



# Bonus #4: The Prompt Tuning Cheat Sheet

## Why You Need This

The difference between **meh outputs** and **wow outputs** comes down to *how you ask the question*. Use these tuning tips to get ChatGPT (or any AI) to give you exactly what you want — every time.

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## Prompt Tuning Principles

### 1. Provide Context

- Bad: “Write a blog post.”
- Good: “Write a 1,000-word blog post for small business owners about Instagram marketing, in a friendly but professional tone.”

**Rule:** Always include *who it's for, what it's about, and why it matters*.

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### 2. Define Tone & Style

- Casual, persuasive, professional, witty, storytelling, etc.
- Example: “Explain email funnels like I’m a 5th grader” vs “Explain email funnels in a corporate training style.”

**Rule:** Always tell AI *how to sound*.

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### 3. Set Output Format

- Blog post, checklist, table, script, outline, caption.

- Example: “Give me a bulleted checklist with 7 items.”

**Rule:** Always say *how you want the response delivered*.

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## 4. Add Constraints

- Word count, timeframes, or specifics.
- Example: “Write 5 Instagram captions under 150 characters each.”

**Rule:** Specific = usable. Vague = messy.

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## 5. Iterate with Refinements

- Use follow-ups:
  - “Make it more engaging.”
  - “Shorten to 300 words.”
  - “Rewrite for Gen Z slang.”

**Rule:** Don’t settle for draft one. Tune, refine, and perfect.

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## 6. Stack Instructions

- Example: “Write a 1,000-word blog post [about topic] with an intro, 5 H2 sections, and a conclusion. Use short paragraphs, conversational tone, and end with a CTA.”

**Rule:** More structure → less guesswork → better results.

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## Quick Wins with Prompt Tuning

-  Always clarify *audience + tone + format*.
-  Use word limits to control length.
-  Ask for multiple variations (“Give me 3 options”).
-  Layer in examples: “Write it like Apple’s copy.”
-  End with: “Is there anything you’d add to improve this?”