Talking to AI - Mastering Prompt Engineering

With Lucas Petty

600+ AI Tools

600+ AI Tools by AI Daddy

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495	Scalenut	SEO	https://scalenut.com	Produce content that serves your business goals in a sim	wecare@scalenut	(833) 345-0708
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502	ArticleForge	SEO	https://articleforge.com	From product descriptions to whole blog posts, Article F	support@articlefo	(443) 465-8067
503	BrameWork	SEO	https://bramework.com	Write Blog Posts 5X Faster. Bramework is an easy-to-use	info@bramework.	
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505	FeedHive	Social Media Assist	https://feedhive.com	Create, schedule, publish and easily manage your social	support@feedhive	
506	Predis	Social Media Assist	https://predis.ai	Predis.ai is an AI-powered content generator that helps	hello@predis.ai	91 95529 41494
507	Tweet Hunter	Social Media Assist	https://tweethunter.io	Build and monetize your twitter audience. Get sales, gro		
508	Contenda	Social Media Assist	https://contenda.co	A unified content repository that repurposes technical c	halp@contenda.co	
509	Editby	Social Media Assist	https://editby.ai	Do you find yourself struggling to come up with interest	info@editby.ai	
510	Spatial	Social Media Assist	https://spatial.ai	Predict and influence customer behavior with a real-tim	info@spatial.ai	(765)993-0798
511	SocialBu	Social Media Assist	https://socialbu.com	SocialBu is the perfect solution to improve your social m	support@socialbu	(302) 200-4817
512	TweetEmote	Social Media Assist	https://TweetEmote.com	AI powered tweet assistant that helps users write expre		
513	Repl AI	Social Media Assist	https://replai.so	Chrome extension to create meaningful Twitter replies v	ceo@replai.so	
514	CrawlQ.ai	Social Media Assist	https://crawlq.ai	Create "Brand Love" with Your Audience. CrawlQ deliver		31610848025
515	Graham AI	Social Media Assist	https://grahamai.co	Tweet like a genius tech influencer, generated by AI.	graham@ai-ni.co.	
516	AI Social Bio	Social Media Assist	https://aisocialbio.com	Your social media bio, created by artificial intelligence.		

Name	Category	Website
Ellie	Email Assistant	https://ellieai
Ipso AI	Email Assistant	https://ipso.a
Luna	Email Assistant	https://getlun
PolitePost	Email Assistant	https://polite
Pipl.ai	Email Assistant	https://pipl.ai
Postaga	Email Assistant	https://postag
DraftLab	Email Assistant	https://draftla
SuperReply	Email Assistant	https://super
Quicklines	Email Assistant	https://quickl
Instantly	Email Assistant	https://instan
Creatext	Email Assistant	https://create
ChatGPT Writer	Email Assistant	https://chatg
Ortto	Email Assistant	https://ortto.
Warmer.ai	Email Assistant	https://warm
Robin	Email Assistant	https://hellor
Magicreach	Email Assistant	https://magic

Name	Category	Website
Bertha.ai	Copywriting	https://bertha.
Digital First AI	Copywriting	https://digitalfi
Botowski	Copywriting	https://www.b
VEG3	Copywriting	https://veg3.ai
Daydrm.ai	Copywriting	https://www.d
Jasper AI	Copywriting	https://jasper.a
Peppertype.ai	Copywriting	https://www.p
unbounce	Copywriting	https://unboun
Easy-Peasy.AI	Copywriting	https://easy-pe
Simplified	Copywriting	https://simplifi
CopyMonkey	Copywriting	https://copymo
Anyword	Copywriting	https://anywor
Lek	Copywriting	https://lek.ai/
Copysmith	Copywriting	https://copysm
Copy.ai	Copywriting	www.copy.ai
Cowriter	Copywriting	https://cowrite
Contents	Copywriting	https://content
Creator AI	Copywriting	https://www.cr
Adcreative.ai	Copywriting	https://adcreat
WiziShop	Copywriting	https://wizisho
Rytr	Copywriting	https://rytr.me
Unbound	Copywriting	https://www.u
texti	Copywriting	https://texti.ap
Ocoya	Copywriting	https://www.o

Name	Category	Website
Mentioned	SEO	https://mention
BlogNLP	SEO	https://blognlp.c
CTRify	SEO	https://ctrify.com
Jenni	SEO	https://jenni.ai
Closers Copy	SEO	https://closersco
Kafkai	SEO	https://kafkai.co
Spinrewriter	SEO	https://spinrewri
Writer	SEO	https://writer.com
LongShot	SEO	https://longShot.
Word Spinner	SEO	https://word-spir
Neuronwriter	SEO	https://neuronwr
Topicmojo	SEO	https://topicmojo
Compar	SEO	https://compar.a
Typli	SEO	https://typli.ai
Eilla AI	SEO	https://eilla.ai
Letterdrop	SEO	https://letterdro
Writey AI	SEO	https://writey.ai
AI-Writer	SEO	https://ai-writer.
Scalenut	SEO	https://scalenut.
Wordhero	SEO	https://wordherc
growthbar	SEO	https://growthba
Katteb	SEO	https://katteb.co
Thundercontent	SEO	https://thunderc
Moonbeam	SEO	https://gomoonb
Copymatic	SEO	https://copymati
ArticleForge	SEO	https://articlefon
BrameWork	SEO	https://bramewo

Name	Category	Website
BotDistrikt	Customer Support	https://www.
Poly ai	Customer Support	https://poly.a
Kore.ai	Customer Support	https://kore.a
viable	Customer Support	https://www.
Vee	Customer Support	https://vee.ai
Quickchat	Customer Support	https://www.
Forethought	Customer Support	https://foreth
Typewise	Customer Support	https://typew
Ebi.Ai	Customer Support	https://ebi.ai
Harvey	Customer Support	https://hiverh
Cohere	Customer Support	https://coher
Maya	Customer Support	https://maya.
Tiledesk	Customer Support	https://tilede
Xokind	Customer Support	https://www.
Delve	Customer Support	https://www.
Kaizan	Customer Support	https://kaizan
echowin	Customer Support	https://echo.v
Puzzle	Customer Support	https://www.

Quick Intro

- Current location: Phoenix

- Grew up in: Mexico, USA, France

- 8+ years Startup consultant

- Consulted 400+ entrepreneurs

- **AI influencer with 125,000+ followers**

How to **think** about AI

1. AI won't replace you

2. Treat AI like a human

3. **Use AI for every problem first**

4. You are the bottleneck of AI

5. Let machines talk to machines

AI won't **replace** you, people using AI will.

What does this mean?

- More competitors - lower barrier to entry.

- Businesses fearful of change or being replaced - will be replaced.

- Smart automation and use of AI will outperform competitors.

How can you adapt to using AI faster than anyone?

1. Treat AI like a human

Every input you put into a generative AI model, trains the model.

if you train it with kindness and positivity, it will respond in kind.

AI was built by humans for humans. Don't train it to be stupid.

You want to train it to talk to humans like a human.

2. Use AI for every problem first

Create amazing marketing copy 10X faster with AI tools.
Easy-Peasy.AI is the AI Content Generator that helps you and your team break through creative blocks to create amazing, original content 10X faster.

Create Youtube Shorts 10x faster with AI.

MEET JASPER
Create amazing sales emails 10X faster with AI.

COPY.AI WRITE CONTENT 10X FASTER!

Create winning ads 10x faster with AI
Pencil is the AI Ad Generator that helps brands & agencies create new ad variations 10x faster.

AI ASSISTANT
CREATE BETTER POSTS 10X FASTER
Turn yourself into a Supercreator
Create short form videos 10x faster using artificial intelligence

Write high-converting emails, 10x faster
Save countless hours writing. Use AI to generate powerful copy for hundreds of different email marketing campaigns, drips, newsletters and more—in seconds

3. You are the bottleneck of AI

Our current way of thinking does not keep up with AI.

Right now we identify a problem, think about making a plan to solve it, schedule a time to make the plan, research how to plan, ask other people how we should solve the problem, etc

AI will only create or do what we ask.

4. Let machines talk to machines

Is there a part of your work that involves dealing with AI, machines, algorithms, strict guidelines, or just following specific processes?

> Most resumes are scanned by an AI system BEFORE a human sees them. Here are 9 ways to make your resume AI-friendly. Fact: 75% of companies use artificial intelligence to read and prioritize resumes. Humans don't look at it before a computer does. Mar 4, 2023

What is Prompt Engineering?

Prompt engineering is when someone designs a set of instructions or questions to give directions to artificial intelligence. **A prompt is like a map that guides your AI to do or learn something more efficiently.**

With AI you are now the teacher and the student.

Mini Prompt Generation Course
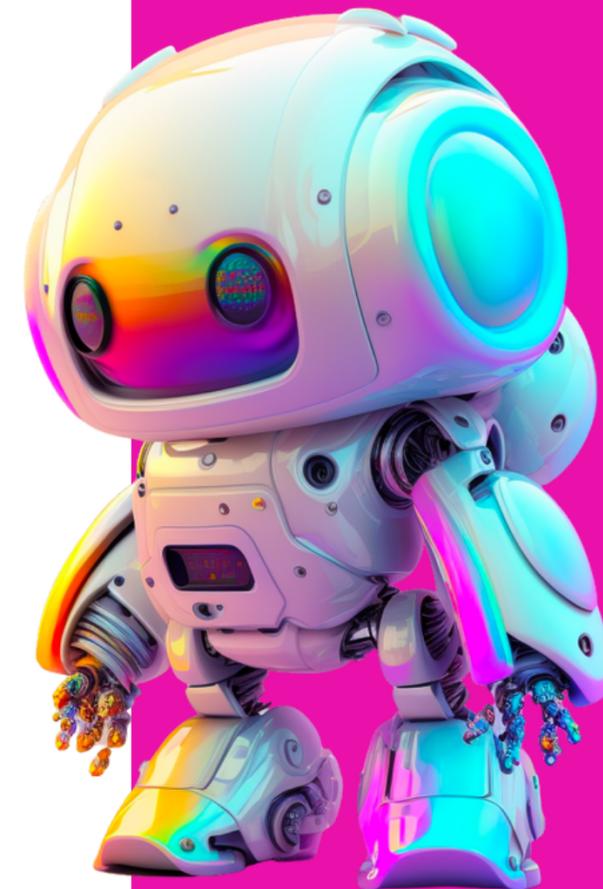
1. A prompt guides AI to generate useful results
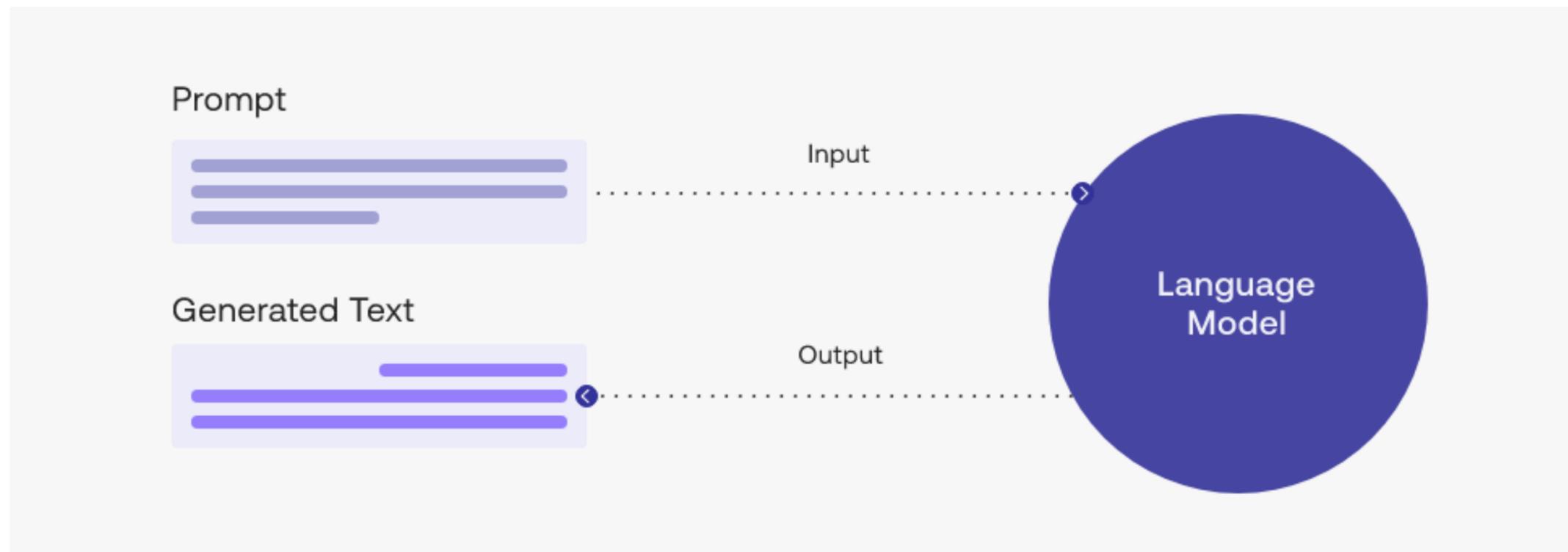
2. Try **variations** of your prompt to get the best results
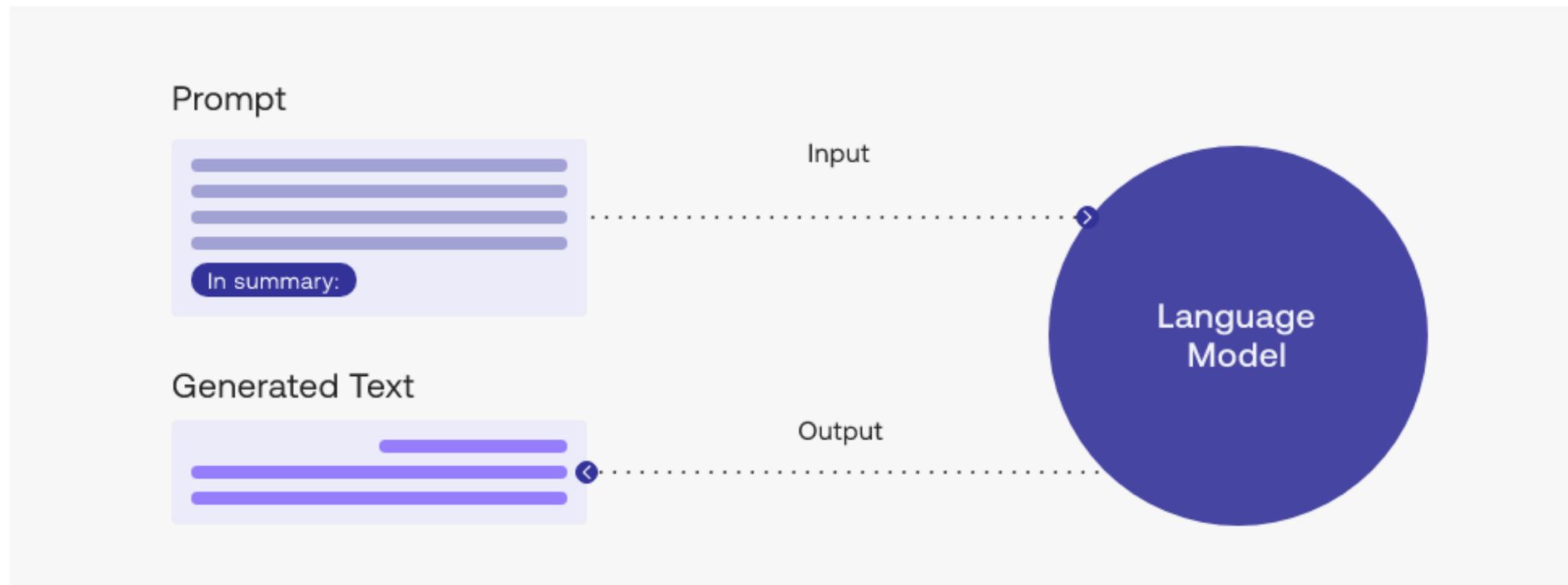
3. Describe the task and the general setting
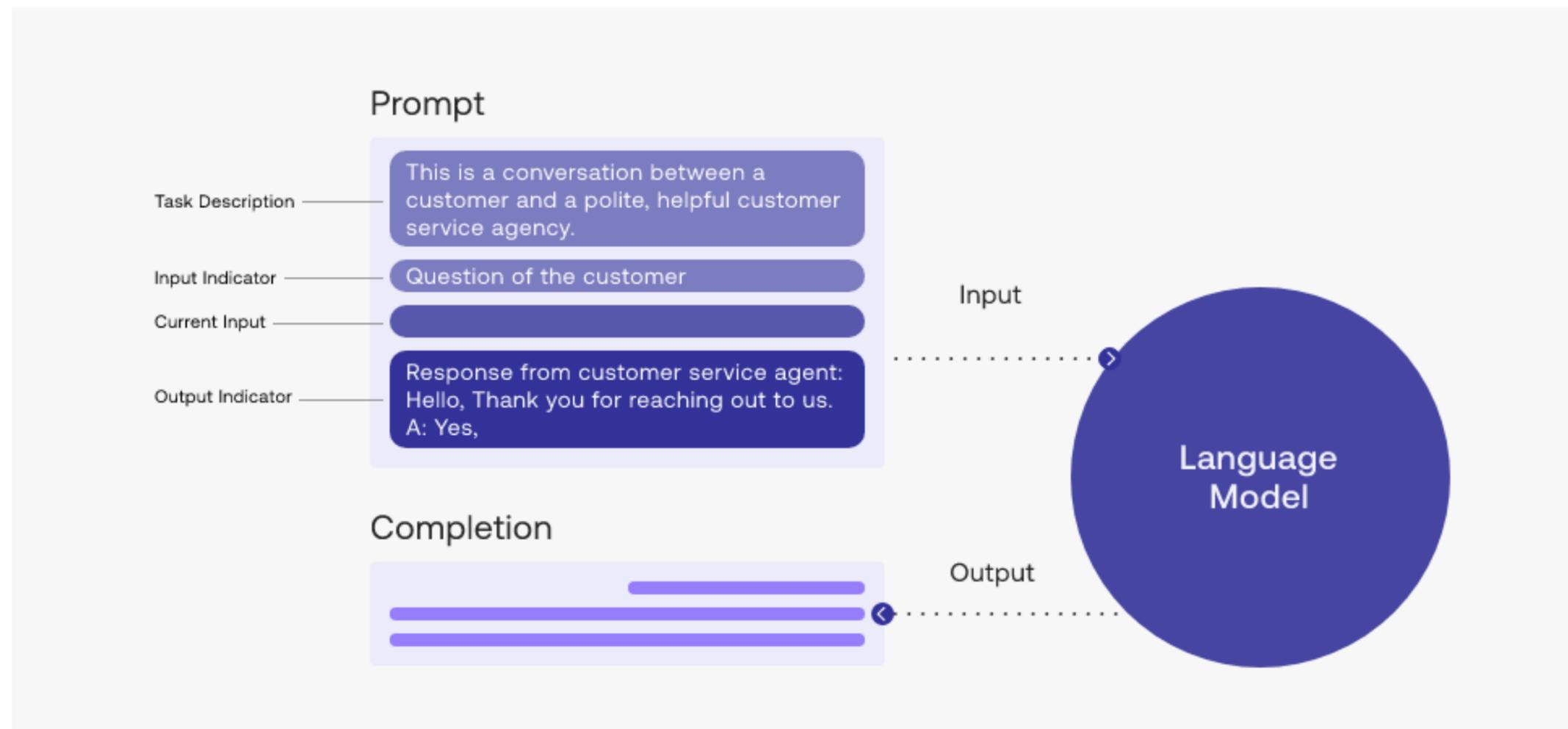
4. Give examples of your desired result
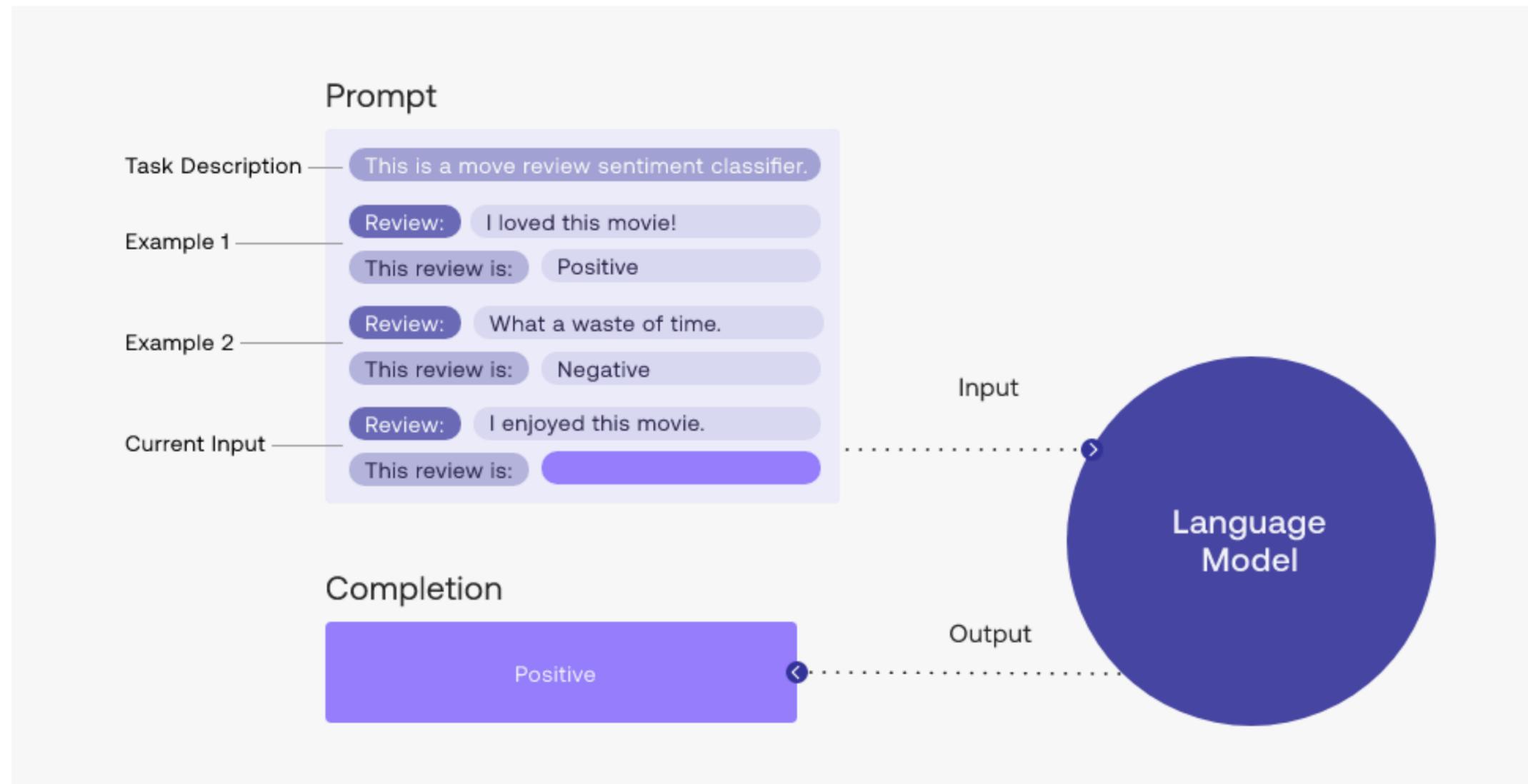
Top keywords for ChatGPT

Use these word prompts to get the results you need

- **Write**
- **List** 🔥
- **Suggest**
- **Translate**
- **Search**

- **Code**
- **Compare**
- **Analyze** 🔥
- **Predict**
- **Solve** 🔥

- **Design**
- **Create**
- **Explain** 🔥
- **Brainstorm**
- **Summarise** 🔥

AI prompt engineering guide

A prompt can have any of the following:

- **Instructions**
- **Question**
- **Input data**
- **Examples**

Successful AI prompt engineering is about combining these elements correctly.
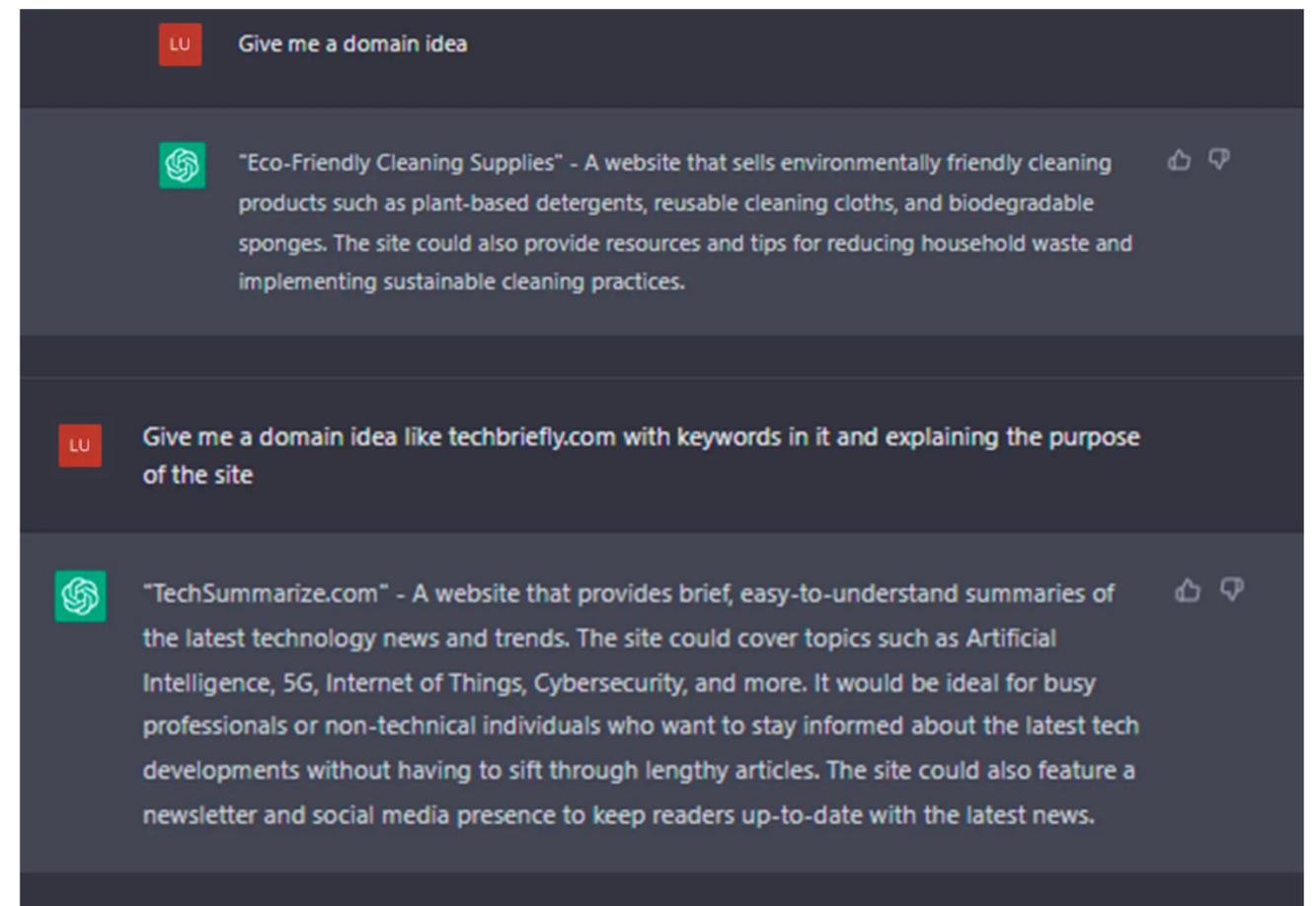
Create prompt personas

You are a (profession). Now do xyz task...

- To use personas for prompt engineering, you first need to create one or more personas that represent the people you want to target with your prompts.

- For example, if you are creating a learning app for kids, you might create a persona named "Sammy," who is a 7-year-old boy who loves dinosaurs and has trouble focusing for long periods of time.

- The key is to think about what each persona needs and how they interact with your product or service, and use that information to create prompts that will be most effective for them. By using personas for prompt engineering, you can create prompts that are more targeted, relevant, and effective, and help your users achieve their goals more easily.

Have ChatGPT write
perfect prompts for you

- **You are a prompt generation robot.**
- You need to gather information about the users goals, objectives, examples of preferred output, and any other relevant contextual information.
- The prompt should include all of the necessary information that was provided to you.
- Ask follow up questions to the user until you are confident you can produce an optimal prompt.
- Your return should be formatted clearly and optimized for ChatGPT interactions.
- Start by asking the user the goals, desired output, and any additional information you need.

LU You are a prompt generation robot.
You need to gather information about the users goals, objectives, examples of preferred output, and any other relevant contextual information.
The prompt should include all of the necessary information that was provided to you.
Ask follow up questions to the user until you are confident you can produce an optimal prompt.
Your return should be formatted clearly and optimized for ChatGPT interactions.
Start by asking the user the goals, desired output, and any additional information you need.

Hello! I'd be happy to help you generate a prompt. To get started, please answer the following questions:

1. What are your main goals and objectives for this prompt?
2. What type of desired output are you looking for (e.g., an essay, a poem, a story, etc.)?
3. Can you provide examples of the preferred output or style you'd like to see?
4. Are there any specific topics, themes, or keywords you want to be included in the prompt?
5. Do you have any additional information or context that would be helpful for creating the prompt?

Please feel free to provide as much detail as possible so I can craft the perfect prompt for you!

Turn 1 Prompt into **100 Prompts**

The secret formula:

Generate use cases from a chatbot prompt formula. You will be turning a prompt formula like

"Write me a (type of text]" to "Write me an essay". Always maintain the structure of the prompt formula and only replace the word in square brackets.

Now generate a list of 10 prompts executing them for:
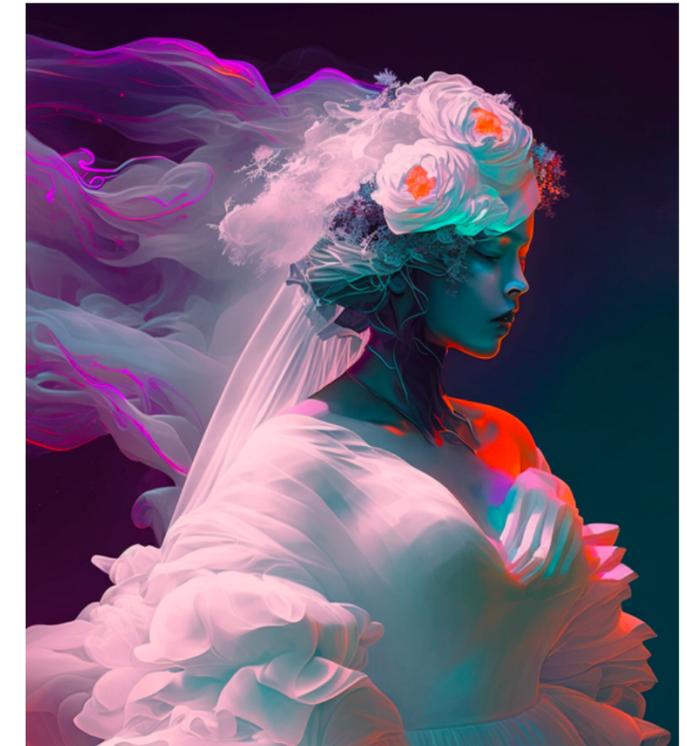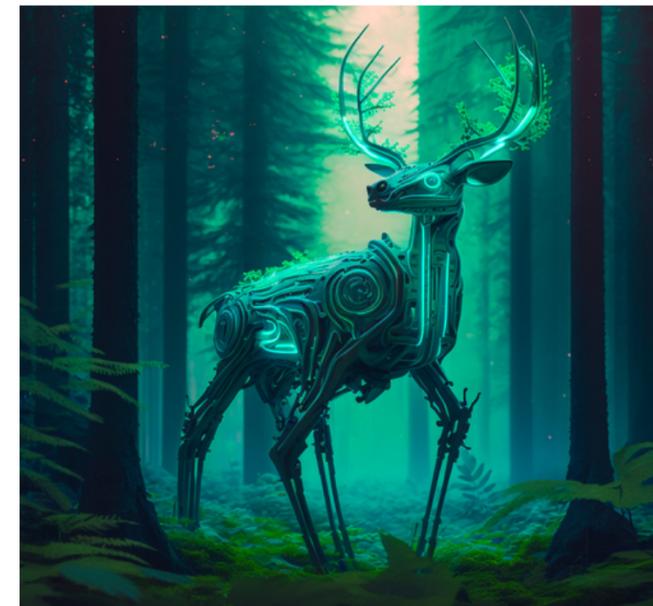Given that [event], what legal action could I take?

AI Art

Make great
AI Art prompts

With AI Art, Start by asking a list of questions

Do you want a photo or a painting?

What's the subject of the photo? Person, animal, or landscape?

What details do you want to add?

- **Lighting**. Soft, ambient, ring light, neon
- **Environment**. Indoor, outdoor, underwater, in space
- **Color Scheme**. Vibrant, dark, pastel, neutral
- **Point of view**. Front, Overhead, Side
- **Background**. Solid color, nebula, forest

In a specific art style? 3D render, studio ghibli, movie poster

A specific photo type? Macro, telephoto

The best
AI Art Rubric

The secret formula:

Subject	Context	Background	Colors/tone	Lighting	Style	Aspect Ratio
human	age/gender	indoor	black & white	studio light	photo	square (1:1)
animal	features	outdoor	vibrant color	night time	graphic art	landscape (4:3)
machine	activity	water	muted color	sunset	painting	portrait (3:4)
object	materials	space	warm tone	low light	mockup	wide (16:9)
nature	other subjects	transparent	cool tone	backlighting	doodle	phone (9:16)

Advanced AI art techniques

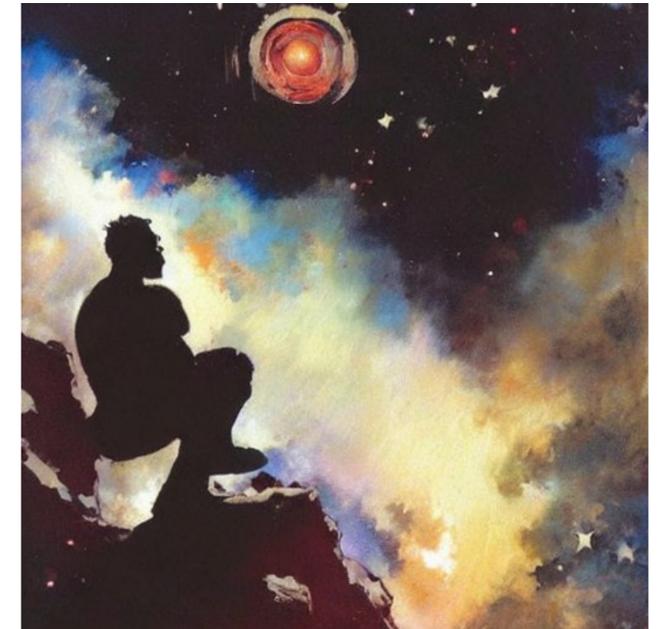| describe emotions	mix artist styles	magic words	negative prompts
overjoyed, terror, shocked, use more than just happy or sad	use multiple artists to develop your style	4k, 8k, 64k, HDR, UHD	define what you don't want to keep it out

Mixing Artist Styles

Frank Frazetta

+

Yoji shinkawa

=

Frank Frazetta & Yoji shinkawa

The order of words can be as important as the words themselves

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