



# Introduction to AI-Prompts

Learn how to craft effective AI prompts to generate compelling content for your small business.

# Post Now..



## Bad Prompt Example: Social Media Content

Prompt: "Write a social media post about my new product."

1

### Too Vague

The prompt lacks specific details about the product, target audience, or desired tone.

2

### No Context

The AI has no information about the business, its goals, or the intended audience for the post.

3

### Limited Creativity

A generic prompt like this will likely produce a bland and uninspiring post that won't resonate with your audience.

# Better Prompt Example: Social Media Content

Prompt: "Write a fun and engaging social media post for our bakery, "makes great cakes" announcing a new seasonal flavor of cake, Apple-Pumpkin spice. Target audience: young adults who enjoy trying new flavors and love to share photos on Instagram. Include an image of the cake and ask people to share their favorite cake flavors in the comments, and the first 50 comments get a 10% discount code"

## Specific Details

The prompt provides details about the product, target audience, and desired tone.

## Clear Context

The prompt gives the AI information about the business, its goals, and the intended audience for the post.

## Encourages Creativity

A detailed prompt like this encourages the AI to be more creative and engaging in its response.

# Social Media Prompts: Instagram vs. LinkedIn

## Considerations

### Instagram

For Instagram, focus on creating a visually compelling post that captures your audience's attention. Use vibrant, high-quality imagery and a friendly, conversational tone to encourage engagement and sharing.

### LinkedIn

On LinkedIn, take a more professional and informative approach. Highlight the features and benefits of your product or service, and include a clear call-to-action to drive conversions.



# Bad Prompt Example: Marketing Content

Prompt: "Write a marketing email about my new product."

1

## No Audience

The prompt doesn't specify the target audience for the email.

2

## No Objective

The prompt lacks a clear objective for the email, such as driving sales or generating leads.

3

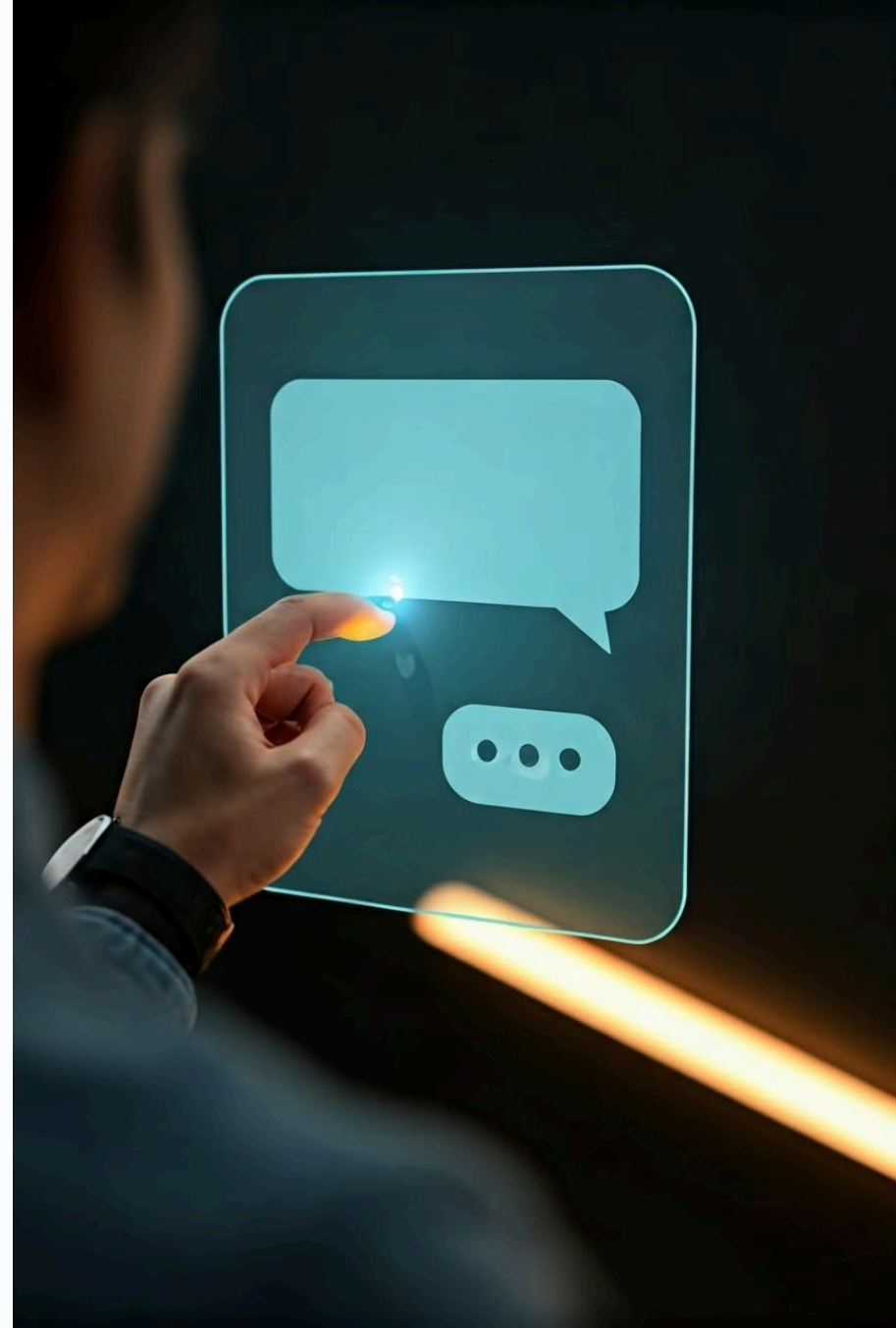
## No Call to Action

The prompt fails to mention a specific action the recipient should take.

# Better Prompt Example: Marketing Content

Prompt: "Write a marketing email for a new line of eco-friendly cleaning products for our company "Clean Safe". Target audience: age range 25 - 50, environmentally conscious consumers. Include a 10% discount code and encourage them to learn more on the website, [www.learnmore.com](http://www.learnmore.com)."

Specific	Provides details about the product and target audience.
Clear Objective	Includes a call to action and aims to drive sales.
Engaging Content	Encourages the AI to create a compelling email with a discount code.



Subject: Introducing Clean Safe: Eco-Friendly Cleaning for a Healthier Home and Planet

Dear [Customer Name],

Are you ready to make your home sparkle without compromising the environment? We're thrilled to introduce Clean Safe's new line of eco-friendly cleaning products!

🌿 Why Choose Clean Safe? 🌿

- 100% biodegradable ingredients
- Plastic-free, recyclable packaging
- Powerful cleaning action without harsh chemicals
- Safe for families, pets, and the planet

Our Range Includes:

- All-Purpose Cleaner
- Bathroom Scrub
- Kitchen Degreaser
- Glass & Mirror Shine
- Floor Revitalizer

🌍 Clean with a Conscience 🌍 Every Clean Safe product you use contributes to a healthier home and a cleaner planet. Our formulas are tough on dirt but gentle on the Earth, proving that effective cleaning doesn't have to come at an environmental cost.

🎉 Special Launch Offer 🎉 As a valued customer, enjoy 10% off your first Clean Safe order! Use code: ECOSAFE10 at checkout

Ready to transform your cleaning routine? Visit [www.learnmore.com](http://www.learnmore.com) to explore our full range and learn more about our commitment to sustainability.

Join us in making every clean count – for your home and for the planet.

Clean Safe: Because a clean home shouldn't mean a dirty planet.

[Call-to-Action Button: Shop Now at [www.learnmore.com](http://www.learnmore.com)]

Naturally yours, The Clean Safe Team

P.S. Follow us on social media @CleanSafeEco for eco-friendly cleaning tips and exclusive offers!

Source: Anthropic ~ Claude

# Conclusion and Key Takeaways

Crafting effective AI prompts is essential for generating high-quality content for your business.

## Be Specific

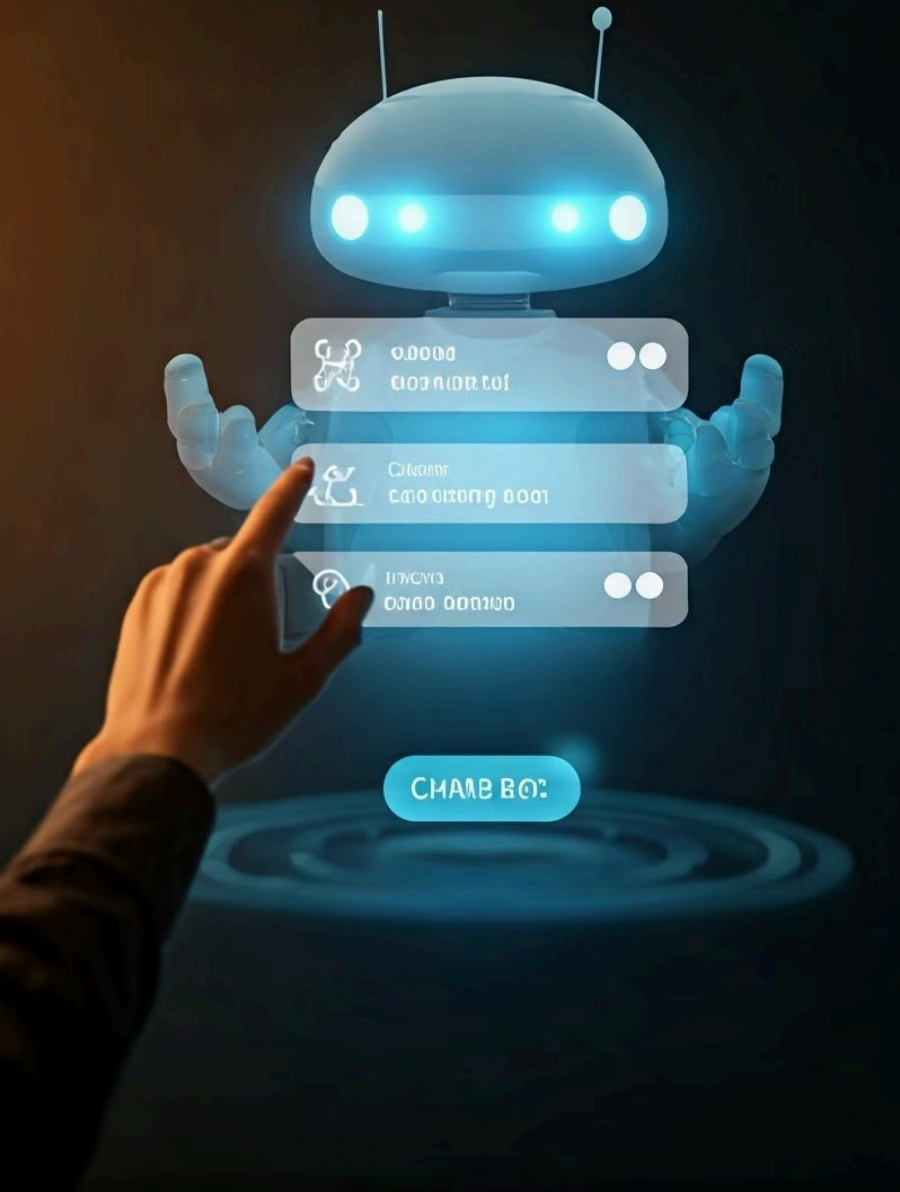
Provide clear details about your product, target audience, and desired tone.

## Give Context

Include information about your business, its goals, and the intended audience.

## Encourage Creativity

Use engaging language and challenge the AI to be original.





# Customizable AI Prompts

## Tailor to Your Needs

Customize these prompts to suit your specific business goals, target audience, and desired tone of voice.

## Optimize for Results

Refine the prompts to elicit the most effective and engaging content from the AI system.

## Experiment and Iterate

Try different variations and approaches to find what works best for your unique use case.

# Responsibly Adopting AI



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