

6 Bees and 6 P's: Your Prompt-Building Cheat Sheet

Master The Art and Science of Building Prompts

Creating prompts that bring back the gold is more art than science. Before getting into specifics, you have to get into the right mindset and attitude.

While we're using Tai (SBI!'s own AI assistant) throughout the text, the tips are equally applicable to other AI tools like ChatGPT or Bard.

Master “The Six Bees”

To do that, master “The Six Bees”



Be Calm.

It's hard to be sharp and creative if you're feeling time-pressured or anxious. You're too likely to accept a response as "good enough" after your third prompt attempt when feeling harried.

Being calm about needing to do another prompt can make all the difference. Of course, it's easy to say, "be calm." How do you do that, though, when it's been a bad day, or when working on a new prompt is going nowhere?

Position the time it takes as an investment in your business. That should relieve the stress and help you maintain a calm perspective.

Be focused.

Your prompt must have a single focus, just as you write about only one keyword per content page. Everything in your prompt must be relevant to that focus.

Your prompt should not be a jumble of random points and directions. It should instead proceed logically as you complete its instructions to Tai, P by P (I discuss the 6 P's below). This keeps your prompt highly structured.

That said, it's easy to wander "off-P." So also stay focused on each P as you complete it. Keep each P tightly related to the topic (i.e., the primary keyword) and keep the 6 P's organized, without redundancy (i.e., same instruction in two or more P's) or contradiction, from one P to another.

To achieve all this, you yourself must be focused.

Be specific.

Stay narrowly/tightly to the topic. Avoid vague words, broad/general concepts, open-ended requests. Get to the point and stay there.

Bottom line? Tai will never tell you that a prompt was too specific!
The more specific, the better/less generic the response.

Be clear.

The clearer your prompt, the better the answer, with less irrelevant information. If the content lets you down, your prompt likely needs clarification.

Try again if a prompt falls short of what you wanted. Forget that you're talking to a machine. That established, here are some clarification techniques...

- Try synonyms that might more accurately convey what you want.
- Simplify with simpler language. For example, use "rewrite so it's shorter" instead of "condense."
- Say the same thing in a totally different way. Just don't say the same thing twice in the same prompt.
- If you have to "go longer" to achieve clarity, at least be sure that you're not repeating yourself, nor making it complicated.

If you need to go longer to clarify, go ahead. That said, don't go any longer than necessary because our 5th bee wants you to...

Be short.

How long should a good prompt be? As long as a piece of string... long enough to get the job done, and no longer.

A great prompt provides enough information for Tai to know exactly what you want and how it should respond. And no more.

When it comes to writing, it's so much easier to "leave it long and messy" than to "keep it short and simple."

And speaking of "simple," meet Short's better half, Simple...

Be simple.

We all know K-I-S-S, right? "Keep it simple, silly." This one is easy to do, but it's also easy to stray into needless complications in the name of clarity.

If you feel it's getting complicated, simplify. Your goal is...

Gold In, Gold Out

Yes, the old programming axiom of "garbage in, garbage out" has a modern day corollary...

"Gold In, Gold Out".

Master "The 6 P's"

Now that you're in the right mindset and have the right attitude, let's examine what belongs in a great prompt.

Start with the topic. After entering that, instruct Tai on the 6 P's of the perfect prompt, in this order...

1. **Purpose:** state the goal of the content
2. **Profile:** describe who the reader is (age, interests, other relevant demographics). Include the search intent here. What does the visitor want this content to deliver?
3. **Page length:** add some direction here if you feel it's important. I provide an example below.
 - Quantitative: how many words?
 - Qualitative: supplement the number of words with words like "brief" and "high level," or "comprehensive" and "detailed"
4. **Personality:** the personality you want to present in this content – your style, tone, voice, along with readability and even reading level
5. **Pre-conditions:** This is the context or "environment" (e.g., social, political, financial, celebratory, historical, religious, business, even mental) within which the content exists. State the relevant conditions or circumstances that describe or make up the context or environment that "envelops" the content.

Examples of topic pre-conditions include its competitiveness, the presence of a recession, even Christmas. If it's relevant and sets the stage for the content, include it here.

Add some direction here if you feel it's important. I provide an example below.

6. Pertinent Connections: this term refers to the keywords (found in the content) and sentiments (related to the specific topic of the content) suggested by Tai, words and concepts that should be used when creating the content. For greater clarity, I'll explain this in a second way...

"Keywords and sentiments" are words that are related to a given topic for a body of content. The term "keywords" means that those words are contained within the content itself, while "sentiments" are related concepts that are about the topic but are not necessarily contained within it.

"Keywords" tell Tai which word(s) is important for SEO. Include one primary keyword and no more than two secondary ones.

"Sentiments" expose Tai to strong emotions or feelings that are attached to the topic. Remember that GPT is a prediction machine.

"Bathing" it with strong, appropriate terms helps it stay on target.

When this list is complete, reading it should give you a good idea of what the content will be about even before the first draft by Tai is done.

If a picture is worth 1,000 words, typically it follows that examples are worth 10,000. The simplest way to explain each of the above six "must-includes" is to show you a detailed example of a prompt for the Caribbean island of Anguilla.

An Example of What a Good Prompt Needs to Include

Purpose: The purpose of the page is to present Anguilla's beaches, which is its top attraction, favorably and lovingly so that prospective tourists decide to make their next vacation in Anguilla.

Profile: The target market is prospective tourists, higher-end socioeconomically, with discriminating tastes, 35 to 65 years old, who travel quite a bit, taking at least one winter vacation per year to warmer climates.

People who search for "Anguilla beaches" are either researching or planning a vacation to Anguilla. They want to know how good the beaches are (compared to other destinations), which are best for swimming and other water activities, which have the best beach bars and restaurants, which have the best high-end hotels.

Page Length: At least 1200 words, a highly detailed discussion of Anguilla's beaches, especially its top five beaches and what makes them so popular (e.g., restaurants, hotels, quality of the beach itself, things to do).

Combine the ultimate tropical getaway with a luxury vacation that features:

1. the world's best sandy shorelines (as voted in major travel magazines)
2. its culinary competition-winning, 5-star dining
3. its safety and warm, friendly people

Personality:

1. Style: The style of the writing must be relaxed, engaging, conversational and friendly.
2. Tone: The tone of the writing must be inviting, enthusiastic and optimistic. Paint a picture of a vibrant, exciting and luxurious destination.
3. Voice: The voice of the writing must be active, with the author speaking directly to the reader.
4. Reading Level: The reading level of the writing must be approximately 8th grade level.
5. Readability: The writing must be easy to understand and follow.

Pre-conditions: The competition among Caribbean islands for winter-vacationing tourists, who are high-end and discriminating, is fierce. This page must emphasize Anguilla's uniqueness and stand out because of its high value and the style with which it's delivered.

Pertinent Connections: Keywords are words or short phrases that we want to rank highly for at Google. Include the primary keyword "Anguilla beaches." And include these two secondary keywords – "Anguilla vacation" and "Anguilla beach vacation."

These sentiments are related to Anguilla – Caribbean, vacation, safe exploration, white sand, sunshine, desert island, relaxation, tranquility wrapped in blue, snorkeling, sandy shores, relaxation retreat, fine dining experiences, luxury travel experience, crystal clear waters, peaceful serenity, warm and friendly people.

Tip: Once you know the primary and secondary keywords of each page, use Tai Freestyle to brainstorm more related sentiments. Here's how...

Brainstorming keywords that are related to the topic is usually not very productive for this purpose...

USER ⊖

Brainstorm keywords that are related to "Anguilla beaches."

ASSISTANT ⊖

1. Anguilla beaches
2. Caribbean paradise
3. White sand beaches
4. Crystal clear waters
5. Anguilla island
6. Shoal Bay
7. Meads Bay
8. Rendezvous Bay
9. Sandy Ground
10. Palm trees
11. Tropical getaway

These three brainstorm-prompts work better...

1. Exclude the generic word, "Anguilla."

USER ⊖

Brainstorm keywords that are related to "Anguilla beaches," but that do not contain the word "Anguilla."

ASSISTANT ⊖

1. Caribbean beaches
2. Tropical paradise
3. White sand shores
4. Crystal clear waters
5. Coral reefs
6. Beach vacation
7. Turquoise sea
8. Island getaway
9. Beachfront resorts
10. Pristine coastline
11. British West Indies
12. Beach relaxation

2. Brainstorm on sentiments rather than on keywords...

USER ⊖

Brainstorm sentiments that are related to "Anguilla beaches."

ASSISTANT ⊖

1. Tranquil paradise
2. Pristine sandy shores
3. Heavenly tropical escape
4. Endless summer days
5. Turquoise blue serenity
6. Barefoot bliss
7. Sun-kissed memories
8. Secluded ocean oasis
9. Gentle sea breeze
10. Soul-soothing waves
11. Palm tree lined perfection
12. Sunsets to remember

3. Instead of the word "brainstorm," use the more general word develop...


USER ⊖

Develop sentiments that are related to "Anguilla beaches."

ASSISTANT ⊖

1. Serenity washes over me as I stroll along the pristine sands of Anguilla's beaches, leaving the bustle of everyday life far behind.
2. The crystal-clear turquoise waters of Anguilla's beaches beckon me, inviting me to lose myself in their gentle embrace.
3. As the sun sets over the horizon, the sky above Anguilla's beaches transforms into a symphony of colors, leaving me in awe of nature's grandeur.
4. Feeling the soft, powdery sand between my toes as I walk along Anguilla's beaches is a simple pleasure that brings my soul immense joy.
5. The soothing sound of waves lapping against the shore at Anguilla's beaches is a balm to my weary spirit, offering a much-needed respite from the chaos of the world.
6. The warm, inviting sun that bathes Anguilla's beaches in golden light is a reminder that there is always beauty to be found, even in the darkest of times.

Each of the above generates much more than is shown in the screenshots. There's enough here for you to pick and choose the best sentiments that really feel like the topic. Be creative – there are so many stimulating ideas for you to play with and find even better feelings to include.

The final step? After you've completed the above, edit it all down to a single, long paragraph. Check it against the . For example, eliminate redundancies, vagueness, etc. Set Tai's length to maximum.

Give it one final read. Does it provide an excellent idea of what you want to get back from Tai? If so, you're good to go!

Want to read the full article again? [Here's the link.](#)