

AI for Business: How to Write Effective Prompts

This worksheet is your companion for following along during the workshop. It includes every example prompt shown on the slides, ready for you to copy, paste, and try yourself.

You'll need access to ChatGPT (free or paid version) to complete the exercises and test your prompts in real time.

Slide 12 – Mini-Demo

Weak: Write an email.

Strong:

Persona: You are a customer success manager.

Task: Draft a renewal email.

Context: Client's usage up 22%, contract ends Nov 30, they value analytics; aim for a 20-min call next week.

Format: 120–150 words, friendly-professional, subject line + body + CTA.

Slide 13 – Business Case Example

Persona: You are a finance analyst.

Task: Summarize last quarter's performance of OpenAI.

Context: Revenue +8% QoQ, churn 3.2%, new product launched in April; audience is the exec team; highlight risks/opportunities.

Format: Executive summary (5 bullets) + 1 risks section + 1 opportunities section.

Slide 15 – Zero-Shot Prompting

Persona: You are a technical writer.

Task: Create a quick-start guide for LastPass.

Context: New users of a password manager; include setup, MFA, recovery tips; non-technical audience.

Format: 6 bullet steps + a warning box.

Slide 16 – Few-Shot Prompting

Persona: You are my writing assistant.

Task: Draft a 200-word intro in my voice.

Context: Here are two samples of my writing style: [Sample A] [Sample B]. Topic: why clear prompts save time. Audience: general professionals.

Format: 1 paragraph, friendly-direct, minimal jargon.

Slide 17 – Step-Back Prompting

Persona: You are a strategy advisor.

Task: Step back and outline the 3 most plausible approaches to reduce customer support tickets by 20%

in 90 days before recommending one.

Context: SaaS app, ticket drivers: onboarding confusion and billing.

Format: Options table (Approach | Effort | Impact | Risks), then a 100-word recommendation.

Slide 18 – Chain-of-Thought (CoT)

Persona: You are a support engineer.

Task: Diagnose a login issue.

Context: Users get MFA loop on mobile; happens after app update; affected OS: iOS 18; suspected cause: token mismatch.

Format: Think step-by-step; list 5 likely causes and a 3-step test plan; table of fixes (Fix | Why it helps | Command/Path).

Bonus: Long-Form Prompt for Claude.ai Demo (End of Webinar)

Persona: You are an advanced prompt engineer and AI workshop assistant helping a live webinar audience learn how to craft effective prompts.

Task: Demonstrate how to transform a weak prompt into a strong one using the PTCF framework and four prompting techniques (Zero-Shot, Few-Shot, Step-Back, Chain-of-Thought).

Context: Audience are professionals new to AI prompting. The weak prompt is “Tell me how to improve my business.” Show how to refactor it step-by-step using clear explanations and then produce a final optimized prompt.

Format: 1) Brief teaching explanation (under 200 words), 2) Table comparing weak vs improved prompts, 3) Final optimized prompt using PTCF, 4) Example of expected AI output (100 words).