



AI ERIK'S PROMPT MISTAKES & HOW TO AVOID THEM

Category 	Mistake 	Bad Example 	How to Fix 	Good Example 
1 SIMPLICITY OVER COMPLEXITY 	BROAD AND COMPLEX QUESTION 	PROVIDE INSIGHTS ON MARKETING STRATEGIES	KEEP IT FOCUSED 	LIST THREE EFFECTIVE DIGITAL MARKETING STRATEGIES FOR E-COMMERCE STARTUPS 
2 CONTEXTUAL DETAILS MATTER 	VAGUE PROMPT 	DISCUSS ADVERTISING TECHNIQUES	ADD SPECIFIC DETAILS 	SHARE EXAMPLES OF SUCCESSFUL SOCIAL MEDIA ADVERTISING CAMPAIGNS FOR FASHION BRANDS. 
3 ALIGN WITH AI CAPABILITIES 	PREDICTIONS BEYOND AI'S CAPABILITIES 	PREDICT STOCK MARKET TRENDS FOR NEXT YEAR	STAY WITHIN AI'S KNOWLEDGE BASE 	ANALYZE RECENT TRENDS IN CONSUMER BEHAVIOR IMPACTING THE RETAIL INDUSTRY. 
4 TAILOR FOR AUDIENCE AND PURPOSE 	IGNORING AUDIENCE'S KNOWLEDGE LEVEL 	EXPLAIN SEO STRATEGIES	TAILOR FOR BETTER UNDERSTANDING 	DESCRIBE BASIC SEO TECHNIQUES FOR BEGINNERS IN DIGITAL MARKETING. 
5 AVOID AMBIGUITY AND VAGUENESS 	UNCLEAR TERMS 	CREATE A MARKETING PLAN	USE PRECISE LANGUAGE 	DEVELOP A COMPREHENSIVE MARKETING STRATEGY FOR LAUNCHING A NEW TECH PRODUCT. 
6 IMPORTANCE OF PROMPT STRUCTURE 	UNSTRUCTURED PROMPT 	DISCUSS CUSTOMER ENGAGEMENT STRATEGIES	STRUCTURE LOGICALLY 	OUTLINE FIVE CUSTOMER ENGAGEMENT TACTICS USING SOCIAL MEDIA PLATFORMS. 
7 ITERATE FOR IMPROVEMENT 	NOT REFINING PROMPTS 	EXPLAIN CONTENT MARKETING	REFINE ITERATIVELY 	DETAIL THE KEY ELEMENTS OF AN EFFECTIVE CONTENT MARKETING STRATEGY FOR B2B INDUSTRIES. 