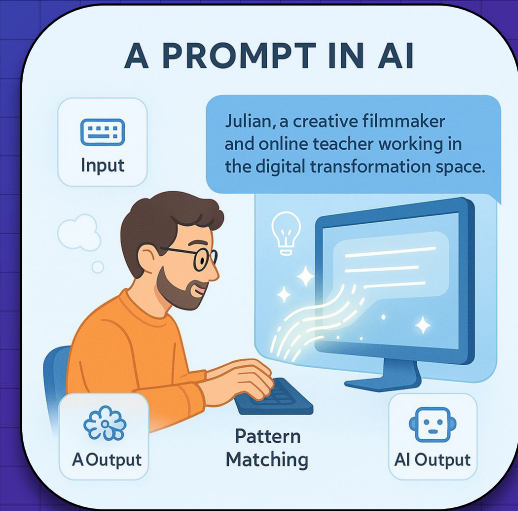
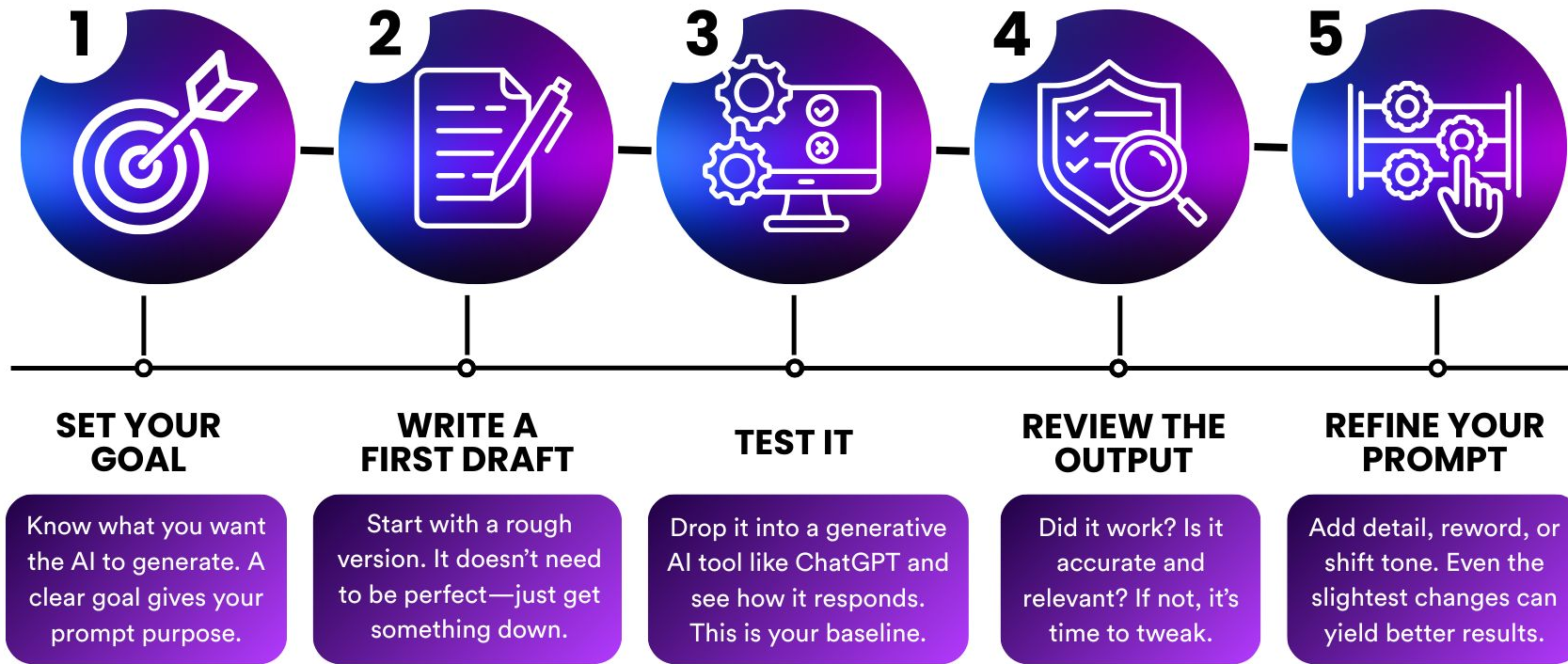


What is a Prompt?

1. **A prompt is your input to the AI**
 - a. Question, request, or task—it guides the output
2. **AI responds by matching patterns**
 - a. It predicts based on training data, not human thinking
3. **This course starts with foundational skills**
 - a. Learn prompt structure first
 - b. Apply to business, creativity, and more later



PROMPTING AS A PROCESS



ELEMENTS OF A GOOD PROMPT

You are a writing coach who helps creatives craft compelling personal bios.

I'm a freelance photographer transitioning into brand storytelling. I've worked with wellness brands and startups, and I want my bio to reflect creativity, collaboration, and trust.

Write a short bio for my website's About page.

Keep it to one paragraph under 80 words.

Use a warm, confident tone — avoid sounding formal or generic.

Use this as a style reference: "I help brands tell better stories — with strategy, emotion, and clean visuals. If it feels real, I'm in."

ROLE

CONTEXT

INSTRUCTIONS

FORMATTING

BOUNDARIES

EXAMPLE