

THE A.I. PROMPTING GUIDE

Master the Language of Artificial Intelligence

Your Complete Reference for Writing Prompts That Get Results

WHY PROMPTING IS THE SKILL OF THE DECADE

Every person using A.I. tools right now falls into one of two categories: those who get mediocre results and give up, and those who get extraordinary results and dominate. The only difference between them is their ability to TALK to A.I. effectively. This guide gives you that ability.

SECTION 1: THE ANATOMY OF A PERFECT PROMPT

Every powerful A.I. prompt has 5 core components:

Component	What It Does	Example
ROLE	Tell A.I. who to be	"Act as a world-class copywriter..."
CONTEXT	Give background	"I am selling an online course to..."
TASK	State exactly what to do	"Write a 3-paragraph sales email..."
FORMAT	Define the output	"Use bullet points, keep it under 200 words"
tone	Set the voice	"Bold, urgent, conversational, no fluff"

SECTION 2: THE DICTIONARY OF A.I. PROMPTS

50 Power Phrases That Get Results Every Time

INSTRUCTION STARTERS

- "Write a..." / "Create a..." / "Generate a..." / "Draft a..."
- "Explain in simple terms..." / "Break down..." / "Summarize..."
- "List 10 ways to..." / "Give me 5 examples of..." / "Provide 3 options for..."
- "Rewrite this to be..." / "Improve this by..." / "Make this more..."

ROLE-SETTING PHRASES

- "Act as a [role] with 20 years of experience in [field]..."
- "You are the world's top [expert]. I need your best advice on..."
- "Respond as if you are a [persona] speaking to [audience]..."
- "Think like a [CEO / marketer / teacher / coach] and tell me..."

QUALITY BOOSTERS

- "Make it compelling, specific, and action-oriented"
- "Use power words that create urgency and emotion"
- "Be direct. No fluff. Get to the point immediately"
- "Write at a 7th grade reading level for mass appeal"
- "Include a strong hook, three key points, and a clear CTA"

FORMAT COMMANDS

- "Format as bullet points" / "Use numbered steps" / "Write in paragraphs"
- "Keep it under [X] words" / "Make it exactly [X] sentences"
- "Add headers for each section" / "Bold the key phrases"
- "Output as a table with columns: [X], [Y], [Z]"

REFINEMENT PHRASES

- "Make it 50% shorter without losing the key message"
- "Now make it 3x more persuasive"
- "Rewrite it but make it sound more [warm / urgent / authoritative]"
- "Give me 5 completely different variations of this"
- "What is the one thing I should change to make this 10x better?"

SECTION 3: PROMPTING FOR CREATION & BUILDING

Use A.I. to build real things — products, content, systems, and businesses.

WRITING & COPYWRITING

- "Write a 3-paragraph sales email for [product] targeting [audience]. Lead with the problem, build with benefits, close with urgency."
- "Create 5 Facebook ad headlines for [product] that trigger curiosity and desire."
- "Write a product description for [product] that reads like a conversation, not a brochure."

BUSINESS & STRATEGY

- "Give me a 30-day launch plan for [product/service] using only organic social media."
- "What are the top 5 objections customers have before buying [product], and how do I overcome each?"
- "Create a daily content calendar for [business] targeting [audience] for 7 days."

COURSES & EDUCATION

- "Create a 5-module course outline on [topic] for [beginner/intermediate/advanced] learners."
- "Write the learning objectives for a course on [topic]. Make them specific and measurable."
- "Generate 10 quiz questions with answers for a lesson on [topic]."

IMAGES & VISUAL CONTENT

- "Generate a photorealistic product image of [description]. Style: [commercial/cinematic/minimal]."
- "Create a social media banner for [brand/product]. Color scheme: [X]. Mood: [bold/elegant/fun]."
- "Design a thumbnail for a YouTube video titled [title]. Make it eye-catching and high contrast."

SECTION 4: PROMPTING FOR SHORTS & REELS

The formulas that create scroll-stopping short-form video content.

HOOKS — The First 3 Seconds

- "Write 10 viral TikTok hooks for a video about [topic]. Each must stop scrolling in 2 seconds."
- "Give me 5 hooks that start with a bold controversial statement about [topic]."
- "Create 5 curiosity-gap hooks for [product/service] that make viewers want to keep watching."

SCRIPTS

- "Write a 30-second TikTok script for [topic]. Hook: [X]. Problem: [Y]. Solution: [Z]. CTA: [A]."
- "Create a 60-second Instagram Reel script for [product] using the Problem-Agitate-Solve formula."
- "Write a 15-second video script that shows 3 fast results someone can get from [product/service]."

CAPTIONS

- "Write a TikTok caption for a video about [topic]. Make it short, punchy, and include 5 trending hashtags."
- "Create an Instagram caption that tells a story about [topic] in 4 short paragraphs with a CTA at the end."
- "Write a caption that starts with a one-line hook, explains the value, and ends with a question to boost comments."

SERIES & STRATEGY

- "Create a 7-day TikTok series concept for [brand] targeting [audience]. One video idea per day with hooks."
- "What are the top 10 short-form video formats that work for selling [product type]?"
- "Give me 5 trending TikTok content styles and how [brand] can use each one authentically."

SECTION 5: THE 7 GOLDEN RULES OF PROMPTING

1. BE SPECIFIC

Vague prompts get vague results. The more detail you give, the better the output.

2. GIVE IT A ROLE

A.I. performs exponentially better when you tell it WHO to be before what to do.

3. DEFINE YOUR AUDIENCE

Always tell A.I. who the output is FOR. "Write for a 35-year-old small business owner in Ohio."

4. ITERATE RELENTLESSLY

The first output is never the final output. Refine, refine, refine.

5. SHOW EXAMPLES

Include "here is an example of what I want" and A.I. will match the style instantly.

6. CONSTRAIN THE FORMAT

Tell A.I. exactly how long, what structure, and what to exclude. Constraints = quality.

7. CHAIN YOUR PROMPTS

Break complex tasks into steps. Use the output of one prompt as the input of the next.

READY TO MASTER ALL 3 MODULES IN FULL?

This guide is your FREE BONUS. The full A.I. Mastery Course on Prompting teaches you everything in depth — with practical exercises, real-world applications, and step-by-step systems.

Get the Complete Package — All 3 Modules for just \$100

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