



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
ON PROMPT ENGINEERING!

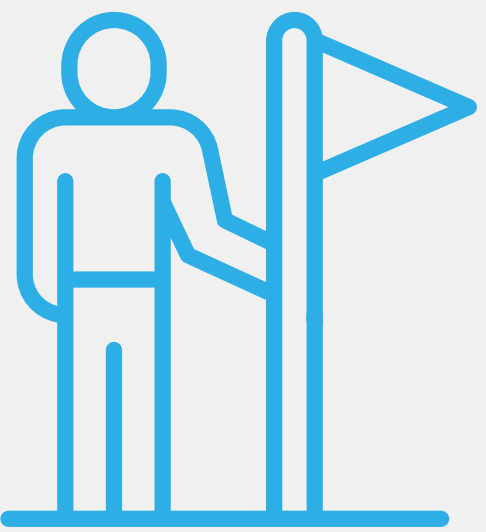
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How does prompt engineering work?



General Goal:

To provide the AI with as clear a framework as possible

Elements of a Good Prompt

1

Clear Objectives

The task is clearly stated

2

Goal

What should the AI do?
(Example: "Explain prompt engineering to me")

3

Target Audience

Who is this answer intended for?
(Example: Marketing beginners)

4

Format

How should the result be presented?
(Example: "As step-by-step instructions")

5

Context

What background information is important?
(Example: "This is my first time learning about AI")

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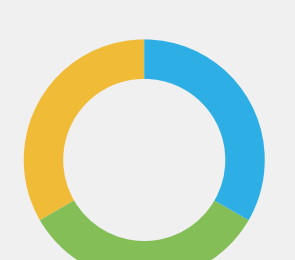
Good results often don't come on the first try.
Improve and adjust prompts step by step.

As a general rule:

The more specific and structured a prompt is, the more precise, relevant, and high-quality the AI's response will be.



<https://www.dreikon.de/en/news/glossary/prompt-engineering/>



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