

The Jonesi Consultancy | Houston, TX

AI LITERACY · EVERYDAY USE HANDOUT

6 TECHNIQUES FOR EFFECTIVE PROMPTING



Helpful Tips For Building Prompts

Aim to use at least 3 techniques in every prompt for best results.

1 Provide Context

Be specific about what you want, providing details about scope, geography, timeframe, and other relevant parameters.

BEFORE

"Tell me about climate change."

AFTER

"Explain three major impacts of climate change on agriculture in tropical regions, with examples from the past decade."

2 Show Examples

Provide examples that help the AI understand the pattern, style, or format you're looking for more clearly than descriptions alone.

BEFORE

"Write me a product description."

AFTER

"Write a product description like this example: [paste example]. Match the tone, length, and structure."

3 Specify Output Constraints

Be specific about format, length, structure, and other characteristics of the desired output.

BEFORE

"Summarize this document."

AFTER

"Summarize this document in exactly 3 bullet points, each under 20 words, focusing on action items."

4 Break Complex Tasks Into Steps

Guide the AI's reasoning process by breaking down complex tasks into clear, sequential steps.

BEFORE

"Analyze this data and give recommendations."

AFTER

"Step 1: Identify trends in the data. Step 2: Compare to industry benchmarks. Step 3: List top 3 recommendations with rationale."

5 Ask It to Think First

Give the AI space to think before responding, encouraging more thoughtful, comprehensive answers.

BEFORE

"What should I do about this problem?"

AFTER

"Before answering, please think through this problem carefully. Consider the pros and cons, then give your recommendation."

6 Define the AI's Role

Specify a role, tone, or style to shape the AI's approach to fit your specific needs and audience.

BEFORE

"Help me write an email."

AFTER

"You are an experienced project manager. Write a professional but friendly status update email to stakeholders."

SECRET WEAPON: ASK AI FOR HELP WITH PROMPTING

"I'm trying to get you to help me with [goal]. Can you help me craft an effective prompt?"

Aim to use at least 3 techniques in every prompt for best results.

Attribution: These tips were crafted based on Anthropic's Prompt Engineering Guidance.
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Better prompts are a habit, not a trick.

Practice the techniques until they become how your team thinks.

