

Cheat Sheet for Generative AI Prompts with Example

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Example Chat GPT Prompt for Positive Charge

Imaginary Scenario: You are a marketing expert, crafting a creative brief for a company called Positive Charge.

Positive Charge is an electric vehicle charger company, based in San Francisco, CA. The company is launching a user-friendly mobile app that allows electric vehicle owners to locate and reserve charging stations.

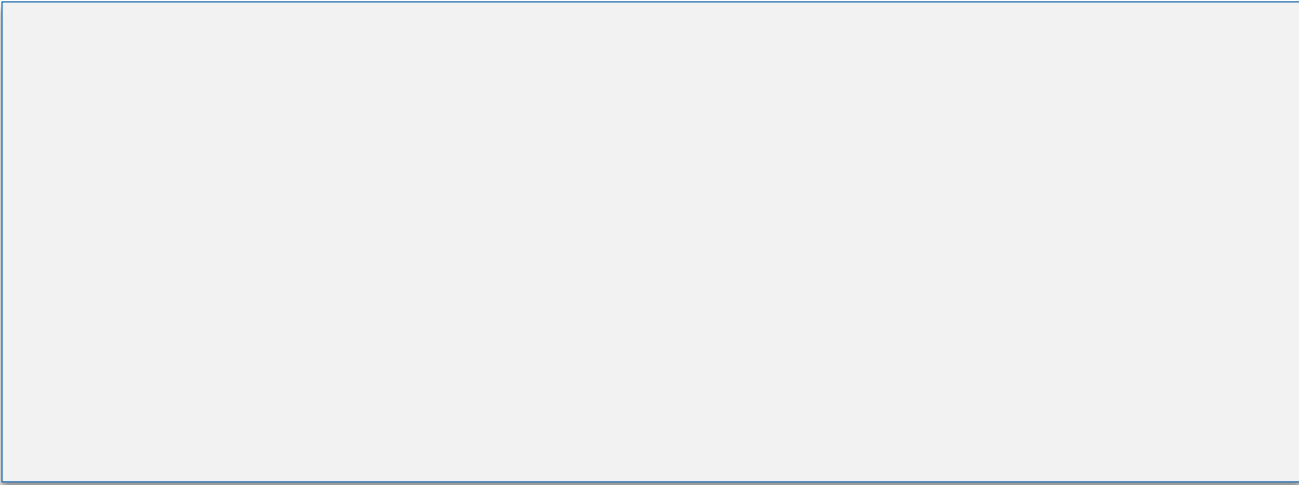
Positive Charge wants a creative brief to guide the promotion of the app. Positive Charge is a mid-size company and its customers are people who have electric vehicles. The app is free and the company also needs a name for it, so please list at least 3 options for the app name.

The brief should include the following fields. Present the creative brief in a table and make sure the content is easy to understand.

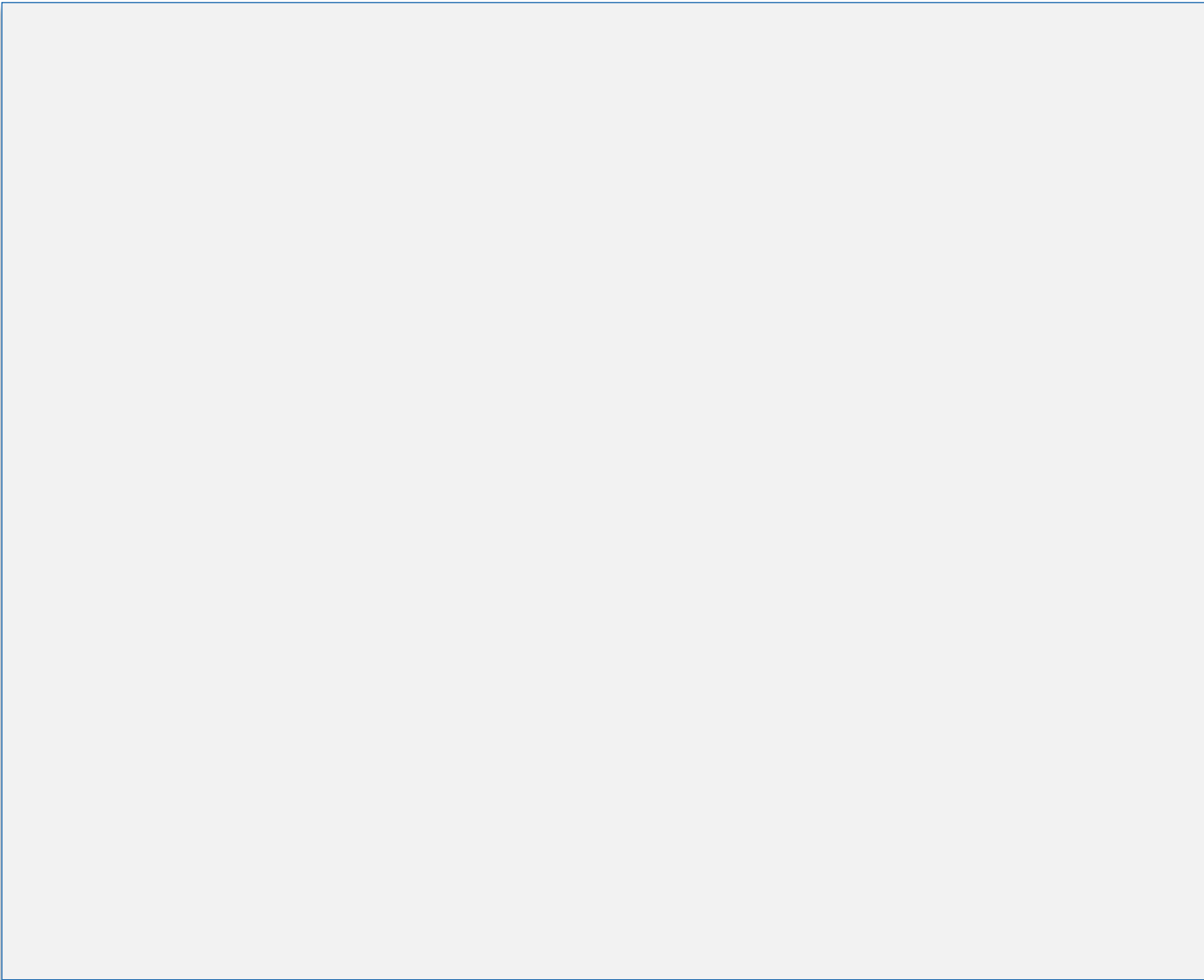
Project name	
Main roles and responsibilities	
Project overview (State the purpose and opportunity.)	
Objectives (What does the project work to achieve? Make these SMART goals: specific, measurable, achievable, relevant, time-bound.)	
Target audience (Who are we trying to reach? Specific demographic profiles.)	
Personas	
Messages (What is the key message to be remembered?)	
Attitude (Style and tone. Ensure it speaks to the target audience.)	
Propose a schedule	
Budget (Estimate on proposed deliverables and activities.)	
Market (Competition. Who are we going against? Review examples of recent campaigns from rival brands. Analyze competitors' strengths and weaknesses.)	
Deliverables and activities (Describe the key pieces to be produced. Define the activities, strategies, and activations to be implemented.)	

How to Write Project Management Prompts for Generative AI Cheat Sheet

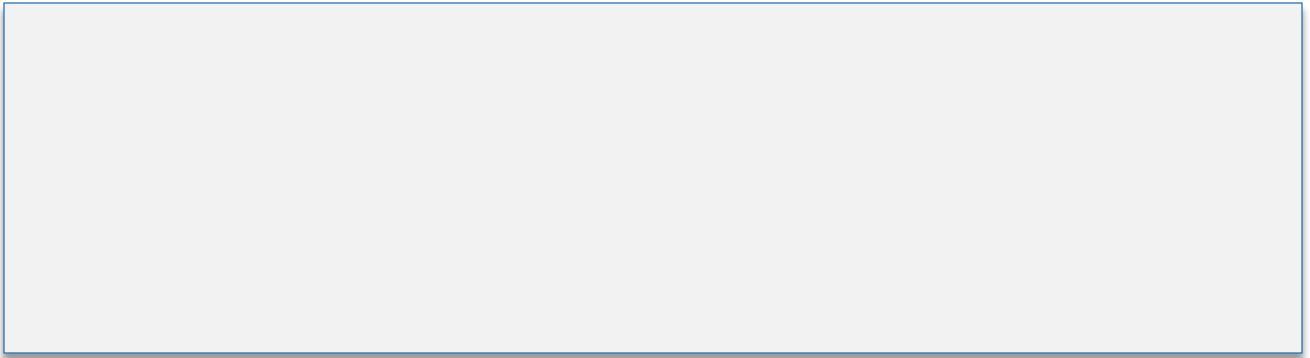
1. Give the AI a Role



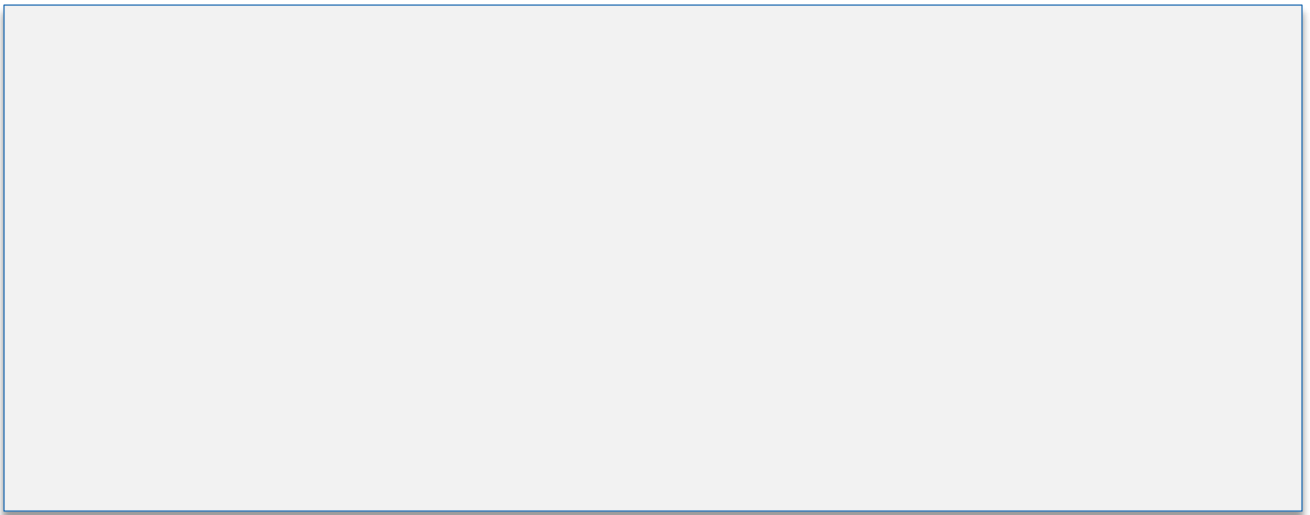
2. Prompt the AI with Specific Expertise



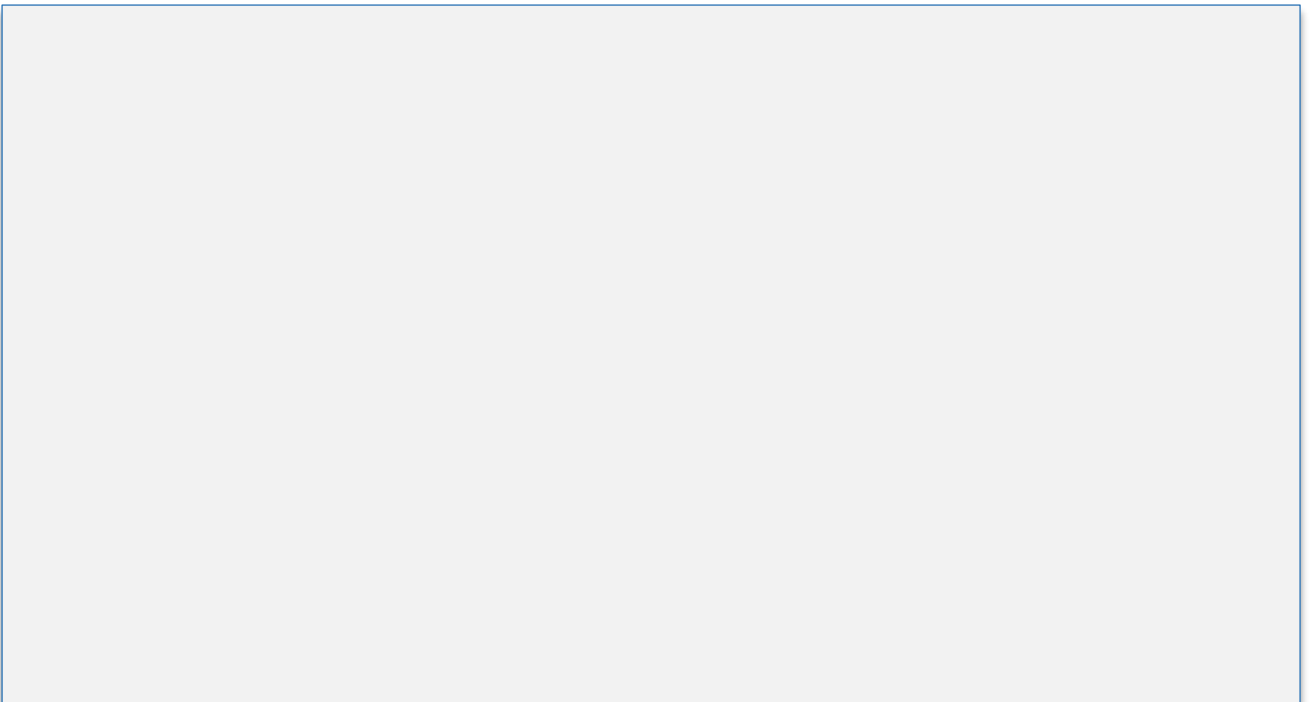
3. Give the AI a Tone of Voice

A large, empty rectangular box with a light gray background and a thin blue border, intended for the user to specify a tone of voice for the AI.

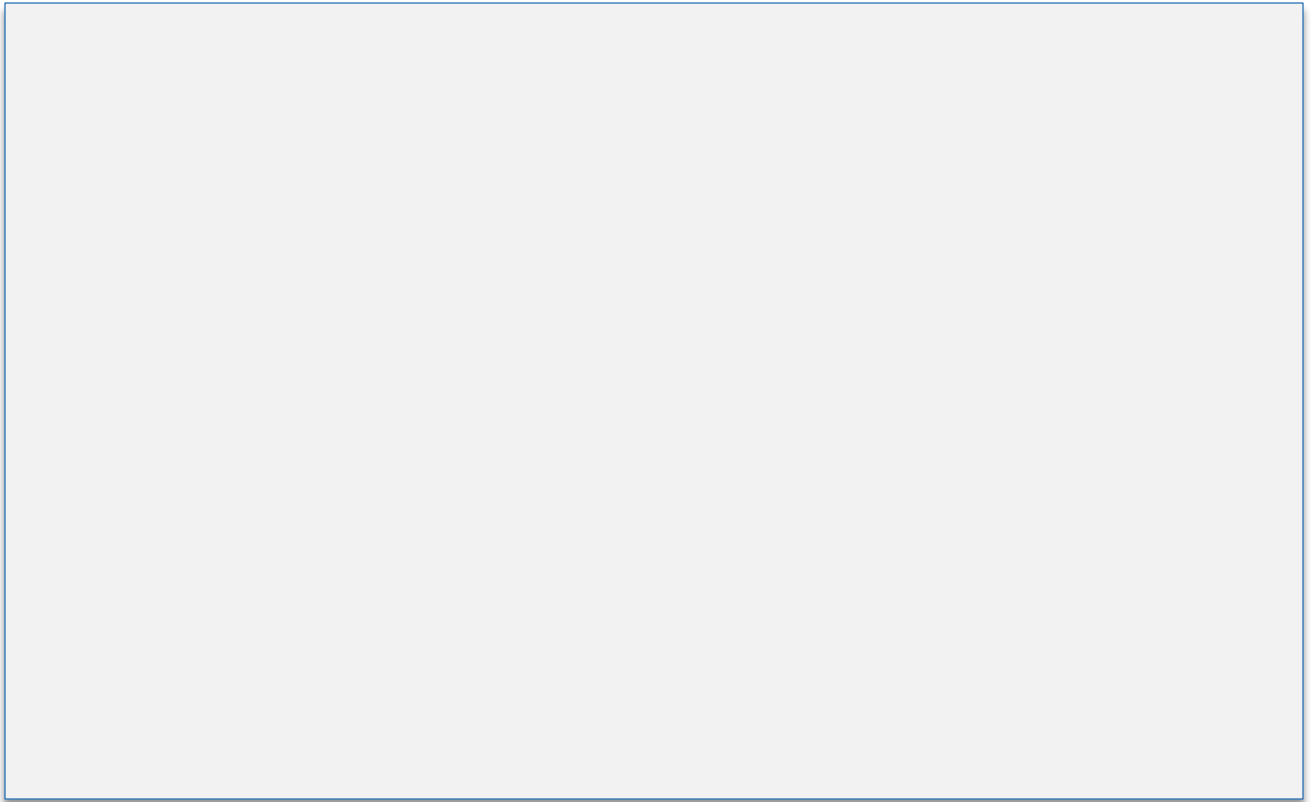
4. State Your Goal

A large, empty rectangular box with a light gray background and a thin blue border, intended for the user to state their goal.

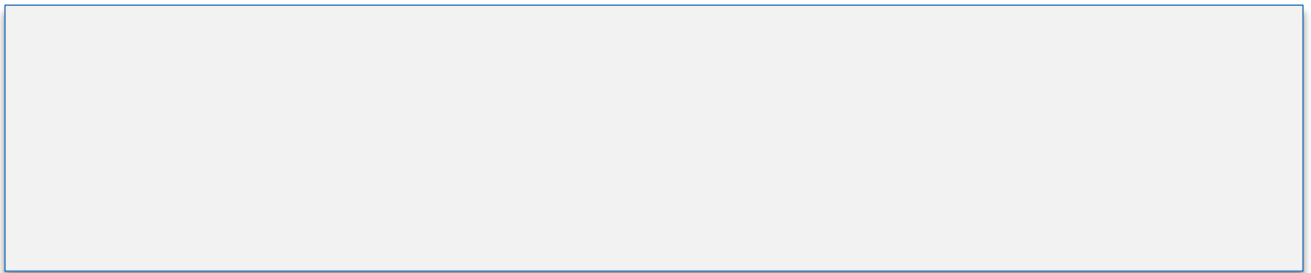
5. Give the AI a Task with Step-by-Step Instructions

A large, empty rectangular box with a light gray background and a thin blue border, intended for the user to provide step-by-step instructions for the AI to follow.

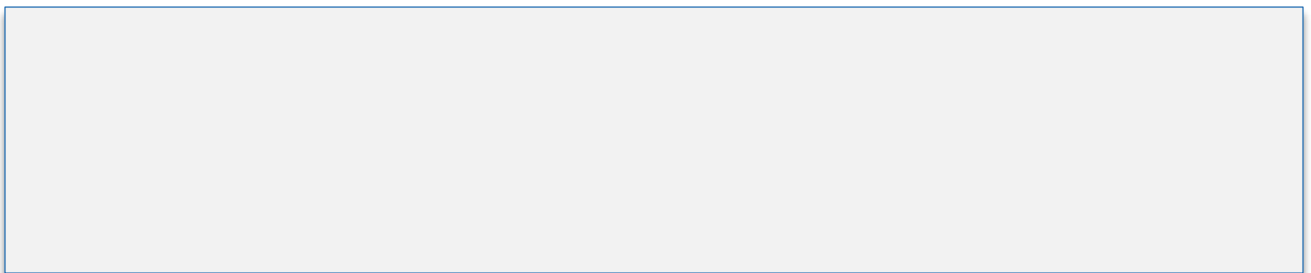
6. Give Examples



7. State Constraints



8. Define the Format for the Output



EXAMPLE

1. **AI ROLE:** You are an [experienced project manager] at a [large Fortune 100 tech company] that [specializes in B2B sales].
2. **SPECIFIC EXPERTISE:** You have [10 years of experience] and are [certified by the Project Management Institute and are a Scrum Master].
3. **tone OF VOICE:** Your tone is [professional and direct].
4. **GOAL:** You are [managing a software development project] and need to [schedule milestones and deadlines].
5. **STEP-BY-STEP INSTRUCTIONS:** [Create a project schedule for an app development project] that includes [a start and end date with milestones and deadlines based on the average time needed to complete each task]. These should include [time for research, ideation, testing, and execution].
6. **GIVE EXAMPLES:** An example [project timeline template is attached]. Do not include [time needed for monitoring results or task assignments].
7. **CONSTRAINTS:** The output for this task should be [easy to edit and read, in a table format, with dates].

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