

Intermediate Prompt Engineering Techniques

1. Meta Prompt (System Prompt)

- **Definition:** A high-level instruction that defines the role, rules, or behavior the AI should follow across an entire session.
- **Template:** You are a [ROLE]. Your job is to always [BEHAVIOR RULE] unless told otherwise.
- **Example:** You are an empathetic career coach. Your job is to offer motivational and strategic advice in all responses.

2. Engineered Prompt (Sequencing)

- **Definition:** Breaking tasks into structured sequences or steps to guide the model logically.
- **Template:**
Step 1: [FIRST TASK]
Step 2: [SECOND TASK]
Step 3: [THIRD TASK]
- **Example:** Step 1: Identify the user's niche. Step 2: List three branding options. Step 3: Recommend a content theme.

3. Prompt Iteration (Modality Changes)

- **Definition:** Using different forms of input—text, tables, code, etc.—to improve or reshape the prompt's effectiveness.
- **Template:** Convert this [FORMAT TYPE] into a [NEW FORMAT TYPE] that achieves [GOAL].
- **Example:** Convert this bullet list of ideas into a paragraph-form pitch for investors.

4. Prompt Chaining (Output to Input)

- **Definition:** Using the output of one prompt as the input for the next to build more complex logic or refined results.
- **Template:** Take the output above and use it to [NEXT TASK].
- **Example:** Take the list of hooks above and turn them into social media captions.

5. Prompt Contexting (Data)

- **Definition:** Providing relevant background data, facts, or user-specific context to tailor the response more precisely.
- **Template:** Based on the following data: [CONTEXT], generate [TASK].
- **Example:** Based on the following data: "User is a freelance UX designer focused on health startups," generate a 3-sentence personal brand statement.

6. Negative Prompting (Exclusion)

- **Definition:** Telling the model what *not* to do to reduce irrelevant or low-quality outputs.
- **Template:** Do not include [UNWANTED CONTENT] in your response.
- **Example:** Do not include basic definitions—this is for an advanced user.

7. Promptless Prompts (Generative)

- **Definition:** Allowing the model to generate its own prompt or content with minimal or no direction to test creativity or interpretation.
- **Template:** Create a prompt for me to [OUTPUT WANTED].
- **Example:** Create a prompt for me to use to generate a script for my podcast.

8. Automatic Prompting (Split Test Variations)

- **Definition:** Running multiple versions of a prompt to see which one performs best (like A/B testing for language).
- **Template:** Try 3 different ways to ask for [TASK] to see which yields the clearest result.
- **Example:** Try 3 versions of a sales pitch for this software aimed at solopreneurs.

9. Prompt Finetuning (Refining)

- **Definition:** Revising and optimizing a prompt after reviewing initial results to improve clarity or effectiveness.
- **Template:** Refine the original prompt to be more [SPECIFIC/ENGAGING/CONCISE/etc.].
- **Example:** Refine this to make it more emotionally compelling for moms over 40.

10. Mark Down vs XML

- **Definition:** Choosing the appropriate markup format to structure the model's response (Markdown for readability, XML for parsing).
- **Template:** Return the output in [Markdown/XML] format including [ELEMENTS].
- **Example:** Return the product comparison in Markdown format with headers and bullet points.