

incl. EXAMPLES

AI Prompt Engineering for GPT Models.

Strategies for Optimal Results.



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This guide is designed to help you craft effective prompts and optimise your interactions with large language models (LLMs). While the methods outlined here are not exhaustive, they provide a strong foundation.

We encourage you to experiment with different prompting styles, combining techniques and discover the ones that suit you best.

Throughout this Document, you'll find these strategic point markers:



Essential elements
Core building blocks



Warnings

What is Prompt Engineering.



Prompt Engineering is the art of writing effective and relevant instructions that can help to improve the accuracy of the AI's responses, and make the interaction more efficient and productive.

It is a strategic process aimed at guiding large language models (LLMs), such as **ChatGPT**, **Claude**, **Sonar**, **Grok**, **Perplexity** and many others in generating desired outputs.

Tokens.

Tokens are the building blocks of text that LLMs process, such as words, punctuation, or symbols. For example, the sentence "**Tell me about electric vehicles.**" has 28 characters but only 6 tokens:

Tell me about electric vehicles .

Why Do Tokens Matter?

Tokens are crucial because AI models have a limit on how many they can process. If your input exceeds the token limit, the AI won't process the full text. This also impacts conversational history: exceeding the token limit means the model may forget parts of your previous chat. Keeping prompts concise ensures better responses and continuity.

For example:

- 100 tokens \approx 75 words
- A 1,500-word paragraph \approx 2,048 tokens

Different models have different token limits:

- **GPT-3.5 Turbo:** Up to 4,096 tokens
- **Advanced GPT-4 models:** Up to 32,768 tokens



For larger contexts, some specialised models like sonar-pro reportedly offer up to 200,000 tokens in context length for advanced use cases

SUMMARY

Key Elements of a Prompt.

To craft effective prompts, include these essential components:

- **Instruction:** Clearly define the task you want the AI to perform (e.g., "Summarise this article").
- **Context:** Provide relevant background information to guide the AI's response (e.g., "This is an article about renewable energy trends").
- **Input Data:** Specify the exact query or data for processing (e.g., "Here is the text: [insert text]").
- **Output Indicator:** Describe the desired format or structure of the response (e.g., "Provide the answer as a bulleted list").

Advanced Techniques

- **Chain-of-Thought (CoT) Prompting:** Break complex tasks into smaller, logical steps (e.g., "Explain how photosynthesis works step by step.")
- **Iterative Prompting:** Refine prompts based on initial outputs to achieve better results (e.g., "Rewrite this paragraph in simpler language. If it's still unclear, simplify it further.")
- **Conditional and Multi-Step Prompts:** Guide responses through multiple stages (e.g., "First, summarise this article. Then, list three key takeaways.")
- **Use delimiters** (e.g., triple quotes) to separate instructions from input text.
- Provide **examples** to guide the AI's understanding.
- Encourage **step-by-step reasoning** for complex tasks.

Types of Prompts.

Instructional Prompts: Directly instruct the AI on what to do.



Write a press release announcing our new product launch.

Few-Shot Prompting: Provide examples to guide the style or format.



Here are two Instagram captions for our skincare line. Write three more in the same tone.

Chain-of-Thought (CoT) Prompting: Encourage step-by-step reasoning for complex tasks.



Explain how to optimise an e-commerce site for conversions step by step.

Role-Based Prompts: Assign a persona to the AI for tailored responses.



Act as a UX designer and suggest improvements for our website's navigation.

Advanced Techniques.

Layered Prompts: Combine multiple instructions or roles in one prompt.



You are a brand strategist creating a campaign for a tech startup. Suggest five ad copy ideas and describe their target audience.

Constraints: Add limits on tone, word count, or style.



Write a 150-word product description in an engaging tone suitable for Gen Z

Perspective Shifting: Ask the AI to approach tasks from different viewpoints.



Write ad copy from the perspective of a satisfied customer.

Iterative Prompting: Start broad, refine based on output, and repeat.



Suggest website layouts for an online bookstore.



Focus on layouts that highlight bestsellers and customer reviews.

Zero Shot, One Shot, Few Shots.

When using AI like ChatGPT, terms like zero-shot, one-shot, and few-shot learning describe how much context you provide to guide the model's response:

- **Zero-Shot Learning:** The AI answers without examples or context, relying entirely on its pre-trained knowledge.



Write a polite email declining a job offer.

- **One-Shot Learning:** You give one example to guide the response.



Here's an email declining a job offer. Now write one for declining an event invitation.

- **Few-Shot Learning:** You provide multiple examples for more nuanced tasks.



Here are two examples of polite declines. Now write one for declining a project collaboration.



Use zero-shot for simple tasks, one-shot for specific needs, and few-shot for complex or detailed outputs.

Prompt Priming.



Prompt priming involves providing context or setting the stage for the AI to deliver accurate and relevant responses.

Set Context Clearly: Provide a concise background for the task.



Tell me about electric vehicles.



Explain the environmental benefits of electric vehicles compared to petrol cars.



Write the landing page copy for [explain your product].



Act like a copywriting expert in [industry] and write the landing page copy for [explain your product / service / need] based on this framework: Heading, About section, Body section, Benefits and CTA.

Clear Instructions with Context.



Why it's important: The less ambiguous prompt, the more precise the output of the GPT model.

Use **clear** and **specific** commands to ensure the AI understands exactly what you want it to generate.

Use **details** in your query like, desired output length (i.e; bullet points, paragraphs), step-by-step instructions for complex tasks.

Otherwise, you are leaving it up to them to guess and make assumptions to fill the gaps.



Summarise the article.



Summarise the article by listing main ideas with key points, and outline action items.

Experiment with Variations.



Try different command formulations or prompts to see how the AI responds. Explore different wordings or approaches to get the desired output.



Act like a marketing expert and help me build website copy for a new page on our website. Here is a description of our product: [explain your product / service / need]. Give me best practices suggestions for the structure of the page.



Act like a copywriting expert in [industry] and write the landing page copy for [explain your product / service / need] based on this framework: Heading, About section, Body section, Benefits and CTA.

Adopt a Persona.



The system can be configured to specify the persona the AI adopts in its responses.

You can instruct it to emulate an expert in a particular field, such as a marketing expert, an engineer or a PR specialist.

You may also explore viewpoints from different cultures or regions, or have fun by having the AI respond as if it were a character from literature or media.



Act as university professor explaining quantum physics to first-year students.



Act as a marketing strategist creating a campaign for eco-friendly products



Even if the AI is instructed to act as an expert, **exercise caution** when trusting its responses, particularly for financial or medical advice. Inaccurate or misleading information could result in serious financial losses or health risks. Always verify the advice provided by the AI and avoid relying on it as your sole basis for making critical decisions.

Adopt a Persona.



Using the Six Thinking Hats Method in ChatGPT.

The **Six Thinking Hats** method, developed by Edward de Bono, is a structured approach to decision-making and problem-solving.

It assigns metaphorical hats to different thinking styles, enabling comprehensive analysis and fostering creativity. This helps simulate diverse perspectives in problem-solving and decision-making by assigning specific thinking styles to "hats."

The Six Hats & Their Roles.



White Hat (Facts): Focuses on data and objective insights.



List factual principles of effective logo design.

Red Hat (Emotions): Explores feelings and intuition.



Describe how customers might emotionally respond to a minimalist website design.

Black Hat (Risks): Identifies flaws and challenges.



Critique potential usability issues in a parallax scrolling site

Yellow Hat (Positives): Highlights benefits and opportunities.



Explain how responsive design enhances user experience.

Green Hat (Creativity): Encourages innovative ideas.



Brainstorm unique social media campaigns for a sustainable fashion brand.

Blue Hat (Process): Manages structure and summarises findings.



Summarise insights from brainstorming into actionable steps.

Refine & Iterate.



If the AI doesn't generate the desired result initially, refine and iterate your commands. Iterative refinement improves prompt effectiveness through feedback loops.

Adjust the instructions, keywords, or context to improve the AI's understanding and output.

- Start broad: "Summarise this article."
- Analyse output for gaps.
- Refine prompt: "Summarise this article in three sentences focusing on challenges."

Initial prompt:

Act like a copywriting expert in [industry] and write the landing page copy for [explain your product / service / need] based on this framework: Heading, About section, Body section, Benefits and CTA.

Refined prompt:

Please adjust your answer using a different tone [formal / informal / educational]. Then, include 2 more benefits of our product and a more compelling CTA.

Break Complex Tasks into Subtasks.



Why It's Important: Decomposing tasks reduces error rates and improves model performance. Just as you would divide a complex project into smaller components, the same applies for your instructions to the AI.

Summarise lengthy documents section-by-section before creating an overall summary.

You can also ask the AI to use its response to a previous subtask as context for its subsequent outputs.

Formats.



Before submitting your prompt, visualise the type of response you want. Should it be brief or detailed? Do you prefer a wall of text, a numbered list, or a table? Instead of leaving the AI to guess your preferences, give clear instructions to ensure the response aligns with your needs.



Act as a marketing expert and suggest 5 marketing books a beginner should read

Answer

Here are five excellent marketing books for beginners to build a solid foundation in the field:

- 1. **The 22 Immutable Laws of Marketing** by Al Ries and Jack Trout
A concise guide to timeless marketing principles that help you understand how to position products and brands effectively.
- 2. **Influence: The Psychology of Persuasion** by Robert Cialdini
A must-read on the psychological principles behind consumer behaviour, offering insights into persuasion and decision-making.
- 3. **This is Marketing** by Seth Godin
A modern take on marketing that emphasises storytelling, empathy, and solving customer problems rather than just selling products.
- 4. **Epic Content Marketing** by Joe Pulizzi
Learn how to create engaging content that builds trust, attracts customers, and



Act as a marketing expert and suggest 5 marketing books a beginner should read. Return the answer in tabular form, by Title, Author, Year

Answer

Title	Author	Year
The 22 Immutable Laws of Marketing	Al Ries & Jack Trout	1993
Influence: The Psychology of Persuasion	Robert Cialdini	1984
Ogilvy on Advertising	David Ogilvy	1983
Epic Content Marketing	Joe Pulizzi	2013
Building a StoryBrand	Donald Miller	2017

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Write the landing page copy for [explain your product / service / need] based on this framework: Heading, About section, Body section, Solution section and CTA.

You are a digital marketer creating a campaign for a new eco-friendly coffee brand. Write three ad copy options for Instagram that highlight sustainability and taste.

Give me 5 variations of an ad copy in 50-words for Google targeting [target audience]. Here are more product details: [Add product description]

Create a brief persuasive piece encouraging [target audience] to acquire [product]. Integrate the call-to-action: [CTA], and infuse essential keywords like [Keyword 1, Keyword 2, Keyword 3...].

[Include as many details as you can about the product/service] Act like an expert marketing copywriter and help me write a CTA for this product/service in order to [Generate more sales / capture leads etc]. The CTA should have a strong hook and include power words.

Read the following copy and understand it. Act like a marketing expert and suggest 10 customer-centric CTAs that will motivate readers to [specify desired action]: [Add your text].

You are a social media strategist for a luxury skincare brand. Create five Instagram captions that emphasise self-care and exclusivity.

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Write a LinkedIn post introducing our new webinar on digital marketing trends. Include a call-to-action to register and use a professional tone.

Design an Instagram carousel post promoting a summer sale for a clothing brand. Use vibrant colours and include text overlays highlighting discounts.

Act like a PR expert and write a press release announcing our company's partnership with a leading sustainability organisation.

You are an art director designing packaging for an artisanal chocolate brand. Suggest three design concepts that convey luxury and craftsmanship.

You are a UX designer optimising the checkout process for an online grocery store. Propose improvements to reduce cart abandonment.

Suggest three carousel post ideas for LinkedIn that explain how [your service] solves common challenges faced by [target audience].

Create a list of ideas for an infographic showcasing the top 5 trends in digital marketing for 2025.

Draft a 2-minute script for a YouTube video introducing [your product], highlighting its key features and benefits in an engaging tone.



Ready to Enhance Your AI Journey?

At Brands Untamed, we know that that understanding AI tools like prompt engineering goes beyond just knowing the technology. It's also about confidently integrating AI into your daily workflow.

That's why we offer tailored guidance and strategies to help you not only learn how to use AI but also unlock its full potential.

Fancy a chat about your brand's AI future? Drop us a line at hello@brandsuntamed.com!



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