

NOTE: The only essential prompt element are the **Instructions**. The most important other elements are usually **Persona**, **Format**, and **Style**. For some instructions **Examples** can be extremely valuable. The importance of the other elements depends on what you want to achieve. In almost all circumstances **Refinement** of responses is valuable. The content offers examples only, these are not intended to be comprehensive.

FRAMING



Persona

Role	Values
Occupation	Emotion
Specific individual	Proficiency
Personality	Archetype

Context

Objective	Industry
Situation	Location
Assumptions	User role
Use of response	Scenario

Audience

Age	Motivations
Education	Interests
Knowledge	Preferences
Culture	Ideology

Instructions

What you want, stated clearly

OUTPUT



Style

Tone	1st, 2nd, 3rd person
Language level	Use of analogies
Formality	Storytelling
Model writer	Dialogue

Format

Text length	Code
Number of responses	Templates and forms
Lists	Tables or structured data
Outlines	Specific (Markdown, UML etc.)

TRAINING



Examples

Single-shot: one example	Prompt > Response
Few-shot: multiple examples	Question & Answer
	Conversations
	Completions

MODIFIERS



Variability

Temperature	Serendipity
Creativity	Diversity (Top-p)
Randomness	Style conformity
Originality	Focus

Constraints

Word count	What not to include
Avoid words	Relevant time period
Avoid references	Geography
What to include	Sensitivities

Large Language Model response

ITERATION



Refinement

Clarify	Restructure	Alternative viewpoints	Simpler explanation
More detail	Summarize	More creative	Provide examples
Provide examples	Revise style	Less obvious	More engaging
Provide references	Revise format	Step-by-step explanation	Provide detailed logic



ROSS DAWSON

- Futurist
- Keynote speaker
- Strategy advisor



INFORMIVITY

- Amplifying human potential
- Humans + AI workflow
- Information productivity

More Humans + AI resources:
humansplustechology.com