

Prompt Cheat Sheet for Small Business Owners

Key Frameworks

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| Role–Task–Context (RTC) | Format: [Role] + [Task] + [Context]. Example: “You are a social media manager for a local bakery. Write a cheerful Instagram caption (under 80 words) promoting our new gluten-free brownies.” |
| Iterative Refinement | Start broad, then narrow with follow-ups. Example: Blog ideas → Outline → Draft intro. |
| Few-Shot | Provide 2–3 examples before asking AI to continue. Example: Customer support Q&A; style. |
| Chain-of-Thought (CoT) | Ask AI to explain reasoning step by step. Example: Sales trend → Forecast for October. |

Strategies

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| Be Specific | Turn vague prompts into detailed ones (e.g., 'Write me an email' → 'Polite follow-up to unpaid invoice after 14 days'). |
| Set Constraints | Add word count, tone, or format (e.g., 'Summarise under 100 words in bullet points'). |
| Give Feedback | Refine with follow-ups (e.g., 'Make more formal', 'Focus on cost savings'). |
| Combine Frameworks | Mix RTC, Refinement, and Examples for best results. |

Action Steps

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| Test Daily Tasks | Pick 2–3 tasks (emails, social posts, FAQs) to practise prompting. |
| Save Best Prompts | Keep a shared file so your team can reuse successful ones. |
| Review Regularly | Refine prompts over time for better results. |

■ *Remember: AI is like a new team member. The clearer your instructions, the better the outcome.*