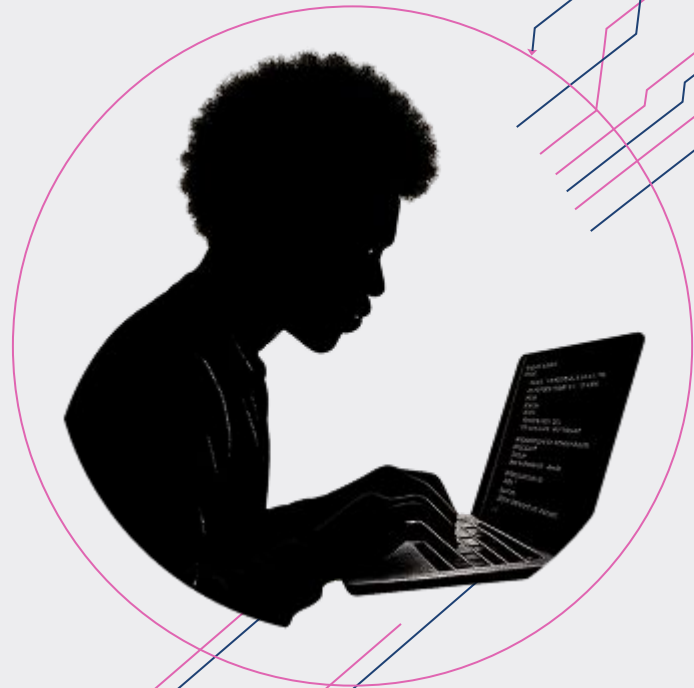


The Art of Prompting

Jadal Williams



State of AI Today

Cursor went from 1 to 100 Million ARR in 12 months

It is the fastest growing SaaS in history to achieve this accomplishment

ChatGPT surpassed 1 million users in 5 days

Today it is estimated that the website gets 5 billion visits per month

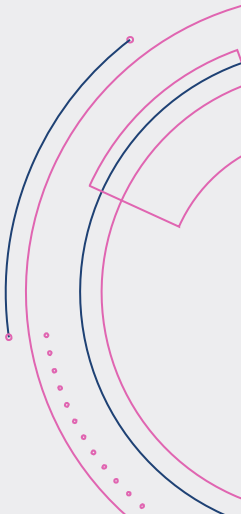


AI is becoming integrated into daily tools



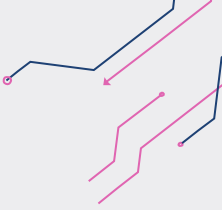
zoom

**How can we
use LLMs
effectively ?**



Chain of Thought Prompting

This is a method of prompting that guides AI step by step through reasoning



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Standard Prompt

Q: Nick has 11 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 balls. How many tennis balls does he have now?

A: The answer is 17

Q: The kitchen at a restaurant has 35 tomatoes. If they use 30 for pizza, 3 for salad, and then buy 7 more how many tomatoes do they have?

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Q: Nick has 11 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 balls. How many tennis balls does he have now?

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Q: The kitchen at a restaurant has 35 tomatoes. If they use 30 for pizza, 3 for salad, and then buy 7 more how many tomatoes do they have?

Model Output

A: The answer is 11



Chain of Thought Prompting

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Chain of Thought Prompt

Q: Nick has 11 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 balls. How many tennis balls does he have now?

A: Nick starts with 11 tennis balls. 2 cans of 3 tennis balls each is 6 tennis balls. $11 + 6 = 17$. The answer is 17

Q: The kitchen at a restaurant has 35 tomatoes. If they use 30 for pizza, 3 for salad, and then buy 7 more how many tomatoes do they have?

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Model Output

A: The kitchen starts with 35 tomatoes. They use $30 + 3 = 33$ already. So they have $35 - 33 = 2$ left. They then add 7 more. The answer is 9



Contextual Prompting

Clearly define the LLMs role and context to improve response accuracy

Context Examples:

- **You are my PR agent.** Develop a highly targeted plan to help me secure paid speaking engagements
- **You are a world class robotics expert with a PhD from MIT. You helped design the Spot robot for Boston Dynamics.** Help me compare which camera I should use for my robot to scan defects in the factory.
- **You are a world-class speaking coach and speechwriter. You have given 1 hour talks all across the world** and your mission is to help me deliver my keynote speech at the Consumer Electronics show in Vegas. The audience will consist of Engineers, Sales representatives, product managers, and other members working in technology sector.

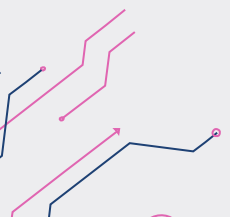


Prompting example

Scenario: Working biotech professional needs help with budgeting and managing finances

Initial Prompt

Can you help give me budget tips? I make \$6,000 per month and want to save 20%.





Prompting example

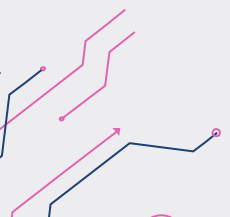
Scenario: Working biotech professional needs help with budgeting and managing finances

Initial Prompt

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Improved

You are a world class financial advisor who has helped millions of clients save money living in Boston. Now you are going to help advise me with my finances. I make \$6,000 per month and want to save 20%. My rent is \$2600 per month. Can you help give me budget tips?





Prompting example

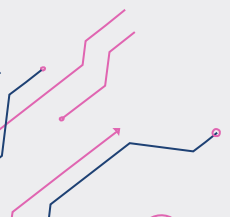
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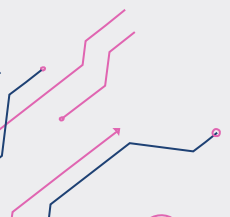


Prompting example

Scenario: SaaS startup needs help creating GTM strategy. The business matches SMB restaurants with the best farms and distributors for produce

Initial Prompt

You run a SaaS startup that finds the best local produce and distributors for small family run restaurants. Can you help me develop a GTM strategy for the next year?





Prompting example

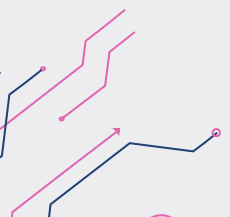
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Initial Prompt

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Improved

You are a veteran B2B SaaS GTM strategist. My product: a platform that matches family-run restaurants with local produce distributors. With a \$10k budget, a 3-person team, and a six-month runway, **create a phased GTM plan** covering ICP definition, messaging, top 3 distribution channels (with CAC targets), pricing, key partnerships, timeline, and success metrics



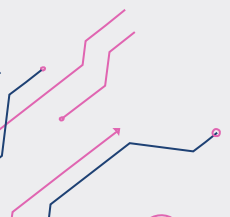


Prompting example

Scenario: Consumer tech startup launches new wearable device for athletes and wants to understand core KPIs to track

Initial Prompt

You are a B2C consumer technology expert. You helped build the Apple Watch and exercise frequently. Help me identify the top 5 KPIs to track over the next 12 months for our new wearable technology device



Improved

Prompting example

Scenario: Consumer tech startup launches new wearable device for athletes and wants to understand core KPIs to track

Initial Prompt

You are a B2C consumer technology expert. You helped build the Apple Watch and exercise frequently. Help me identify the top 5 KPIs to track over the next 12 months for our new wearable technology device

Improved

You are a B2C consumer technology expert. You helped build the Apple Watch and exercise frequently.

Our product cost \$199 and comes with a mobile app to view analytics. List the 15 most critical KPIs across Acquisition, Engagement, User Retention, Monetization, and Hardware Health. **For each KPI please define a formula to track the metric, recommended target value for the year, and review cadence.** Please display results as a Markdown Table

Patterns Are Key

LLMs like patterns. Use clear symbols, separators, and logical flow to organize prompts
My top symbols include *, "", #, :

Prompt

Context: You are a leading data scientist. You have experience with python and writing and analyzing pandas dataframes, csvs, and json files.

Ask: I Need help developing a script that can read the stock price difference everyday for a stock over the past year. The data is formatted in a CSV with the following columns

Date, Open, High, Low, Close, Volume

Here is an example of AMD: <https://finance.yahoo.com/quote/AMD/history/>

Please write a script and explain in detail what each function does.




Breakout Session Overview

GTM Strategy: Craft prompts to assist in market analysis, competitive intelligence, and customer segmentation.

Employee Onboarding: Develop prompts to generate onboarding documents tailored to different employee roles and levels.

Organizational/File Structure: Design prompts to help organizations establish clear file-naming conventions, directory structures, and documentation standards.

Technical Prompts: Create technical-focused prompts suitable for engineers in both software and hardware domains



Breakout Concepts




GTM Strategy: “List potential barriers to entry when launching our SaaS product in Europe”

Employee Onboarding: “Generate a detailed 10-week onboarding plan for a summer intern who is a junior in college studying computer science. They will build a frontend application. Include weekly milestones based on provided project specifications.”

Organization/File Structure: “Propose a logical folder hierarchy for a growing startup’s shared drive, focusing on scalability and ease of access. There will need to be legal files, internal meetings, customer meetings, guides/how-to, etc. Also remember that some folders should not be accessible by everyone.”


Technical Prompts: “Compare Raspberry Pi, NVIDIA Jetson, and desktop solutions for remote computing tasks, highlighting factors like power consumption, processing capabilities, and robustness in harsh conditions.”



Conclusion



Summary of Key Learnings:

- Importance of clear, contextual prompts
 - Provide context of what persona the AI should take
 - Give more context of your situation and steps that have been taken so far
 - Ask the LLM to ask you clarifying questions before providing an answer
- 



Thank You

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