SOFTLY STUDIO

50 AI PROMPTS

includes:
50 AI prompts that you need in your creative entrepreneurs tool kit today!

THE CREATIVE ENTREPRENEURS GUIDE TO ARTIFICIAL INTELLIGENCE



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welcome

creative friend!

You've no doubt heard the buzz about how AI is set to change the world in the same way inventions like the light globe and the telephone did.

As artists, we have two options, evolve or get left behind.
I think the way AI can develop my art practice is SUPER exciting, and I want you to be just as excited about AI too!

AI is a game-changing new tool you need in your creative entrepreneur's tool kit!

Like any new tool, we need to learn how to use it, so I've put together this guide of 50 practical AI Prompts that you can use today to enhance your design process.

So lets dive in!



Warmly,
Lahni Barrass

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why you need this guide

As a creative entrepreneur, you likely wear many hats. You're not only the artist and creative powerhouse behind your brand.

You're also the marketer, salesperson, accountant, customer service rep, IT guru and likely many other roles!



This guide gives you 50 practical AI Prompts you can start using today in your business as a creative entrepreneur.

Knowing the right AI prompts gives you the power to automate tedious tasks and streamline your workflow, and by supporting you on the administrative and operational side of your business, you can focus on what you do best - creating art.

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what is Chat GPT?

Chat GPT is one of the game changing AI Platforms available. GPT stands for Generative Pre-trained Transformer.

Basically, it's a really smart computer program that you can chat to, and it will respond like a human.

So now you're thinking, ok, but where does it get its knowledge from? It's been trained on a massive amount of information from the internet, so it can help answer questions, give suggestions, and have conversations on a wide range of topics.

Its knowledge is currently limited to pre-September 2021, so it's not going to be able to tell you much about the Covid pandemic, for example, and it doesn't have real-world experiences or emotions, so you'll need to add that human touch, and its responses are based on patterns that it's learned from the training data so in some cases it can be completely wrong.



Chat GPT may be getting all the attention right now, but there are a bunch of different AI platforms to choose from.

Check out Google Bard, Microsoft Bing Chat and Jasper.ai, to name a few. A quick Google will take you to their sign-up pages.

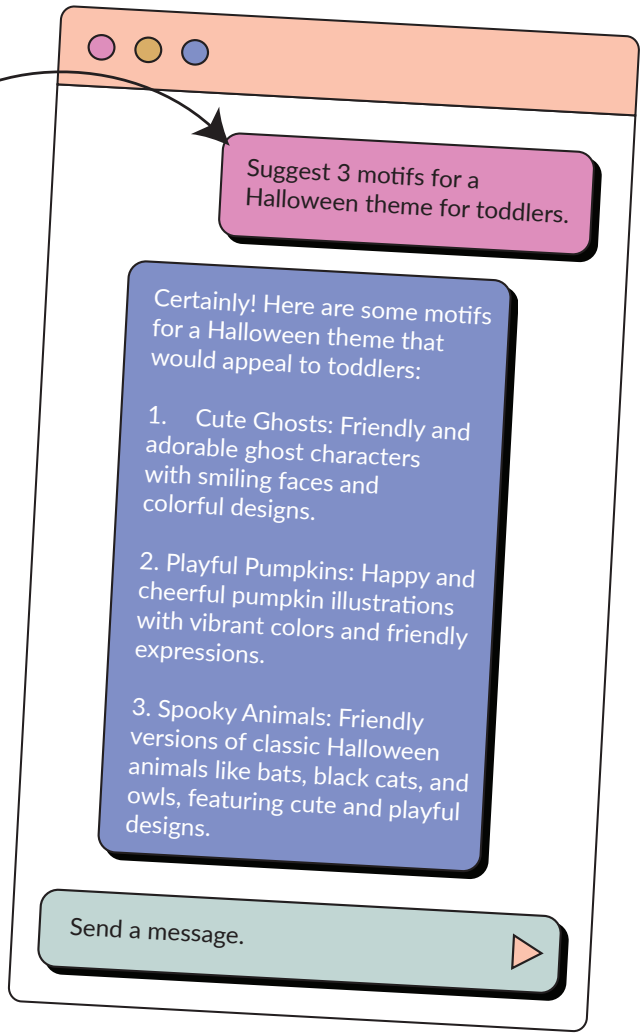
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how to use this guide

Cut and paste the prompts in this guide into the AI platform of your choice.

Prompt example:
Suggest a list of motifs for a [theme] theme for [audience].

Change the words in [brackets] to suit your needs.



Pro Tip:

- **Garbage in, garbage out**
  - Be specific about what you want.
  - Give it information to work with.
- **Role play**
  - Ask it to play a character.
- **Make it conversational**
  - The more feedback you provide, the better the responses will get.
  - Chat to it just like you would to a friend in a message.

Remember, AI is not human, and it's not you!
Always proofread, edit and add your unique style.

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prompts for the creative

Creative Inspiration: From mood boards to colour palettes and design prompts, you can use AI to get your creative juices flowing.

1. Suggest 5 trend themes that are always popular for [girls aged 5-10 years old].
2. Create a mood board and colour palette for a [contemporary masculine fashion brand] with a [vintage] aesthetic. The design should feel [nostalgic and sophisticated]. Include suggested fonts and mood board title.
3. What are some popular [illustration styles] or trends that are in demand?
4. Suggest a list of motifs for a [Halloween theme] aimed at a [toddler audience].
5. What are some popular motifs for a [floral-themed[[surface pattern design]?
6. Suggest a colour palette for a [small online kids toy brand] targeting [audience].
7. Suggest some colour palettes for a [fruit themed design project], include [pantone number references].
8. Brainstorm 3 ideas for [wrapping paper designs] that appeal to [40 year old women].
9. Suggest a list of themes that would appeal to a [teenager] for [back to school products].
10. Generate 5 unique [fabric pattern design] ideas for a [14 year old boy].
11. Suggest some appropriate font pairings for a [modern beauty brand].
12. Suggest 5 key [themes] that are popular on [POD].
13. Can you provide examples of effective layout designs for a [design portfolio].
14. Suggest 5 key events to design products for.
15. What are some design trends to watch out for in the coming year?

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prompts for the marketer

Marketing: From product descriptions to ideas of what to post on your social channels and even hashtags, AI's got you!

16. Write a compelling product description for our [product] that highlights its key features and benefits including [key points].
17. Suggest 5 SEO optimised hashtags for [product description].
18. Suggest some effective ways to create a cohesive brand identity across different platforms?
19. Suggest 3 strategies for effectively promoting and marketing my [style of art/ business type].
20. Write a 30-day social media marketing plan aimed at growing my audience.
21. Suggest 5 engaging [social media channel] headings about [subject] aimed at [audience].
22. Write a social media posts for [social media channel] limited to [number of characters] about [topic] aimed at [audience]. Use a [type of tone] tone and include a call to action of [call to action].
23. Suggest 10 relevant hashtags for this social media post: [social media post].
24. Write a script for a social media reel, include video/ image and audio suggestions.
25. Suggest 3 call to actions to encourage [audience] to buy my [product].
26. Suggest 3 call to action to encourage email subscribers to follow me on social media.

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prompts for the copywriter

Email: Let AI fastrack your writing admin tasks, think drafting emails and newsletters to proof-reading and improving your writing.

27. Suggest five catchy email subject lines for a newsletter about [subject].
28. Create a list of 5 topics for a monthly email newsletter related to [subject] for [audience].
29. Draft an outline for an email newsletter for [business type] that highlights [add topics/ events to include]. Include a call to action.
30. Write an email to an art director pitching my work. Include an introduction of who I am, what I do and why I'd be a great fit to work with them. [include relevant information to include].
31. Write a follow up email to an art director asking if they were interested in my art.
32. Write a follow up email to an someone I met at a networking event. Thank them for their time, include [something memorable from our conversation], and [additional information] and suggest to [action].
33. Translate this client email into a clear and concise design brief: [Client email]
34. Proofread and make this text more appealing: [text]

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prompts for the it guru

Websites & IT: From improving your current website to crafting a brand new one, let AI guide you.

35. Act as an SEO strategist and suggest 5 top keywords to include in a website focused on [topic/business], providing [product/service] to [audience].

36. Suggest a layout option for an artist's website, including [portfolio, about me, blog, products].

37. Suggest 5 blog titles for [topic] aimed at [audience].

38. Write an artist bio in the 3rd person [insert your resume] including my [artists journey], [signature style and medium] and recent [highlights].



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prompts for the mentor

Mentoring & Learning: Looking for a creative coach? AI is great at role-playing.

39. Suggest 5 unexpected places to find inspiration.
40. Act as a creative coach, suggest 3 effective strategies for managing creative blocks and give me 2 practical tasks for each strategy to overcome my creative block.
41. Summarise [book title] book by [author] and tell me the key principles.
42. Suggest 5 activities to improve my watercolour painting.
43. Explain how to [question] as if you were talking to a 5 year old.
44. Can you suggest some creative techniques for adding texture to digital illustrations?
45. Can you recommend some resources for learning about the business side of creative entrepreneurship?
46. Can you suggest 3 techniques to develop my own unique artistic style as an illustrator?
47. Can you recommend resources or tutorials for improving my digital illustration skills?

Pro Tip:

You can ask AI to act as a person you admire and critique and give feedback on your work!

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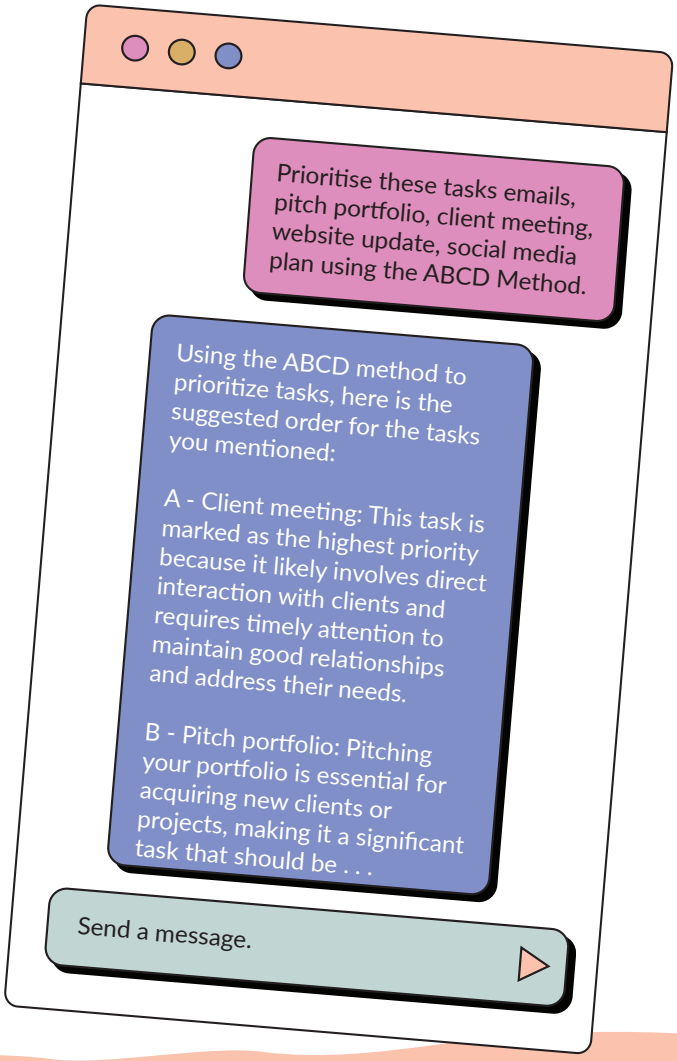
prompts for the planner

Planning & Time Management: You got this! Take that to-do list and let AI prioritise it for you.

48. I want to [insert project]. Can you break the steps down into manageable tasks?

49. Create a daily work schedule for today. Here is my to do list [tasks].

50. Prioritise these 6 tasks [tasks] using the ABCD Method.



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You're all set!

Congratulations on taking the first step to expand your creative entrepreneur's tool kit into the world of AI.

I promise your life will never be the same again . . .

good luck!

I can't wait to see what you achieve on your creative journey!

Warmly,
Lahni

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