11.07.2024

Welcome to Session 2!

kovac.ai

© 2024 kovac.ai ALL Rights Reserved

Session 2 Agenda

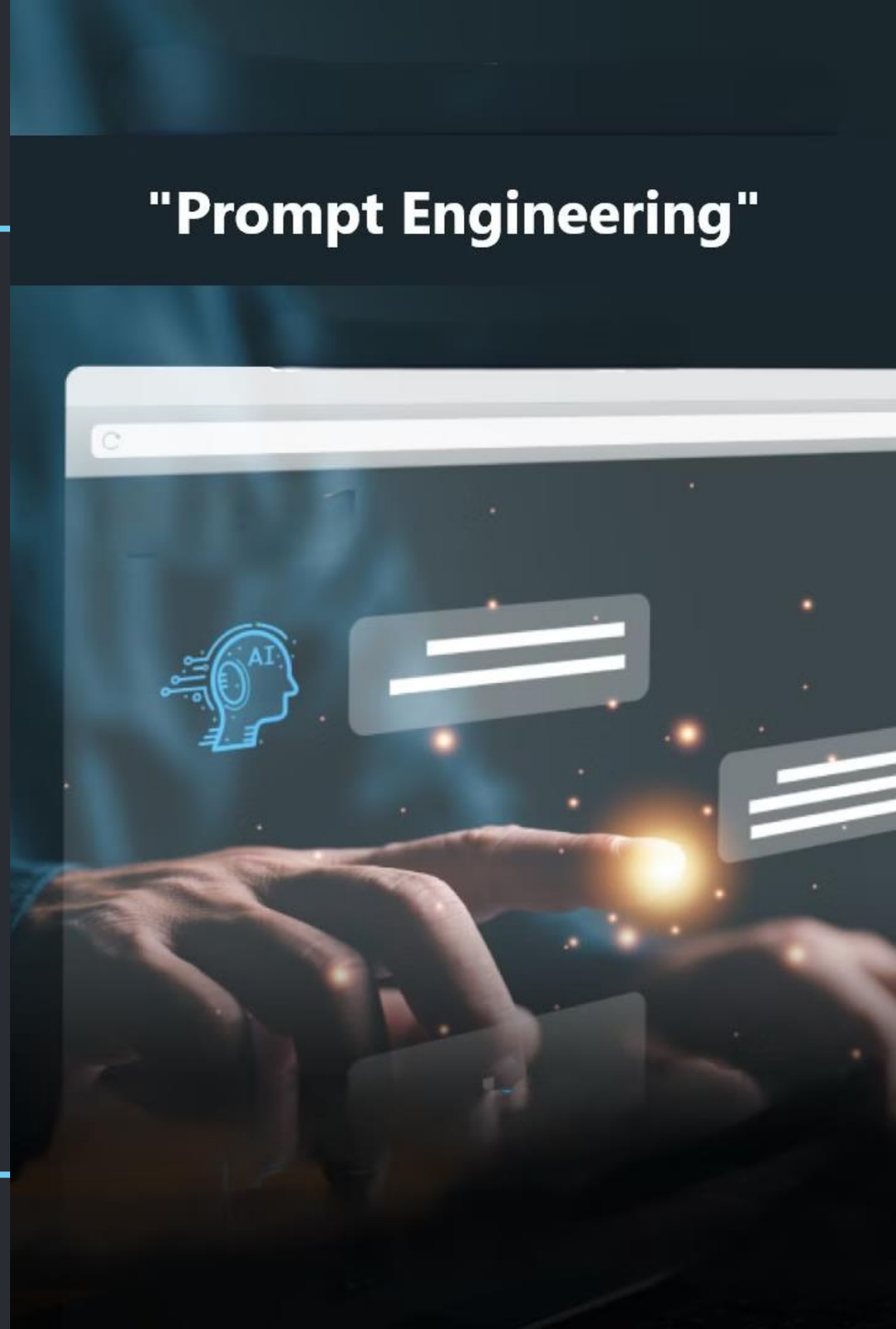
- Chapter 4: Prompt Engineering 101 & Beyond
- Chapter 5: Practical Applications For Daily Use
- Chapter 6: Using Your Prompt Superpowers

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

4

Prompt Engineering 101 & Beyond



© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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 specifics needs

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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…

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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.

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

AI Generated by ChatGPT: DALL-E GPT

A picture is worth a well-structured prompt

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

Prompt Engineering 101 & Beyond

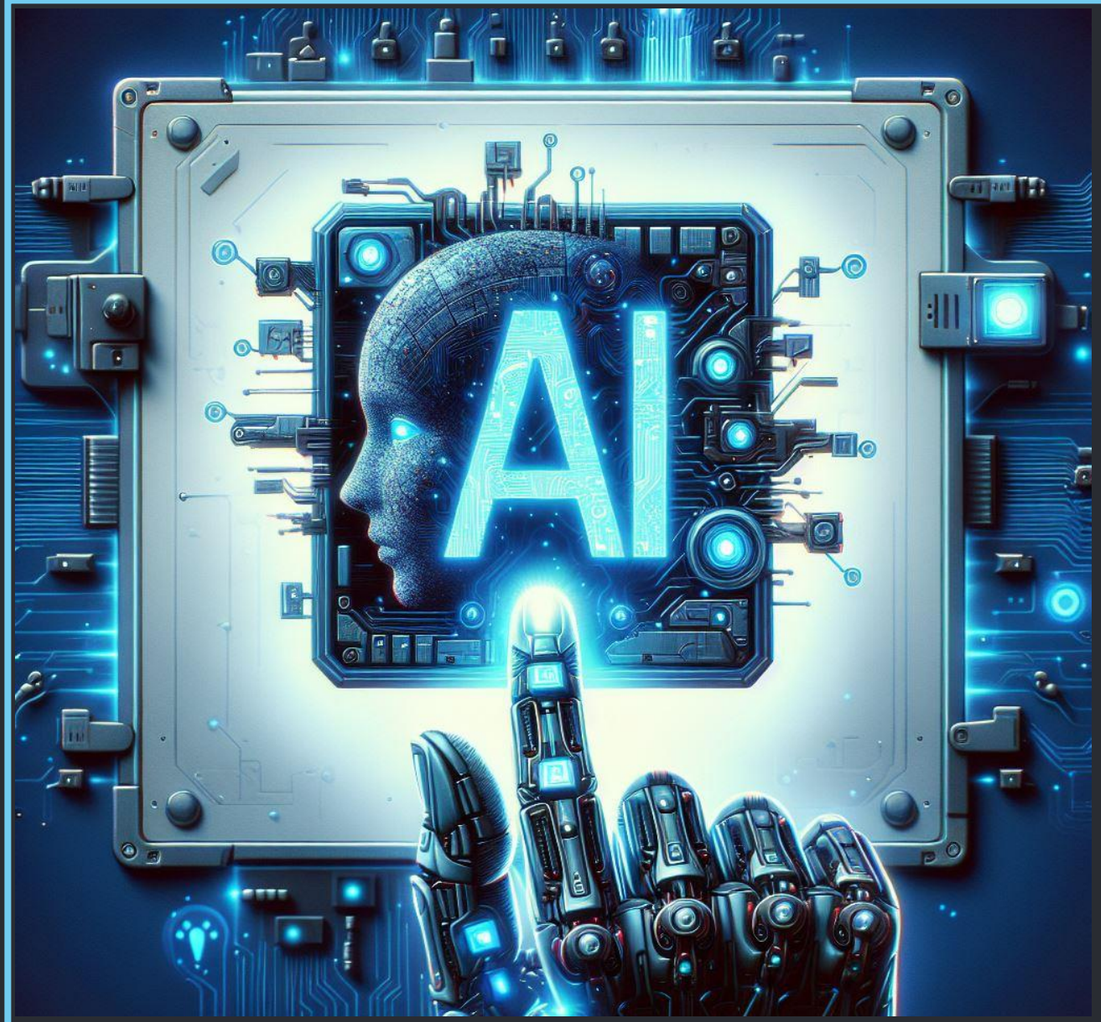


Image Prompt Example

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

Prompt Engineering 101 & Beyond

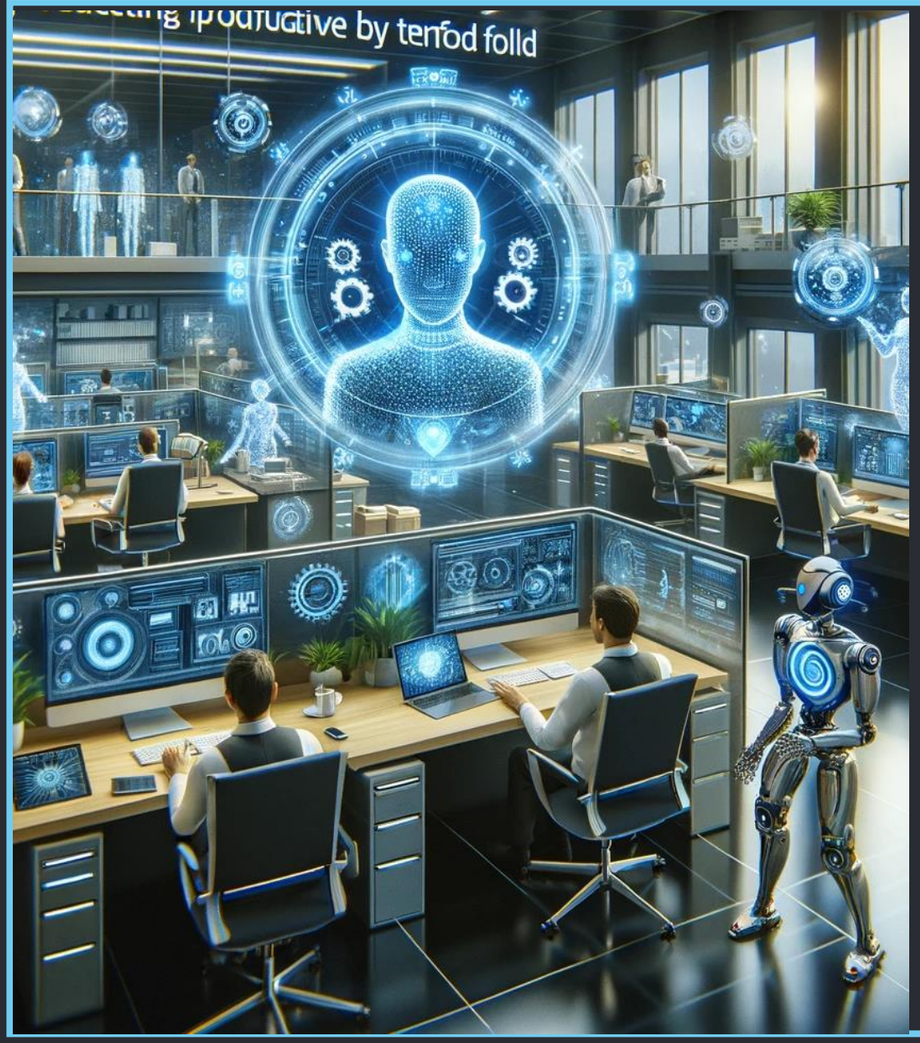


Image Prompt Example

<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 ambience. The workers appear focused and efficient, interacting seamlessly with the AI tools. Visual data streams and digital interfaces enhance the depiction of high productivity.

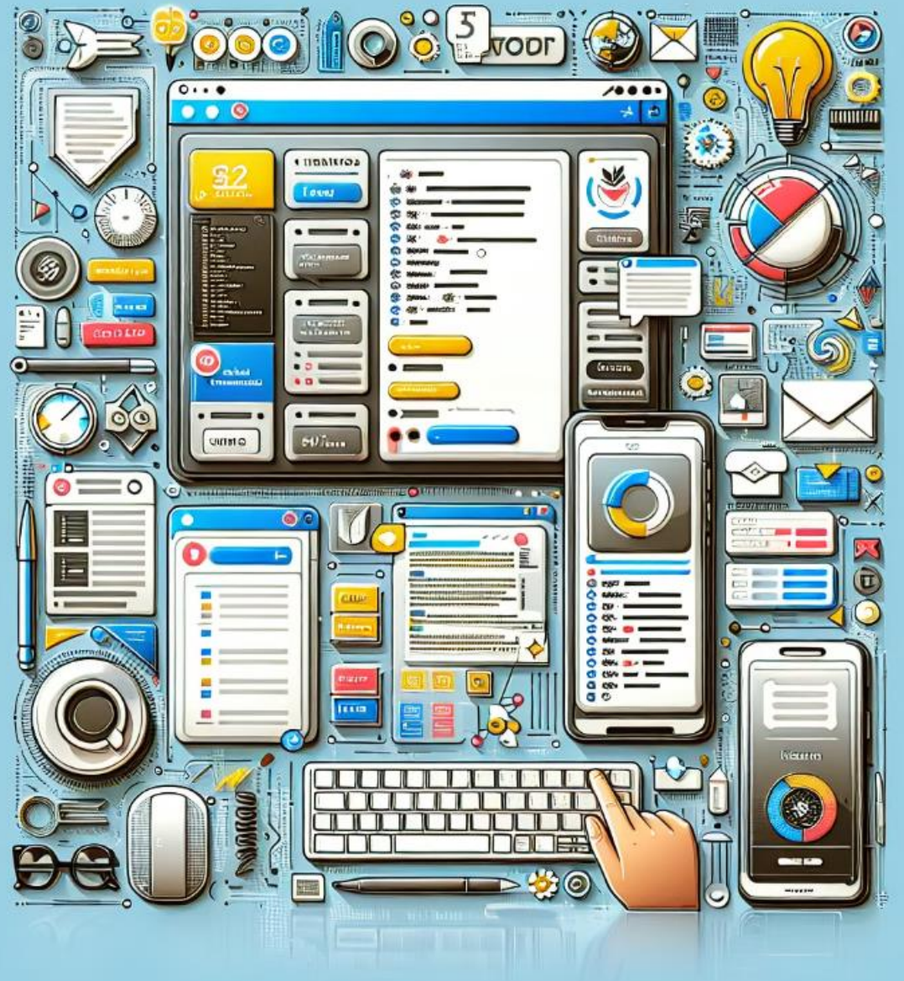
© 2024 kovac.ai ALL Rights Reserved

kovac.ai

5

Practical Applications for Daily Use

Personal & Business



© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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)

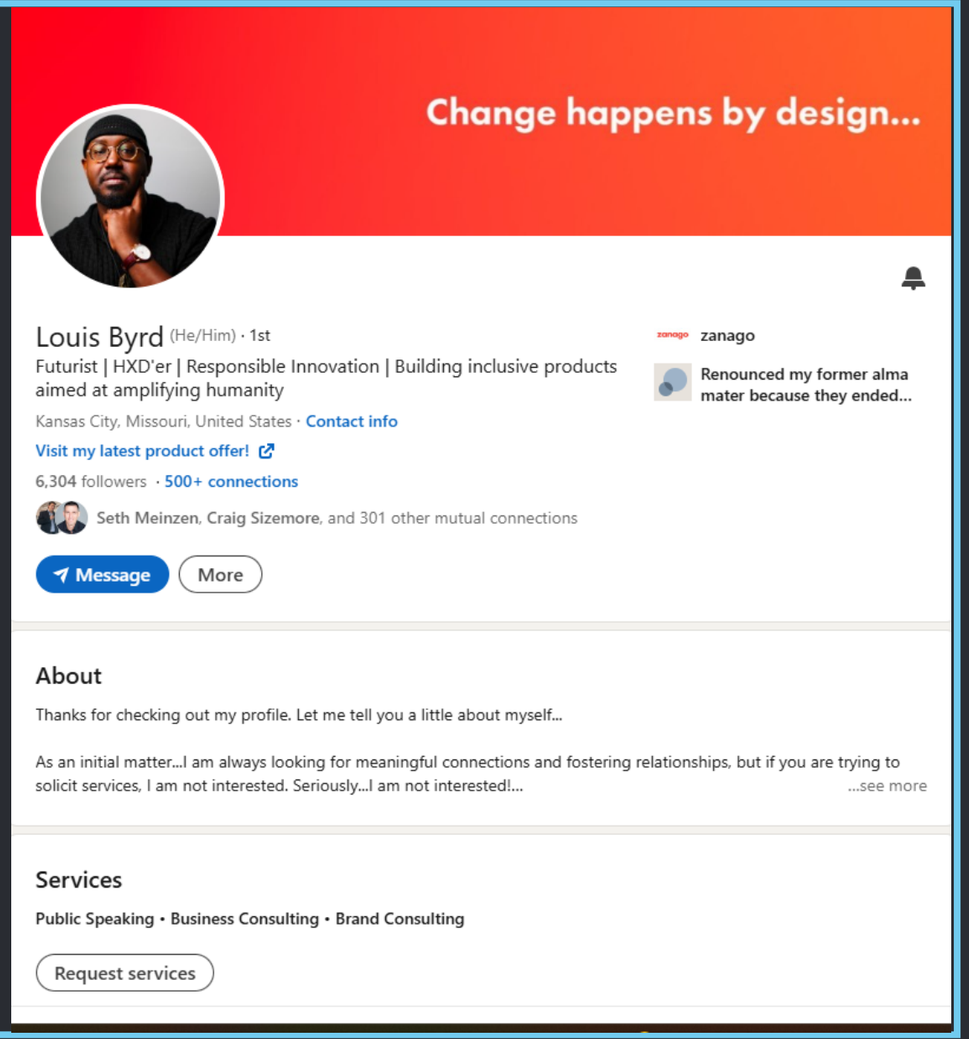
© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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."

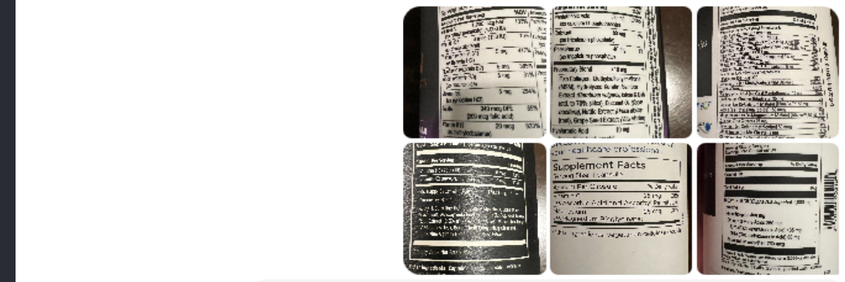


© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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 regiment 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 [illegible]th, but too much (over 100 mcg or 4000 IU) can cause toxicity, so it's important to monitor total intake.

Message ChatGPT

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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.

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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.**

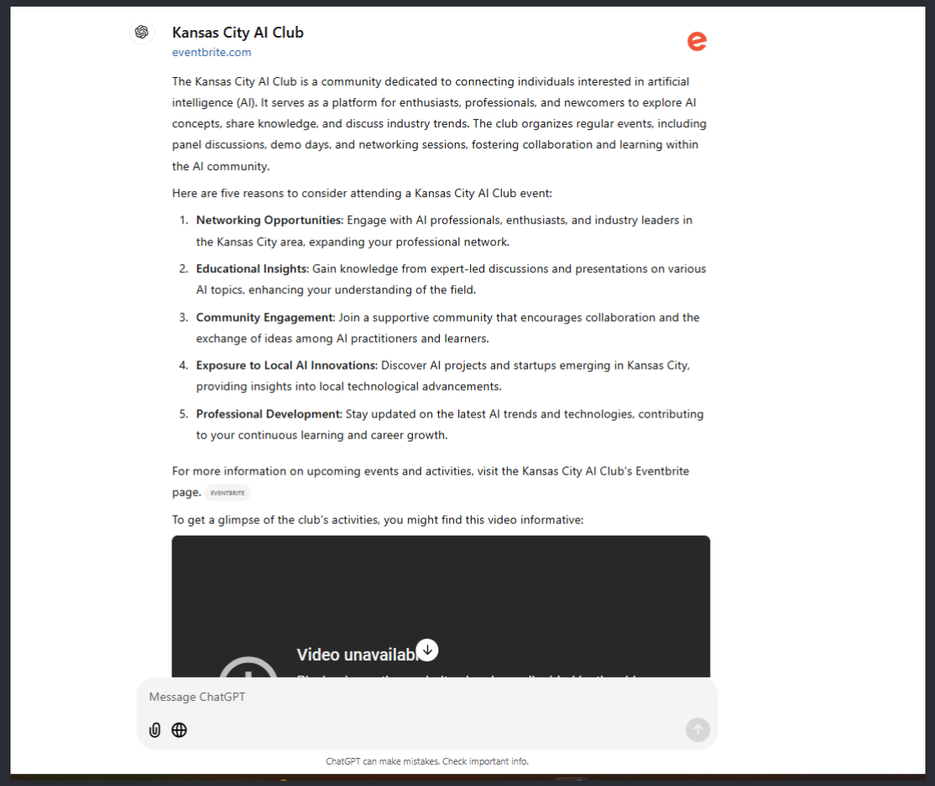
- **Answer:** The estimated battery capacity of around 4352 mAh or approximately 16.75 Wh (watt-hours). Calculation: Energy needed: 16.75 Wh × 0.95 = 15.9125 Wh | Convert to kWh: 15.9125 Wh ÷ 1000 = 0.0159125 kWh
- The average residential electricity cost is 14.38¢/kWh.
- Cost calculation: 0.0159125 kWh × $0.1438/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.**

© 2024 kovac.ai ALL Rights Reserved

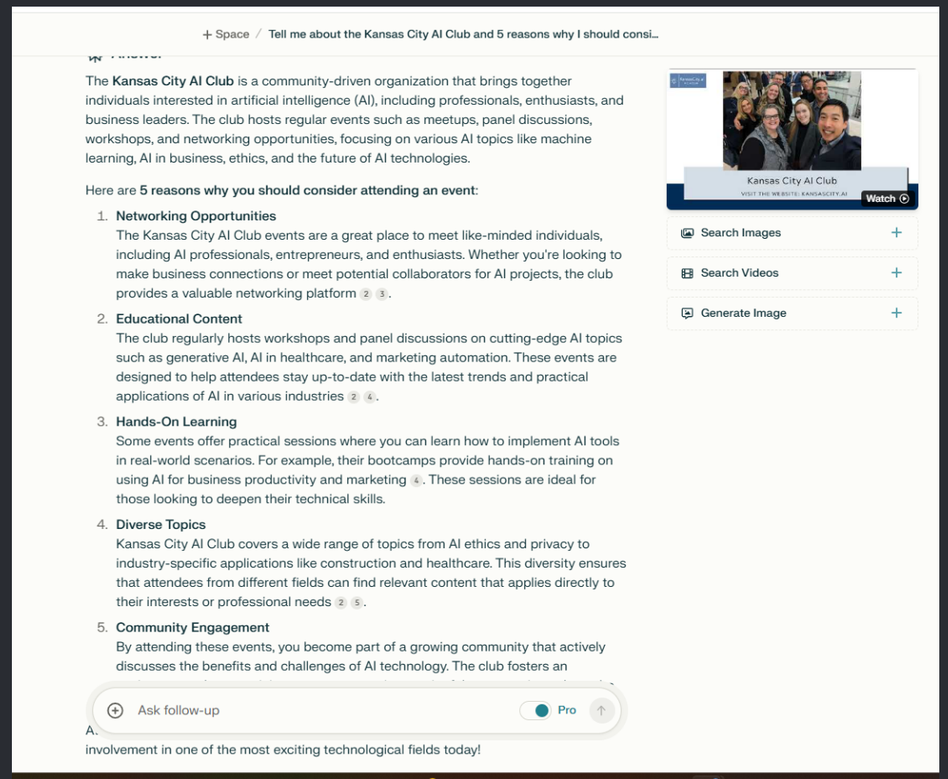
kovac.ai

Practical Applications (General Research)

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



ChatGPT 4o Output



Perplexity Pro Output

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

Practical Applications (Business)

Business Use Cases

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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
PREMIUM
2016

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

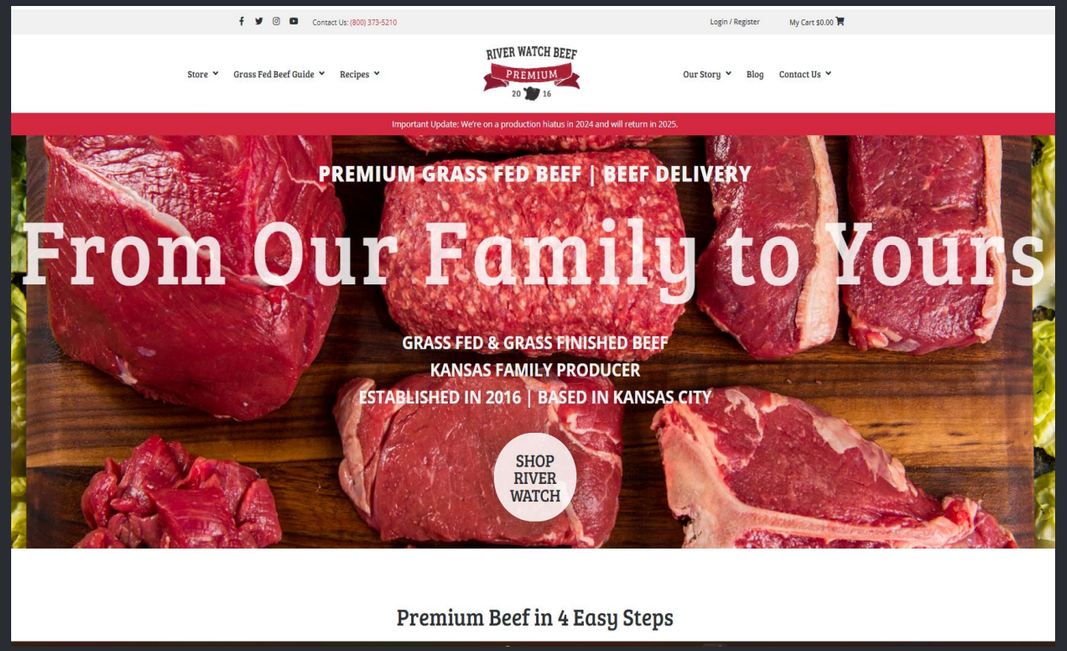
© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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.



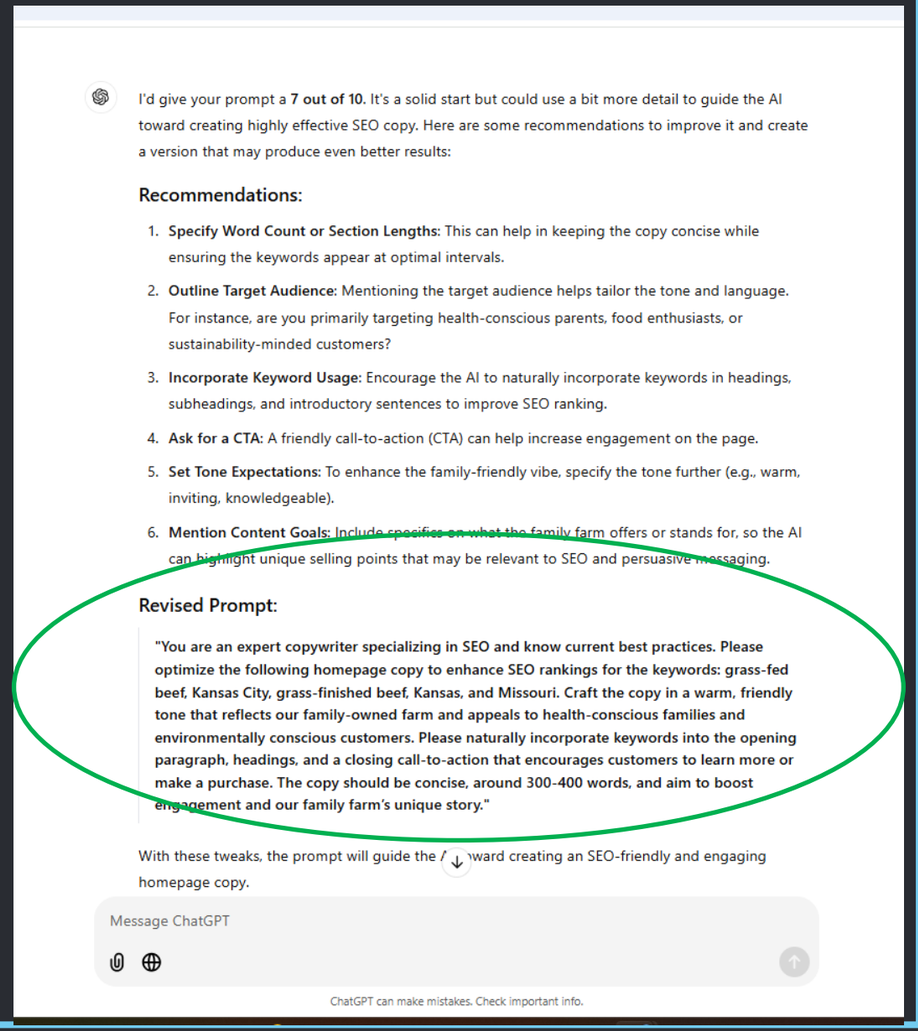
© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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.

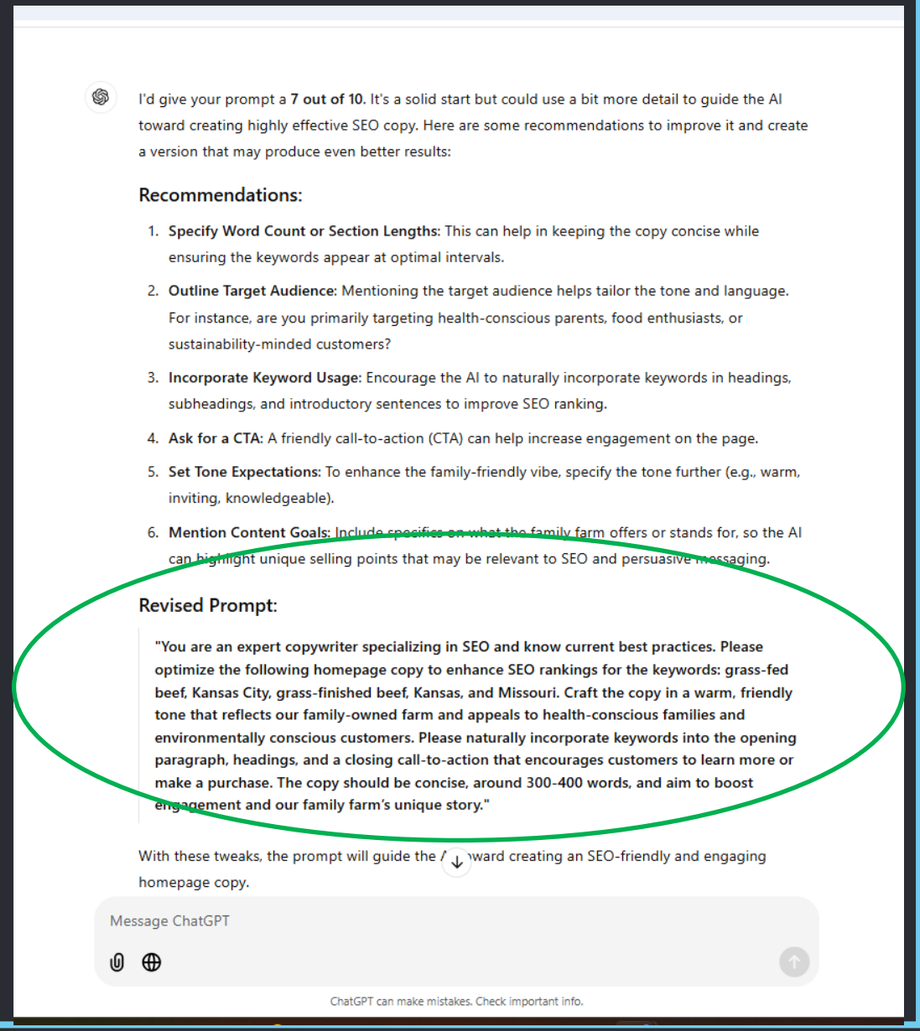
© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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.
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.

© 2024 kovac.ai ALL Rights Reserved

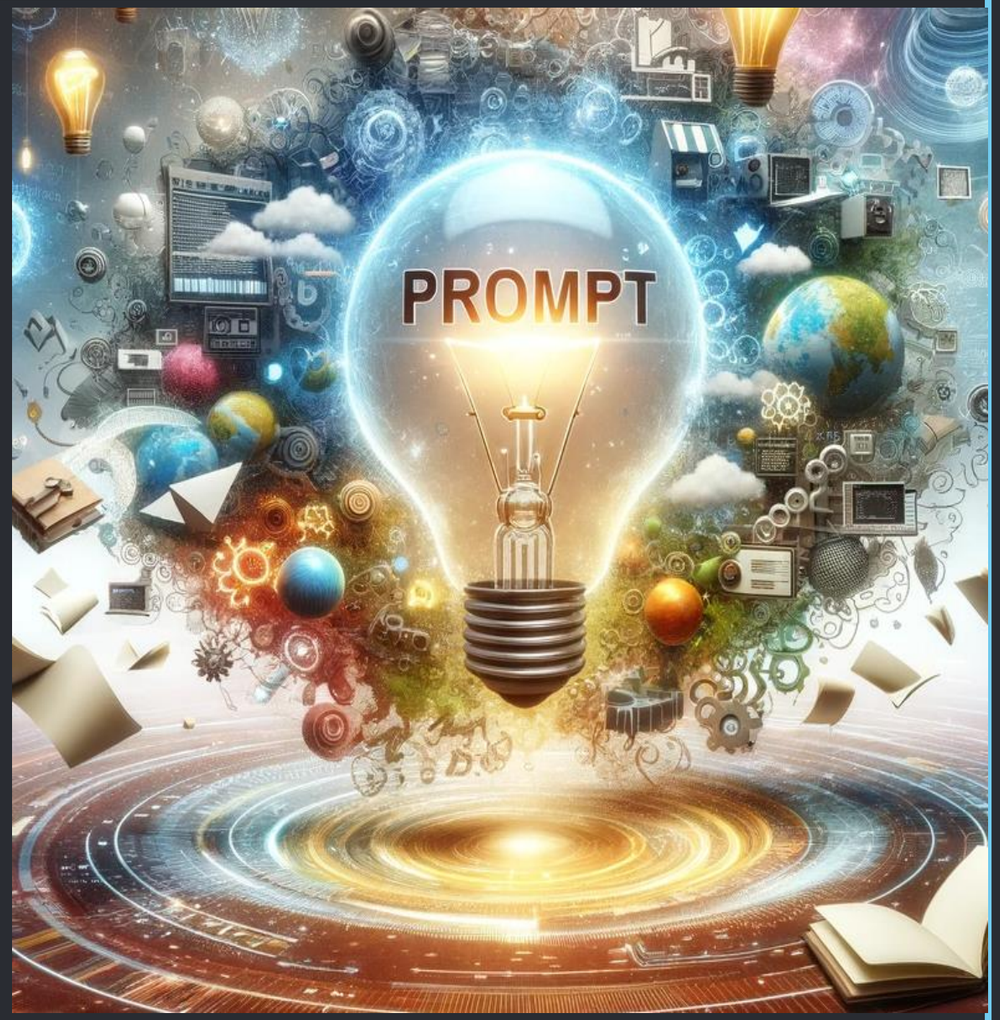
kovac.ai

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



© 2024 kovac.ai ALL Rights Reserved

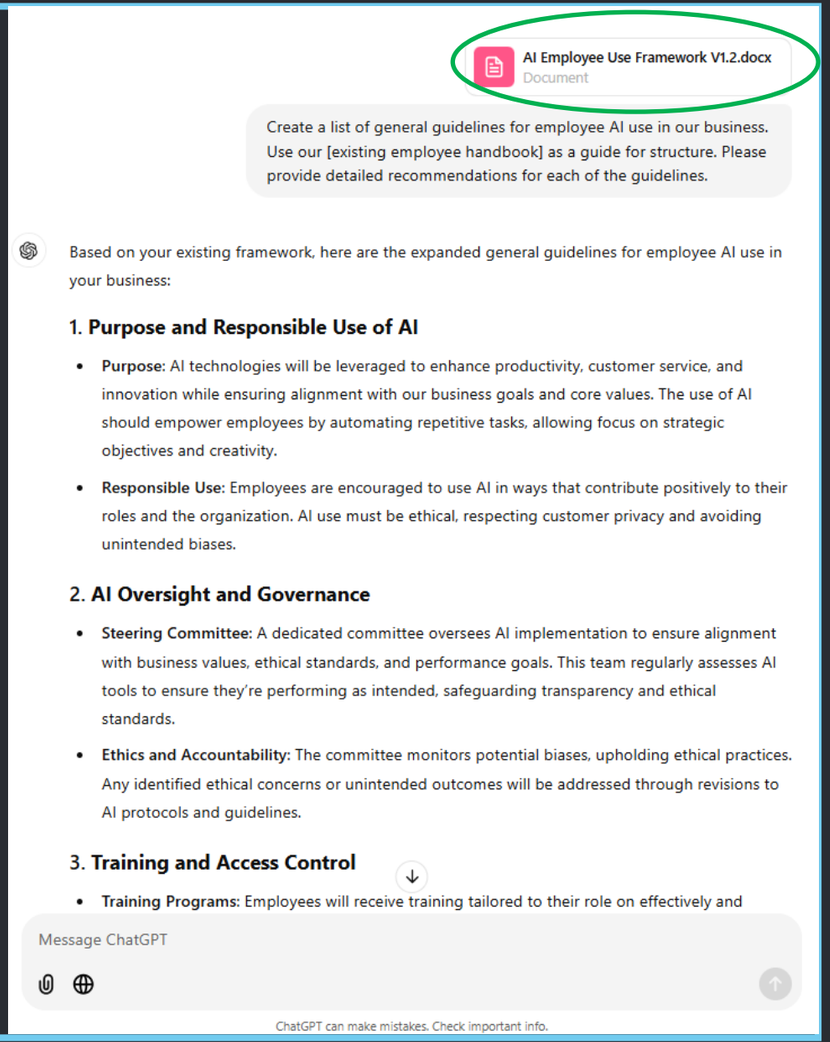
kovac.ai

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.



© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

6

Using Your Prompt Superpowers

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

Your Most Important Superpower Is…
Being Human

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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)

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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)

© 2024 kovac.ai ALL Rights Reserved

kovac.ai

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

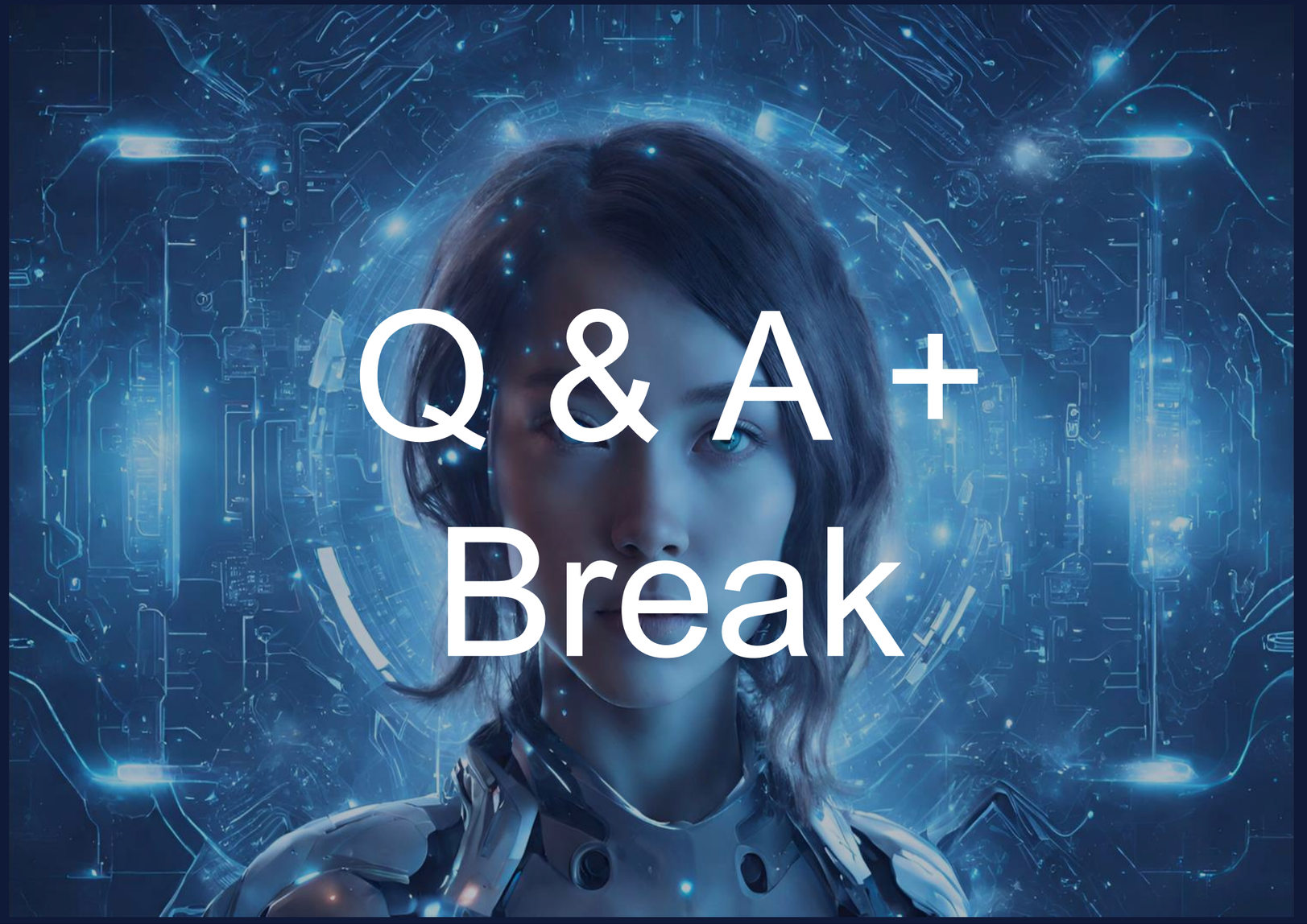
© 2024 kovac.ai ALL Rights Reserved

kovac.ai

Resource: Best Practices for Business Professionals

© 2024 kovac.ai ALL Rights Reserved

kovac.ai


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]

© 2024 kovac.ai ALL Rights Reserved

kovac.ai