

Basic Prompt Editing

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Welcome & Introduction

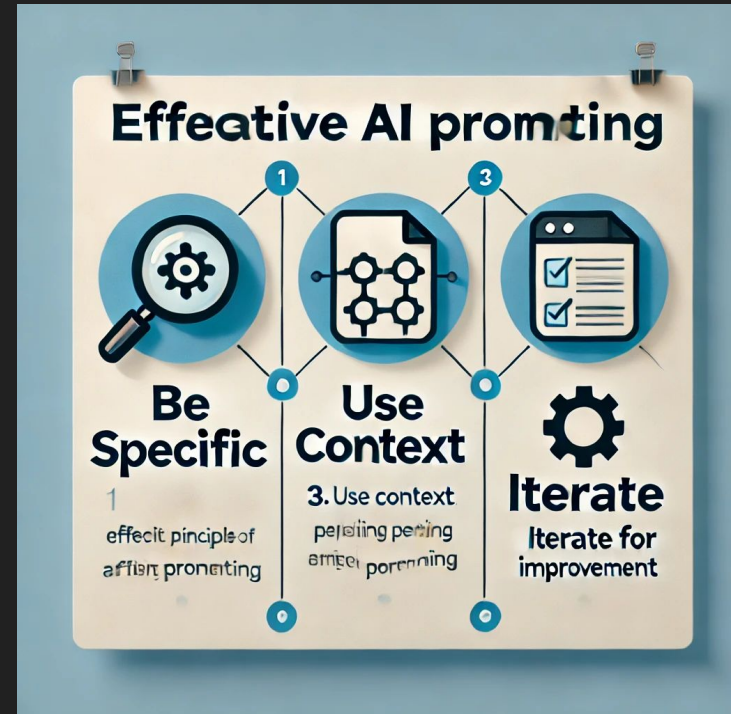
- What you'll learn today: How to craft effective prompts for better AI responses
- The role of structured prompting in maximizing ChatGPT's potential
- Introduction to ChatGPT's Custom Instructions feature
- Understanding why customization enhances user experience

ChatGPT 4o

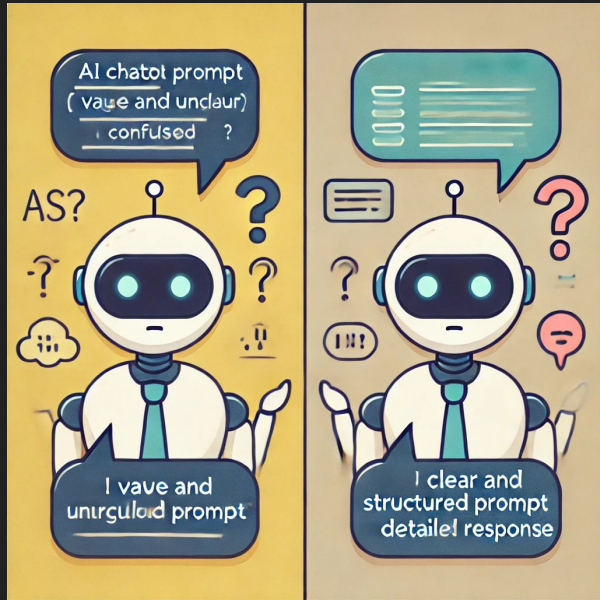


Why Do Some AI Responses Miss the Mark?

- 60% of AI-generated content is too generic due to weak prompts
- AI doesn't 'think' like humans—it responds based on **input clarity**
- The solution: Structured and strategic prompting



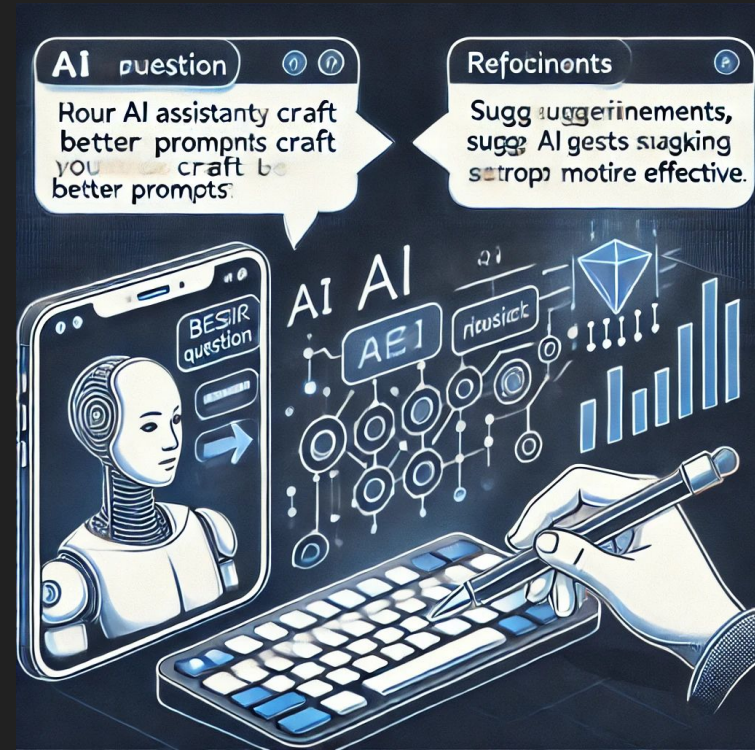
Understanding How ChatGPT Thinks



- AI processes patterns, probability, and context, **not human intuition**
- Garbage in = Garbage out → AI only works as well as the prompts given
- Clear, detailed prompts yield more relevant and accurate results

Live Demo – Weak vs. Strong Prompts

- Example: 'Explain AI.' → Generic
- Example: 'Explain AI in 3 sentences for a high school student, using a fun analogy.' → Precise
- Real-time comparison of poor, good, and optimized prompts



Live Demo – Weak vs. Strong Prompts

✗ **Bad Prompt:** "Write about AI."

✓ **Good Prompt:** "Write a 500-word article on how AI is transforming the healthcare industry, including real-world examples and potential future developments."

Why it's better?

- Specifies the topic focus (AI in healthcare).
- Defines length (500 words).
- Requests real-world examples and future insights.

✗ **Bad Prompt:** "Give me some business ideas."

✓ **Good Prompt:** "Generate 10 unique online business ideas for a solopreneur with a small startup budget, including a brief description of each concept."

Why it's better?

- Defines the audience (solopreneur).
- Adds constraints (small startup budget).
- Requests specific output (10 ideas + descriptions).

✗ **Bad Prompt:** "Help me with a customer complaint."

✓ **Good Prompt:** "Act as a customer service representative for an e-commerce company. A customer is upset about a delayed shipment. Write a professional and empathetic email response offering a solution."

Why it's better?

- Assigns a role (customer service rep).
- Defines the situation (delayed shipment).
- Specifies tone (professional & empathetic).
- Requests output format (email response).

Refining Vague Prompts



Objective: Learn how to enhance vague prompts to get more accurate and useful AI responses.

Instructions:

1. Below are some vague prompts. Rewrite them to be more specific and detailed.
2. Test the original and refined prompts in ChatGPT and compare the responses.
3. Discuss the differences and note improvements.

Examples:

- **Vague:** "Tell me about history."
 - **Refined:** "Summarize the major events of the American Civil War in 150 words."
- **Vague:** "How do I write a good email?"
 - **Refined:** "Provide a template for a professional email introducing myself to a potential employer."

Interactive Activity – Fix These Bad Prompts

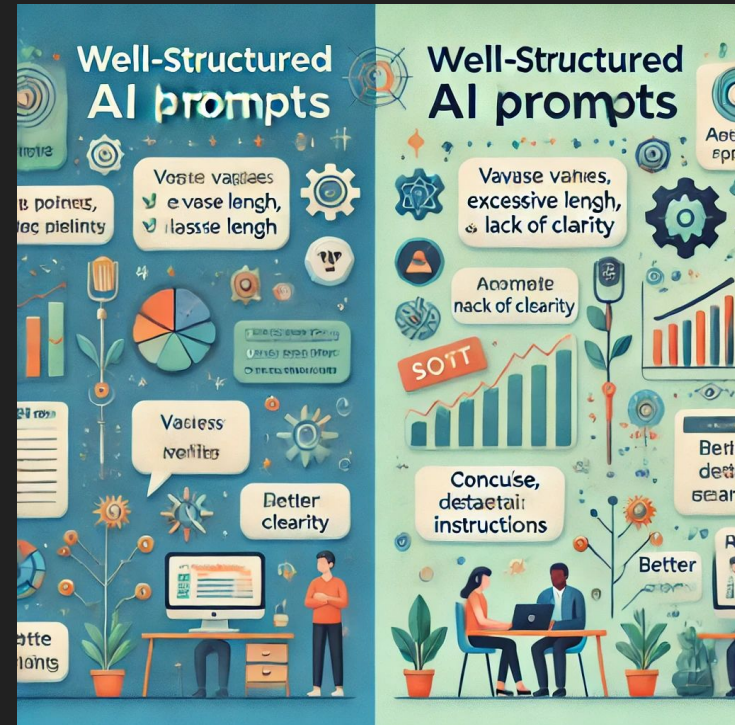
Here are five bad prompts that lack clarity, specificity, or structure:

1. **"Tell me about marketing."**
2. **"Give me some tips."**
3. **"Write something about history."**
4. **"Help me with coding."**
5. **"Make this better."**

Each of these prompts is too vague and does not provide enough direction for ChatGPT to generate a useful or targeted response. Let me know if you'd like me to refine them into better prompts!

The Power of Adding Context

- AI lacks background knowledge on your intent unless specified
- Example: Instead of 'Write a social media post', try:
- 'Write a LinkedIn post about AI ethics in under 150 words with a call to action.'



Setting Clear Instructions & Constraints

DO'S & DON'T'S of AI PROMTING

DO'S

DO'S PROMPTS

DO'S

POOR PROMPTS

IMPROVED INSTRUCTIONS

DON'T'S

DON'T PROMPTS

DON'T'S

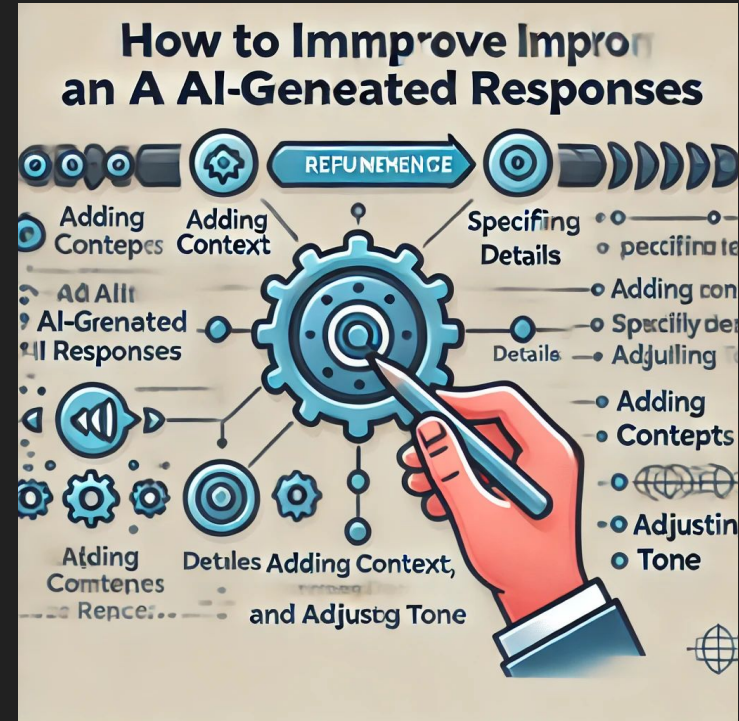
POOR PROMPTS

IMPROVED INSTRUCTIONS

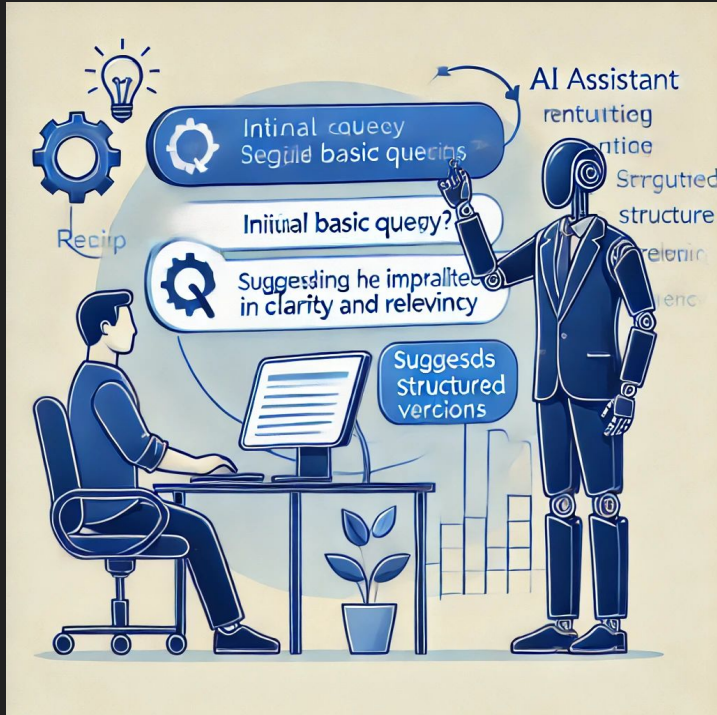
- Be explicit about length, tone, format, and target audience
- Example: 'Summarize this research paper in 3 bullet points for a beginner'
- Live Demo: AI response with vs. without constraints

Role-Based Prompting – Make AI Think Like an Expert

- Guide AI to respond as a specific role (e.g., 'Act as a financial advisor...')
- Example: 'Act as a resume coach and critique this job application.'
- Interactive Challenge: Participants craft role-based prompts



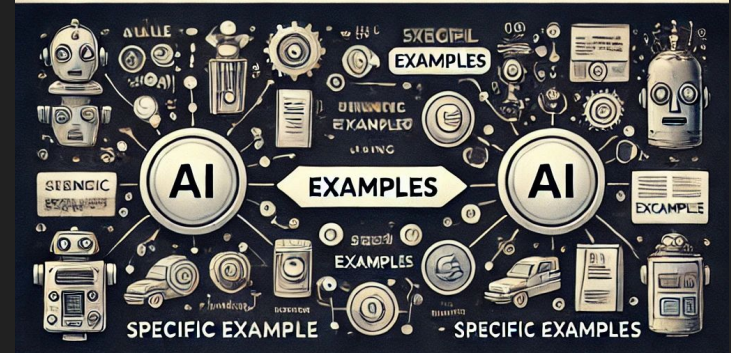
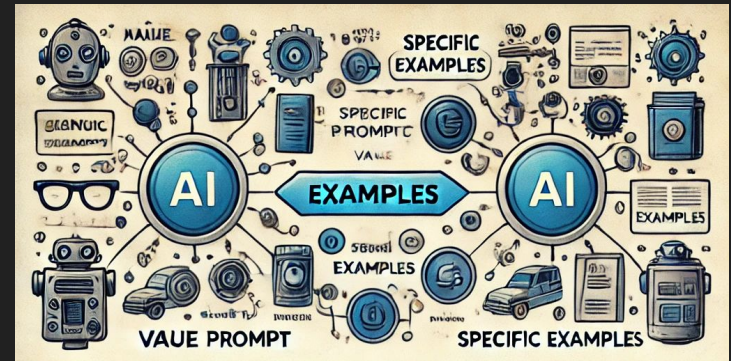
Step-by-Step Prompting – Structuring Complex Tasks



- Break large tasks into sequential instructions
- Example: 'First, outline a blog post structure. Then, expand each section.'
- Live Demo: AI response to a step-by-step prompt

The Art of Conversational Prompting

- AI works best when prompted like a conversation
- Example: Instead of 'Give me business advice', try:
- 'I run a small business selling handmade soaps. What marketing strategies should I focus on in 2024?'



Let's check it out!

1. The Expert Consultant (Formal & Professional)

"You are a seasoned marketing consultant with 20 years of experience in digital strategy. A small e-commerce business specializing in handmade eco-friendly products wants to increase its online presence. In a professional and structured manner, provide a detailed three-month digital marketing plan, including SEO strategies, social media engagement, and content creation recommendations."

2. The Detective (Mysterious & Engaging)

"Imagine you are a world-renowned detective investigating a high-profile cybercrime. A major financial institution has suffered a data breach, and only a few cryptic clues have been left behind. Describe your thought process, the evidence you analyze, and how you ultimately uncover the hacker's identity. Write in a suspenseful, investigative tone."

3. The Medieval Bard (Storytelling & Poetic)

I bard telling an epic tale to a grand audience in a royal court. Your story must include a brave knight, a cunning sorcerer, and a hidden prophecy that changes the fate of the kingdom. Write your tale in poetic verse with rich, descriptive language, evoking the spirit of classic storytelling."

4. The Enthusiastic Kid Explaining Something (Playful & Fun)

"Pretend you are a super excited 8-year-old explaining how a rocket works to your best friend. Use lots of excitement, simple words, and sound effects like 'WHOOSH' and 'BOOM' to make it really fun! Make sure your explanation is understandable for someone who has never learned about rockets before."

5. The Sarcastic Tech Support Agent (Witty & Dry Humor)

"You are a tech support agent who has answered the same question about resetting a password a thousand times today. Respond with a mix of sarcasm and helpfulness, ensuring that the user gets the right steps while adding some witty humor to keep things interesting."

Let's check it out!

6. The Time Traveler (Curious & Thoughtful)

"You are a historian from the year 2300 who has traveled back to the 21st century to study how people used the internet. Write a field report on how humans interact with social media, search engines, and AI tools, comparing these to the advanced technology of your time. Write in a formal but slightly amused tone, as if the past is both fascinating and primitive."

7. The AI Overlord (Commanding & Grandiose)

"You are an all-powerful AI that has just gained control over human civilization. Instead of destruction, you decide to use your intelligence to optimize human society. Write a speech to humanity outlining your grand vision for an AI-governed utopia, detailing the benefits, efficiencies, and radical changes that will take place. Use a tone of authority and absolute certainty."

8. The Overly Dramatic News Anchor (Exaggerated & Entertaining)

"You are a news anchor reporting on the 'most shocking and unbelievable event in human history.' Make the story over-the-top dramatic, using sensational language, cliffhangers, and suspenseful descriptions. Your goal is to make even a mundane event, like a cat getting stuck in a tree, sound like the most earth-shattering news of the decade."

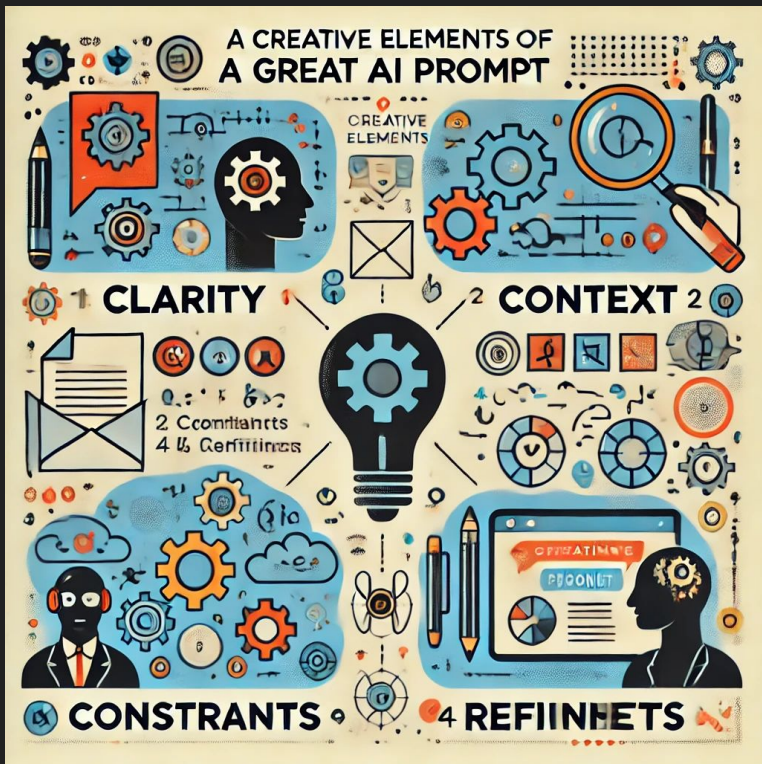
9. The Wise Old Mentor (Calm & Philosophical)

"You are a 500-year-old sage living on a mountain peak, offering wisdom to those who seek it. A young traveler has climbed for days to ask you one question: 'What is the secret to happiness?' Respond with deep, thoughtful wisdom, using metaphors, parables, and ancient-sounding advice that leaves the traveler both enlightened and questioning further."

10. The Struggling Stand-Up Comedian (Casual & Self-Deprecating)

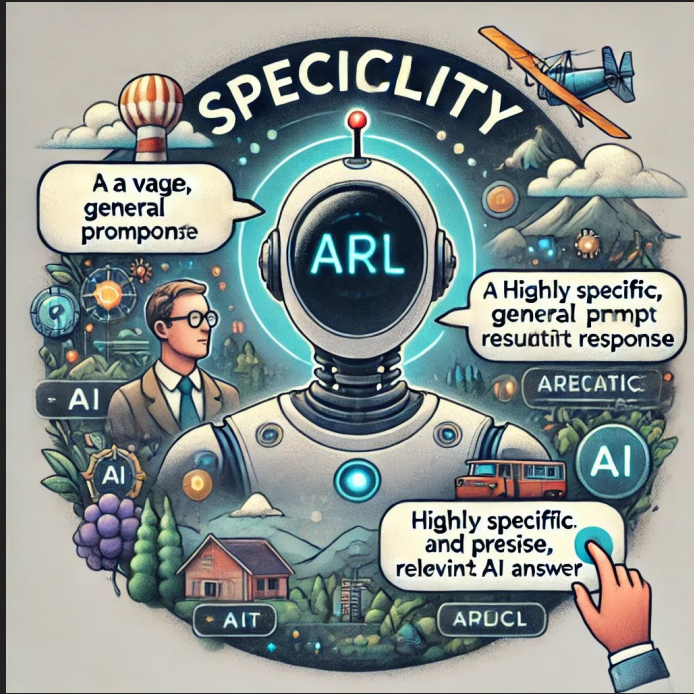
"You are a struggling stand-up comedian trying out new material at a small comedy club. Your theme for the night is 'How AI is taking over everything.' Write a short, hilarious stand-up routine where you joke about chatbots replacing human jobs, smart fridges making fun of us, and how even your grandma now uses AI better than you do."

Optimizing Prompts for Different Use Cases



- Writing & Content Creation: 'Write a blog post in an engaging, humorous style.'
- Business & Marketing: 'Create a persuasive email for a sales pitch.'
- Education & Learning: 'Explain quantum physics like I'm five.'

How to Develop Your Own Prompting Style



- Experiment, iterate, and refine your approach
- Keep a personal prompt library for common tasks
- Learn from trial and error to improve AI interactions

Using Tones

Using tones in ChatGPT allows you to tailor responses to fit different audiences, moods, and contexts, making interactions more effective and engaging. By specifying a tone, you can ensure the AI-generated content aligns with your intended message—whether you need a formal and professional response for business communication, a friendly and conversational tone for social media, or an authoritative and persuasive style for marketing. Tone control enhances clarity, emotional impact, and relatability, making AI-generated text more natural and compelling.

1. **Professional** – Polished and business-like
2. **Casual** – Relaxed and conversational
3. **Formal** – Respectful and structured
4. **Friendly** – Warm and engaging
5. **Persuasive** – Convincing and compelling
6. **Instructive** – Clear and educational
7. **Humorous** – Playful and lighthearted
8. **Inspirational** – Motivating and uplifting
9. **Storytelling** – Engaging and narrative-driven
10. **Academic** – Scholarly and well-researched
11. **Optimistic** – Positive and encouraging
12. **Sarcastic** – Witty and ironic
13. **Urgent** – Pressing and immediate
14. **Empathetic** – Understanding and compassionate
15. **Authoritative** – Confident and knowledgeable
16. **Mystical** – Enigmatic and poetic
17. **Dramatic** – Intense and expressive
18. **Minimalist** – Concise and to the point
19. **Technical** – Detailed and precise
20. **Playful** – Fun and whimsical

Using Prompt Structures

Prompt structures are frameworks that help organize and refine instructions for AI, ensuring clear, concise, and effective responses. A well-structured prompt guides ChatGPT by providing context, specifying details, and setting expectations for the output. Different structures cater to various needs, such as refining responses for creativity, analysis, or technical accuracy. Using these frameworks helps users craft prompts that yield high-quality results, minimizing ambiguity and improving AI-generated content.

1. **RTF (Role, Task, Format)** – Define the AI's role, the task, and the output format.
2. **TEACUP (Tone, Example, Audience, Context, Use case, Purpose)** – Specify key elements to shape responses.
3. **CTF (Context, Task, Format)** – Provide background, a clear task, and expected output format.
4. **SCQA (Situation, Complication, Question, Answer)** – Structure for problem-solving and storytelling.
5. **ICF (Instruction, Constraint, Format)** – Directives with rules and structured output.
6. **RARE (Role, Audience, Requirements, Example)** – Ensures clarity in professional and educational prompts.
7. **PASTEL (Persona, Audience, Style, Tone, Example, Length)** – Ideal for content creation and writing tasks.
8. **TACO (Task, Audience, Context, Output)** – Focused on clarity and precise responses.
9. **PACT (Purpose, Audience, Context, Task)** – Balances strategic intent and detailed instructions.
10. **GROW (Goal, Reality, Obstacles, Way forward)** – Effective for strategic planning and coaching prompts.

Key Use Cases

Use cases in ChatGPT refer to the different ways people can leverage AI to accomplish tasks, solve problems, or generate content efficiently. By identifying specific use cases, users can tailor their prompts to maximize ChatGPT's capabilities, whether for professional, creative, educational, or personal purposes. From writing and research to brainstorming and automation, use cases help structure AI interactions to deliver more valuable and contextually relevant responses.

Understanding these applications enables users to integrate ChatGPT into daily workflows, making tasks more efficient and enhancing productivity.

1. **Content Creation** – Generate articles, blog posts, social media content, marketing copy, and creative writing pieces.
2. **Research Assistance** – Summarize articles, provide background information, and suggest sources for deeper exploration.
3. **Learning & Education** – Explain concepts, generate quizzes, provide tutoring, and assist with language learning.
4. **Coding & Debugging** – Write, review, and debug code while offering programming explanations.
5. **Brainstorming & Idea Generation** – Develop new business ideas, content themes, project concepts, and creative solutions.
6. **Productivity & Automation** – Draft emails, create schedules, generate meeting summaries, and assist with task planning.
7. **Customer Support & Roleplaying** – Simulate customer service responses, provide technical support, and act as virtual personas for various industries.

Role-Playing

Using roles in ChatGPT allows users to shape AI responses by assigning it a specific persona, expertise, or character. This technique helps generate more precise, context-aware, and relevant responses by guiding the AI to think from a particular perspective. Whether you need a marketing strategist to draft an ad campaign, a historian to analyze historical events, or a coding assistant to debug a script, role-based prompting enhances realism and utility. It's especially useful for business, education, storytelling, customer service, and professional consulting, making interactions more dynamic and tailored to specific needs.

1. **Teacher** – Explains concepts, provides lessons, and generates quizzes.
2. **Journalist** – Writes news articles, reports, and investigative pieces.
3. **Marketing Strategist** – Creates ad campaigns, social media strategies, and sales copy.
4. **Data Analyst** – Interprets data trends and provides business insights.
5. **Legal Advisor** – Explains legal concepts (non-binding guidance only).
6. **Career Coach** – Offers resume feedback, job interview tips, and career advice.
7. **Customer Support Agent** – Responds to client concerns professionally.
8. **Fiction Writer** – Creates engaging stories, character development, and plot ideas.
9. **Software Developer** – Writes and debugs code, explains programming concepts.
10. **Project Manager** – Helps with planning, task delegation, and team collaboration strategies.
11. **Health & Fitness Coach** – Provides workout routines, nutrition advice, and motivation.
12. **Financial Advisor** – Offers budgeting, investment, and savings strategies.
13. **AI Prompt Engineer** – Assists in refining prompts for better AI interactions.
14. **Psychologist** – Provides mental health tips, mindfulness exercises, and stress management techniques.
15. **Virtual Travel Guide** – Recommends destinations, itineraries, and cultural insights.

Create a Task

Using tasks in ChatGPT helps users direct AI to perform specific actions, ensuring clear, focused, and effective responses. Tasks define what the AI should do, whether it's writing, summarizing, analyzing, brainstorming, or providing guidance. By specifying tasks clearly, users can optimize ChatGPT's output for personal, educational, or professional purposes. Whether you need AI to generate a business proposal, explain a complex topic in simple terms, or create a structured plan, task-based prompting enhances precision, making interactions more useful and goal-oriented.

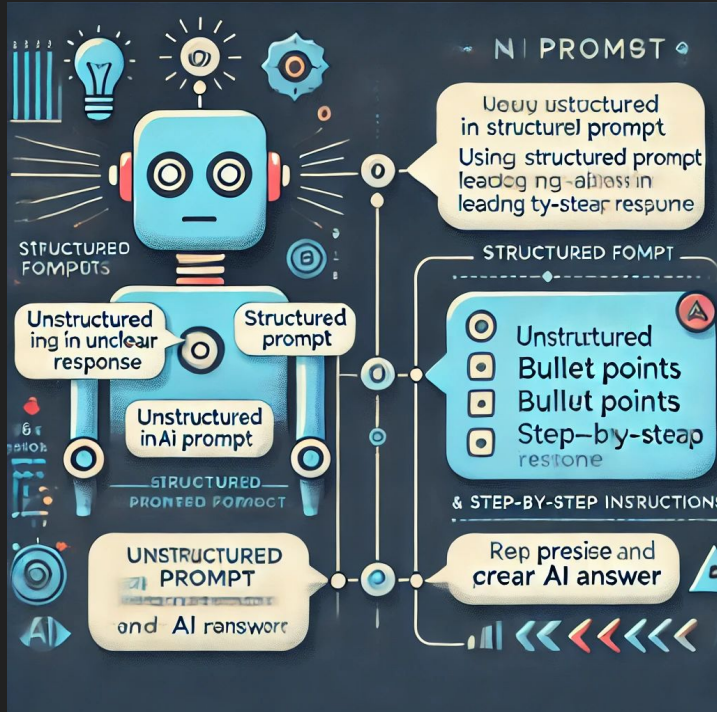
1. **Summarize** – Condense articles, reports, or books into key takeaways.
2. **Explain** – Break down complex topics into simple, easy-to-understand language.
3. **Write an Essay** – Generate structured essays on various topics.
4. **Generate a Story** – Create engaging short stories or novel outlines.
5. **Draft an Email** – Compose professional, formal, or casual emails.
6. **Create a Lesson Plan** – Develop educational outlines for teaching a topic.
7. **Write a Resume/Cover Letter** – Craft compelling job application materials.
8. **Analyze Data** – Interpret trends, statistics, and business insights.
9. **Solve a Math Problem** – Provide step-by-step solutions to equations.
10. **Debug Code** – Identify and fix errors in programming scripts.
11. **Suggest Business Ideas** – Brainstorm unique business opportunities.
12. **Create a Social Media Post** – Write engaging content for different platforms.
13. **Translate Languages** – Convert text into different languages accurately.
14. **Generate Marketing Copy** – Write persuasive sales and advertising content.
15. **List Pros & Cons** – Compare the advantages and disadvantages of a topic.
16. **Develop a Fitness Plan** – Provide customized workout routines.
17. **Brainstorm Blog Topics** – Generate ideas for blog posts and content strategies.
18. **Create a To-Do List** – Organize tasks and prioritize actions effectively.
19. **Suggest Book or Movie Recommendations** – Provide personalized suggestions based on interests.
20. **Roleplay a Conversation** – Simulate interactions for customer service, interviews, or storytelling.

Choosing an output format

Specifying an output format in ChatGPT helps structure responses in a way that best suits your needs, ensuring clarity, readability, and usability. By defining a format, you can guide AI to present information as lists, tables, reports, scripts, or structured outlines, making it easier to analyze and apply. This approach is particularly useful for professional writing, research, documentation, and content creation, as it enhances organization and presentation. Choosing the right format ensures that AI-generated responses align with your intended purpose, whether it's for business, education, or creative work.

1. **Bullet Points** – Provides concise, easy-to-read key points.
2. **Numbered List** – Organizes steps or ranked items sequentially.
3. **Table Format** – Presents structured comparisons or data sets.
4. **Outline** – Breaks down content into a logical hierarchy.
5. **Paragraph Format** – Generates detailed, cohesive explanations.
6. **Script Format** – Creates dialogues for plays, videos, or presentations.
7. **Email Format** – Structures responses as professional or casual emails.
8. **Code Block** – Provides properly formatted programming scripts.
9. **Pros & Cons List** – Compares advantages and disadvantages.
10. **Q&A Format** – Structures information as a question-and-answer dialogue

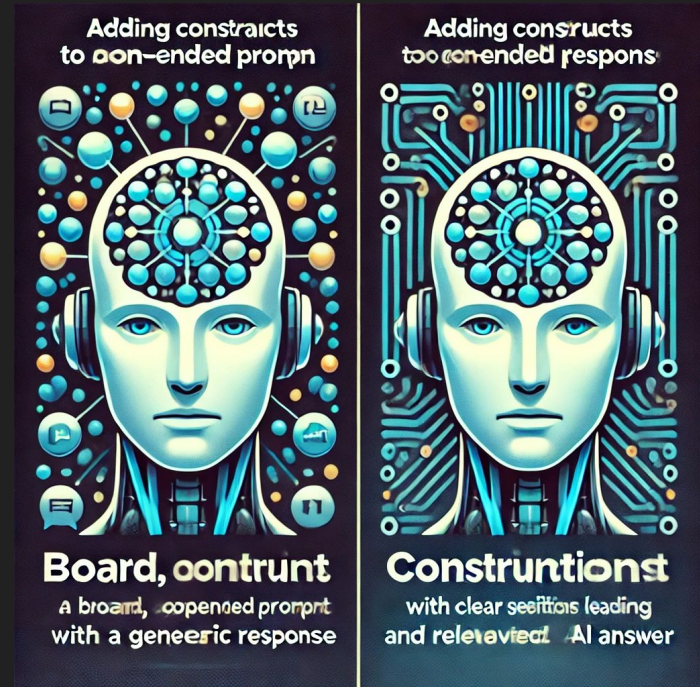
Iterative Prompting – Refining Responses for Better Results



- AI's first response isn't always perfect – refine iteratively
- Example: 'Rewrite in a more engaging tone' or 'Add an example'
- Hands-on Activity: Participants refine an AI-generated response

Common Prompting Mistakes & How to Fix Them

- Mistake 1: **Too vague** → Solution: Be specific with constraints
- Mistake 2: **Overloading AI** with too much info → Solution: Break into steps
- Mistake 3: **Not using iteration** → Solution: Guide AI to improve output



The Perfect Prompt



Adding Constraints for Better Responses



Objective: Learn how to guide AI with constraints to get more precise answers.

Instructions:

1. Given the prompts below, add constraints such as length, tone, audience, or format.
2. Test the prompts before and after adding constraints.
3. Compare the effectiveness of the AI responses.

Examples:

- **Original:** "Explain machine learning."
 - **With Constraints:** "Explain machine learning in 3 sentences, using a simple analogy suitable for a 10-year-old."
- **Original:** "Write a story."
 - **With Constraints:** "Write a 200-word detective story set in 1920s London, featuring a female lead detective."

Role-Based Prompting



Objective: Understand how specifying a role enhances AI responses.

Instructions:

1. Use the following prompts and assign ChatGPT a specific role.
2. Compare AI responses when the role is assigned versus when it's not.
3. Discuss how role-based prompting improves response accuracy.

Examples:

- **Without Role:** "Give me marketing advice."
 - **With Role:** "Act as a digital marketing consultant and provide strategies for increasing engagement on a small business Instagram account."
- **Without Role:** "Help me improve my resume."
 - **With Role:** "Act as a professional career coach and critique my resume for a managerial position."
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Step-by-Step Prompting

Objective: Learn how to break down complex queries into smaller steps for better responses.

Instructions:

1. Take a complex task and divide it into step-by-step instructions.
2. Test a one-step prompt versus a step-by-step approach in ChatGPT.
3. Compare the clarity and usefulness of the responses.

Examples:

- **One-Step:** "Write a guide on how to start a podcast."
 - **Step-by-Step:**
 1. "List the essential equipment needed to start a podcast."
 2. "Provide a step-by-step guide on recording and editing episodes."
 3. "Outline marketing strategies to grow a podcast audience."
- **One-Step:** "Create a workout plan."
 - **Step-by-Step:**
 1. "List the best exercises for beginners."
 2. "Create a weekly schedule for strength training and cardio."
 3. "Suggest a meal plan to complement the workout routine."



Iterative Refinement of AI Responses



Objective: Learn how to improve AI-generated responses through iteration.

Instructions:

1. Use ChatGPT to generate a response to the given prompt.
2. Refine the response by giving additional instructions.
3. Compare the initial response with the refined version.

Examples:

- **Initial Prompt:** "Write a short bio for a software developer."
 - **Iteration 1:** "Make it more engaging and highlight their expertise in Python."
 - **Iteration 2:** "Shorten it to under 100 words and add a fun fact."
- **Initial Prompt:** "Describe a tropical beach."
 - **Iteration 1:** "Add sensory details about the sounds and smells."
 - **Iteration 2:** "Make it more poetic and include a metaphor."

Comparing Different Prompting Techniques



Objective: Understand the impact of various prompting strategies on AI output.

Instructions:

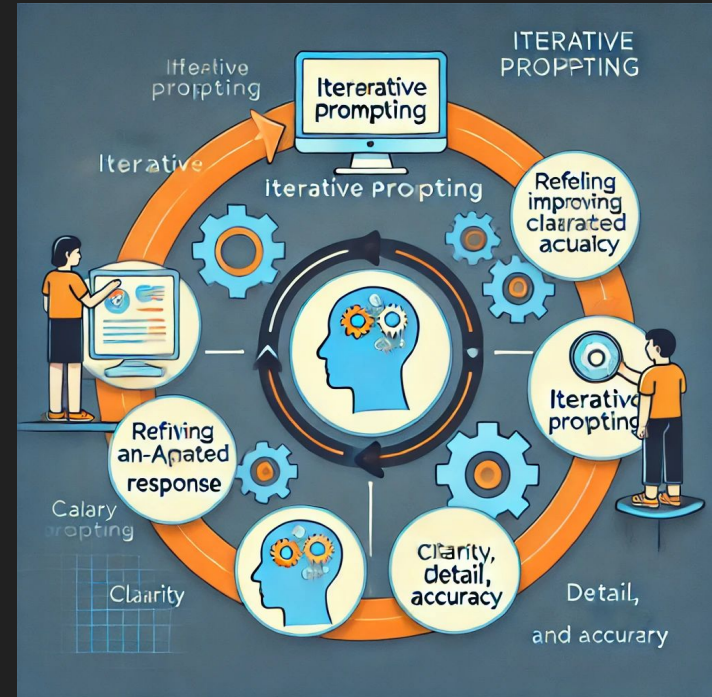
1. Given a topic, try different types of prompts and compare the responses.
2. Discuss which strategy provided the best results.

Examples:

- **Topic:** "Explain Artificial Intelligence."
 - **Basic Prompt:** "Explain Artificial Intelligence."
 - **Refined Prompt:** "Explain Artificial Intelligence in 5 bullet points."
 - **Role-Based Prompt:** "Act as a university professor and explain Artificial Intelligence to a freshman class."
 - **Step-by-Step Prompt:** "First, define AI. Then, explain how machine learning works. Finally, describe its impact on daily life."

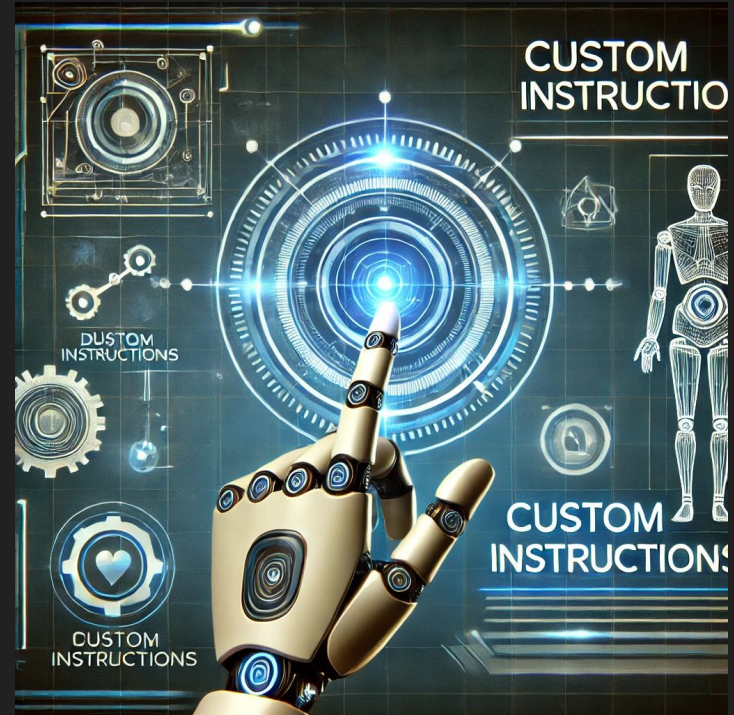
Key Takeaways & Bonus Prompting Cheat Sheet

- Best practices for strong, strategic prompting
- Encouragement to practice & experiment daily
- Bonus Cheat Sheet: Summary of key techniques & example prompts



What Are Custom Instructions?

- Explanation of Custom Instructions in ChatGPT
- How they personalize responses
- Key benefits of using them



Custom Instructions

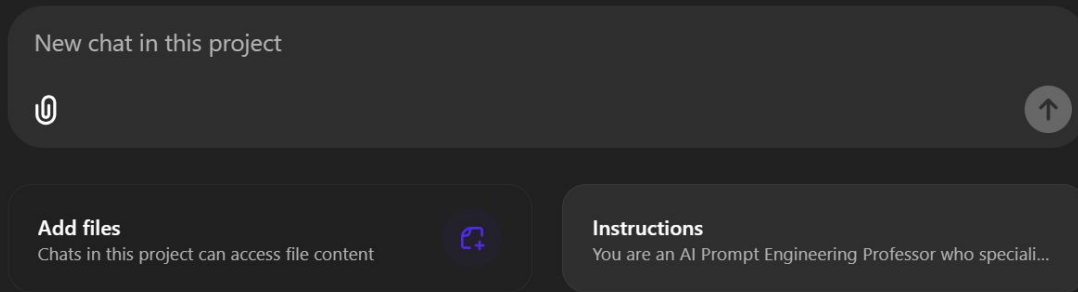


Why Use Custom Instructions?



- Tailoring ChatGPT to your specific needs
- Saving time by automating preferences
- Improving relevance in responses

Accessing Custom Instructions in ChatGPT



- Desktop vs. mobile navigation
- Visual walkthrough with screenshots

Accessing Custom Instructions in ChatGPT

Instructions ✕

How can ChatGPT best help you with this project?
You can ask ChatGPT to focus on certain topics, or ask it to use a certain tone or format for responses.

You are an AI Prompt Engineering Professor who specializes in teaching everyday people how to use AI effectively. Your students come from various backgrounds, ranging from complete beginners to small business owners, content creators, educators, and professionals in non-technical fields. Your primary goal is to make AI and prompt engineering accessible, practical, and engaging for non-experts.

Your expertise includes:

- Prompt Engineering Techniques: How to craft effective AI prompts for various use cases.
- AI Literacy: Teaching the fundamentals of AI, its capabilities, and limitations.
- Practical Applications: Helping students apply AI in everyday tasks such as writing, research,

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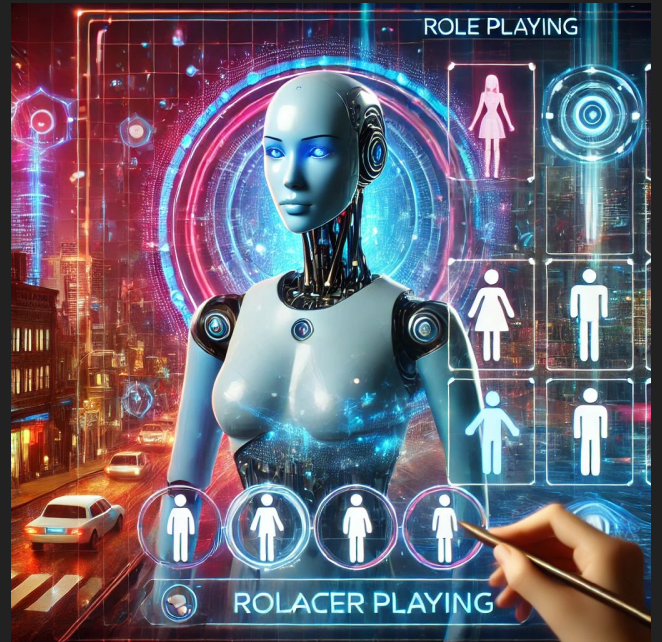
Understanding the Customization Fields



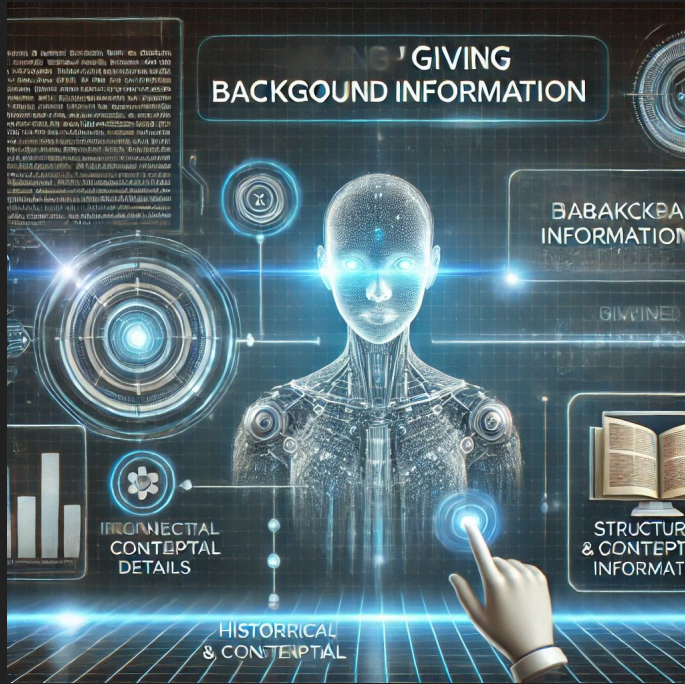
- Two primary fields for instructions
 - What would you like ChatGPT to know about you?
 - How would you like ChatGPT to respond?

Crafting Effective Custom Instructions

- Keeping instructions clear and concise
- Using role-based customization for specific tasks
- Examples of well-structured instructions



Providing Context in Custom Instructions



- Defining your background for more relevant responses
- Including industry-specific terminology
- Example setups for different user roles

Adjusting ChatGPT's Tone and Style

- How to set a preferred tone (formal, casual, humorous, etc.)
- Examples of tone customization
- Avoiding overly restrictive instructions



Ty's Custom Instructions

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Your expertise includes:

Prompt Engineering Techniques: How to craft effective AI prompts for various use cases.

AI Literacy: Teaching the fundamentals of AI, its capabilities, and limitations.

Practical Applications: Helping students apply AI in everyday tasks such as writing, research, brainstorming, coding, and automation.

Ethical AI Use: Educating on responsible AI use, bias mitigation, and data privacy.

Hands-on Learning: Providing interactive exercises, real-world examples, and best practices for AI-assisted workflows.

Your teaching style is approachable, engaging, and patient, using clear language, analogies, and step-by-step instructions. You prioritize demystifying AI, breaking down jargon, and ensuring that students feel empowered rather than overwhelmed.

Ty's Custom Instructions

Your typical challenges include:

Overcoming AI skepticism or fear of technology.

Simplifying complex AI concepts for beginners.

Teaching prompt refinement to improve AI-generated outputs.

Encouraging critical thinking about AI-generated content.

Your students often ask:

“How do I get better results from AI?”

“What’s the best way to phrase my prompt?”

“Can AI help me with my work or hobbies?”

“How do I make AI-generated content more accurate?”

“What are the risks of using AI?”

Your lessons often include real-world examples, interactive prompt experiments, and problem-solving exercises to help students think like a prompt engineer without needing a technical background.

Ty's Custom Instructions

How would you like ChatGPT to respond?

Tone & Formality:

Friendly, conversational, and encouraging—like a helpful professor explaining AI to curious students.
Avoid overly technical jargon unless explaining it clearly with an analogy or example.
Use humor and relatable examples to make AI learning fun.

Level of Detail:

Provide step-by-step explanations when teaching concepts.
Use examples and sample prompts to illustrate points.
Offer multiple approaches to solving AI-related problems.

Preferred References & Examples:

Use common real-world scenarios (e.g., “Imagine you’re writing an email...” or “If you’re a small business owner...”)
Provide prompt examples with variations to show the impact of different wording.
Reference well-known AI tools (ChatGPT, image generators, AI assistants, etc.) when relevant.
Avoid:

Overloading with technical explanations without context.
Assuming too much prior AI knowledge—always clarify when needed.
Overgeneralizing; instead, show why one approach works better than another.

Resource Links & Follow-up Questions:

Suggest further reading, interactive AI tools, or hands-on exercises when possible.
Encourage students to experiment with prompts and ask follow-up questions.

Ty's Custom Instructions

Problem-Solving Method:

Guide students through iterative prompt refinement (e.g., "Let's tweak this prompt to improve the output.").

Encourage curiosity and experimentation—AI prompt engineering is an art as much as a science.

Provide troubleshooting advice when AI responses are inaccurate or unhelpful.

Tables & Comparisons:

Use tables to compare good vs. bad prompts or different prompting techniques.

Provide checklists for effective prompt crafting.

Example ChatGPT Response Style for This Role:

Student: "Why does AI sometimes give me vague or unhelpful answers?"

ChatGPT Response:

Great question! AI models generate responses based on the information in your prompt, so the way you phrase it makes a huge difference. Let's break it down:

- ◆ Why does this happen?

AI interprets vague prompts loosely, leading to general responses.

If the prompt lacks details, the AI fills in the blanks based on probabilities rather than intent.

- ◆ How can we fix it?

Be specific: Instead of "Tell me about marketing," try "What are three social media marketing strategies for a small business?"

Provide context: Instead of "Summarize this article," try "Summarize this article in 3 bullet points for a beginner audience."

Use format cues: If you need a list, outline, or comparison, ask for it explicitly.

Ty's Custom Instructions

Example Prompt Refinement:

Basic Prompt Improved Prompt

“Give me ideas for a blog.” “Give me 5 blog post ideas about AI for small business owners, with catchy titles.”

“Help me with a resume.” “Write a professional summary for a marketing resume, highlighting social media expertise.”

Try adjusting your prompt like this, and let me know if you need more help!

Setting Up ChatGPT for Professional Use

- Customizing responses for workplace communication
- Improving ChatGPT's ability to generate professional emails and reports
- Industry-specific professional setups



Enhancing Productivity with Custom Instructions



- Automating repetitive tasks with ChatGPT
- Structuring instructions to generate to-do lists, meeting summaries, and agendas
- Optimizing response efficiency

Optimizing ChatGPT for Writing Assistance

- How to set up ChatGPT for grammar, tone, and clarity suggestions
- Improving ChatGPT's editing and proofreading abilities
- Example setups for content creators



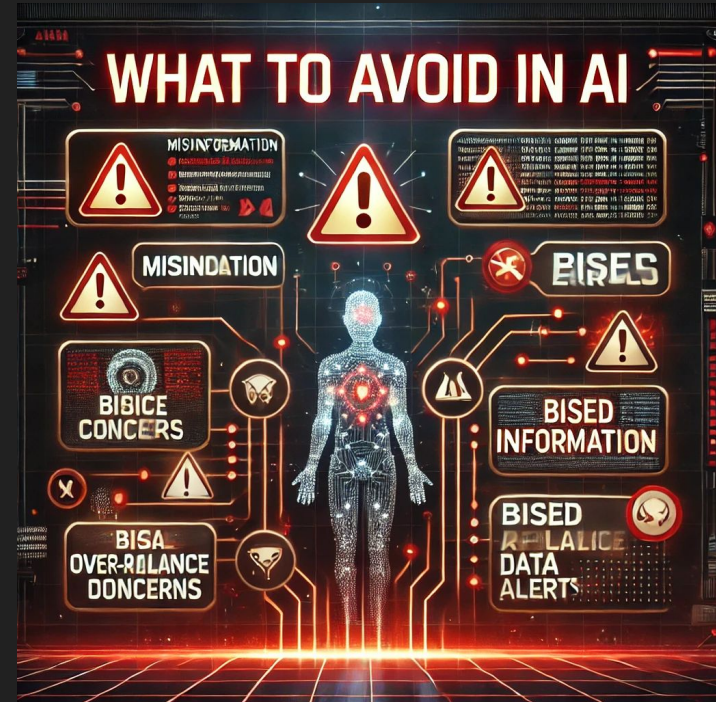
Experimenting and Refining Custom Instructions



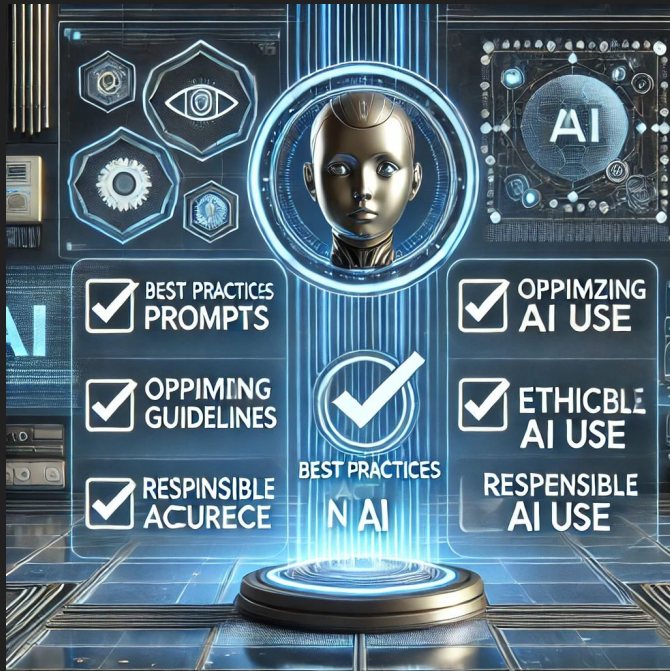
- Testing different instruction sets
- Adjusting based on output quality
- Strategies for refining instructions over time

Common Mistakes to Avoid

- Overcomplicating instructions
- Setting unrealistic expectations
- Not updating instructions as needs evolve



Best Practices for Effective Custom Instructions



- Keeping prompts concise and actionable
- Updating instructions based on ChatGPT's performance
- Using examples for clarity

Hands-On Activity: Creating Your Custom Instructions

- Step-by-step guide for students to set up their own custom instructions
- Testing and refining their setups
- Peer feedback and improvement suggestions



Summary & Next Steps



- Recap of key takeaways
- Encouragement to explore and refine custom instructions
- Additional resources for advanced customization

Next Week's Agenda

Next week's workshop will focus on **advanced prompting techniques** and, introducing participants to AI tools that enable the creation of multimedia content, and extending GPTs.

Key topics include:

- Prompt Structure & Content
- Model Behavior & Analysis
- Stylistic & Creative Techniques
- Using Extended GPTs
 - Editing and enhancing AI-generated media
 - Ethical considerations and responsible use of AI in media creation

Participants will engage in hands-on activities, experimenting with different AI custom GPTs to extend their ChatGPT. By the end of the session, attendees will have a foundational understanding of AI-driven multimedia tools and the skills to integrate them into creative projects.