



'Magic' AI Prompt Formula

Need some help with getting started?

As a content marketer and strategist, I admit to never following any prompt formulas or templates. I just think about the desired output (aka result) and work backwards from there - thinking about all the elements that must be included in the plan or content.

But if you're an absolute AI newbie, you might find comfort ticking off a checklist. Then you know you're entering all the essential information into the GenAI message bar without missing anything.

If that's the case, you can start with a formula until you become more comfortable with the prompting process.

I've pulled together a basic prompting formula for you as a starting point. I recommend including as many of these elements as possible as the initial prompt, as it will save you hours in the long run.

If you forget an element, no worries. You can always 're-brief' the AI tool later.



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Here are the core elements to be featured in a high-quality prompt -

1. Task

You want to kick things off with a clear action and specific goal. This one should be fairly obvious.

Example: 'Please create a list of 5 x social media posts, approximately 150-200 words each, to promote an AI training program targeting business executives.'

2. Context

Provide background information to improve the response including purpose, audience, and platform. You'd typically find this information in a human-to-human project briefing.

Example: 'The training program is aimed at business executives who want to stay ahead of the curve by integrating AI into their leadership and decision-making. The focus is on positioning AI as a tool for smarter, faster decisions and streamlining operations. We'll be focusing on the LinkedIn platform, with the goal of driving registrations and building thought leadership around AI training.'



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3. Sample content

To steer AI in the right direction, it's a good idea to include examples of what a 'good' output looks like. You can provide past examples written by your team or something you've discovered externally for 'inspiration'. (I'm not going to promote plagiarism here!)

Example: 'Please use a style similar to these:

- Feeling swamped by AI hype? Discover how to cut through the noise and use AI to make smarter business decisions.
- AI isn't just for techies - it's for leaders like you. Learn how to guide your team into the future with confidence in our upcoming AI training.'

4. Persona

You don't always have to do this, but I've found telling the AI who it's supposed to 'be' while working on the task often improves the quality of the response.

Example: 'Pretend you're a savvy social media marketer who knows how to connect with busy professionals, using a mix of wit, warmth, and expertise to engage.'



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5. Format

Consider what your ideal output/results will look like. Without clear instructions about the structure and format, your tool will just do whatever it 'feels' like!

Example: 'Please deliver the posts in full draft form, ready for review. Each post should be 2-3 sentences long and include:

- A compelling hook or question to grab attention.
- Clear messaging that highlights the benefits of the AI training program for business executives.
- A strong call-to-action (e.g. 'Sign up now,' or 'Learn more').

Include relevant hashtags (e.g. #FutureReadyLeadership, #AIForBusiness) and use emojis sparingly to add visual interest and energy.'

6. Tone

Specify the tone within your prompt to ensure it aligns with the vibe you're going for.

Example: 'As per the HumanEdge AI Training brand voice, please keep it friendly, relatable, and a little cheeky - something that sparks curiosity and makes the audience feel seen.'



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How'd you go?

You'll probably notice the final prompt is a bit long. Probably a lot longer than anything you've entered into GenAI to date!

But can you see how thorough it was? By including all these details, you have a much greater chance of quality output. With regular usage, you can train the tool to get to know you and your business inside and out.

These days, I only need to make minor tweaks when I use AI. And it's almost undetectable that I've used my little sidekick!

Need further support?

Flick me an email to hello@humanedgeai.com with **'Magic'** in the subject line - to start the conversation about about our one-on-one and team AI mentoring programs.

In the meantime, keep it human,

Leanne Shelton
Global AI Coach & Speaker

