ΛΛ ALTIGEN TECHNOLOGIES
— POWERED BY INNOVATION, DRIVEN BY RESULTS —

AI Prompting Cheat Sheet
📌 *Master the Art of Communicating with AI for Better Business Results*

🚀 The 5-Step AI Prompt Formula

1 **Role-Assignment** – Define AI's perspective
Example: "You are a marketing expert specializing in email campaigns."

2 **Context** – Provide relevant background
Example: "Our company sells handmade candles with a focus on sustainability."

3 **Task-Specificity** – Be clear about what you need
Example: "Write a product description for our new lavender soy candle."

4 **Constraints** – Set length, tone, format
Example: "Make it engaging, under 100 words, and in a warm, inviting tone."

5 **Examples** – Show what you like
Example: "Make it sound like a friendly conversation, similar to how Lush describes its products."

✏️ Full Example:
"You are a marketing expert. Our company sells handmade, sustainable candles. Write a product description for our new lavender soy candle, under 100 words, in a warm, inviting tone. Make it engaging, similar to how Lush describes its products."

🎯 AI in Business: What Can It Do?

✅ **Marketing & Sales:** Generate content, social media captions, product descriptions, ad copy, email campaigns.
✅ **Customer Service:** AI chatbots, automated email responses, FAQs, sentiment analysis.
✅ **Operations & Productivity:** Summarizing documents, automating data entry, generating reports.
✅ **Data Analysis:** Business insights, market research, trend predictions.
✅ **Creative & Design:** AI-powered image generation (e.g., Midjourney, Canva AI).
✅ **Writing & Editing:** Blog posts, business reports, speech writing, resume enhancement.

⚠️ Common AI Mistakes & How to Fix Them

🚫 **Vague prompts → Get poor responses**
✔️ *Solution:* Be clear, detailed, and structured in your prompts.

🚫 **Over-reliance on AI → Lack of human oversight**
✔️ *Solution:* Always review, fact-check, and refine AI outputs.

🚫 **Not specifying tone or style → Results feel off-brand**
✔️ *Solution:* Use phrases like "Make it sound professional and persuasive."

🚫 **Accepting the first response → Missing better options**
✔️ *Solution:* Ask AI to "Try again" or refine the response further.

🚫 **Ignoring ethical concerns → Bias or misinformation risks**
✔️ *Solution:* Double-check sources, avoid sensitive data, and ensure fairness.

🛠️ Best AI Tools for Business

💡 **General AI Assistants:** ChatGPT, Claude, Microsoft Copilot
📢 **Marketing & Content:** Jasper, Copy.ai, Writesonic
📊 **Data & Research:** Notion AI, Perplexity AI, ChatGPT Code Interpreter
🎨 **Design & Creativity:** Midjourney, Canva AI, Adobe Firefly
🤖 **Automation & Chatbots:** Zapier AI, OpenAI Assistants, ManyChat

📌 Pro Tips for AI Success

✅ **Refine & Iterate:** Don't settle for the first response—adjust and refine!
✅ **Break Down Complex Requests:** Instead of one long request, give step-by-step instructions.
✅ **Test for Different Styles:** Ask AI to rewrite in multiple tones or approaches.
✅ **Use AI as a Partner, Not a Replacement:** Let AI assist, but final decisions should be human-led.

💡 Action Challenge:

💭 *This week, use AI to solve a business problem and refine your prompts to get better results!*

📩 **Want More?** Experiment with different prompts and refine them to see how AI improves.