

Prompt it RIGHT

The five-part prompt, on one card. Keep it beside the keyboard until it is second nature, then stop using it.

R Role

Tell the model what role it should play.

You are a marketing expert working on industrial B2B products.

It works because the model then searches a specific domain rather than all of human knowledge.

I Information

Everything relevant it does not already know: your business, your industry, your product, your audience, your constraints.

We sell access control hardware to facilities managers. The buying cycle runs six to nine months and procurement always involves IT security.

Most disappointing outputs are this line missing.

G Goal

Two halves, and people usually write only the first.

- **The immediate goal.** What you want made: a story for a sales pitch, a list of interview questions, code for a page, an image for a post.
- **The bigger goal it serves.** What the team or the company is trying to achieve with it.

Draft five interview questions for a customer discovery call. We are trying to find out whether procurement, not the facilities manager, is the real decision maker.

The second half is what stops the model optimizing for the wrong thing.

H How

Also two halves.

- **How the output should look.** Length, language, format, tone, structure.
- **How to think.** The process to follow, the steps to work through, how you would solve it yourself.

Work through it one stage at a time: list what we already know, name what we are assuming, then write questions that would disprove the assumptions. Six bullets, no preamble.

T Tweak

The controls specific to the tool you are in: custom instructions, project context, model choice, reasoning on or off, temperature, aspect ratio, style.

Most people never open this menu. It is usually the largest single improvement available after the first four letters are in place.

THEN: HOW MUCH EXAMPLE TO GIVE

LEVEL	WHAT YOU PROVIDE	USE WHEN
Zero shot	Instructions only, no examples	The task is common and the output format is obvious
One shot	One indicative example or template	You have a house format the output must match
Few shots	Several examples covering the range	Quality depends on judgment the model has to infer
Chain of thought	Guidance on how to reason through it	The task has steps where an early error propagates

Move down the ladder only when the level above stops being good enough. Every example you paste is context you are spending.

THE SAME TASK AT THREE LEVELS

ZERO SHOT

Identify a novel product concept that addresses the problem of urban congestion and promotes sustainable living.

ONE SHOT

Example: a smartwatch that tracks fitness activities and motivates users to achieve their health goals through gamification.

Now identify a novel product concept that addresses the problem of maintaining mental well-being for remote workers.

FEW SHOTS

Examples: a smartwatch that tracks fitness activities and motivates users to achieve their health goals through gamification; a pair of glasses that use augmented reality to overlay translation text for travelers in real time; a plant pot that monitors soil moisture and nutrients, alerting users when to water or fertilize.

Based on these examples, identify a novel product concept that helps urban gardeners maximize their limited space and grow healthy plants.

Notice what the examples are doing. They are not showing the model a format; they are showing it the **level of specificity** and the kind of leap that counts as an answer. That is what few-shot buys you, and it is why three weak examples are worse than none.

CHOOSING THE TOOL INSIDE THE TOOL

Enterprise AI suites hold several distinct capabilities and most people treat them as one. Each answers a different question.

CAPABILITY	ASK YOURSELF
Custom assistants	Do you need the same process applied to different content?
Projects and workspaces	Do you need different tasks against the same context?
Deep research	Do you need thorough external research from multiple sources?
Organizational knowledge	Do you need our internal documents and templates?
Canvas and document modes	Do you need to create or refine a document iteratively?
Vision	Do you need to analyze or extract from visual content?
Voice	Would talking this through be more effective than typing?

Want this run for your own teams?

Thirty minutes on what an enablement program would cover.

calendly.com/amir-elion/meet-amir

