

PROMPT ENGINEERING

50+ PROMPT TEMPLATES FOR
CONTENT, MARKETING, AND
BUSINESS



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Prompt Engineering Guide PREVIEW COPY

50+ Prompt Templates for Content,
Marketing, and Business

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Introduction: How to Get Results from AI Without Wasting Hours

Artificial intelligence tools like ChatGPT are everywhere, but the truth is most people use them badly. They type a vague request like *“write me a blog post about marketing”* and wonder why the result sounds generic.

The difference between “AI that saves you hours” and “AI that makes more work for you” comes down to one thing: **the prompt**. This guide is designed to show you how to talk to AI in a way that gets results you can actually use. You will find:

- **Clear explanations** of what makes a strong prompt
- **Ready-to-use templates** for blog posts, emails, social media, and business tasks
- **Practical examples** so you can see how prompts turn into real content
- **Tips to avoid mistakes** like AI “making things up” or drifting away from your voice

Whether you are a coach writing your first newsletter, a local business owner preparing social media content, or a new developer looking for structured templates, this guide will save you time and frustration. **Think of AI as a talented intern**. It can work fast and produce a lot but only if you give it clear instructions. By the end of this guide, you will know exactly how to do that.

I have been using AI now for over a year (at the time of writing this in March 2025) and discovered what to do using trial and error, YouTube videos and useful blog posts. I am hoping to save you the time with this guide and the templates so you get immediate results and can achieve the outcome you are aiming towards.

What Is Prompt Engineering (and Why It Matters)

Artificial intelligence looks like magic until you realise it is nothing more than a very smart pattern-matcher. It predicts the next word based on the information you give it. That means if your instructions are weak, the results will be weak. If your instructions are strong, the results will be strong.

This is the heart of **prompt engineering**: learning to guide AI systems with clear, structured input so they deliver outputs you can use.

Most people treat AI like a Bing search box. They type:

- “Write me a blog post about accounting.”

And they are disappointed when the result sounds flat, generic, or too American if they are a UK business.

The difference isn't the AI model. It's the **prompt**.

Why Prompt Engineering Matters

Think of prompt engineering as writing a brief for a new employee. If you said, “Can you do something about marketing?” you'd get confused or messy work. If instead you gave them a one-page task list – who it's for, what you expect, what format you need – the results would be clearer, faster, and more useful.

AI works the same way.

In fact, OpenAI has published evidence that detailed prompts consistently lead to better results. The more specific the context, the closer the output matches what you need. In natural language processing research, this is called **constraint-based**

instruction – giving the model boundaries that keep it on track. Without boundaries, the model fills gaps with guesses. That’s where “AI hallucinations” come from: the tool doesn’t know, so it makes something up. Prompt engineering reduces this risk.

The Three Core Elements of a Strong Prompt

Together, these three elements stop vague results and give you something that feels intentional. I recommend you create your own template based on this – I have templates that I copy and paste into ChatGPT for writing content. It really helps.

Weak vs. Strong Prompt Examples

Blog Post

- **Weak:** “Write a blog post about gardening.”
- **Strong:** “Write a 1,200-word beginner-friendly blog post for UK homeowners about how to prepare a garden for spring. Use simple, step-by-step advice. Include a checklist at the end, mention common mistakes to avoid, and write in a warm, encouraging tone.”

Notice the difference. The second versions tell the AI *who, what, how, and why*.

Pitfalls to Avoid

- **Being too vague:** “Write me a post” is never enough.
- **Cramming everything into one sentence:** Long, messy prompts confuse the AI. Better to break it into sections.

- **Overloading with jargon:** Keep it simple. “Explain VAT deadlines for UK freelancers in plain English” works better than stuffing in technical acronyms.
- **Forgetting your audience:** If you don’t tell the AI who you are talking to, it will default to generic business language.

Exercises You Can Try Now

1. Pick a topic you know well (e.g., your business service). Write a vague prompt and see what AI gives you.
2. Rewrite the prompt using context, task, and constraints. Compare the outputs. Which one feels usable?
3. Try iterative prompting: take the stronger output and refine it with 2–3 follow-up requests.

Doing this once will show you instantly why prompt engineering matters.

Things to Watch Out For

- **Hallucinations:** AI may invent statistics or quotes. Always verify facts.
- **Voice drift:** Long outputs sometimes lose your brand tone. Edit for consistency.
- **Bias:** AI can reflect stereotypes if you aren’t clear. Always review sensitive topics carefully.
- **Over-reliance:** AI is fast, but your human judgment makes the content trustworthy.

Beyond AI Outputs: Prompts That Spark Audience Interaction

Prompt engineering isn’t just about talking to AI. It’s also about using AI to help you talk to people.

For example, you can ask:

- “Generate 10 social media questions that would spark engagement for a local bakery promoting Valentine’s cupcakes.”

The AI might suggest:

- “What’s your favourite Valentine’s Day treat: chocolate or cupcakes?”
- “Red velvet vs. chocolate fudge – which one wins your heart this Valentine’s?”
- “If you could write one message on a cupcake for your Valentine, what would it say?”

These aren’t just AI outputs, they are conversation starters that can be posted directly.

The Bottom Line

Prompt engineering is the difference between wasting time and saving it. It’s how you turn AI into a reliable tool instead of a frustrating toy. Learn to give context, set tasks, and define constraints. Avoid vague prompts. Use iterative steps to refine results. And always, always edit before publishing. If you master this, AI becomes less of a novelty and more of a **practical assistant** that works the way you need it to.

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