



PROMPT BASICS

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Your Beginner's Guide to Communicating with Artificial Intelligence

Learn how to write better prompts, get better results, and use AI more effectively in everyday life and work.

Created by

THE DIGITAL FREEDOM PROJECT

The home of The Future™

The future isn't something you wait for. It's something you build. 🍷

Welcome to Prompt Basics™

Welcome Builder 🙌

Artificial Intelligence is becoming one of the most useful tools available today.

But getting great results from AI is not just about having access to the technology. It's about knowing how to communicate with it.

That is where prompts come in.

A prompt is the instruction or question you give to an AI tool. The better you explain what you need, the better the results you can achieve.

Think of AI like a helpful assistant. If you give unclear instructions, the result may not be what you expected.

If you provide clear direction, context, and a goal, AI can become a powerful tool for creating, learning, planning, and solving problems.

This Guide Will Help You Learn:

- What prompts are
- Why prompts matter
- How to structure better prompts
- How to improve AI responses
- How to create your own useful prompts

 **Your First Brick:** *You do not need to become a prompt expert overnight. You only need to start experimenting. Every question you ask. Every improvement you make. Every new skill you learn. Adds another brick towards your future. One prompt at a time.*

Guide Information

AI-002 — Prompt Basics™

Series: AI Workshop™

Level

 Beginner

No previous prompt writing experience is required.

Estimated Reading Time

20–25 minutes

Who This Guide Is For

This guide is designed for anyone who wants to communicate more effectively with Artificial Intelligence.

Whether you're using AI for work, study, creativity, or everyday tasks, learning how to write clear prompts will help you achieve better, more accurate results.

It is ideal for:

- Beginners using AI for the first time.
- Employees looking to improve productivity.
- Business owners and entrepreneurs.
- Students and lifelong learners.
- Anyone who wants to get more value from AI tools.

What You'll Learn

By the end of this guide you will:

- ✓ Understand what prompts are and why they matter.
- ✓ Learn The Future™ Prompt Formula for creating better prompts.
- ✓ Discover the four key parts of an effective prompt.
- ✓ Recognise common prompt writing mistakes and how to avoid them.
- ✓ Improve AI responses by refining and developing your prompts.
- ✓ Use practical prompt examples for everyday life and the workplace.

Previous Guide

AI-001 — AI Explained™

Learn what Artificial Intelligence is, how it works, and how it can help you in everyday life and work.

Next Guide

AI-003 — AI Myths vs Facts™

Separate fact from fiction by exploring the most common myths about AI and learning the truth behind them.

 **Builder's Reminder:** *Great results start with great communication. Every prompt you write is an opportunity to learn, improve, and build confidence using AI. Don't aim for perfection—aim for progress. The more you practise, the better your results will become.*

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Chapter 1 — What Is a Prompt?

Understanding Prompts

A prompt is the instruction, question, or request you give to an AI tool. It is how you communicate what you want AI to help you with.

Think of a prompt like giving directions.

If you tell someone:

“Go somewhere.”

They know you want movement, but they don't know where to go.

A clearer instruction:

“Drive to the nearest supermarket and take the quickest route.”

creates a much better result.

AI works in a similar way. The clearer your instructions, the more useful the response is likely to be.

Prompts Are the Bridge Between You And AI

AI tools are powerful, but they need guidance. A prompt helps AI understand:

- What you want to achieve
- Who the response is for
- What information matters
- How you want the answer presented

A good prompt turns an idea into a useful result.

Simple Example

A basic prompt:

“Write an email.”

This gives AI very little information.

A stronger prompt:

“Write a friendly professional email to a customer explaining that their delivery has been delayed. Apologise for the inconvenience and keep the tone helpful.”

The second prompt gives AI:

- ✓ A task
- ✓ A situation
- ✓ An audience
- ✓ A tone

Prompts Are A Skill Anyone Can Learn

You do not need technical knowledge to write good prompts. You simply need to learn how to explain:

“What do I need?”

and:

“How do I want the result to look?”

Prompting is not about finding magic words. It is about clear communication.

 **Your First Brick:** *Learning what a prompt is, is the first step towards using AI confidently. You don't need perfect prompts. You need to start experimenting, improving, and learning what works. Every better question creates a better possibility.*

Chapter 2 — Why Prompts Matter

The Difference Between a Question and a Useful Instruction

Many people try AI for the first time and think:

“AI doesn't work.”

But often the problem is not the AI tool. The problem is the information it has been given.

AI can only work with the guidance it receives. A short, unclear prompt may create a basic answer. A clear, detailed prompt can create a much more useful result.

Better Input Creates Better Output

Think of AI like a conversation. The information you provide affects the quality of the response.

Basic prompt:

“Give me ideas.”

Better prompt:

“Give me 10 social media post ideas for a small business that wants to attract beginners. Make them friendly, practical, and easy to understand.”

The second prompt gives AI a clearer direction.

Why Good Prompts Save Time

A good prompt can help you:

- Get answers faster
- Create better content
- Learn topics more easily
- Organise your thoughts
- Improve your work

Instead of spending time correcting a poor response, you can spend more time improving and using the result.

AI Is A Tool — Your Direction Matters

AI does not know your exact goal unless you explain it. The more clearly you communicate:

- What you need
- Why you need it
- Who it is for
- How you want it delivered

the more useful AI becomes.



Your Second Brick: *Good prompting is not about being technical. It is about learning how to communicate clearly. The better you guide your tools, the more value they can create. Every improved prompt builds your confidence.*

Chapter 3 — The Future™ Prompt Formula

A Simple Framework for Better AI Results

One of the easiest ways to improve your AI results is to give your prompts structure.

Instead of asking random questions, use a simple formula that helps AI understand exactly what you need.

The Future™ Prompt Formula is:

Role + Task + Context + Format

These four parts help turn a basic request into a clear instruction.

1. Role — Who Should AI Act As?

Tell AI what type of expert, helper, or viewpoint you need. Examples:

- You are an experienced customer service manager.
- You are a professional copywriter.
- You are a travel planner.
- You are a fitness coach.

Giving AI a role helps create a more suitable response.

2. Task — What Do You Want AI To Do?

Clearly explain the action you need. Examples:

- Help me write an email.
- Create a weekly meal plan.
- Explain this topic simply.
- Create five social media ideas.

Be specific about the result you want.

3. Context — What Information Does AI Need?

Context gives AI the background it needs. Examples:

- My audience is beginners.
- This is for a small business.
- The customer is unhappy because their order is delayed.
- I have 30 minutes available each day.

More useful information usually creates more useful responses.

4. Format — How Do You Want the Answer Presented?

Tell AI how you want the result delivered. Examples:

- Create a bullet point list.
- Write a short email.
- Explain it step by step.

- Create a table.

The format helps AI present information in the way you need.

Example: Turning A Basic Prompt into A Better Prompt

Basic prompt:

“Write a post about AI.”

Using the Future™ Prompt Formula:

Role: You are a social media content creator.

Task: Write a friendly post explaining how beginners can use AI.

Context: The audience is people who feel nervous about technology and want simple advice.

Format: Create a short social media caption with a positive encouraging tone.

The result will be much more useful.

 **Your Third Brick:** Great prompts are not about complicated wording. They are about clear communication. The Future™ Prompt Formula gives you a simple system you can use again and again. Learn it. Practise it. Build confidence with every prompt.

Chapter 4 — The 4 Parts of a Great Prompt

Building Better Prompts Step by Step

A strong prompt does not need to be complicated. The best prompts usually contain four simple ingredients:

- Role
- Task
- Context
- Format

Together, these four parts help AI understand your goal and create a better response.

1. Role — Set the Perspective

The role tells AI who you want it to become. Without a role, AI may provide a general answer. With a role, the response can become more focused.

- You are an experienced business advisor.
- You are a friendly customer service trainer.
- You are a beginner-friendly technology teacher.

2. Task — Explain the Goal

The task tells AI exactly what you want it to do.

Weak task:

“Help me.”

Better task:

“Help me create a weekly plan to improve my productivity.”

Clear tasks create clearer results.

3. Context — Add the Details

Context helps AI understand your situation. Think about:

- Who is this for?
- What is the purpose?
- What limitations should AI know?
- What background information matters?

Example:

“I work full time and only have one hour in the evening to learn.”

This helps AI create a more realistic answer.

4. Format — Choose the Output

The format tells AI how you want the information delivered.

- Give me a checklist.

- Create a step-by-step guide.
- Write this as an email.
- Create a simple table.

The right format makes the answer easier to use.

Putting It All Together

Example prompt:

“You are a productivity coach. Help me create a weekly planning system. I work full time and want to organise my evenings better. Create a simple weekly checklist.”

This prompt includes:

- ✓ Role
- ✓ Task
- ✓ Context
- ✓ Format

 **Your Fourth Brick:** *The secret to better AI results is not asking more questions. It is learning how to ask better questions. Every strong prompt starts with a clear goal.*

Chapter 5 — Common Prompt Mistakes

Learning What to Avoid

Writing better prompts is a skill that improves with practice.

Many beginners struggle with AI not because the tool is difficult, but because the instructions are unclear. Understanding common mistakes can help you get better results faster.

Mistake 1 — Being Too Vague

A vague prompt gives AI very little direction.

Example:

“Write something about marketing.”

AI does not know:

- Who it is for
- What type of content you need
- What style to use
- What outcome you want

A better prompt:

“Write a friendly social media post explaining three simple marketing tips for small business owners.”

Mistake 2 — Not Giving Enough Context

AI does not know your situation unless you explain it.

Instead of:

“Help me plan my week.”

Try:

“I work full time and want to create a weekly routine that gives me time for work, exercise, learning, and family.”

The extra information creates a more useful response.

Mistake 3 — Expecting A Perfect Answer First Time

AI works best as a conversation. Your first response is often a starting point. You can improve it by asking:

- Make it shorter.
- Give me more examples.
- Make it simpler.
- Change the tone.

Mistake 4 — Not Checking the Results

AI is a powerful assistant, but it is not always correct. Always:

- Review information

- Add your own knowledge
- Check important details
- Use your judgement

You are still responsible for the final result.

Mistake 5 — Trying To Do Too Much in One Prompt

A complicated request can confuse the outcome. Instead of asking AI to complete ten different tasks at once:

Break the task into smaller steps. Clear steps create clearer results.

 **Your Fifth Brick:** *Better prompts come from better communication. You do not need to be perfect. You need to learn, test, improve, and keep building. Every improved prompt creates a better result.*

Chapter 6 — Improving AI Responses

AI Works Best as a Conversation

Many people use AI once, receive an answer, and stop there.

But the best results usually come from continuing the conversation.

Think of AI like working with an assistant. The first response is often a starting point. You can then guide, adjust, and improve the result until it matches what you need.

The Power of Refinement

If the answer is not quite right, don't start again. Ask AI to improve it. Examples:

- Make this easier to understand.
- Make this more professional.
- Give me more examples.
- Make this shorter.
- Rewrite this for beginners.
- Change the tone to be more friendly.

Small adjustments can create a much better result.

Add More Information

If AI gives a general answer, provide more details.

Instead of:

“Create a plan.”

Try:

“Create a 30-day learning plan for a beginner who has 30 minutes each evening available.”

More context helps AI understand your goal.

Ask AI To Take Different Approaches

Sometimes the first answer is not the best approach. Try asking:

- Give me three different options.
- Explain this another way.
- What would an expert recommend?
- What are the pros and cons?

This helps you explore different possibilities.

Review And Add Your Own Knowledge

AI can help you create ideas and organise information. But your experience, judgement, and creativity are what make the final result valuable.

The best results happen when humans and AI work together.

 **Your Sixth Brick:** *Great AI users do not just ask questions. They learn how to guide conversations. The skill is not getting one perfect answer. The skill is knowing how to improve the answer. Every refinement builds confidence.*

Chapter 7 — Beginner Prompt Examples

Your First Prompt Toolkit

The easiest way to become confident with AI is to start using it.

You do not need complicated prompts. Simple, clear instructions can help you save time, learn new skills, organise your thoughts, and create better results.

Below are examples you can adapt for everyday use.

Writing & Communication

Email Help

“Help me write a friendly professional email to [person] about [topic]. Keep the tone helpful and clear.”

Improve My Writing

“Review this text and suggest improvements while keeping my original meaning and style.”

Make It Simpler

“Explain this topic in simple language that a beginner can understand.”

Learning

Learn Something New

“I want to learn about [topic]. Create a beginner-friendly learning plan with simple steps.”

Explain A Difficult Topic

“Explain [topic] as if you were teaching someone with no previous experience.”

Planning & Organisation

Create A Plan

“Help me create a step-by-step plan for achieving [goal]. Include practical actions I can take.”

Create A Checklist

“Create a checklist for [task]. Organise it into simple steps.”

Ideas & Creativity

Generate Ideas

“Give me 20 ideas for [topic]. Make them practical and suitable for beginners.”

Improve An Idea

“I have this idea: [idea]. Help me improve it and suggest ways to make it better.”

Remember The Formula

For better results, add:

Role + Task + Context + Format

Example:

“You are a content creator. Create five social media post ideas about AI. The audience is beginners who feel nervous about technology. Present them as a numbered list.”

 **Your Seventh Brick:** *The best way to learn prompting is by practising. Start simple. Experiment. Improve. Every prompt you create is another step towards confidence.*

Chapter 8 — Prompts For Everyday Life

Using AI To Make Everyday Tasks Easier

Artificial Intelligence is not just for work or technology experts.

It can be a useful everyday assistant that helps you plan, organise, learn, and make decisions. The key is knowing how to ask for the support you need.

Here are some simple examples.



Planning & Organisation

Weekly Planning

“Help me create a weekly plan that balances work, family time, exercise, and personal goals.”

Meal Planning

“Create a simple healthy meal plan for one week. Include a shopping list and easy recipes.”

Travel Planning

“Help me plan a [number]-day trip to [location]. Include places to visit, activities, and practical tips.”



Learning & Personal Development

Learn A New Skill

“Create a beginner-friendly learning plan for [skill]. Break it down into small steps I can complete each week.”

Understand A Topic

“Explain [topic] simply. Use examples and avoid complicated language.”

Practice Something New

“Act as a teacher and help me practise [skill]. Give me exercises and feedback.”



Everyday Problem Solving

Make A Decision

“I am deciding between [option A] and [option B]. Help me compare the advantages and disadvantages.”

Create A Routine

“Help me create a realistic daily routine that includes [activities].”

Organise Information

“Help me organise these notes into a clear structure with headings and action points.”



Personal Assistant Prompts

AI can help you:

- Create reminders

- Prepare lists
- Generate ideas
- Summarise information
- Plan projects
- Learn new things

The possibilities grow as you become more confident.

 **Your Eighth Brick:** *AI becomes valuable when it solves real problems. You don't need to use AI for everything. Start with one task. Find one way it can make life easier. Then build from there.*

Chapter 9 — Prompts For Work

Using AI To Work Smarter

Artificial Intelligence is changing the way people work.

You do not need to work in technology to benefit from AI. Whether you work in customer service, administration, management, sales, marketing, education, or another profession, AI can help you save time and improve everyday tasks.

The goal is not to replace your skills. The goal is to support you.

Communication Prompts

Writing Emails

“Help me write a professional email to [person] about [topic]. Keep the tone friendly, clear, and helpful.”

Improving Tone

“Rewrite this message to sound more professional while keeping it friendly.”

Customer Responses

“Act as a customer service expert. Help me write a response to a customer who is unhappy about [issue]. Keep the response empathetic and solution-focused.”

Organisation & Productivity

Meeting Notes

“Summarise these meeting notes into key points, actions, and deadlines.”

Create A Process

“Help me create a step-by-step process for [task]. Make it simple and easy for someone else to follow.”

Prioritising Tasks

“Help me prioritise these tasks based on importance and urgency.”

Planning & Problem Solving

Generate Ideas

“Act as a business advisor and give me five ideas to improve [area]. Explain the benefits of each.”

Analyse Information

“Review this information and summarise the key points, risks, and recommended actions.”

Improve A Workflow

“Help me identify ways to make this process faster, simpler, and more efficient.”

The Human Advantage

AI can help create ideas, organise information, and save time. But people bring the skills AI cannot replace:

- Experience
- Understanding
- Relationships
- Creativity
- Judgement

The best results happen when people combine their skills with AI tools.

 **Your Ninth Brick:** *AI does not have to transform your entire working life overnight. Start with one repetitive task. Find one way AI can save you time. Small improvements create bigger opportunities.*

Chapter 10 — Your Next Brick

Congratulations Builder

You have completed your first steps into the world of prompt writing. You now understand:

- ✓ What prompts are
- ✓ Why prompts matter
- ✓ How to structure better instructions
- ✓ How to use the Future™ Prompt Formula
- ✓ How to improve AI responses
- ✓ How to create prompts for everyday life and work

But this is only the beginning.

Building Confidence With AI

Learning AI is not about becoming an expert overnight. It is about building confidence one step at a time.

Every prompt you create is practice. Every result you improve is progress. Every new skill you learn becomes another brick towards your future.

Continue Your AI Journey

Inside The Future™, you can continue building through:

-  AI Workshop™ — Explore practical guides, tools, and workflows.
-  Prompt Library™ — Discover ready-to-use prompts for everyday tasks and work.
-  Download Centre™ — Access useful resources designed to help you learn faster.
-  Learning Centre™ — Continue developing valuable skills for the future.

Your Challenge

This week:

- Choose one AI tool
- Create one useful prompt
- Improve one everyday task using AI

Small actions create progress. Progress creates confidence. Confidence creates possibilities.

Keep Building

The future is not something that happens by accident. It is created through learning, action, and consistent improvement.

Learn. Save. Build. Grow. Repeat.

The future isn't something you wait for. It's something you build.



The Future™ — The Digital Freedom Project