

# Basic Prompting Techniques



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# Not Just Writing Prompts, But Framing Problems

## Ada:

“Write me a text that will raise awareness about the 'Climate Crisis'.”



Tactical Question

## Yusuf:

I need to explain the legal gaps (**PROBLEM**) in the newly legislated 'Environmental Impact Assessment' declaration in a language that the public can understand (**MESSAGE**). Our goal is to exceed 10,000 signatures (**GOAL**) within 1 week. Suggest a 3-step e-mail newsletter (**MEDIUM**) strategy highlighting the urgency of these gaps.



Strategic Problem Definition

# Overview of the P.R.E.P.P. Model

## Role

Role step. Turn the AI from a general assistant into an expert by giving it a clear "role," "context," and "output format."

## Produce

Action step. Get the first draft by giving all these inputs to the AI. This is the beginning of the dialogue, not the end.

## Problem

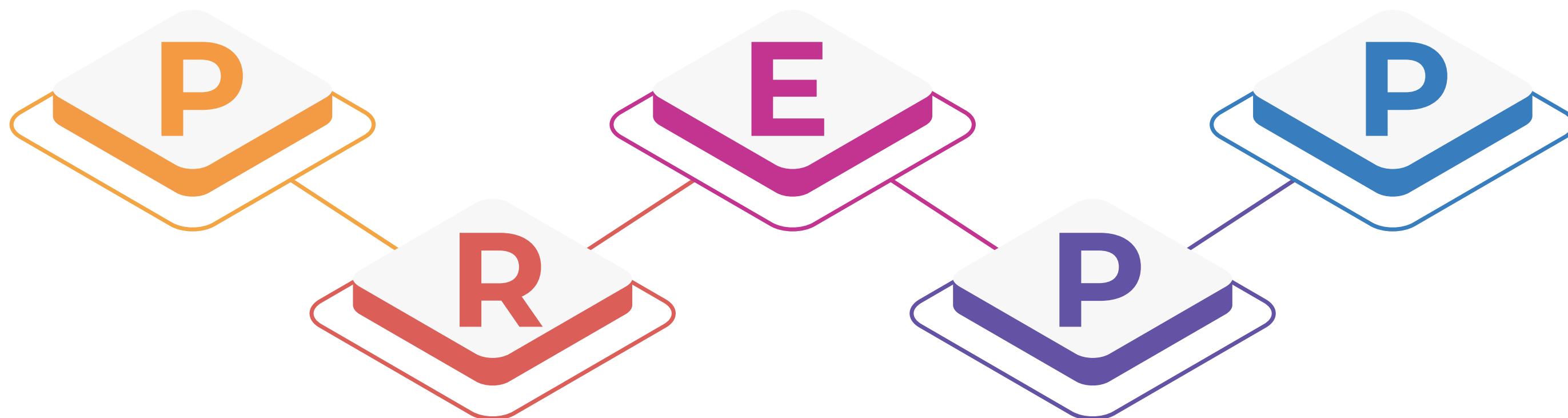
Strategy step. Define "why" you need it, not just "what" you want.

## Enrich/Example

Sampling step. Show, don't just describe. Provide examples you find successful so the AI can model your tone and style.

## Perfection

Improvement step. See the first output as "raw material." Criticize, narrow, or expand it to perfect it with clear directions.



# Problem (Frame)

Tell the AI "**Why**" you need it, not "**What**" you want.

**Weak (What):** Write me a social media text for 'Women's Day'.

**Strong (Why):** We are running a campaign (**CONTEXT**) to draw attention to the glass ceiling problem (**PROBLEM**) women face in business life before March 8, International Women's Day. Our goal is to collect 5,000 signatures (**PURPOSE/GOAL**) for the 'Equal Pay Pledge' we have prepared. Prepare 3 X (Twitter) post drafts that will attract the attention of the public and private sector managers (**TARGET AUDIENCE**), contain concrete data, and be action-oriented.



# Problem (Frame)

Tell the AI "**Why**" you need it, not "**What**" you want.

**Weak (What):** Write me a report summary about 'the right to education in Georgia'.

**Strong (Why):** We are a rights-based NGO (**CONTEXT**) focusing on the education access problems of displaced children. Our goal is to create advocacy power (**GOAL 1**) among policymakers and gather public support (**GOAL 2**) on the issue. Suggest the outline and subheadings (**FORMAT**) of a 2,000-word policy document addressing key issues (**PROBLEM**) such as 'inequality of opportunity in education' and 'school dropout,' appealing to relevant stakeholders (**Ministries, NGOs, Academicians**).

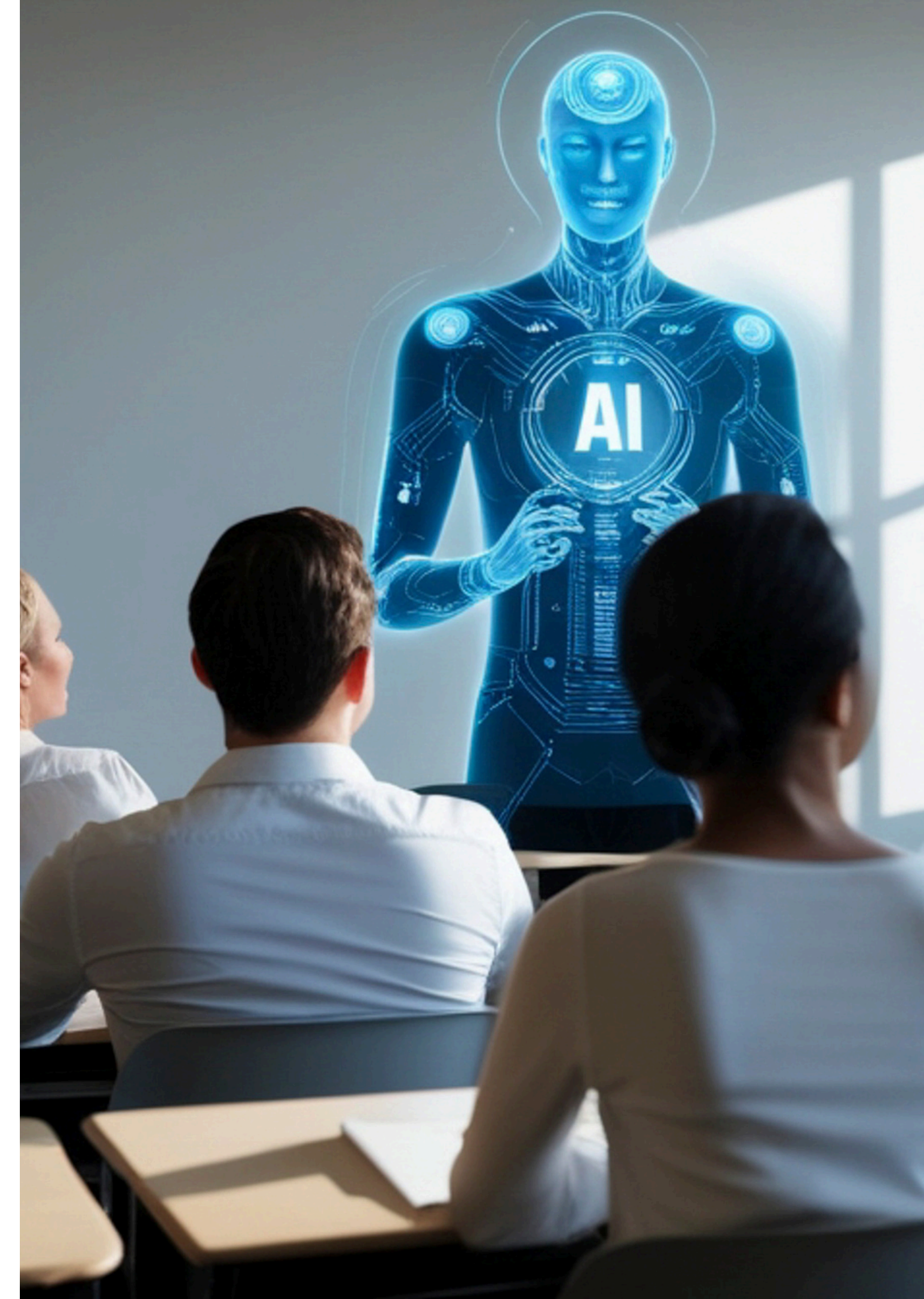


# Role (Customize)

Turn the AI into an expert. ROLE + CONTEXT + FORMAT

**Weak (What):** Write an awareness text about hate speech.

**Strong (Why):** "You are an internationally recognized advocacy expert specializing in human rights law." (CONTEXT) "We are promoting a new legal guide (PRODUCT) focusing on hate speech cases in Turkiye (SUBJECT). Our goal is to reach other NGOs and lawyers (AUDIENCE) in the field and emphasize the practical benefit (VALUE) of the guide." (FORMAT) "Prepare a 1,000-word blog post draft for me written in an 'informative,' 'authoritative,' and 'professional' language (TONE), explaining the importance of the guide and including a download link. Use markdown format for headings and subheadings."

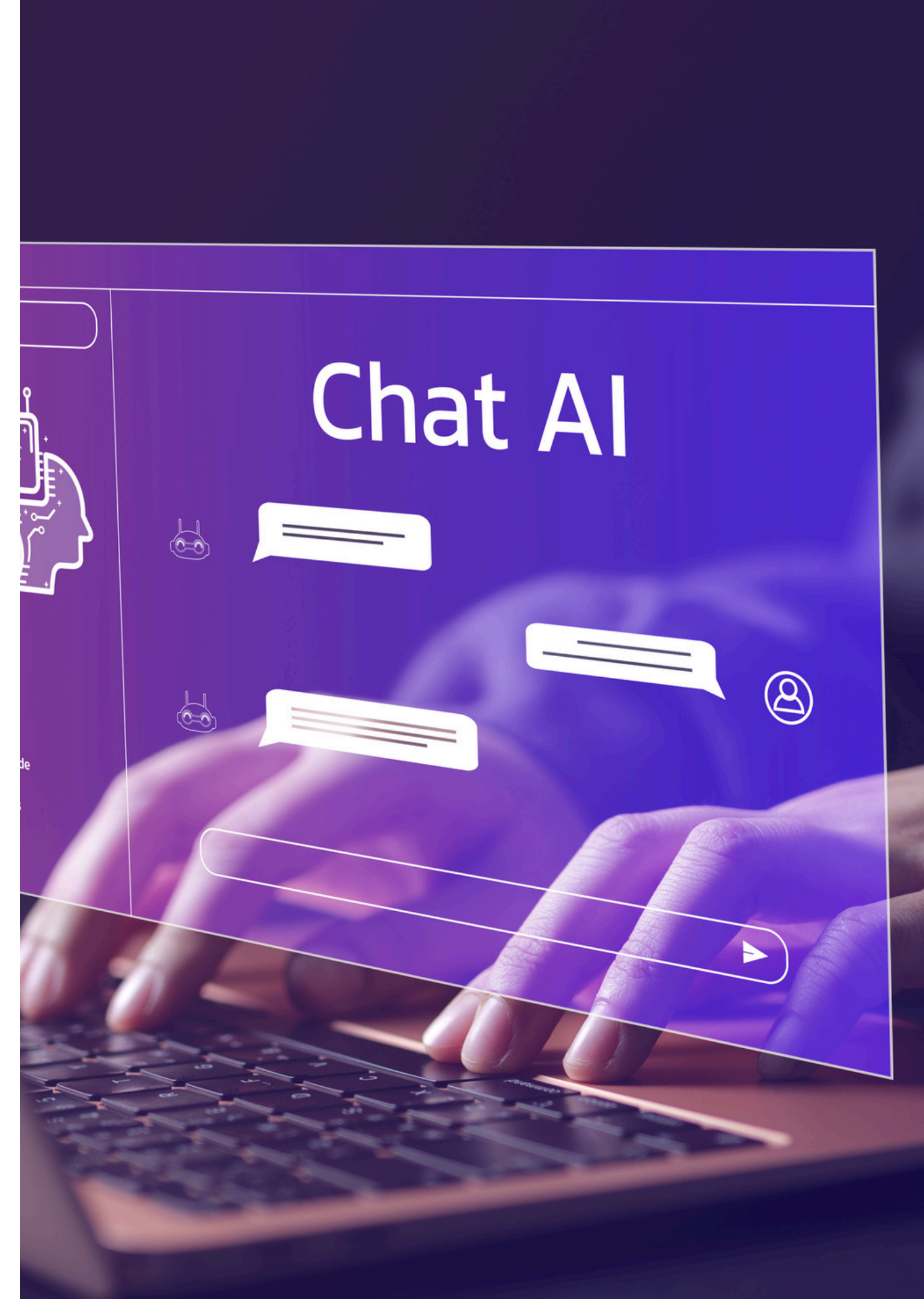


# Enrich (Example)

Don't describe, **SHOW!** Make the AI copy the brand voice.

**Weak (What):** Write an awareness text about hate speech.

**Strong (Why):** **(CONTEXT)** Our target audience is activists, journalists, and university students who believe in the importance of freedom of expression. **(TONE)** We want to capture a style that 'raises awareness,' 'encourages,' and is 'critical.' **(EXAMPLE)** *Here is an example of a style I like: 'The struggle for rights continues not only on the streets but now at our fingertips. The threat of surveillance brought by the digital world silently suffocates freedom of expression. However, silence is the greatest enemy of our rights.'*  
**(PROMPT)** Using this 'critical,' 'bold,' and 'resilient' tone, prepare an infographic text draft titled 'Protecting Digital Security in Turkiye: A 5-Step Virtual Resistance Guide.'



# Produce and Perfect

Send the prompt you gathered in the P+R+E steps and PRODUCE. This first output is a dough that we will shape better.

## Perfect / Improve / Iterate

**Weak (What):** Soften the press release we published a bit.

**Strong (Why):** (1) Use the phrase 'Decisions of the relevant administrative authorities' instead of 'Government's actions' to make it more diplomatic.

(2) Change the phrase 'rights violation' in the text to 'unlawful practice' and state which laws it contradicts (e.g., Constitution Article 26) in parentheses.

(3) Change the call to action 'Take action now' to 'We demand that the constructive views of civil society on this issue be taken into account.'

(4) Take this edited text and turn it into a status update email to be sent to funders at the Council of Europe.

# P.R.E.P.P Model

## Give Strategy at the Beginning

Don't just say "What" you want; explain your "Why." (P)

1

2

## Transfer Expertise

Give the AI a role and brand voice. Show what you want with examples. (R+E)

## Produce the Right Draft

Accept the first response you get as a start. (P2)

3

4

## Continue the Dialogue

Work on the answer. Shape it like a sculptor. (P3)



**the presentation is over**

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