

# GUIDE TO PROMPT ENGINEERING

Think of prompts like a recipe or a map for Artificial Intelligence (AI) to follow. If you're not getting the output you want, you might want to take a look at your input. When in doubt, experiment with these six types of prompt engineering so that AI is working with you—not against you.

Prompt Engineering = (Designing + Refining) x (Prompts/Instructions) + (Guidance/Direction) -> Desired Output



## INSTRUCTION

01

Provide clear, well-designed instructions to the AI model. This is the baseline prompt—all other prompts build on this one to generate better responses.

Instruction Prompt:

*Write an introduction for a bootcamp on generative AI for associations.*



## ROLES

02

Assign specific perspectives or identities to the AI model. This is a creative way to prime the model and elicit content aligned with the desired output.

Role Prompt:

*Act as an event planner for Sidecar, an education platform for associations. You were hired specifically for your skills at engaging young career professionals, especially GenZ and recent college graduates.*

*Write an introduction for a bootcamp on generative AI for associations.*



## CHAIN OF THOUGHT

03

Structure the prompt sequentially so the model can reason through a complex problem or concept. This technique works best for simple problems that don't require creativity.

Chain of Thought Prompt:

*If John has 5 pears, then eats 2, and buys 5 more, then gives 3 to his friend, how many pears does he have?*

*Let's think step by step. --> \*\*Without this line, the AI model gets the question wrong.\*\**



## FEW-SHOT

04

Use limited examples or training data to generate a meaningful response. This type of prompting is useful when data is scarce.

### Few-Shot Prompt:

*Write a personal email asking the recipient to attend a bootcamp on generative AI for associations.*

### *## Start Examples ##*

*First Name: Aiden*

*Age: 26*

*Title: Associate Manager of Membership Retention*

*Recent Activity: Watched "Making Virtual Mentorship Work"*

*Email: Hi Aiden,*

*I hope you're doing great! As an Associate Manager of Membership Retention, I believe you'll find immense value in our upcoming bootcamp on Generative AI for Associations. I noticed you recently watched our video on "Making Virtual Mentoring Work" – kudos for staying ahead of the curve!*

*This exclusive bootcamp is designed to cater to young professionals like yourself and will dive deep into the world of AI, specifically focusing on its applications for membership engagement and retention. Imagine the impact you could create by leveraging the power of AI in your role!*

*Join us on [Date] at [Time] to unlock the potential of Generative AI and stay ahead in your career. Reserve your spot now by visiting [Registration Link].*

*Looking forward to seeing you there, Aiden!*

*Thanks!*

*Thomas*

### *## End Examples ##*

*First Name: Mia*

*Age: 57*

*Title: CEO*

*Recent Activity: Watched "Overcoming Hotel Contracting Challenges in a "Seller's" Market"*

*Email:*

*First Name: Olivia*

*Age: 63*

*Title: SVP of Member Success*

*Recent Activity: Watched "The Science of When: Discover Your Perfect Timing With Daniel Pink"*

*Email: Dear Olivia,*

*I hope this email finds you well. Your invaluable experience as SVP of Member Success continues to inspire us at Sidecar. We recently noticed that you watched our video, "The Science of When: Discover Your Perfect Timing With Daniel Pink" and thought you might be interested in our upcoming bootcamp.*

*We are excited to extend a personal invitation to you for our Generative AI Bootcamp for Associations. This event aims to explore the potential of AI in enhancing member experiences, and we believe your expertise could greatly contribute to the discussion.*

*The bootcamp will take place on [Date] at [Location]. We hope you can join us and share your insights with fellow attendees.*

*Please let us know if you are interested in attending or if you have any questions. We look forward to your presence at this exciting event.*

*Warm regards,*

*Thomas*



## THINK - REASON - PLAN - ACT

05

Instruct the model to go through the steps of thinking, reasoning, planning, and executing. This type of prompting works well for complex, multi-step problems and coding.

Think - Reason - Plan - Act Prompt:

*I am going to ask you to perform a task. I need you to respond in the following format:*

*Think - Jot down all of your thoughts here. What am I asking you to do? Why do you think I am asking this?*

*Reason - Use this section to reason through your response. Be empirical and thoughtful in your reasoning. Be sure to take it step by step.*

*Plan - Use your initial thoughts and reasoning to create a plan of action. This will be how you will accomplish the task.*

*Act - Finally, execute your plan in this section*

*Task: Write a renewal notice to first year members of the Association for Really Awesome Accountants*



## PROMPT CHAINING

06

Use multiple prompts in succession to automate a complex cognitive process. This is the catch-all prompt! All other techniques mentioned in this guide can be utilized in a prompt chain.

Prompt Chaining:

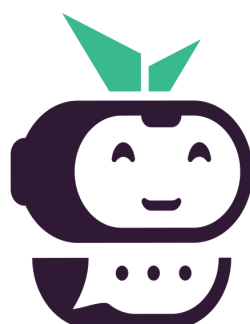
*I'm going to be running a 4-part bootcamp on generative AI for associations. Nothing is done yet and I'm starting from scratch. The bootcamp is in 6 months and I need this to be AWESOME. What are 3 high level goals I need to accomplish for this?*

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*Great! Can you break that first point into a set of tasks I need to accomplish to meet the goal?*

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*Thanks! Now let's take that second task. Will you try to accomplish that task right now?*



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