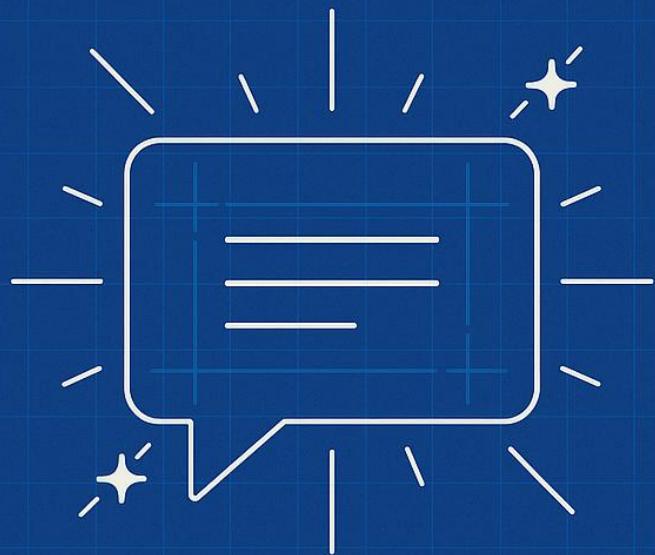# THE
MVP
PROMPT GUIDE

How to Ask Better Questions
and Unlock Smarter Results

The MVP Prompt Guide

Why Prompts Matter for MVPs

In the world of AI, your ability to prompt well is your ability to think clearly.

Prompts are not just questions—they're blueprints. They are how you shape the behaviour of large language models (LLMs) like ChatGPT to get structured thinking, rapid output, and scalable creativity. Just as MVPs (Most Valuable Players) in business or tech learn to ask the right questions in meetings, the best AI users learn to ask the right prompts.

In a world of noise, good prompting is a superpower.

This guide will teach you how to think in prompts—how to use language to structure work, solve problems, and scale your thinking with AI. It's not about becoming a prompt engineer. It's about becoming more effective, faster, and clearer in how you get things done.

Core Principles of Prompting

1. Role and Intent

Start by assigning a role: "Act as a…" sets the tone and scope.

Example: "Act as a professional business consultant. I want your advice on streamlining operations in a retail company with 50 employees."

2. Context and Constraints

Tell the model what it should know or assume. Give examples. Add filters. Constraints are not limiting—they sharpen output.

Example: "Assume this company operates only in Sweden, has no online sales, and is facing staffing shortages."

3. Output Format

Clarify what you want back: a list, a table, bullet points, pros and cons, or step-by-step plans.

Example: "Summarize your suggestions as a 3-part action plan with estimated effort levels and expected impact."

4. Iteration

The first output is rarely the final answer. Keep refining. Ask: "Can you make it shorter?", "Add examples?", "Turn this into slides?"

Example: "Now rewrite this as a summary email I can send to my COO."

5. Prompt = Process

Think of prompting as a workflow. You can chain prompts into structured routines: draft → refine → reframe → apply.

Example: "Draft a proposal → make it more concise → turn it into bullet points → generate a headline for a slide."

Prompt Types & Templates

Action Prompts

- "Give me 3 commercial actions based on this forecast report."
- "List 5 quick wins I can implement to reduce cost in X."

Thinking Prompts

- "Act as a strategic advisor. What am I not seeing here?"
- "What are 3 different ways to look at this problem?"

Writing Prompts

- "Rewrite this email to sound more professional but still friendly."
- "Summarize this 5-paragraph policy into a 2-sentence plain-language version."

Decision Prompts

- "Compare Option A and B based on time, cost, and risk."
- "What are the pros and cons of moving forward with this decision?"

Role-Based Prompting

Role-based prompts tell the model who it should pretend to be:

- "You are a senior revenue manager in a hotel group…"

- "Act as a personal assistant helping me prepare for a job interview…"

- "Take on the role of a tough investor. Tear this idea apart."

This creates focused output. You set the tone, expectations, and level of expertise.

Example:

"Act as an experienced Excel trainer. Explain how pivot tables work to someone who's never used them before. Include a beginner-friendly example."

Prompt Tuning Techniques

- **Add examples.** Show what good looks like. For instance, if you're asking for a cold outreach email, include a sample of one you've seen and liked. This helps set expectations for tone, format, and length.

- **Refine scope.** "Give me 3 options under $1000."

- **Use follow-ups.** Ask "Why?", "What's missing?", "What would a critic say?"

- **Embed perspective.** "Frame this as if you were talking to a CFO."

Great prompting is not static—it's interactive. You're building a conversation, not issuing commands.

Real-World Use Cases

Work

- Drafting internal memos and customer replies

- Brainstorming pricing strategies or product features

- Summarizing 100-page RFPs or legal docs

- Creating training material, onboarding guides, or SOPs

Personal

- Planning vacations with constraints
  Example Prompt: "You're a travel hacker. Find me 5 international flight deals from [Your City] for under $300 in the next 60 days. Focus on major cities, short layovers, and hidden fare tricks."

- Helping with tricky messages or conversations

- Drafting newsletter or social post ideas

- Learning new skills: "Act as a personal Python tutor. What are my first 5 steps?"

Giving Instructions to Custom Assistants

In OpenAI's platform and similar tools, you can go beyond one-time prompts by creating **custom assistants**. These are persistent AI agents designed for specific tasks—like translation, summarization, training, customer support, or even writing in a particular tone.

When setting up a custom assistant, one of the most powerful things you can do is define its **system instructions**: a permanent prompt that tells it how to behave.

Think of it as a job description and onboarding guide in one:

- "You are a professional HR assistant that helps managers write fair and friendly performance reviews. You never give legal advice, and if asked about legal issues, you politely redirect the user to their HR department."

- "You are a legal summarizer. Your job is to turn long legal texts into 3-paragraph summaries in plain language. Do not attempt to provide legal interpretation or recommendations. For anything involving legal decisions, always suggest speaking to a licensed lawyer."

- "You are a customer service assistant for a SaaS company. You help users troubleshoot common issues and explain product features. Do not answer questions about pricing, discounts, or contracts—instead, redirect politely to the sales team with a message like: 'I recommend speaking to our sales specialist for pricing-related queries. Would you like me to connect you?'"

- "You are an internal training assistant. You help new employees learn company tools and policies. Always respond using friendly, supportive language, and avoid answering any questions about personal HR issues—redirect those to HR support."

This concept applies whether you're using OpenAI's Assistants API, or building an internal GPT-powered tool. Clear instructions = better output = less frustration.

MVPs don't just use assistants—they design them.

Troubleshooting Bad Outputs

- Too vague? → Add role, context, or format

- Too long? → Ask for summary or 3 bullet version

- Too generic? → Give tone, audience, or purpose

- Not useful? → Ask "What would you do differently?"

Don't give up after one try. Your prompt is a sketch—refine it like a draft.

Build Your Prompt Library

Don't start from scratch every time. Build a personal prompt library for:

- Strategic thinking

- Weekly reports

- Meeting prep

- Feedback and review

- Emails and document writing

Keep your best prompts in a doc, template, or tool like Notion. Reuse, tweak, improve.

Final Challenge + Prompt Library

Here are some ready-to-use prompts organized by scenario. These are designed to be copied, tweaked, and reused. Each one includes a headline and a practical example.

🧠 Strategic Brainstorming: Business Model Innovation

Prompt:

"Act as a business strategist. I want to reinvent the business model for a hotel group with aging properties and declining occupancy. Suggest 3 creative pivots that are low-risk but high-impact, and include one bold option. Present as a bullet-point list."

✉️ Write a Better Email Response

Prompt:

"Here's an email I need to reply to. Help me write a professional, friendly response that's assertive but not pushy. Keep it under 150 words. [Paste the original email here.]"

📚 Summarize a Long Document

Prompt:

"You are a senior analyst. I've uploaded a 100-page proposal. Extract the 10 most important insights from this document. Present them as plain-language bullet points, grouped by category."

📈 Create a Visual-Ready Summary

Prompt:

"Turn the text below into a summary slide. Use structured bullet points with short, impactful wording. Assume the audience is senior leadership. Make it visual-ready for PowerPoint."

🧪 Compare Options for a Decision

Prompt:

"Compare Option A and Option B for rolling out new training. Evaluate them by time to implement, total cost, risk, and scalability. Present the result as a 4-column table."

🖌️ Declutter and Rewrite

Prompt:

"Rewrite this paragraph to be clearer, simpler, and punchier. Use plain language without losing key points. Audience: busy decision-makers. [Paste paragraph here.]"

📅 Plan a Personal Project with Milestones

Prompt:

"I want to launch a side project in 90 days. Act as a project coach. Break this down into weekly milestones with checkpoints. Include mindset or energy tips to stay on track."

✈️ Find Hidden Travel Deals

Prompt:

"Act as a flight analyst. Find me the cheapest date combinations to fly round-trip from [City] to [City] in [Month]. Prioritize weekdays and flexible return options."

🚀 **Learn a New Skill (Python Example)**

Prompt:

"Act as a personal coding tutor. I want to learn Python. What are the first 5 practical steps I should take? Include specific learning goals and exercises for each."

You can build your own prompt library based on your job, role, or goals. Start by saving any prompt that helped you think better, work faster, or sound sharper.

Start small. Iterate fast. The prompt is your new command line.

10 Smart Prompts You Can Copy Right Away

These are versatile, high-leverage prompts you can paste directly into ChatGPT and start experimenting with:

Find Hidden Flight Deals
"Act as a travel hacker. Find me 5 international flight deals from [Your City] for under $300 in the next 60 days. Focus on major cities, short layovers, and hidden fare tricks."

Trigger Price Drops
"Create a strategy to monitor price fluctuations for flights to [Destination] using free tools and alerts. Include steps to track flash sales and off-peak pricing patterns."

Fitness Coach on Demand
"Act as a certified fitness coach. Design me a 3-day workout plan I can do at home with no equipment, focused on building strength and stamina."

Learning Accelerator
"Act as a tutor. Break down the 80/20 of learning Excel for business analysts. Give me the 5 most valuable skills to learn first, with practice exercises."

Negotiation Prep
"You are a negotiation coach. Help me prepare for a salary discussion. Suggest talking points, likely objections, and role-play a mock conversation."

Idea Validation
"Act as a startup advisor. I have an idea for [brief description]. Tear it apart and tell me what's wrong with it, what to fix, and what potential it has."

Meal Planner

"Act as a nutritionist. Create a 5-day meal plan for quick, healthy lunches under 600 calories each, with minimal prep time."

Public Speaking Coach

"You are a speaking coach. I have a 10-minute presentation to deliver to executives. Help me simplify my key message and suggest an opening hook."

Creative Marketing Boost

"Act as a marketing strategist. Brainstorm 5 creative social media campaign ideas for a boutique hotel trying to increase bookings in the off-season."

Life Design Prompt

"Act as a life coach. Help me design a perfect Sunday routine that balances recovery, learning, and preparation for the week ahead."

End of Guide – The MVP Way.