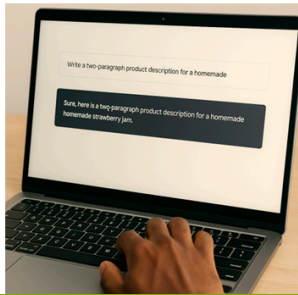


PROMPT SMARTER:

Mastering the 3 Cs of AI Prompting

By Eugenia Lunden

Prompt Engineering The Formula



1. **Clarity:** What do you want?
2. **Context:** Who is it for and what is it about?
3. **Constraints:** What is the desired output and details?

Iteration: Refining based on follow-up questions or responses

If you are attending the presentation, wait for further instructions on utilizing the examples below.

Prompt Example #1

Act as a market research assistant. I need detailed information about the top 50 ice cream shops located in downtown San Francisco. I own an ice cream business and want to better understand my competition. Organize the results into an Excel file with columns for: Shop Name, Address, Website URL, price level, opening hours, and Yelp URL.

Prompt Example #2

Generate a realistic image of a modern ice cream shop named Below Zero. Use the image to announce the grand opening. Show a happy customer holding a vibrant ice cream cone, with balloons in the background, a crowd enjoying treats, and a clear sunny day. The atmosphere should be fun, modern, and inviting.