



Prompt Cheat Sheet for AI

Well-crafted prompts will allow you to unlock your chatbot's full potential Here's what you need to know:

Generative AI basics

Before you begin using AI prompts for HR tasks, it's important to understand the different generative AI platforms that are available.

Although they're constantly changing, there are a few tried-and-true programs you can use:

- ChatGPT
- Google Gemini
- Microsoft Co-Pilot
- Meta.AI
- Perplexity
- You.com
- Claude
- Jasper

To get the most out of generative AI prompts it's important to add some context before diving into the prompts themselves.

For good-quality results, AI needs to be provided with:

- **Talk to AI like you would a person.** Your prompts should be conversational in tone. Not like you're doing a Google search. You can talk to it like you would Google, but you will be limited in the information you get back. You can go further by assigning your chatbot a name like Chad, Mary, Mittens You get the drift.
- **Assign it a role.** Letting your chatbot know what role it is playing will help you get more information from your prompt. Is AI your virtual assistant? Is it your muse? Your social media expert? Let it know what it will do for you.
- **Context:** Providing background information for a chatbot will help it tailor its answers better for your specific needs. For example: "I am an experienced HR professional located in [state] with [amount] of employees. We are in [specific niche or industry]."
- **Objective:** What do you want the answer to accomplish? What is the end goal? For example: "I am looking for cost-free ways to engage my remote workforce."
- **Format:** What format do you want your results in? For example, if the bot is producing multiple results, you can ask it to put answers in a numbered or bulleted list, or write it out another way.
- **Trust and Verify.** Remember, AI is experimental, don't take it at face value. Check sources as well.

Putting all these things together, you may want to start the conversation with a preface like: " Hey Murphy, I need you to help me out as my HR expert. I am an experienced HR generalist for a small business with 25-50 employees. We are in the software industry. I am looking for ideas to improve morale during a busy season. Please put answers in a bulleted format."

If you don't like the answers the bot gives you, you can add more to your prompts and your preface to get better results.

Note: When inputting data into any AI tool, make sure that the data reveals as little personal information as possible to keep your company secure. Data privacy is one of the biggest risks of AI, and keeping employee and company information secure should be an utmost priority.

AI prompts for Sales

Write a blog post about the importance of understanding customer needs before making a sales pitch.

Pretend you're a customer looking to add a social media management SaaS product to your tech stack. What pain points are you experiencing? What barriers do you have to bring this new product on?

If you were creating a sales script for a new fashion-forward life jacket product launch, what three key messages would you include?

Design four tips for cellular service provider cold calling that will help increase the success rate of callers.

Generate three ideas for using video content to show prospects how easy it is to use a new online payment platform.

Create a four-week sales strategy outline for a chef's knife company looking to increase its market share in Japan.

Write an elevator pitch for a productivity app that offers users a way to plan, track and manage tasks using their smartphone.

Develop five social media posts that highlight the value of a cloud-based customer relationship management (CRM) system.

AI prompts for email marketing

Design four tips for creating effective CTA buttons that will drive more conversions in emails.

Write four email subject line options for an email announcing a new location for a skincare and naturopathy clinic.

Create an email outline that will describe how a streaming subscription service's new offline downloading features can save customers time and money.

Pretend you are the CEO of an outdoor fashion brand. You've subscribed to a competitive analysis newsletter and you've received your first email. What three key messages should the email include to pique your interest?

Write an email template that can be used to boost customer loyalty for a physiotherapy clinic by encouraging them to refer their friends and family members.

Create an automation flow for an online clothing store, targeting customers who might be interested in sustainability, organic fabrics and ethical fashion.

Write a short feedback survey for a wedding planner that will be included in a thank you note to the newlyweds. Keep it short and simple, and use a grateful and upbeat tone.

AI prompts for Traditional Marketing

Generate five creative strategies for launching a new cocoa butter lotion product. The product is made with natural ingredients in small batches. The target audience is mothers aged 30-40.

Design a comprehensive social media campaign for launching a new Greek restaurant chain, including ideal post frequency and creative content ideas. The restaurant is located in Vancouver, BC, and its specialty dish is lemon potatoes.

Generate a list of 10 customer outreach topics that can be used to engage with potential buyers of a product or service.

Develop a campaign slogan for an ecommerce store selling handmade jewelry that conveys the company's sense of style, quality and values.

Write five email subject lines that are designed to increase open rates for an e-commerce store.

Generate suggestions for five influencer campaigns that will help a sustainable clothing company reach their target market of Gen Z and millennial customers.

AI prompts for Small Business

Small business owners are always on the lookout for time-saving techniques. Here are some excellent AI prompts for small business owners:

Design an employee onboarding program for a pet food store that includes training, job responsibilities, expectations, and closing duties.

Generate five ideas for cost-effective print marketing strategies that will help promote a local landscaping business.

Create three product bundles that maximize value for customers of a home décor boutique.

Design an effective customer loyalty program for a pharmacy that rewards repeat customers.

Write a mission statement for an online yoga studio that expresses the company's commitment to providing accessible and affordable classes.

Generate five email subject lines demonstrating value for subscribers of a subscription box service.

Write three customer service scripts designed to resolve common customer inquiries quickly and efficiently.

AI Prompts for Content Creation

Don't let content creation bottleneck your brand. Generate more great content by using these AI prompts:

Design five unique topics for Instagram stories that will engage followers of a fitness brand.

Create three Pinterest board ideas that showcase the benefits of a nutrition coaching program.

Develop ten blog post ideas that promote an event planning business's services and expertise.

Generate five creative TikTok video scripts for promoting a vegan bakery's product line.

Develop five potential YouTube video ideas for introducing a new beauty brand to viewers.

Create three compelling topics for Twitter or Threads about personal finance aimed at young professionals.

Design a content calendar for Facebook that includes posts, polls, tagging opportunities and video content.

Generate five creative ideas for a podcast series focusing on real estate development in Toronto.

chatgpt prompt asking for tiktok scripts for a vegan bakery

Prompts for HR

Recruiting

In the area of recruiting, it's important to be especially cautious of the results, as AI can be prone to bias just like humans. Always make sure you have a set of eyes on the results before going forward with the bot's answers.

Here's a list of some useful AI prompts for HR to help with recruiting and hiring.

We are hiring for a [job role]. What are the essential job duties we should include in the job description?

Using the provided job description, generate 10 options for a LinkedIn post directed at candidates most likely to align with our needs.

We are hiring for [job role]. Where are the best places to post our job ad to find the best candidates?

Draft five interview questions for a hiring manager who is recruiting for [job role] using the provided job description. Ensure the questions check for both experience and culture fit.

Write a job offer email for [job title] with a start date of [date], including a starting salary of [salary]. Include information on what to bring for the first day.

Suggest improvements to the following job description to make it more inclusive for [target audience].

Onboarding

In addition to automating tasks like documentation, AI can help your onboarding process in many other ways.

Here are a few AI prompts for HR to help onboard a new hire:

We have a new hire for [job role] starting with us next week. Propose an itinerary for their first day, including time to fill out required paperwork and meet-and-greets with their team.

We have a new [job title] starting with us in the [company department]. Generate some objectives we can include in their 30-60-90 plan.

We have a new [job title] starting at our company with a fully remote team. What are some ways we can help them get to know their team and fit in with the culture as quickly as possible?

We have a new [job title] starting with us. They have not worked in this industry before. I have attached their previous experience and skills. What resources can I provide that will help get them up to date on the skills they need for this role?

What should I prepare for a new [job title] to give to them on their first day?

Employee development

Here's a list of generative AI prompts for HR that you can plug in to help employee development:

I have provided you with employee feedback from their direct manager, direct reports and clients. Analyze and summarize the data. Then find key areas for the employee to work on, and provide insight to back up why.

We are looking at different learning and development platforms to help employees with [specific skills]. We have narrowed it down to [list platforms]. Please compare these platforms by cost, features and our objectives.

Generate a training module for [specific skill] for [employee group]. Our objective is to [learning objectives].

Generate metrics to track for a [job role] in [industry] with industry benchmarks.

What are some unique, fun ways to get employee feedback without a survey?

Benefits

Benefits is another area that can be greatly improved by AI.

Try some of these AI prompts for HR to cut down on tedious benefits tasks:

Using the provided open enrollment information packet, summarize and rewrite the document to make it easier to read and understand for employees, and highlight key points of the information. Use shorter sentences, bullet points and more conversational language.

Generate an email I can send to employees to reminding them about open enrollment's deadline of [date], including reminders about what they need to do.

We are currently using [benefits platform] but want to switch to one that is cheaper and has a better UX. What are some similar platforms that better fit our needs?

Engagement

Employee engagement is a constant work in progress as your workforce needs grow and change, making it a great candidate for AI's help.

Here are a few AI prompts for HR to assist employee engagement efforts:

Design an employee engagement survey with a focus area on [specific area]. Make sure questions will give us actionable insights.

Analyze our annual employee engagement data to identify areas where we are doing well, and areas where we need improvement, broken down by department, role, length of service, and demographic data.

Design an employee recognition program that highlights [specific achievements], suggesting [recognition methods and frequency].

What are the most popular engagement tools for [company size]? Please create a comparison chart for all tools.

Policy and procedure

AI can be one of the most helpful tools for drafting up policies and helping map out procedures. Here are a few AI prompts for HR to use:

List the most important policies an organization with [amount] of employees in [industry] should have.

Draft a work-from-home policy for an employee handbook focused on maintaining productivity and collaboration.

Generate three internal communication templates for the provided policy changes we are making to our handbook, ensuring clarity. Include a sentence about how employees can communicate any concerns about the new policies to HR.

Offboarding

Just like onboarding, AI can help with many aspects of offboarding, too.

Here are some AI prompts for HR to help with the offboarding process:

We have had [total employees at the beginning of the period], [total employees at the end of the period] and [total employees who left during that period]. All were voluntary. Please calculate turnover rate.

Generate 10 exit interview questions for [job role] focusing on how the company can improve and what they enjoyed about their time at the company.

I have provided you with data from previous employees, including exit survey feedback and reason for departure. Identify the most common reasons employees left, and how we can fix it.

AI Prompts for Web Development

Web developers rejoice! These AI prompts for web development will help you come up with content ideas and strategies for building better websites:

Create three navigation menus that are optimized for user experience. The menus should be designed to guide users through a doctor's website quickly and seamlessly.

Design three calls-to-action that can be used to increase conversions for an e-commerce store.

Design two optimized contact forms to collect emails from B2B clients in the automotive manufacturing industry.

Write five tips for using an SEO plugin correctly to maximize website visibility and rankings.

Create a landing page outline for a mobile banking app designed to attract younger users.

Write conversion-focused copy for two content pages that can be used to showcase a luxury car dealership's inventory and services.

Develop four ideas for interactive features that would enhance the user experience of a restaurant's website.

Write five tips for creating an intuitive and attractive homepage that will help draw visitors to a real estate company's website.

AI Prompts for Social Media Marketing

Social media managers, listen up. These AI prompts for social media marketing will help you create great content and engage your audience:

Design five creative hashtags that can be used to promote a new clothing line on Instagram.

Write three captions ideas for Instagram, promoting a coffee shop's latest feature beverage, the Mocha Matcha Latté.

Create two promotional posts that highlight the advantages of using a beauty subscription box service.

Develop five ideas for using polls on Facebook to engage users and encourage them to learn more about a home decoration business.

Create a three-month content calendar for an animal rescue organization. Focus on Instagram, Facebook, and TikTok. The verticals the rescue wants to focus on include raising awareness, adoption stories, and foster highlights.

Develop a series of Tweets or Threads about the importance of sustainability in fashion. This series will be posted by a sustainable yoga-wear brand.

Design five social media ads that promote the features of a new fitness app. The ads should target a younger, tech-savvy audience.

Generate four ideas for using Stories on Instagram to showcase the benefits of using a meal delivery service.

AI prompts for Commercial Real Estate

Market Trends:

"Generate a report on the current trends in the commercial real estate market, focusing on office spaces and industrial properties."

Property Analysis:

"Describe the key factors that investors should consider when evaluating a commercial real estate property in urban areas."

Investment Opportunities:

"List the top emerging cities for commercial real estate investments in 2024, considering factors like population growth, infrastructure development, and economic stability."

Tenant Relations:

"Outline strategies for maintaining long-term relationships with commercial tenants to ensure high occupancy rates."

Office Space Utilization:

"Create a detailed explanation of how hybrid work trends are affecting demand for office spaces in major cities."

Sustainability and Green Buildings:

"Discuss how sustainable practices are influencing commercial real estate development, particularly in LEED-certified buildings."

Financing Strategies:

"Explain the various financing options available for commercial real estate acquisitions, including loans, REITs, and crowdfunding."

Risk Management:

"Generate insights on how commercial real estate investors can mitigate risks associated with market volatility and economic downturns."

Emerging Technologies:

"Describe how AI, IoT, and smart building technologies are revolutionizing the management and valuation of commercial properties."

Commercial Lease Negotiations:

"Provide tips for commercial property owners on negotiating favorable lease terms with corporate tenants."

AI Prompts for Art & Images

Artificial intelligence-powered art tools like Midjourney, DALL-E, ChatGPT, CoPilot and Meta.AI can help you create amazing visuals. Here are some AI prompts for AI art:

Pretend you are creating a still-life painting featuring a vase of flowers. Generate five prompts that AI art tools like Midjourney can use to generate visuals for the painting.

Create four AI art prompts that could be used to create a landscape scene with trees and mountains.

Make a list of six concepts that can be used to create a portrait with the help of AI art tools.

Write an AI art prompt that will generate a surreal image of an owl with bright colours and geometric shapes.

Design three prompts for an AI art piece inspired by the works of Piet Mondrian.

Develop five prompts for creating AI art using images from outer space, such as stars and galaxies.

Create two prompts for an abstract painting of a boat featuring warm tones and soft lines.

Write an AI art prompt that will generate a futuristic street scene where people are eating exotic space foods from street stalls.

Ukiyo-e print of two men visiting a shrine.

Cyberpunk style city street at night, Expressionism.

Action painting of a cottage near a pond, spring time.

When mentioning the style of Frida Kahlo, the best prompts for ai are should be “Portrait of a girl next to a capybara, in the style of a Frida Kahlo painting”.

.And the prompts involving the style of Rene Magritte should be “Boy with a cowboy hat, in the style of Rene Magritte”

And the prompts for the style of Tamara de Lempicka would be “ a women with red hair and mouth in the style of Tamara de Lempicka.

For example, when you choose Pikachu as part of your prompt, you could write the prompts like “ Pikachu, cinematic, digital art”.

Or you choose the Iron man, the best prompts for ai art would be “Iron man, cinematic lighting, high resolution 3D render”

Storm Trooper could be your choice too like “Storm trooper in the desert, high-detail, dramatic lighting, digital art”.

Portraits Prompts

When it comes to generating AI portrait pictures, there are countless options available to choose from. There are many portraits for you to choose involving human and animal as well as the AI portraits which is really creative.

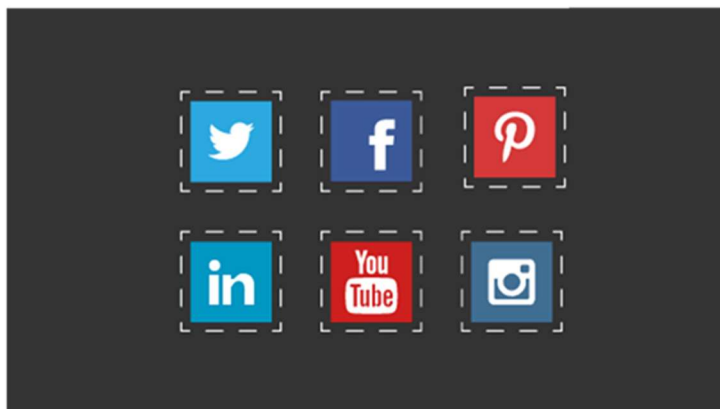
You could add words for style like watercolor painting or photorealistic or others to get the effect you want.

AI Image prompts Styles:

Modern, Pixel art, Realism, Surrealism, Abstract, Expressionism, Abstraction, Academic, Action painting, Aesthetic, Allover painting, Angular, Appropriation, Architecture, Artifice, Automatism, Avant-garde, Baroque, Bauhaus, Contemporary, Cubism, Cyberpunk, Digital art, Fantasy, Impressionism, Minimal,Ukiyo-e print and more.

We're going to be **great friends!**

I love technology, I've read all the manuals and I'm serious about making technology fun, safe, exciting and useful for you!



Follow Me On Social Media @burtonkelso and at burton@burtonkelso.com