

The 7 basics of prompting

With 5 examples for coaches

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Helping coaches leverage AI,
while staying authentic

1. Persona

- **Specify who the AI should emulate:** Define a role or character that the AI should take on to provide a more tailored response.
- **Act as a...**

2. Context

- **Provide essential background information:** Include relevant details about the situation or subject matter.
- **Success criteria:** Define what a successful outcome looks like.
- **Environment:** Describe any specific conditions or settings relevant to the task.

3. Task

- **Start with an action verb:** Clearly define the action you want to be performed, such as Generate, Write, Analyze, etc.
- **Be specific:** Clearly articulate and be specific.

4. Examples

- **Include examples or frameworks:** Provide sample outputs or structured frameworks that can guide the response.
- **Drastically improve accuracy:** Using exemplars helps to enhance the relevance and accuracy of the generated content. This technique gives you more control on the output.

5. Format

- **Visualize the output structure:** Describe how you want the final output to be organized, such as using bullet points, tables, paragraphs, or specific report formats.

6. Tone

- **Define the tone of voice:** Indicate the desired style of communication, whether casual, formal, witty, enthusiastic, etc.

7. Audience

- **Refer to the intended audience:** Specify who the content is for, ensuring that the output is appropriate for the target readers.
- **Simplify for clarity:** If necessary, instruct the AI to explain concepts in a simplified manner suitable for a specific audience, such as explaining to a 10-year-old.

5 prompt examples for coaches:

1. Follow-up email with your notes

- "Act as an executive coach with 10 years of experience (**Persona**). Write a follow-up email to a client summarizing our recent coaching call (**Task**). Refer to the attached photo of the call notes (**Context**). The email should include a Summary of the Call, Key Takeaways, and Next Steps (**Format**). Use a supportive and encouraging tone (**Tone**)."
- [Upload an image of your notes]

2. Interview report

- "Act as a professional team development coach (**Persona**). I have interviewed 10 people from a team that I am going to work with (**Context**). Analyze the interviews and create a report (**Task**). Use the following structure: Introduction, Key Themes, Individual Comments, and Conclusion (**Format**). Use a formal and objective tone (**Tone**)."

3. Finding different perspectives to a problem

- "Act as a seasoned executive coach (**Persona**). I have a coachee who reverts to old patterns after sessions, despite being aware of the issues. The coachee acknowledges the problem during sessions but loses progress when returning to their daily routine (**Context**). Give me different perspectives and alternative approaches to this problem (**Task**). Include perspectives from various roles such as the coachee, their manager, a colleague, and a family member (**Exemplars**). Categorize by perspective, followed by an alternative approach with an actionable solutions (**Format**).

4. LinkedIn post

- "You are an executive coach with amazing copy writing skills (**Persona**). Write a LinkedIn post sharing insights on overcoming common coaching challenges (**Task**). The focus is on helping coachees maintain progress and avoid reverting to old patterns after sessions (**Context**). Copy the writing style and structure of the copied LinkedIn post provided below to have a post that seems like it's been written by me (**Exemplar**). The post should be engaging and informative, including key takeaways, and a call to action (**Format**)."
- Exemplar Post to Copy Writing Style, Build-Up, etc.:
- [Copy a previous LinkedIn post here]"

5. New offer launch

- "You are a professional marketing consultant with experience in the coaching industry (**Persona**). I am launching my new monthly subscription offer, which includes one coaching session every two weeks in groups of 10 (**Context**). Your task is to create a step-by-step guide. The guide should cover how to bring this idea to the world and attract clients to subscribe (**task**). Present the information clearly and concisely with bullet points where necessary (**Format**). Use a professional and motivating tone (**Tone**). Ensure it resonates with my current coaching clients who are all teamleaders (**Audience**)."

Use the formula: Task > Context > Exemplars > Persona > Format > Tone > Audience. Adjust as needed to consistently generate high-quality prompts.