

NEW PROMPTING GUIDELINES

GOOGLE (APRIL 2024)

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4X PROMPT ELEMENTS

- Persona • Task
- Context • Format

REQUEST 3X VARIATIONS

Want more creative options? Ask for 3 variations on a prompt instead of just one!

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BREAK IT DOWN

Complex tasks? Chunk them into smaller, sequential prompts for better results.

JUMP START TEMPLATES

Stuck on content creation? Use prompts to brainstorm templates for emails, letters, or presentations.

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DRILL DOWN

Researching your competition? Start broad to understand the landscape, then use specific prompts to get details.

EDUCATE YOUR AI

Include response examples in your prompts to teach the patterns you desire.

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SHOW DONT TELL

Include examples in your prompt to show the AI the desired format and style of the response.

EXPERIMENT

Google suggests 21 words is optimal, but you must experiment to find the right balance between too little and too much direction

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BE CONSISTENT

Maintain consistent formatting across different types of prompts for optimal understanding by the AI.

TALK NATURALLY

Frame your prompts like giving instructions to a colleague for a clear and effective outcome.

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