

AI Prompts, *Made Simple*

THREE EASY WAYS TO GET GREAT RESULTS

Talking to AI like ChatGPT doesn't have to feel overwhelming. Think of it as asking a smart assistant for help—you just need to know how to ask clearly.

These **three frameworks** will help you craft prompts that get useful answers, whether you're brainstorming ideas, drafting emails, or solving business problems. They're designed to be simple, practical, and perfect for busy business owners who want AI to work for them without the techy hassle.

FRAMEWORK 1: THE CLEAR ASK APPROACH

WHY IT WORKS: A clear prompt is like giving precise directions to a delivery driver—it gets you what you want faster. By stating exactly what you need and adding one key detail, you avoid vague or off-topic answers, making AI feel like a reliable tool.

HOW TO DO IT:

- **Say What You Want:** Start with a direct request, like *“Write,” “Explain,”* or *“Suggest.”*
- **Add A Key Detail:** Include something specific, like who it’s for, how long, or what style.
- **Keep It Short:** No need for long sentences—just get to the point.

EXAMPLE:

- **Vague Prompt:** *“Tell me about marketing.”*
- **Clear Ask Prompt:** *“Suggest three marketing ideas for my coffee shop, each in one sentence.”*

PRO-TIP: Pretend you’re asking a busy coworker for a quick favor—be clear and they’ll deliver. If the answer’s not quite right, tweak it with the next framework.

FOR YOUR BUSINESS: Use this to quickly get ideas, like *“Write a short tagline for my bakery”* or *“Explain cash flow in plain words for my team.”*

FRAMEWORK 2: THE GIVE CONTEXT TRICK

WHY IT WORKS: Adding a bit of background is like telling a chef your dietary preferences—it ensures the answer fits you perfectly. Context helps AI understand your unique needs, so the response feels personal and relevant, not generic.

HOW TO DO IT:

- **Share Who You Are:** Mention your role or situation, like *"I'm a small business owner"* or *"I'm new to tech."*
- **State Your Goal:** Say what you're trying to achieve, like *"I want to save time"* or *"I need simple steps."*
- **Ask Your Question:** Tie it together with a clear question or request.

EXAMPLE:

- **Vague Prompt:** *"How do I use social media?"*
- **Give Context Prompt:** *"I'm a bakery owner with no social media experience. Suggest two easy ways to start posting online for my customers."*

PRO-TIP: Think of context as setting the stage—it's like telling a friend why you need their advice. A little detail goes a long way to getting answers you can actually use.

FOR YOUR BUSINESS: Try this for tailored advice, like *"I'm a retailer with a small budget. Suggest free tools to track inventory"* or *"I run a gym. Explain SEO simply for my website."*

FRAMEWORK 3: THE TRY AGAIN METHOD

WHY IT WORKS: AI isn't perfect, but you can fine-tune it like adjusting a recipe until it's just right. This framework builds confidence by showing it's okay to experiment—if the first answer isn't spot-on, tweak your prompt and try again.

HOW TO DO IT:

- **Start Simple:** Ask your question using the Clear Ask or Give Context approach.
- **Check the Answer:** If it's too long, too vague, or off-topic, note what's missing.
- **Tweak and Retry:** Add a note like *"Make it shorter," "More practical,"* or *"Explain like I'm new."*

EXAMPLE:

- **First Prompt:** *"Give me a business plan."*
- **Try Again Prompt:** *"Summarize that business plan in three bullet points for a small retail shop."*

PRO-TIP: Treat AI like a helpful intern—it's learning to suit your style. Don't be afraid to keep tweaking until the answer feels right. Every try makes you better at using it.

FOR YOUR BUSINESS: Use this to refine ideas, like *"List five email subject lines for my salon,"* then *"Make those shorter and catchier,"* or *"Explain taxes for my startup,"* then *"Simplify it for a beginner."*

AI is just a tool, like your phone or calculator—it's there to make your life easier. With these three frameworks, you'll be chatting with AI like a pro in no time, turning intimidating tech into practical solutions for your business.