

# THE ANATOMY

of a good AI prompt



## 01. Clear Objective

Start with a clear statement of what you want to achieve. Do you want information, analysis, or creative output?

Example: "Generate a list of potential names for a new environmentally friendly cleaning product."

Provide relevant background information to help the AI understand the broader situation.

Example: "Our company is a startup in the housewares sector, targeting environmentally conscious millennials."



## 03. Constraints or Parameters

Specify any limitations or specific requirements for the output.

Example: "The name should be no more than two words and easy to pronounce in English."

If applicable, indicate the desired tone or style of response.

Example: "The names should have a fresh, modern feel."



## 05. Format

Indicate how you would like the information to be presented.

Example: "Present the list in bullet points with a short explanation for each name."

Give any other relevant details or instructions.

Example: "Avoid names that are already trademarked in the cleaning products industry."



## 02. Context



## 04. Tone or Style



## 06. Additional Instructions