



# THE AI WORKS

**PROMPT  
LIKE A PRO -  
GETTING THE  
MOST OUT OF AI**

**OUR SIMPLE GUIDE FOR BETTER RESULTS**

**AI works best when you give it clear well-defined instructions**

Think of yourself as a movie director instructing an actor how to play a part, the clearer the instruction of the character, the situation, and the action, the better they will perform.

## 1. Be clear about what you want

Start your prompt with a clear request.

**Instead of:**

✗ "Write something about marketing"

**Try:**

✓ "Write a short LinkedIn post about the benefits of email marketing for small UK businesses"

## 2. Add a bit of background

AI doesn't know your situation unless you explain it in your prompt.

Helpful context:

- Who are you creating for
- What it will be used for
- Your industry or target audience

## 3. Say how you want it written

You should guide the style of the response.

For example:

- Friendly or professional
- Short or detailed
- Bullet points or paragraphs
- More vibrant colour
- In the style of

## 4. Show an example, where possible

If you know what "good" looks like, share or upload one or more examples.

- Even one sentence helps AI match:
- Your tone – this can come out from saying "please" or "thank-you" in your prompt
- Your own or company style or grammar.
- Upload examples of work you'd like to replicate or website addresses

## 5. Share useful information you want to include

If AI needs details, include them.

This might be:

- The main points you want to include in the output
- Any existing text you are looking to improve
- Facts or figures

## 6. Set simple rules

If there's anything you want to avoid including in the output, make it clear.

Examples:

- "Keep it as a short summary"
- "Avoid jargon"
- "No emojis"
- "UK focused"

## The simple formula to remember

1. What you want creating
2. Any background
3. How it should sound
4. Any rules you want following

**Example:**

"Write a friendly, professional follow-up email for a UK business asking for feedback on a proposal. Keep it under 120 words and avoid salesy language." or "Create me a social media banner that is exactly 400 pixels wide, uses the colours #3E4F51 and #FF00FF and the font Montserrat"

## Final tip

You don't need to get it right first time and shouldn't expect it to. You can always ask AI to:

- Make it shorter
- Make it clearer
- Try again in a different tone

# CONTENT CREATION



Write high quality website and social media content faster

**10 APPLICATIONS OF AI**

OUR SIMPLE GUIDE FOR BETTER RESULTS

# CUSTOMER SUPPORT



Automate your customer interactions and support enquiries

# DOCUMENT RECOGNITION



Automatically read and understand printed or hand written documents

# ANOMALY DETECTION



Spot outlying patterns in data, such as fraud or irregular behaviour

# PREDICTIVE MAINTENANCE



Spot manufacturing line failures before they happen

# NO-CODE SOFTWARE



Create computer programs with no programming skills needed

# IMAGE EDITING



Edit images, design logos and convert still photos to video

# CAMERA MONITORING



Monitor video feeds to spot behaviours, people or production defects

# VOICE CONTROL



Allow your data to be interpreted via spoken voice

# WRITE TENDERS



Automate report writing or tender document completions



# THE AI WORKS

REAL AI SOLUTIONS WITH REAL BUSINESS RESULTS.



Book a Free Consultation

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