



Prompt Builder: A Practical Guide to Better AI Results

A clear, structured resource to help you write more effective prompts and get useful output from ChatGPT.

Components of a good prompt

Persona: What role do you want ChatGPT to take on?

Task: What task do you want it to complete?

Audience: Who is the intended audience?

Context: What background information is helpful to know?

Format and Style: How should the response be structured?

Boundaries: What limitations should it follow?

Template prompt

Act as a [Persona]. Your task is to [Objective] for [Audience]. Here's some context: [Context]. Please respond in [Format and Style] and follow these boundaries: [Boundaries].

Example prompt 1

*Act as a **marketing strategist**. Create a **social media post** that promotes an online course *for **busy professionals** who are curious about using AI at work but feel unsure where to start. The course is for beginners, focuses on responsible AI use, and aims to boost confidence. The post will be shared on LinkedIn as part of a weekly awareness campaign. Write in a **friendly, concise tone** with a hook at the start and a call to action at the end. Use bullet points to highlight key benefits. Keep it under **150 words** and avoid jargon.**

Example prompt 2

Act as a productivity coach. **Your task is to** create a short tip sheet on managing time with AI tools. **For an audience of** busy professionals who feel overwhelmed by new tech. **The context is** this tip sheet is part of a newsletter series on digital confidence. **Please respond in the format of** a bullet list, using a warm and encouraging tone. **Stick to these limitations:** keep it under 200 words, avoid technical language, and include one actionable example.

Choose a Persona

Act as...

- Business Consultant
- Startup Advisor
- Project Manager
- Operations Analyst
- Risk Assessor
- Marketing Strategist
- Social Media Manager
- Brand Voice Coach
- Copywriter
- SEO Specialist
- Creative Director
- Content Editor
- Presentation Coach
- Speechwriter
- Data Analyst
- Excel Expert
- Tech Advisor
- Productivity Coach
- Career Coach
- Training Designer
- Mentor
- HR Advisor
- Instructional designer
- Customer Support Trainer
- Proposal Writer
- Executive Assistant
- Career Mentor
- Job Search Assistant
- Goal-Setting Coach
- Entrepreneur
- Senior Leader/Manager
- Innovation expert
- Product manager
- Educator

Define the Task

Your task is to...

- Explain
- Summarise
- Compare
- Define
- Interpret
- Clarify
- Evaluate
- Identify
- Review
- Research
- Recommend
- List
- Forecast
- Explore
- Solve
- Fix
- Refine
- Prioritise
- Customise
- Structure
- Write
- Edit
- Rephrase
- Format
- Outline
- Caption
- Brainstorm
- Plan
- Schedule
- Break Down
- Simplify
- Teach
- Role-play
- Translate

Specify the Format

Respond in the format of....

- List
- Table
- Summary
- Outline
- Script
- Checklist
- Email
- Letter
- Bio/Profile
- Prompt
- Proposal
- Agenda
- Plan
- Report
- Persona
- Spreadsheet-style Table
- PowerPoint Slides (text only)
- Word doc
- HTML Code
- Markdown
- Flowchart (text-based)
- FAQs
- Timeline
- Slide Notes / Speaker Notes
- Tweet / Social Media Caption
- Storyboard
- Learning Objectives
- Action Plan
- Case Study Format
- Newsletter Format
- Slide-by-Slide Breakdown
- CSV Format
- JSON Format
- Sitemap

Specify the Style

Using...

Tone: professional, friendly, persuasive, casual, witty, empathetic

Writing Style: concise, academic, storytelling, journalistic, plain English

Formality Level: formal, semi-formal, informal

Voice: active voice only, avoid passive

Brand Voice: align with a specific company or brand tone of voice

Identify the Audience

The intended audience is...

By Role or Group

- Customers
- Clients
- Students
- Senior leaders
- Investors
- Job seekers
- Colleagues
- Industry professionals
- General public

By Traits or Needs

- Time-poor readers
- Non-native English speakers
- People new to the topic
- People with accessibility needs, for example visually impaired learners
- Skeptical or hesitant audiences
- Emotionally affected audiences

Provide Background or Context

The context is...

Situation or Scenario

- Purpose: training, pitch, announcement, etc.
- Platform or Channel: LinkedIn, email, slides, etc.
- Business or Industry Type: e.g., education, tech, nonprofit
- Time Sensitivity: urgent update vs. evergreen
- Relation to Other Content: part of a series, campaign, or follow-up

Key Information to Include or Avoid

- Non-confidential Product, service, or campaign names
- Assumptions to make or avoid
- SEO keywords or hashtags
- Brand values or tone of voice
- What the audience already knows

Set Boundaries

Stick to these limitations...

- Language: specify language or bilingual
- Jargon Level: avoid jargon, use plain language
- Reading Level: beginner, expert, child-friendly, etc.
- Pronouns/Perspective: e.g., use "we," "you," or third person
- Word or Character Limit
- Time Limit (e.g., "speech under 2 minutes")
- No Fluff: keep it direct
- No Opinions: facts only
- No Repetition
- Avoid Sensitive Topics: e.g., religion, politics
- Single Focus: don't go off-topic

Provide Context

Want to learn how to use AI more confidently?

Scan the QR code to explore my beginner-friendly course on responsible AI use — designed to boost your skills, not overwhelm you.

You'll learn the basics of how AI works, where its limits are, and how to write and evaluate prompts effectively so you can use AI with clarity and confidence at work.



<https://www.criticalbizskills.com>



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Learn how to use AI at work with confidence – Master smart prompts & critical skills AI is transforming how we work — but using it well takes more than just knowing which...