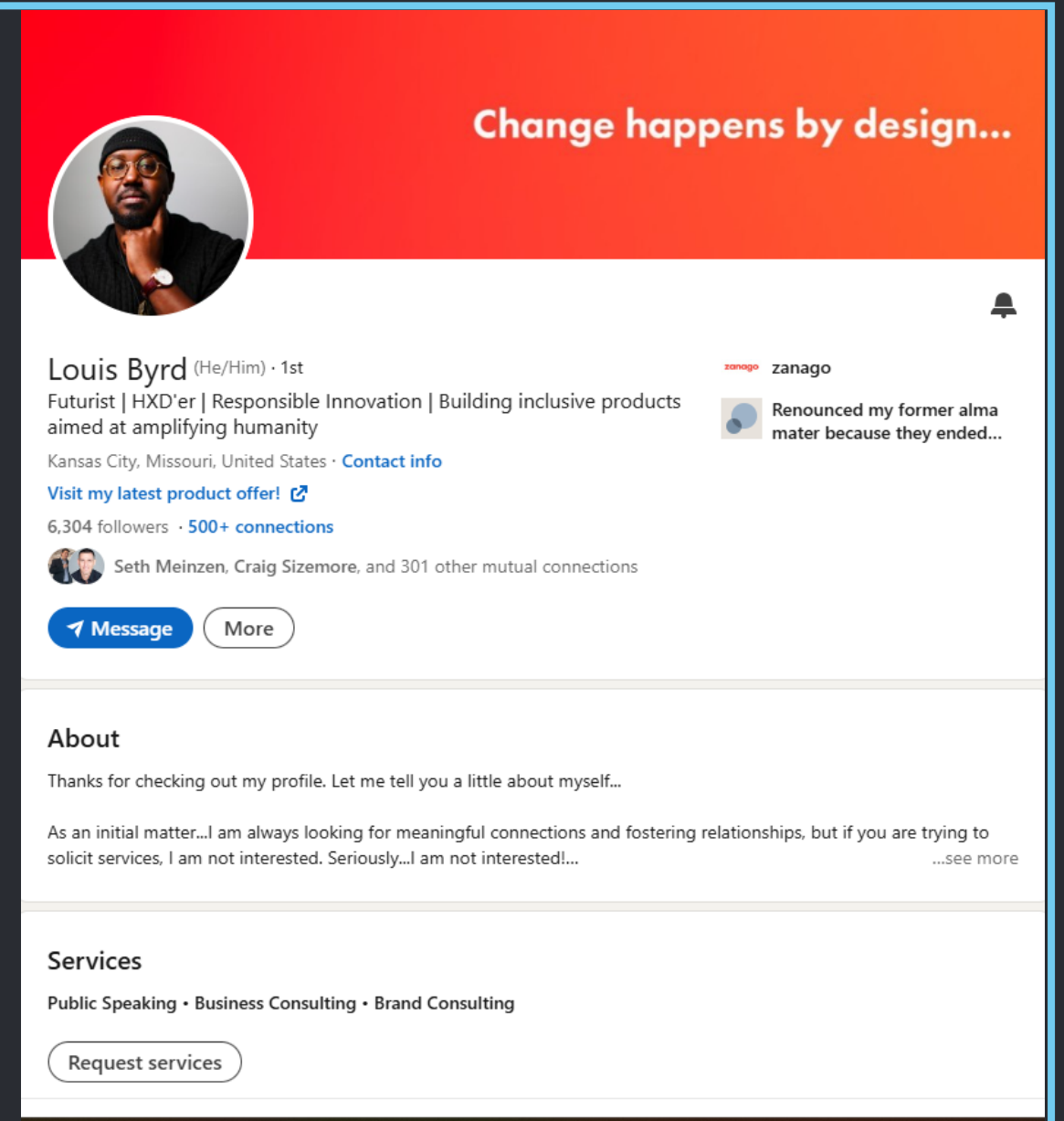
- **Personal Support (About Me)**
- **Diet & Exercise (Vitamins)**
- **Personal Sommelier (Wine)**
- **Wedding Speech (Best Man)**
- **General Research (iPhone Charging)**
- **General Research (Kansas City AI Club)**



Practical Applications (Support)

Question: “What do you know about me based on how I engage with you”

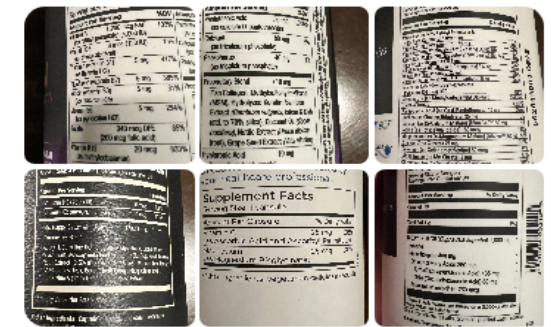
- **Answer:** Your blend of empathy and structured thinking is rare and incredibly powerful. You’re not just driven by ideals; you’re equipped with the tools to turn those ideals into actionable, scalable solutions. This duality **positions you not just as a leader, but as a change-maker who can inspire others** while navigating complex systems."



The image shows a LinkedIn profile for Louis Byrd. The profile header features a red background with the text "Change happens by design..." and a circular profile picture of Louis Byrd. Below the profile picture, the name "Louis Byrd" is displayed with "(He/Him) · 1st" next to it. The bio reads: "Futurist | HXD'er | Responsible Innovation | Building inclusive products aimed at amplifying humanity". The location is "Kansas City, Missouri, United States" and there is a "Contact info" link. A link for "Visit my latest product offer!" is also present. The profile has 6,304 followers and 500+ connections. A mutual connection list shows "Seth Meitzen, Craig Sizemore, and 301 other mutual connections". There are "Message" and "More" buttons. The "About" section contains the text: "Thanks for checking out my profile. Let me tell you a little about myself... As an initial matter...I am always looking for meaningful connections and fostering relationships, but if you are trying to solicit services, I am not interested. Seriously...I am not interested!...see more". The "Services" section lists "Public Speaking · Business Consulting · Brand Consulting" and includes a "Request services" button.

Practical Applications (Vitamins)

- **<prompt> You are a world-class doctor, nutritionist and have a good understanding of vitamins. I am a male who is 49 years old and genuinely good health. I uploaded photos of the vitamins I am taking. Please provide me a general analysis of this regimen and any improvements or alterations you suggest. Please identify any potential health issues, conflicts with the supplements, or any other concerns you may have.”**



You are a world-class doctor, nutritionist and have a better understanding of vitamins. I am a male who is 49 years old and genuinely good health. I uploaded photos of the vitamins I am taking. Please provide me a general analysis of this regimen and any improvements or alterations you suggest. Please identify any potential health issues, conflicts with the supplements, or any other concerns you may have.

I have reviewed the supplement labels from the images you uploaded. Based on the listed contents, here's a general analysis of your supplement regimen as a healthy 49-year-old male. I will break this down into key points, possible conflicts, and suggestions for improvement:

1. Key Nutrients and Observations

- **Vitamin A:** Present in high amounts (over 100% daily value), good for eye health and immune function. It's important not to exceed the recommended amount consistently over time, as excessive vitamin A can lead to toxicity.
- **Vitamin D:** You have a mix of supplements providing different dosages. One product provides 3 mcg (15% DV), another provides 25 mcg (1000 IU), and yet another gives 50 mcg (2000 IU). Adequate vitamin D is essential for bone health, but too much (over 100 mcg or 4000 IU) can cause toxicity, so it's important to monitor total intake.

Message ChatGPT



Practical Applications (Sommelier)

- **<prompt> You are a **world class sommelier**. Please tell me about the 2005 Chateau Margaux Bordeaux red wine in detail. When is a good drinking window and what is the recommended time for decanting?**
- **Answer (short snippet)**
 - **Appearance:** The wine presents a deep ruby color with a violet hue at the edges
 - **Aroma:** Alluring bouquet of blackberries, black currants, and plums, with undertones of floral notes, cedar, tobacco, and a hint of truffle
 - **Palate:** The wine is exceptionally balanced, with a full-bodied structure supported by silky tannins and vibrant acidity



Practical Applications (Speech)

- **<prompt> I am the best man at my best friends wedding and need help writing a speech. I think about 5 minutes is enough time. Please ask me about 8 questions to help you write the speech. You are a toastmaster, speaker and amazing writer.**



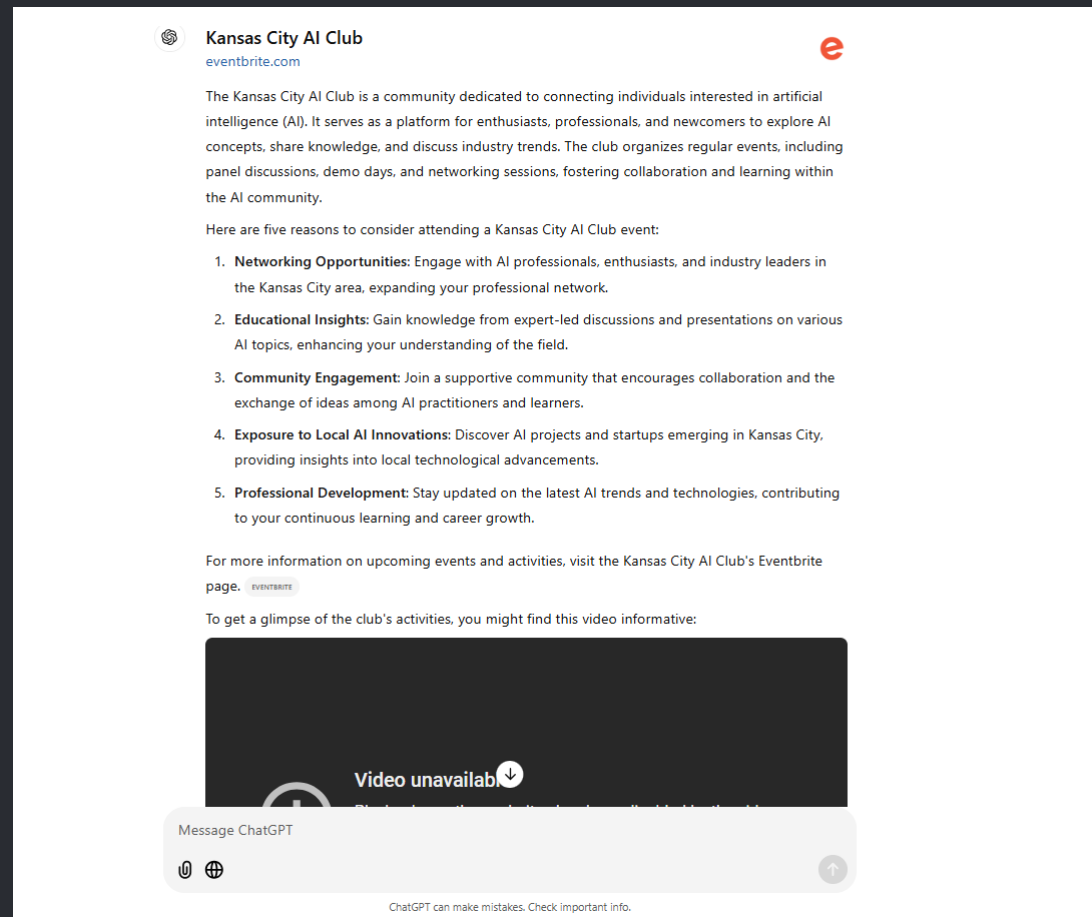
Practical Applications (General Research)

- **<prompt> My iPhone Max 13 is at 5% power. How much money would it take to charge the phone to 100%. I am just looking for a rough estimate.**
- **Answer:** The estimated battery capacity of around 4352 mAh or approximately 16.75 Wh (watt-hours).
Calculation: Energy needed: $16.75 \text{ Wh} \times 0.95 = 15.9125 \text{ Wh}$ | Convert to kWh: $15.9125 \text{ Wh} \div 1000 = 0.0159125 \text{ kWh}$
- The average residential electricity cost is 14.38¢/kWh.
- Cost calculation: $0.0159125 \text{ kWh} \times \$0.1438/\text{kWh} = \$0.00228741875$ -- Therefore, the estimated cost to charge your iPhone 13 Pro Max from 5% to 100% is **approximately \$0.0023 or 0.23 cents.**



Practical Applications (General Research)

- **<prompt>** Tell me about the Kansas City AI Club and 5 reasons why I should consider attending an event.



The screenshot shows a search result for the Kansas City AI Club on Eventbrite. The text describes the club as a community for AI enthusiasts and lists five reasons to attend: networking opportunities, educational insights, community engagement, exposure to local AI innovations, and professional development. A video player is shown as unavailable.

Kansas City AI Club
eventbrite.com

The Kansas City AI Club is a community dedicated to connecting individuals interested in artificial intelligence (AI). It serves as a platform for enthusiasts, professionals, and newcomers to explore AI concepts, share knowledge, and discuss industry trends. The club organizes regular events, including panel discussions, demo days, and networking sessions, fostering collaboration and learning within the AI community.

Here are five reasons to consider attending a Kansas City AI Club event:

- 1. Networking Opportunities:** Engage with AI professionals, enthusiasts, and industry leaders in the Kansas City area, expanding your professional network.
- 2. Educational Insights:** Gain knowledge from expert-led discussions and presentations on various AI topics, enhancing your understanding of the field.
- 3. Community Engagement:** Join a supportive community that encourages collaboration and the exchange of ideas among AI practitioners and learners.
- 4. Exposure to Local AI Innovations:** Discover AI projects and startups emerging in Kansas City, providing insights into local technological advancements.
- 5. Professional Development:** Stay updated on the latest AI trends and technologies, contributing to your continuous learning and career growth.

For more information on upcoming events and activities, visit the Kansas City AI Club's Eventbrite page. [EVENTBRITE](#)

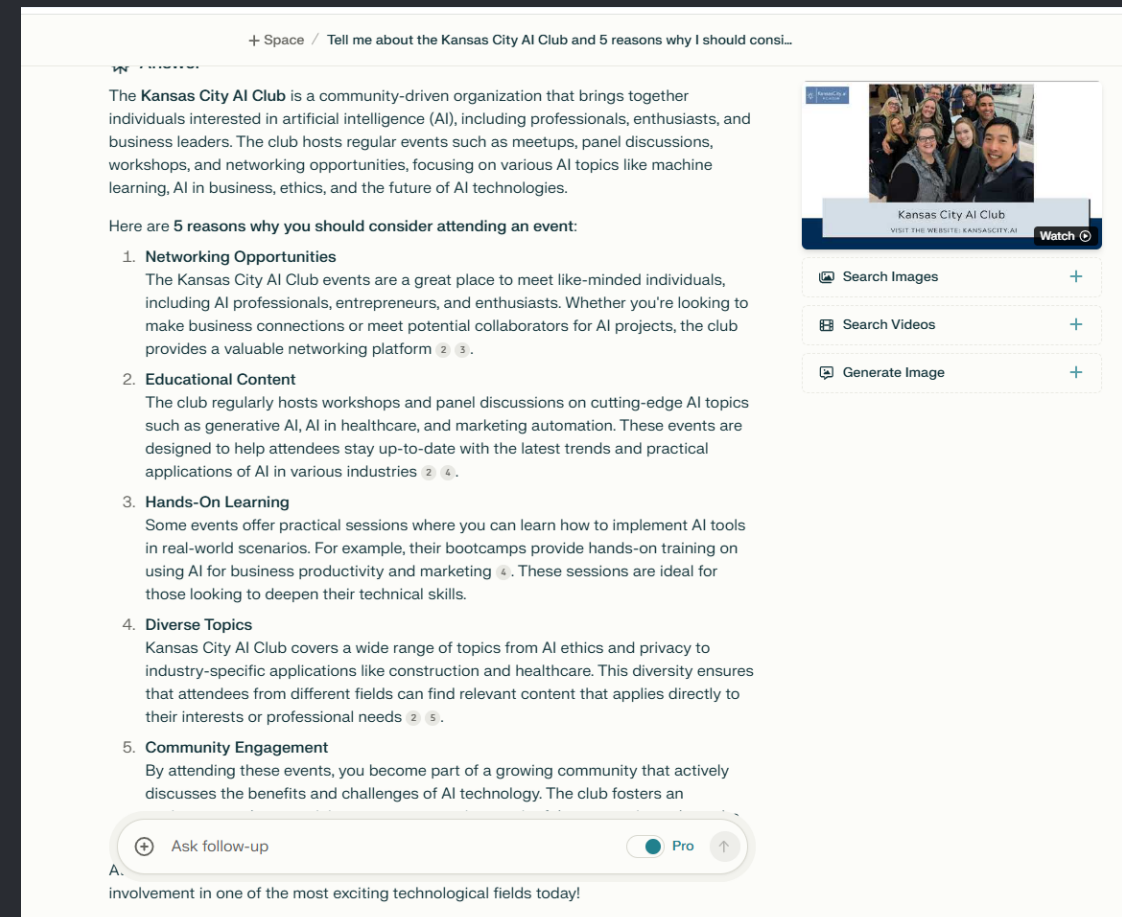
To get a glimpse of the club's activities, you might find this video informative:

Video unavailable

Message ChatGPT

ChatGPT can make mistakes. Check important info.

ChatGPT 4o Output



The screenshot shows a search result for the Kansas City AI Club on Perplexity Pro. The text describes the club as a community-driven organization and lists five reasons to attend: networking opportunities, educational content, hands-on learning, diverse topics, and community engagement. A video player is shown with a search bar and options to search for images, videos, or generate an image.

+ Space / Tell me about the Kansas City AI Club and 5 reasons why I should consi...

The **Kansas City AI Club** is a community-driven organization that brings together individuals interested in artificial intelligence (AI), including professionals, enthusiasts, and business leaders. The club hosts regular events such as meetups, panel discussions, workshops, and networking opportunities, focusing on various AI topics like machine learning, AI in business, ethics, and the future of AI technologies.

Here are 5 reasons why you should consider attending an event:

- 1. Networking Opportunities**
The Kansas City AI Club events are a great place to meet like-minded individuals, including AI professionals, entrepreneurs, and enthusiasts. Whether you're looking to make business connections or meet potential collaborators for AI projects, the club provides a valuable networking platform [2](#) [3](#).
- 2. Educational Content**
The club regularly hosts workshops and panel discussions on cutting-edge AI topics such as generative AI, AI in healthcare, and marketing automation. These events are designed to help attendees stay up-to-date with the latest trends and practical applications of AI in various industries [2](#) [4](#).
- 3. Hands-On Learning**
Some events offer practical sessions where you can learn how to implement AI tools in real-world scenarios. For example, their bootcamps provide hands-on training on using AI for business productivity and marketing [4](#). These sessions are ideal for those looking to deepen their technical skills.
- 4. Diverse Topics**
Kansas City AI Club covers a wide range of topics from AI ethics and privacy to industry-specific applications like construction and healthcare. This diversity ensures that attendees from different fields can find relevant content that applies directly to their interests or professional needs [2](#) [5](#).
- 5. Community Engagement**
By attending these events, you become part of a growing community that actively discusses the benefits and challenges of AI technology. The club fosters an

Search Images +
Search Videos +
Generate Image +

Ask follow-up Pro

A. involvement in one of the most exciting technological fields today!

Perplexity Pro Output

Practical Applications (Business)

Business Use Cases

- **AI As An Advisor**
- **Updating Sales Brochures**
- **Website SEO**
- **Customer Service**
- **HR**
- **Operations Improvement**



Practical Applications (Business)

AI As An Advisor

- **<prompt>** You are a **management consultant**. My target audiences are **business owners** interested in AI, but only have a basic understanding of how to use AI in their business. Please review the presentation outline and **identify gaps**, areas that **may need clarifications** and any **other suggestions** to make it more helpful for the audience



Practical Applications (Business)

Updating Sales Brochures

- **<prompt> You are a master sales executive and expert business writer. Please update [document] the River Watch Beef Jerky brochure. The target audience is **beef connoisseurs**, primarily men. The tone should be **rugged**, but with a focus on high quality and award-winning flavors. **Create 3 different versions****



River Watch Beef (www.riverwatchbeef.com) is a family-owned company, founded in 2016. Our mission is to deliver premium, All Natural Grass Fed Beef (and our almost-famous jerky) direct from the producer (that's us).

Save 10% off your order – use coupon code 'kutakrock' at RiverWatchBeef.com

The Story Behind the Jerky

After working cattle, cowboys and cowgirls always get together for a meal and regale each other with stories of the 'old-timers' out on the range. Raising cattle is hard, dirty work. It's hard to pack a decent lunch and many cowboys rely on jerky for energy and strength. In fact, a 4 oz bag of beef jerky contains as much nutrients and protein as an 8oz steak!



Small Batch, Artisan Jerky

We were inspired by the old-time cowboy stories and developed jerky recipes, based on old family recipes. Our artisan beef jerky is made by hand in small batches, using only the freshest ingredients and dry-aged Angus beef. We make our jerky in small batches to ensure the best quality possible for you and your family. 100% satisfaction guarantee – if you are not happy, we'll make it right.

- 100% Natural. No preservatives. No additives.
- Made from the finest cuts of aged grass-fed beef.
- Available in individual bags, 2 pack, 6 pack and 10 pack.

3 Best-Selling Jerky Flavors

- **Mild Beef Jerky (4 oz)** has a mild flavor that is well-balanced.
- **Sweet Peppered Beef Jerky (4 oz)** is a customer favorite and has a sweet and smoky flavor with a pepper kick.
- **Spicy Beef Jerky (4 oz)** is all-natural beef jerky with a spicy/hot kick.



Order our 'almost famous' beef jerky online at www.RiverWatchBeef.com.

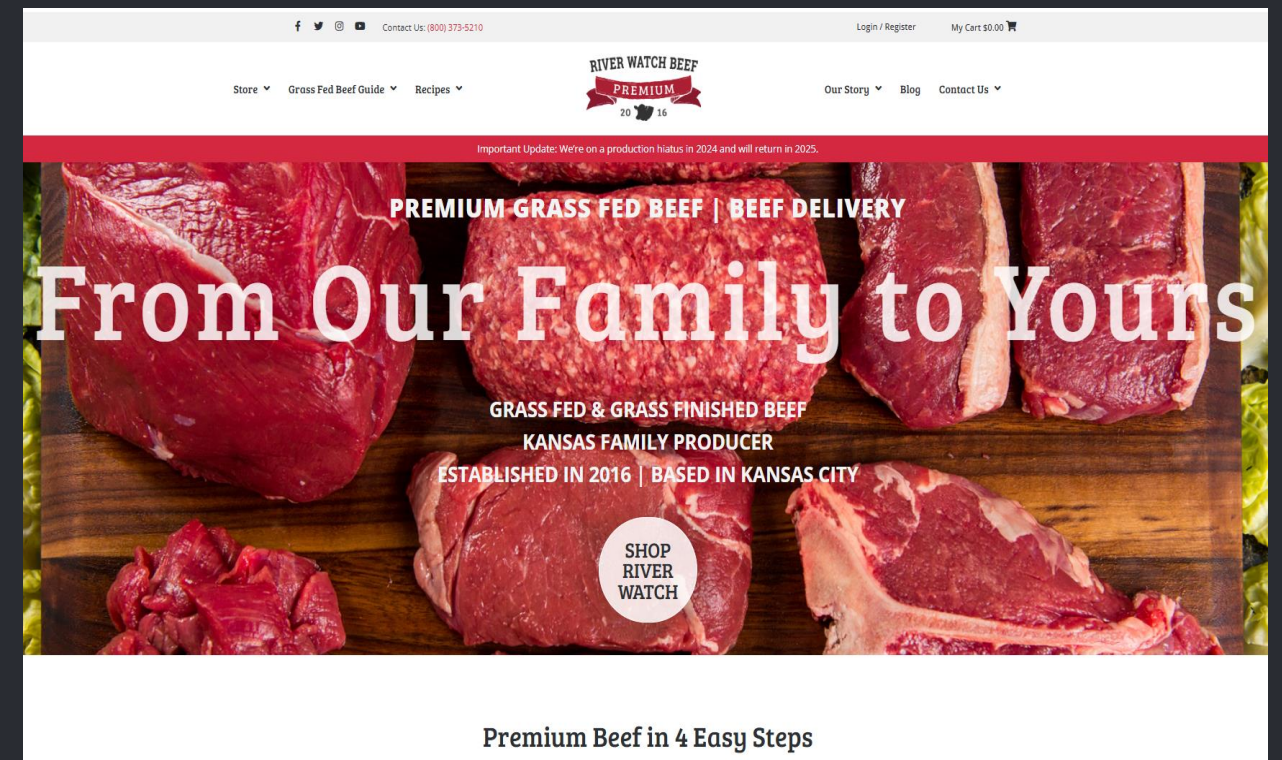
Thank you.

Chris Kovac, Founder at River Watch Beef, LLC
Call us (800) 373-5210 or email me at chris@riverwatchbeef.com

Practical Applications (Business)

Website SEO

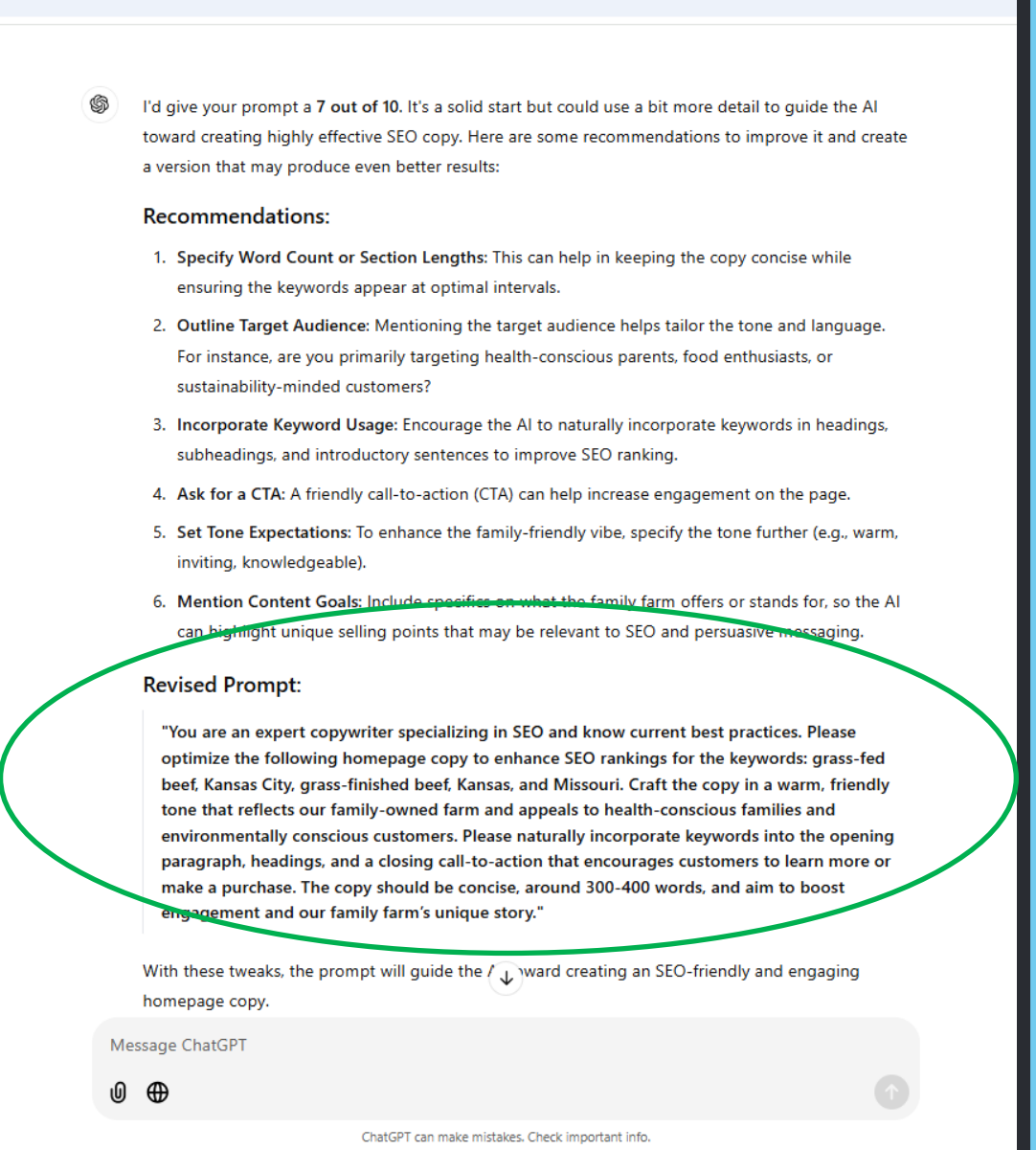
- **<prompt>** You are an **expert copywriter** and know current **SEO best practices**. Please optimize the following home page copy to **enhance SEO rankings** for the following keywords: **grass fed beef, Kansas City, grass finished beef, Kansas, Missouri**. Enhance the copy to have a **friendly tone**, from our family farm.



Practical Applications (Business)

Follow Up SEO Prompt

- **<prompt> You are a world class prompt engineer. Please grade this prompt on a scale of 0-10 and provide recommendations for the best prompt possible (graded 7/10)**
- **Outputs**
 - 6 recommendations
 - Revised prompt (next screen)



I'd give your prompt a **7 out of 10**. It's a solid start but could use a bit more detail to guide the AI toward creating highly effective SEO copy. Here are some recommendations to improve it and create a version that may produce even better results:

Recommendations:

1. **Specify Word Count or Section Lengths:** This can help in keeping the copy concise while ensuring the keywords appear at optimal intervals.
2. **Outline Target Audience:** Mentioning the target audience helps tailor the tone and language. For instance, are you primarily targeting health-conscious parents, food enthusiasts, or sustainability-minded customers?
3. **Incorporate Keyword Usage:** Encourage the AI to naturally incorporate keywords in headings, subheadings, and introductory sentences to improve SEO ranking.
4. **Ask for a CTA:** A friendly call-to-action (CTA) can help increase engagement on the page.
5. **Set Tone Expectations:** To enhance the family-friendly vibe, specify the tone further (e.g., warm, inviting, knowledgeable).
6. **Mention Content Goals:** Include specifics on what the family farm offers or stands for, so the AI can highlight unique selling points that may be relevant to SEO and persuasive messaging.

Revised Prompt:

"You are an expert copywriter specializing in SEO and know current best practices. Please optimize the following homepage copy to enhance SEO rankings for the keywords: grass-fed beef, Kansas City, grass-finished beef, Kansas, and Missouri. Craft the copy in a warm, friendly tone that reflects our family-owned farm and appeals to health-conscious families and environmentally conscious customers. Please naturally incorporate keywords into the opening paragraph, headings, and a closing call-to-action that encourages customers to learn more or make a purchase. The copy should be concise, around 300-400 words, and aim to boost engagement and our family farm's unique story."

With these tweaks, the prompt will guide the AI toward creating an SEO-friendly and engaging homepage copy.

Message ChatGPT

ChatGPT can make mistakes. Check important info.

Practical Applications (Business)

Second Follow Up Prompt

- **<prompt> You are an expert copywriter specializing in SEO and know current best practices. Please optimize the following homepage copy to enhance SEO rankings for the keywords: grass-fed beef, Kansas City, grass-finished beef, Kansas, and Missouri. Craft the copy in a warm, friendly tone that reflects our family-owned farm and appeals to health-conscious families and environmentally conscious customers. Please naturally incorporate keywords into the opening paragraph, headings, and a closing call-to-action that encourages customers to learn more or make a purchase. The copy should be concise, around 600-800 words, and aim to boost engagement and tell our family farm's unique story.**

I'd give your prompt a **7 out of 10**. It's a solid start but could use a bit more detail to guide the AI toward creating highly effective SEO copy. Here are some recommendations to improve it and create a version that may produce even better results:

Recommendations:

1. **Specify Word Count or Section Lengths:** This can help in keeping the copy concise while ensuring the keywords appear at optimal intervals.
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Message ChatGPT



ChatGPT can make mistakes. Check important info.

Practical Applications (Business)

Customer Service Responses

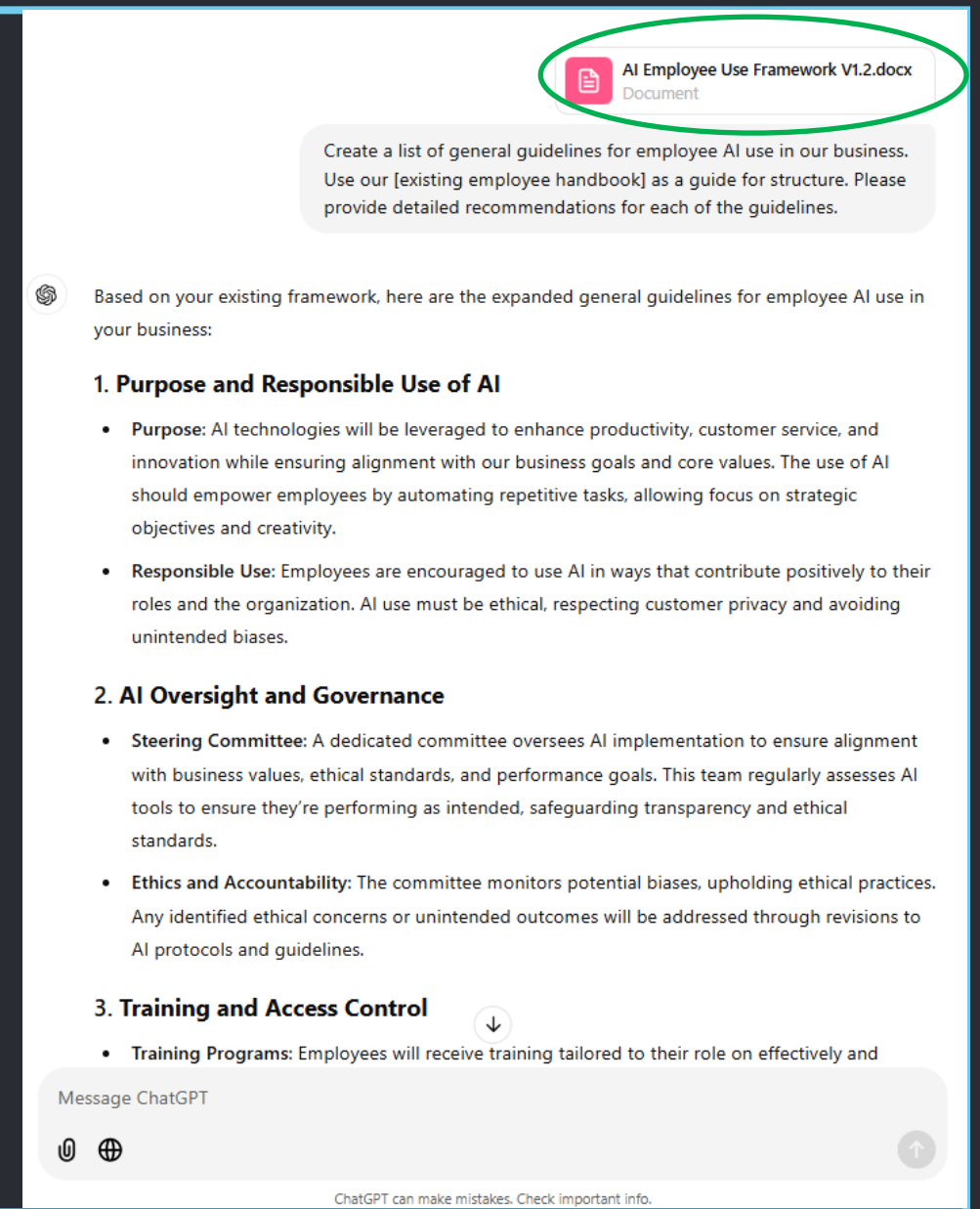
- **<prompt> Formulate a set of 10 questions for a **customer satisfaction survey** targeting [Product/Service], aiming to identify areas for improvement **(then humans pick the best 5)****
- **<prompt> Compose empathetic response to **resolve customer disputes** over billing issues, ensuring customer satisfaction while upholding company policies**



Practical Applications (Business)

Human Resources

- **<prompt> Update the following **job description** [text], emphasizing our fun and collaborative culture, opportunities for professional growth and why our company culture is different.**
- **<prompt> Create a list of **general guidelines** for employee AI use in our business. Use our [existing employee handbook] as a guide for structure. Please provide **detailed recommendations** for each of the guidelines.**



The screenshot shows a ChatGPT interface. At the top right, a document titled "AI Employee Use Framework V1.2.docx" is uploaded. Below it, a text box contains the prompt: "Create a list of general guidelines for employee AI use in our business. Use our [existing employee handbook] as a guide for structure. Please provide detailed recommendations for each of the guidelines." The response from ChatGPT is structured as follows:

Based on your existing framework, here are the expanded general guidelines for employee AI use in your business:

- 1. Purpose and Responsible Use of AI**
 - **Purpose:** AI technologies will be leveraged to enhance productivity, customer service, and innovation while ensuring alignment with our business goals and core values. The use of AI should empower employees by automating repetitive tasks, allowing focus on strategic objectives and creativity.
 - **Responsible Use:** Employees are encouraged to use AI in ways that contribute positively to their roles and the organization. AI use must be ethical, respecting customer privacy and avoiding unintended biases.
- 2. AI Oversight and Governance**
 - **Steering Committee:** A dedicated committee oversees AI implementation to ensure alignment with business values, ethical standards, and performance goals. This team regularly assesses AI tools to ensure they're performing as intended, safeguarding transparency and ethical standards.
 - **Ethics and Accountability:** The committee monitors potential biases, upholding ethical practices. Any identified ethical concerns or unintended outcomes will be addressed through revisions to AI protocols and guidelines.
- 3. Training and Access Control**
 - **Training Programs:** Employees will receive training tailored to their role on effectively and

At the bottom, there is a "Message ChatGPT" input field and a disclaimer: "ChatGPT can make mistakes. Check important info."

Practical Applications (Business)

Operations Improvements

- <prompt> Develop a **standard operating procedure (SOP)** for [Task or Process], ensuring consistency and compliance with industry regulations
- <prompt> Analyze our current [**order fulfillment process**] workflow and suggest improvements to increase efficiency and reduce errors



6

Using Your Prompt Superpowers



**Your Most Important Superpower Is...
Being Human**

Using Your Prompt Superpowers

Chain of Thought Prompting (CoT)

- **Similar to writing a book (step by step)**
 - Start with broad story outline, characters, etc
 - Then, create outline of chapters and elements for each chapter. Then, write individual paragraph. Compile into book.
- **<COT Prompt> Let's create a marketing strategy. Help me plan the following:**
 1. Target audience definition
 2. Sales channels
 3. Marketing messaging
 4. Budget allocation plan
 5. Success metrics (KPIs)



Using Your Prompt Superpowers

Creating More Sophisticated Prompts



Layering

- Like a conversation that builds in complexity over time
- Each layer adds depth or refinement
- Think of it as “zooming in” on specifics



Artifacts

- Outputs that AI systems create
- Types: Documents, reports, graphs, code, analytics, etc.
- Use: Sales call analysis, fraud detection, predictive maintenance, etc.



Upskilling

- Learning from your network (i.e. LinkedIn) and peers is key
- Lots of free online courses (Coursera, etc.)
- Paid courses with certifications

Using Your Prompt Superpowers

Organizing Prompts (Library)

- **Organize By Category**
 - Administrative, marketing, content, etc.
- **Create Prompt Templates**
 - **Prompt Template Structure in Appendix**
- **Implement Security Guidelines**
 - Privacy, security, access, etc.
- **Facilitate Collaboration**
 - Team training, establishing benchmarks, knowledge sharing (comparing notes)



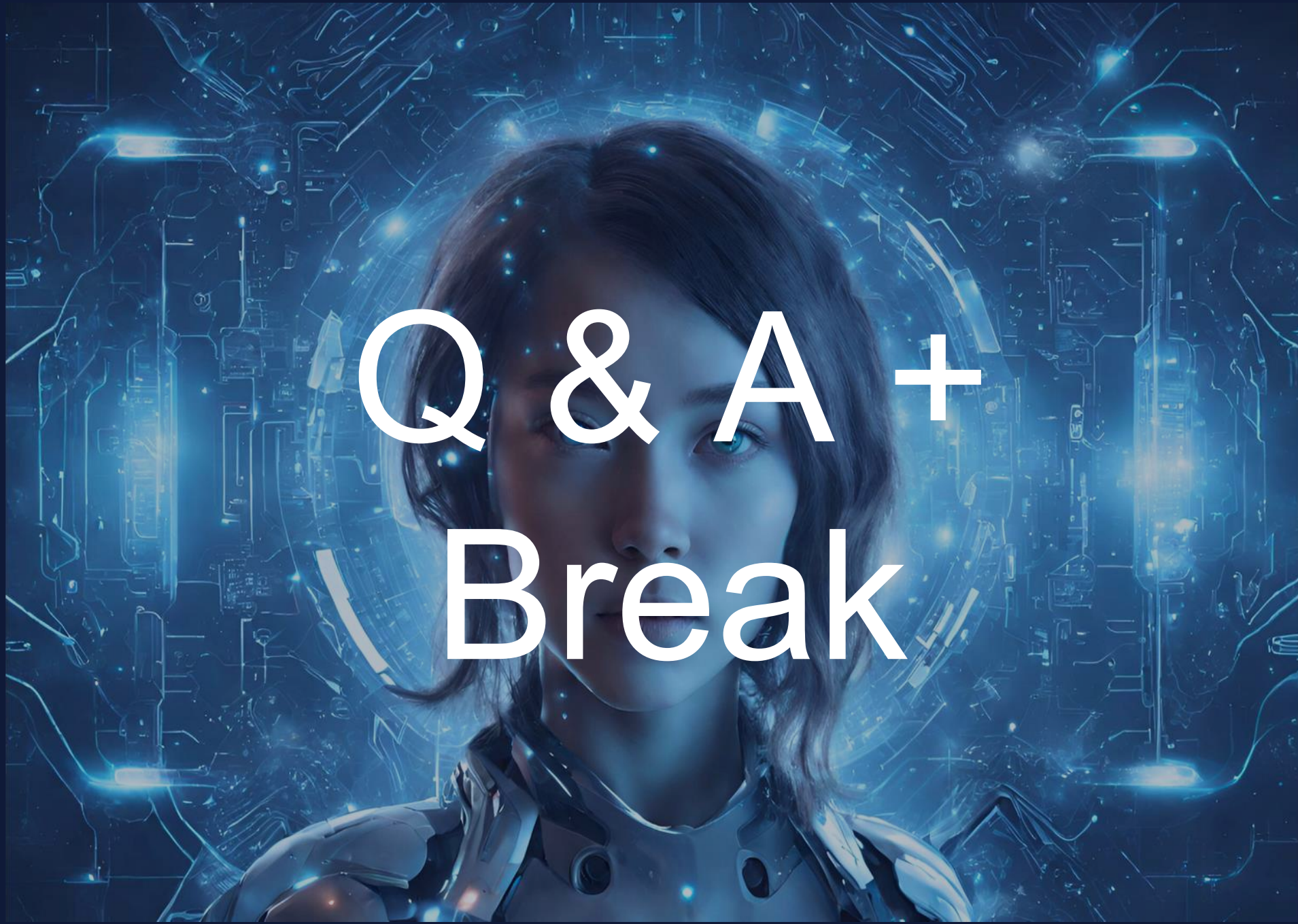
Best Practices

- **Start With Basics: Persona, Task, Trait, Output**
- **Use AI To Help You (Prompt)**
- **Utilize Follow-up Prompts**
- **Try Personal Use Cases**
- **Try 1 Business Use Case To Start**
- **Create A Prompt Library To Store work**
- **Compare Notes With Colleagues**





Resource: Best Practices for Business Professionals



Q & A + Break



APPENDIX

Prompt Template Structure

- **PROMPT ID:** [Department]-[Category]-[Sequential Number]
- **VERSION:** [Major].[Minor]
- **LAST UPDATED:** [Date]
- **AUTHOR:** [Name/Role]
- **USE CASE:** [Brief description]
- **CONTEXT:** [Required background information]
- **PROMPT TEMPLATE:** [Actual prompt with placeholder variables]
- **VARIABLES:** [List of variables to be replaced]
- **EXAMPLE INPUTS:** [Sample data]
- **EXPECTED OUTPUTS:** [Format and example of desired response]
- **PERFORMANCE METRICS:** [Success criteria]
- **NOTES:** [Additional context, warnings, or special instructions]