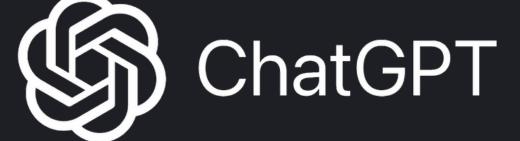
## PROMPT ENGINEERING



# CETO PROCESS

Context

The context of the prompt (sometimes called the primer,) tells the story of why you are there.

#### **Example:**

"I want to share a
LinkedIn Post with a
thought-provoking
quote to help business
employees struggling
with project
management
challenges."

Expert Persona

The role that
ChatGPT will take
on when providing
the response.

#### **Example:**

"Act as an expert marketing manager."

Task

The task you want.
Always include a
verb. You may also
include inspiration
and toggle on
internet browsing.

#### **Example:**

"Write a social media

post with a quote about

project management. Make

it sounds like Simon

Sinek wrote it. Pull

inspiration from "A Guide

to the Project Management

Body of Knowledge" by the

Project Management

Institute."

Output

The output is how you want the response. This may be length, exclusions, or presentation of results.

#### **Example:**

"Make sure it's less than 90 words. Don't include the names of any individuals."

### **Prompts Tips**

- Avoid unnecessary context or information. Share what you need to, and that's all.
- Use short sentences with one message and clear commands.
- Try different output formats. Text is the primary, but it can also output JSON, unformatted markdown, and code.