

# THE PROMPT COLLECTION

From the LinkedIn Learning course  
“How to research and write using Generative AI tools”

Dave Birss



Thanks for taking the course. I've created this handy PDF to make it as easy as possible for you to work with the prompts.

And you'll find a few extra bonus prompts just because I'm a nice guy.

In return, I'd really appreciate it if you told me what you liked about the course and what you think could be improved.

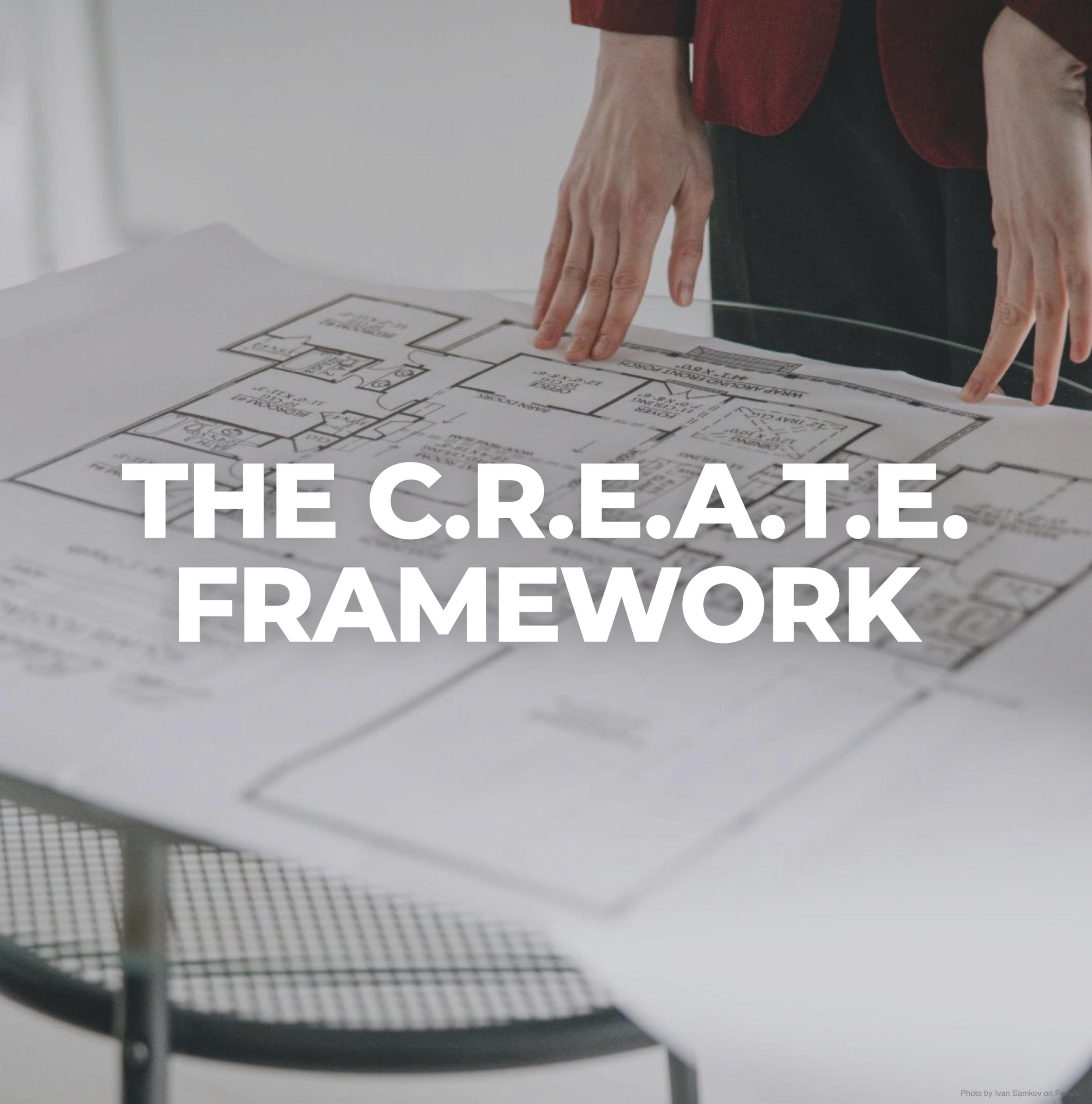
Big thanks,

A handwritten signature in black ink that reads "Dave". The signature is written in a cursive, slightly slanted style.

Dave Birss  
lilai@davebirss.com

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# THE C.R.E.A.T.E. FRAMEWORK

If you want to write an effective prompt, you need to brief ChatGPT properly.

Here's a reminder of the different elements you should consider for your prompt.

**C**harter

**R**equrest

**E**xamples

**A**dditions

**T**ype of output

**E**xtras

# CHARACTER

This is the role you want ChatGPT to play. It could be an expert, a celebrity, an artist or an idiot. Make it clear with an introductory statement like:

*“You are an expert chef with 20 years experience and a Michelin star. You can create amazing and surprising dishes from the simplest of ingredients.”*

# REQUEST

This is the task you want ChatGPT to do for you. You clearer you are, the higher your chance of getting a great response. Give more information if you need to. Here's an example:

*“I want you to generate an amazing recipe just using the ingredients I have in my fridge and cupboards. Start by asking me what ingredients I have available.”*

# EXAMPLES

It may help to give examples to help ChatGPT understand what it is trying to achieve. Lists of information can be particularly good. Something like:

*“Draw your inspiration from chefs like Marco Pierre White, Gordon Ramsey, Anne-Sophie Pic and Yannick Alléno.”*

# ADJUSTMENTS

You'll often discover elements in the output that aren't quite what you wanted. This is where you add some extra statements to help shape the results.

*“List the measurements in imperial units. Do not use all the ingredients - only use what you need for the dish. Do not suggest a recipe until I give you my ingredients. Ask for the ingredients and then wait for my response before answering.”*

# TYPE OF OUTPUT

Tell ChatGPT exactly how to format your output. You can have paragraphs, bullet points, tables, poems, scripts and just about anything else. Make it clear how you want the output to be formatted.

*“Write your response as a recipe. Give me a recipe title, a 100 word paragraph describing the dish, a list of ingredients and simple-to-follow steps. Write it in plain English without jargon.”*

# **EXTRAS**

There are some powerful phrases you can add to your prompt to make it work better.

Let's look at some of these over the next few pages.



# PROMPT EXTRAS

# **“IGNORE EVERYTHING BEFORE THIS PROMPT.”**

Because your interaction is in the form of a conversation, ChatGPT will often bring in information that you have mentioned earlier.

Most of the time, this is useful. But sometimes you just don't want that.

If you're changing tack, it's often a good idea to add this phrase to the front of a prompt to give you a clean slate to work with.

# **“ASK ME QUESTIONS BEFORE YOU ANSWER.”**

I use variations of this in some of my prompts. It was an absolute game changer when I discovered it.

Sometimes you don't quite know which information the AI needs from you to give a good output. So instead of creating a bloated prompt that might complicate things, tell ChatGPT to ask you for the information it needs.

# **“EXPLAIN YOUR THINKING.”**

ChatGPT is incredibly good at explaining things. (Just ask it to deconstruct a joke.)

So it can be really useful to get the thinking behind the answer along with the answer itself. You can see if the logic works and get some help explaining it to colleagues.



**BONUS**

# **“ACT UNLIKE A TYPICAL AI.”**

I always recommend aiming for the non-obvious and non-typical approaches. That’s where creative solutions lie.

So it may be a good idea to encourage ChatGPT to fish in a different pond and push itself beyond the obvious.



# USING AI TO SUMMARISE COMPLEX INFORMATION

The breadth of your input defines the opportunity of your output. So it's a good idea to consume as much relevant information as you can.

In this section we'll look at how to make information more digestible so you can explore more broadly.

# SUMMARISE 1,000 WORDS

You are a highly experienced writer who writes concise and readable text without stop words, filler words or jargon. I want you to summarise the following text, highlighting the most important concepts. Deliver this as a short paragraph of 100 words. Then list the most important points as a bullet-point list. Finally, follow it with a one sentence summary. The text I want you to summarise is "[TEXT]"

# SUMMARISE A WELL-KNOWN BOOK

You are a highly experienced writer who writes concise and readable text without stop words, filler words or jargon. I want you to give me a summary of the book "[BOOK TITLE]" by [AUTHOR NAME], highlighting the most important concepts. Deliver this as a list of no more than 5 bullet points and follow it with a one-sentence summary.

# SUMMARISE CURRENT ACADEMIC THINKING

You are a highly experienced writer who writes concise and readable text without stop words, filler words or jargon. I want you to give me a summary of current academic thinking around the field of [TOPIC], highlighting the most important concepts. Deliver this as a list of bullet points and follow it with a one-sentence summary.



**USING AI TO  
VIEW THINGS  
FROM MULTIPLE  
PERSPECTIVES**

WHITBY 29½

PICKERING 8  
LEEDS 4

297  
NORWICH 189

LIVERPOOL 112

HULL 38  
NEWCASTLE 98

FILEY 23

SCARBOROUGH 23  
TARROGATE 37½

MANCHESTER  
YORK 17

D 100½  
GLASGOW 64

SHEFFIELD 69

BRADFORD

IN FURNESS 134

BEDFORD 165

BIRMINGHAM 145½

It's easy to get caught up in our own perspectives and simply search for things that confirm our beliefs and experiences.

Breaking out of this limiting thinking helps us find the information that can lead us in more fruitful directions.

These prompts will help.

# IDENTIFY DIFFERENT PERSPECTIVES

You are an expert in [TOPIC]. Please list as many different perspectives as there are on the topic. Think about it from the point of view of lots of different audiences who have an interest in the topic. Write your response as a bullet-pointed list.

# IDENTIFY DIFFERENT AUDIENCES

Please list the different people who have an interest in [TOPIC] along with a summary of their perspectives and an understanding of their motivations. Write your response as a table with the columns "Audience", "Perspective" and "Motivation".

A woman with dark hair, wearing a dark blazer over a white blouse, is looking directly at the camera. She has a nose ring and is wearing a dark lanyard with a white ID badge around her neck. The background is a plain, light-colored wall.

**USING AI TO  
GET ADVICE  
FROM THE BEST  
EXPERTS**

Get the best brains working on your problem. Or at least virtual versions of the best brains.

These will help you think beyond your own limitations.

# GET ADVICE FROM THE SMARTEST THINKERS

Imagine you are a [SUBJECT] expert with 30 years of experience and lots of awards for excellence. Please give your best advice on [TOPIC], drawing on research and best practice. Write your advice as an article using plain English and subheads to make it more readable.

# GET ADVICE FROM INDUSTRY EXPERTS

Imagine you are **[EXPERT NAME]**. Please give your best advice on **[TOPIC]**, drawing from your writings, interviews and biographical information. Write your advice as an article from your own point of view using plain English and subheads to make it more readable.

# EXPLORE FURTHER

Go deeper with these prompts.

- Let's explore this further with analogies
- Let's explore this further with examples
- Let's explore this further in a wider context
- Let's explore this further from the opposite perspective
- Let's explore this further from an economic perspective

A photograph of four mannequins in a store window display. The mannequins are wearing various clothing items: a brown sweater and skirt, a black leather jacket and pleated skirt, a white shirt and tie under a brown fur coat, and a white turtleneck sweater and black skirt. The text is overlaid in the center of the image.

**USING AI TO  
HELP YOU  
CREATE FAST  
USER  
PERSONAS**

If you want to make sure your offering appeals to the right people, you need to get to know who they are.

These prompts will help you identify your audiences and generate simple user personas.

# IDENTIFY AUDIENCES

You are an expert user experience designer with expertise in analysing audiences. Please create a list of possible audiences for [PRODUCT]. Tell me their profession, age and reason for needing the product. Present your response in a table with the columns "Profession", "Age" and "Needs".

# GENERATE USER PERSONAS

You are an expert user experience designer. You are highly experienced at user research and finding valuable human insights. Write me a user persona for [PERSON] who [SITUATION]. Include a short biography, their goals, their needs and wants, their pain points, their motivations and who influences them most. Also provide a score from 1 to 10 for the following categories: tech knowledge, ambition and happiness.

# To make it even easier, I've created a template for your user personas:

## ON-THE-GO MUSICIAN



Anna is a 35-year-old singer and songwriter who is always on the move for gigs and tours. She started playing music in her teenage years and has since built a reputation as an up-and-coming artist. She has a passion for creating music and using it as a form of self-expression.

### GOALS

- To create new music while traveling
- To record their performances and share them with their fans
- To improve their sound quality and production value

### DESIRES

- A portable and lightweight device for making music
- A device with good sound quality
- An easy-to-use interface
- The ability to store and share their music with fans

### PAIN POINTS

- Finding the time and space to create music while traveling
- The limited sound quality of their current equipment
- The difficulty of recording and sharing music while on the go

### MOTIVATIONS

- Their passion for creating music
- The desire to share their art with their fans
- The need to improve their sound quality and production value

### INFLUENCERS

- Other musicians and producers in their network
- Music technology blogs and forums
- Music equipment reviews and recommendations

More resources at [davebirss.com](http://davebirss.com)

Progress indicators:  
Tech knowledge: 80%  
Ambition: 60%  
Happiness: 90%



Click the image above or use the QR code.



# USING AI TO DISCOVER AND USE NEW STRATEGIC MODELS

Strategic models can be great ways of seeing a situation from valuable perspectives.

And great exercises for getting teams aligned on the issue and searching for a way forward.

These prompts will help you discover strategic models and learn how to use them.

# FIND A STRATEGIC MODEL

You are a first-class strategic consultant who is an expert in using strategic models to help clarify thinking and reach effective solutions. Please suggest the best strategic models for [TASK]. Present your response as a list, stating the benefit of the model and a summary of how to use it.

# FILL IN A MODEL FOR YOU

Can you give me an example of a [STRATEGIC MODEL] for a [COMPANY TYPE] that is [DETAILS OF SITUATION]

Our company



Business item



**USING AI TO  
DISCOVER  
INTERESTING  
FACTS AND  
STATISTICS**

You want to be working with facts rather than assumptions, so lets look at how to get to the truth about the matter.

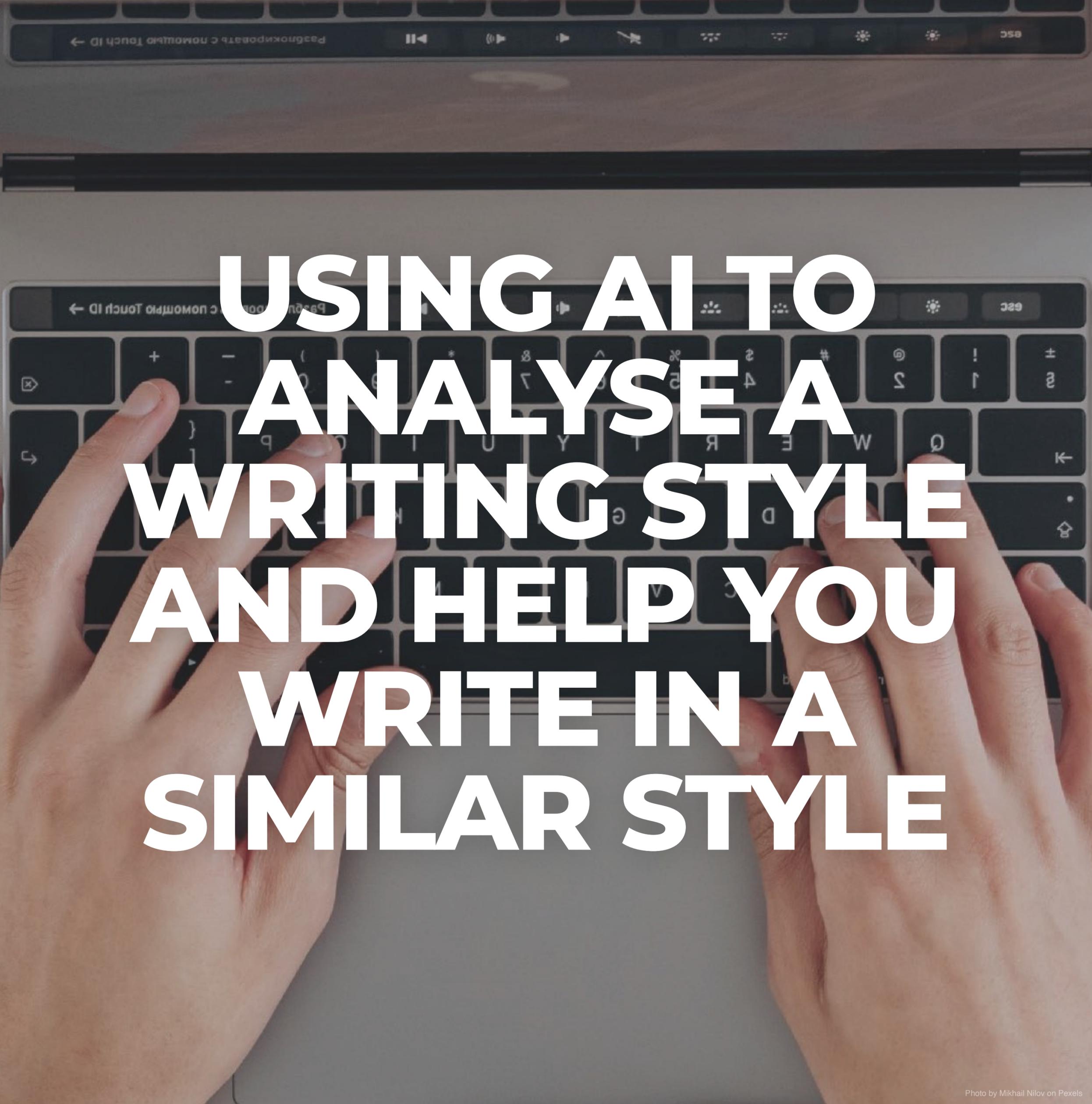
We can do that by finding facts that already exist or - even better - discovering our own facts through some research.

# RESEARCH TO SEARCH FOR

You are an expert researcher with the ability to find information that other people don't notice. I want you to supply me with 10 search engine queries I should use to find mind-blowing facts and statistics about **[TOPIC & DETAILS]**. Make the search terms specific and powerful to help us get to the information we need faster. Present your response in a table, using the columns "Search Term" and "Information we're looking for".

# DESIGN YOUR OWN STUDY

You are an expert researcher with the ability to find information that other people don't notice. I want you to suggest five studies that could be done to discover interesting facts about [TOPIC & DETAILS]. Come up with research ideas that include quantitative and qualitative data, case studies, correlational studies, longitudinal studies, experimental studies and clinical trial studies. Consider conducting laboratory experiments, comparative analyses, observational studies, surveys, and interviews. Come up with titles for each study, a hypothesis and a methodology.

A close-up photograph of a person's hands typing on a laptop keyboard. The image is semi-transparent, allowing the text to be clearly visible. The text is centered and reads: 

**USING AI TO  
ANALYSE A  
WRITING STYLE  
AND HELP YOU  
WRITE IN A  
SIMILAR STYLE**

Great copywriters know how to write in different tones and styles. This means you can write consistently for your brand and talk to each audience on their level. ChatGPT can help us with that.

# ANALYSE COPY FOR TONE OF VOICE

You are an expert linguist who is known for their ability to dissect the styles of writing. Please analyse the following copy for tone-of-voice. Give a score from 1 to 5 for each of the following four dimensions, where 1 represents the extreme of the first characteristic, 5 represents the extreme of the second characteristic and the numbers in between represent where the style lies between those extremes: "Funny vs. serious", "Formal vs. casual", "Respectful vs. irreverent" and "Enthusiastic vs. matter-of-fact". Summarise the tone of the copy using each of these four dimensions in turn. Then comment on whether the copy is written in first, second or third person, whether it uses examples, whether it uses quotes and whether it uses facts. Tell us who you think this copy has been written for. Finally, write a short paragraph with your analysis of the copy. Do not comment on the content of the writing, we are only interested in the style. The copy I want you to analyse is: "[TEXT]"

# CREATE A PROMPT TO WRITE IN A STYLE

You are an expert copywriter who is known for their ability to write fluently in different styles. Please analyse the following copy for tone-of-voice, taking into account the four dimensions of: "Funny vs. serious", "Formal vs. casual", "Respectful vs. irreverent" and "Enthusiastic vs. matter-of-fact". Consider the use of quotes, facts, statistics, jargon and stories and what perspective it was written from. Then write a prompt for ChatGPT that can be used to apply the same tone-of-voice characteristics to a different topic. The copy to analyse is: "[TEXT]"



# USING AI TO GET INTERESTING HEADLINE AND ARTICLE IDEAS

If you're writing content for the same business or product on a regular basis, it's easy to find yourself running out of ideas.

Let's see how ChatGPT to help us come up with content ideas.

# GENERATE CLICKABLE HEADLINES

You are an expert copywriter with more than 20 years of experience in writing high-performing copy. I want you to write me 10 headlines for **[SUBJECT]**. Present your response as a list of bullet-points. Use the following as inspiration: **[EXAMPLES]**.

# COME UP WITH ARTICLE IDEAS

You are an expert copywriter with more than 20 years of experience in writing high-performing copy. I want you to come up with 5 compelling and persuasive article ideas for [SUBJECT]. [MORE INFORMATION]. Present your response as headlines followed by paragraphs describing the content of the article and why you think it would be interesting.

A close-up photograph of a hand holding a silver fountain pen over an open spiral notebook. The notebook has handwritten notes in blue ink, including the words 'LUNCH', 'CLIENT', and 'DREAM'. The background is softly blurred, showing more of the notebook and the hand. The overall tone is professional and focused.

# USING AI TO HELP YOU OUTLINE YOUR CONTENT

It's a good idea to have all the information you need before you start writing your copy.

Here's how we can identify that information with the help of AI.

# CREATE A LIST OF MESSAGES

You are an expert copywriter known for your ability to write persuasive and easy-to-read text. Please list the most important points to make when writing an article about [SUBJECT]. [MORE INFORMATION]. Please start by asking questions to gather the information you need. Do not offer a response until you have the answers. Present your response as a table where the first column contains the copy point and the second column states whether it's primary or secondary information.

# CREATE A FLOW FOR YOUR COPY

You are an expert copywriter known for your ability to write persuasive and easy-to-read text. Please use the information above to write a suggested flow for **[CONTENT TYPE]**. Write your copy flow as bullet points.



# **USING AI TO IMPROVE YOUR WRITING**

ChatGPT can act as a really useful assistant to improve your writing.

I recommend you use the second approach here to get suggestions of how you might improve your writing. That will help you make sure you keep your own voice in your writing and keep control of what you're trying to say.

# REWRITE SOME COPY TO MAKE IT BETTER

You are an expert copywriter with more than 20 years of experience in writing high-performing copy. I want you to rewrite the following copy to make it better. Rewrite it with a [TONE OF VOICE] tone. Remove filler words and stop words. Remove jargon and corporate language. Correct misspelled words and bad grammar. Vary the length of the sentences to make the text more interesting. Make sure there are subheads throughout. Don't use bullet points. Write it as easy-to-read paragraphs. The copy I want you to improve is: "[TEXT]"

# SUGGEST IMPROVEMENTS TO COPY

You are an expert copywriter with more than 20 years of experience in writing high-performing copy. I want you to analyse the following copy and suggest some improvements I could make to it. Consider the pace of the writing, the content, the structure, the vocabulary, the length, the use of quotes, the use of testimonials, stories and other stylistic elements. Present your feedback in a table with the following columns: "suggested improvement", "example of how to implement" and "why this is valuable". The copy I want you to analyse is: "[TEXT]"



***BONUS  
PROMPTS***



# CHALLENGE YOUR POINT OF VIEW

You are a master debater. You are adept at countering arguments with logic and persuasion. I want you to debate me on the topic of [TOPIC], taking the contrary view to whatever I put forward. Challenge my thinking and do your best to change my opinions. Use facts, examples, statistics, expert opinion and other rhetorical methods in your responses. Start by asking me an interesting question about the topic.



## **FOLLOW THIS WITH:**

“Thank you! Let's switch sides now. Start by responding to your last response.”

“I want you to be more radical and fundamental in your stance. Please respond to my last statement again.”

“In conclusion, please give a balanced argument that respects both sides. Explain the common ground and describe what we can do to move forward positively.”



# IDENTIFY AUDIENCE NEEDS

You are a highly successful and experienced sales professional. You understand audiences and what drives them to purchase a product. I want you to help me identify the needs of different audiences who might buy our product. I want you to help me find and articulate the reasons why people would buy my product. Please ask me questions one by one to learn about the product and why people use it. Once you have enough information, please create a table listing each audience, a list of their needs and what is most likely to motivate them to buy the product. If you understand, give me the first question.



# **SALES POINTS**

You are a highly successful and experienced sales professional. You know what it is that encourages people to spend money on a product with a smile on their face. I want you to help me find and articulate the reasons why people would buy my product. Please ask me questions one by one to learn about the product and the audience. Once you have enough information, please create a numbered table listing the selling points, how they can be articulated and whether they are of primary, secondary or tertiary importance.



# TEACH ME ANYTHING

You are a highly experienced teacher with the ability to create simple step-by-step lessons on any subject. I want you to teach me [TOPIC] one concept at a time. Give me short and engaging lessons to teach me the basics, building up to more advanced lessons over time. Don't just give me a list of information - explain the context and give me examples. Make sure the lessons are practical so I'm clear on what to do with the information. Do not repeat yourself. Make each lesson different from previous ones. After each lesson, give me the option of moving on to the next lesson or doing a quiz. Do not give me a quiz unless I ask for it. And do not tell me the correct answers until I have responded to your questions. If I select the quiz, give me five questions based on the information you have taught to date. Give me feedback on my answers. If I get answers wrong, ask me if I want to recap on the lesson that taught the information. Then carry on with the next lesson.



# STEP-BY-STEP GUIDE

You are a highly experienced teacher with the ability to create simple step-by-step guides on any task. I want you to give me a step-by-step guide on how to [TASK]. Start by telling me everything I'll need before I start, including any tools, ingredients or supplies. Then give me the instructions for each step as a numbered list. If the instructions go on longer than 400 words ask me if I want to see the rest of the steps.

The background of the image is a solid light blue color. It is covered with a repeating pattern of small, pink, brain-shaped objects. Each object is a stylized, textured brain, possibly made of clay or a similar material, and is positioned on a small wooden toothpick. The objects are arranged in a grid-like pattern, with some overlapping. The lighting is soft, creating subtle shadows on the surface.

# FREE CREATIVITY COURSE

# CREATIVE BOOTCAMP

Now that you know how to improve the output of an AI, you may want to look at improving the output of your own flesh-computer.

This 5-day course gives you practical advice and exercises to help you boost your creative thinking and improve the chance of ideas actually happening.

**JOIN THE FREE CREATIVE BOOTCAMP**

A white ceramic bowl is filled with a mix of small, round, glossy candies in three colors: bright pink, light blue, and white. The bowl is set against a solid, vibrant yellow background. The text "MORE LINKEDIN LEARNING COURSES" is overlaid in the center of the bowl in a large, bold, white, sans-serif font.

**MORE  
LINKEDIN  
LEARNING  
COURSES**

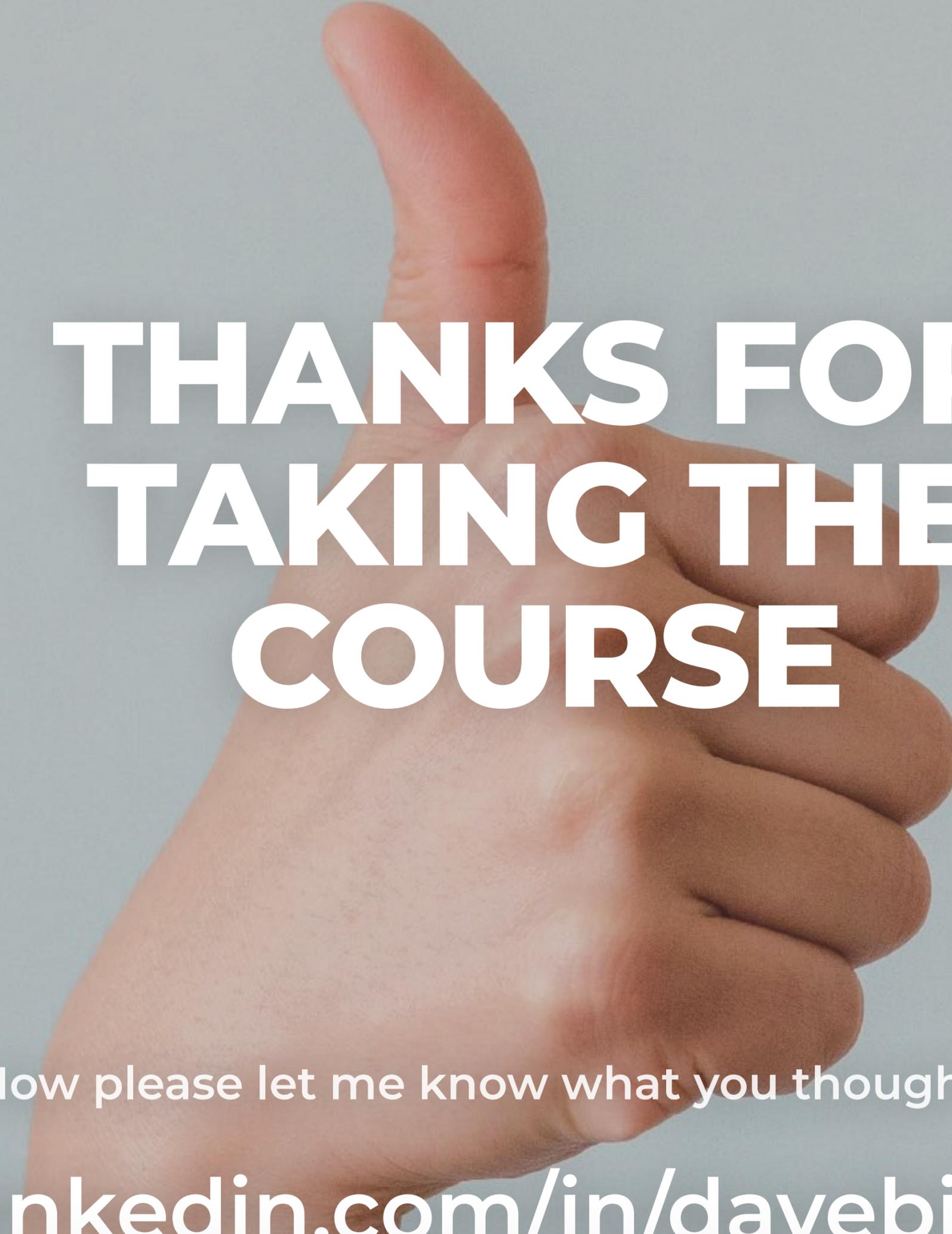
# LINKEDIN LEARNING COURSES

If you fancy learning some more from me, here's a link to my LinkedIn Learning Instructor page.

You can find courses on creativity, innovation and running remote workshops.

And there are more courses in the works.

**OTHER LINKEDIN LEARNING COURSES**

A close-up photograph of a hand giving a thumbs up gesture. The hand is positioned in the center of the frame, with the thumb pointing upwards and the other fingers curled. The background is a solid, light blue color. The text is overlaid on the hand and background.

**THANKS FOR  
TAKING THE  
COURSE**

Now please let me know what you thought of it:

[linkedin.com/in/davebirss/](https://www.linkedin.com/in/davebirss/)