

AI Prompt Engineering Cheatsheet

A website-ready PDF resource for users.

1. Universal Prompt Formula

Role + Goal + Context + Constraints + Output Format + Examples

Example:

Act as a marketing strategist. Create a 30-day social media plan for a SaaS startup. Target audience: small businesses. Use a table with columns: Day, Topic, Caption, CTA.

2. High-Performing Prompt Templates

Content Writing: Write a [type] about [topic] for [audience]. Use [tone].

SEO: Generate keywords, meta title, meta description, and article outline.

Marketing: Create email sequences, ad copy, and landing page headlines.

Programming: Explain, optimize, debug, and document code.

Research: Summarize, compare, and extract key insights.

3. Prompting Techniques

- Chain of Thought: Ask for step-by-step reasoning.
- Few-Shot Prompting: Provide examples.
- Role Prompting: Assign an expert role.
- Iterative Prompting: Refine outputs through follow-up prompts.

4. Output Format Examples

Return the answer as a table, JSON, checklist, bullet list, FAQ, or markdown.

5. Copy-Paste Prompt Starters

Act as an expert in [field] and help me achieve [goal].

Analyze the following information and identify key insights.

Create a step-by-step plan to accomplish the following objective.

Review this content and suggest improvements.

6. Prompt Optimization Checklist

- ✓ Clear objective
- ✓ Relevant context
- ✓ Defined audience

- ✓ Constraints and requirements
- ✓ Desired output format
- ✓ Examples when possible