



AI Prompts

the secret sauce to success

Content
&
Creativity

In our adventures with AI,
we've learned that the only way
to get what we want from
Generative Artificial
Intelligence is to learn how to
craft prompts. There was – and
surely will be in the future – a
lot of trial and error in this
process. But so far, here's what
we've learned.

01 BE SPECIFIC AND CRYSTAL CLEAR

When using AI for writing, it's fairly simple to tell the app what you want. You should specify the length of the article, the tone, the style – for which you could actually name a writer you want to emulate – and of course, the topic. Since we primarily use this type of AI for research, after which we rewrite it in our brand voice, much of this is not necessary. But if you aim for a finished article that you can use as is, the more information you can provide, the better your results will be.

a.i. prompts

a.1. prompts

#2 USE STRONG KEYWORDS AND DESCRIPTIONS



When you want a comprehensive list of items, ask AI to name 10 (or more) benefits or features of a specific topic or product. Invariably the list includes at least one item that you wouldn't think of. Remember, adjectives are your friends, and the more you use, the closer you will come to good output.

CONCISELY DESCRIBE YOUR FORMAT AND STYLE

This is how you start when creating graphics with AI. Decide if you want a photograph or an illustration. Some AI apps give you a lot more choices than that. Also determine if you want a square or rectangle finished piece. You could then decide if you want to mimic a specific artist or style, like “in the style of Picasso” or “Baroque style”. We don’t use Midjourney, but one of our apps allows us to specify that style of output.



a.1. prompts

#4 DETAILS, DETAILS, AND MORE DETAILS

Whether you want a person, place or thing, the more you can tell AI the closer you will get to your optimal results. So when you want a person, make sure you describe everything from hair color, style and length, to age size and clothing. You can't give

AI too much information! If you get stuck, you can go to ChatGPT (or in my case, Google Gemini) and ask it to write prompts for what you need.

05 BUT...THERE ARE LIMITS

When asking AI for a beautiful suburban home, with an expansive lawn, shutters on the windows, and shingles on the roof, the result was exactly what we wanted. At the same time, we tried to create a picture of knob and tube wiring, but the app didn't have a clue. After this, we tried to describe a bucolic scene with four goats, four sheep, and a bunch of baby chicks. The output was three goats, one sheep, and a couple of chicks. Ultimately, we ended up with several aspects we needed to piece together in Photoshop.

And so far, there is no suitable graphics app that is able to insert type into an image. While you can easily construct a beautiful Christmas scene, if you try to add the words, "Merry Christmas", the software creates new letters that are not part of the English language.



*Nevertheless, AI is changing
very fast each and every day.*

While our learning happens slowly, new features, capabilities and apps appear in rapid succession. Now you can access AI apps on certain platforms, such as Grok on X (Twitter). And just this week Apple announced that their newest OS will have ChatGPT and other AI programs built in.

So the adventure continues!