AIByMG

Prompt Engineering

(a fancy way of saying “how to speak to AI’s”!)

Discover the art of effective prompting with ChatGPT: This guide introduces CRAFT, a systematic approach to creating prompts that unlock the full potential of AI language models for tailored and impactful results.

Why is prompt engineering important?

Well think of it like this:

When someone asks you a broad question out of the blue, how do you usually respond?

Most of the time it’s an unstructured and long-winded answer!

A prompt is essentially a chain of words, characters and tokens, that tells the language model what part of its enormous brain should be tapped to generate the output you’re searching for. Just like humans, different segments of the language models “brain” are tuned for various functions.

So, dont overlook the power prompting because it can have a big impact on the results you get!

Prompting using CRAFT

There’s several prompting techniques out there and because it’s such a new concept, things are still being trialed and tested!

Now, often times the reason why people get stuck with prompt engineering is because we are so used to operating on autopilot that it can be hard to articulate to an AI how we think through tasks.

But here is a fool proof way of building any good prompt. You can use this as a foundation to build on for your own use cases!

Use the acronym CRAFT to help you create structured and logical prompts:

- CONTEXT
- ROLE
- ACTION
- FORMAT
- TARGET AUDIENCE

Context

ChatGPT has millions of parameters and each time you start a dialogue it has no idea where you're coming from. You could be a CFO, a farmer, an astronaut. It has absolutely no idea. You need to provide context to help narrow down the set of parameters to your specific needs.

Narrow down the subject matter so that ChatGPT knows how to focus its output.

"What's an example of context?"

Ask yourself - What's the situation or challenge you're facing? Why are you having this chat today? What's the background of the instruction or action you're going to give?

> 💡 For instance: Website content: What are your site's main themes? Who is your audience? Are you trying to increase traffic? Convert Sales?

Role

The role is essentially the actor which you'd like ChatGPT to embody for the output. There are no limits to this. The more creative you can be the more unique and interesting your results will be.

The role plays an important part in your prompt because it sets:

1. **A level of standard for output**
2. **Provides flavour to your output by adapting the language and style of writing to the persona you've assigned it**

For example, how would you like ChatGPT to act? Is it an expert or a beginner? Creative or serious?

- **Assign two levels of expertise to the role:**
  - **Define a Functional Capability - Content writer, COO, productivity expert, World famous coach etc.**
  - **Identify the Domain Area - Lean manufacturing, SaaS, Health Tech etc.**

"You are a digital marketing expert with 10 years of experience in the beauty industry"

> 💡 Tip: To make your output more unique use one of the following:
> -"You are known for your unique perspective and, as a result, are highly regarded by other industry experts."
> -"Please provide insights that most experts seldom consider or that are typically not discussed by thought leaders in the industry."

Action

This is the part where you're actually instructing the work.

What are you looking for ChatGPT to do? Is it writing an email for you? Creating a project plan? Summarising a PDF? Giving you a breakdown of your monthly horoscope?

It can be anything- but its important to be very specific. These are the key actions you're looking for ChatGPT to perform on your behalf.

Concisely define the function you want ChatGPT to perform.

Next, tell ChatGPT the key elements you want by saying things like: "Include the following keywords, dataset, column headers" within the instruction

> 💡 Tip 1: When designing prompts, avoid saying what not to do but say what to do instead. This encourages more specificity and focuses on the details that lead to good responses from the model.
>
> Tip 2: Make sure you set parameters in your instruction e.g. ask for specific length of words/sentences. For content that is more than 500 words, ask chat to write this is multiple parts.

Format

Think of format as a subsection of the instruction. ChatGPT isn't just capable of listing out tons of bullet points. Most people don't realise it can structure text and data in a lot of different formats.

For example :

- **a table with x many columns**
- **a summary with headings and subheadings**
- **present findings in the format newsletter**
- **a piece of code written using XYZ language**

How do you want the output to appear? The format you select changes the type of information GPT-4 delivers

> 💡 Tip: Show ChatGPT examples of your desired output (a link, upload a document, copy and paste into the chat) and ask to copy that format and style

Target Audience

Add a final layer of dimension to your results by specifying who the audience of this output will ultimately be.

E.g. You're asking ChatGPT to help you create a blogpost, but who is the audience you're trying to reach? Beginners or experts? Older or younger?

By telling ChatGPT the audience who will be receiving this output you're adding extra context to the result, this is because ChatGPT is able to further fine tune the output to suit the audience you've identified.

Creating or defining a Persona is a great way to help ChatGPT understand your audience.

> 💡 Tip: Make sure your target audience is defined according to the level of expertise you want conveyed in your content.

And finally run your prompt!

Final point, you don't need to use all elements of the CRAFT method at the same time if you believe its unnecessary for your task. Just take the parts that work for your use case!

Remember, the best part about using ChatGPT is that can continue to further refine/ re-do the parts that dont quite resonate with you. Dont be afraid to play around and tweak your prompts to see what works well for you.