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How to Write Better Prompts: Give Artificial Intelli

Tecnología e IA · 05/11/2026 · Por Camilo Calderón

Do you ask artificial intelligence questions and get overly general answers? Learn to write better prompts, provide context, set goals, and get more useful results from tools such as ChatGPT.

How to Write Better Prompts: Give Artificial Intelligence Clear Instructions

Have you ever used an artificial intelligence tool, typed a question, and received an answer that had little to do with what you needed?

Maybe you wanted a professional text and got something too informal. Perhaps you asked for business ideas and received recommendations so general that they were practically useless.

Before deciding that the tool does not work, there is something worth reviewing: how clear was the instruction you gave it?

Generative artificial intelligence can perform remarkable tasks, but the quality of its results also depends on the information, context, and guidance it receives.

That is why an increasingly important concept in the digital world is prompts.

Learning to write them can significantly change your experience with tools such as ChatGPT and other artificial intelligence assistants.

1. What Is a Prompt and Why Does It Matter?

A prompt is an instruction, question, or set of directions that you give an artificial intelligence tool so it can perform a task.

In simple terms, it is how you tell the tool what you need.

For example, imagine you write:

“Tell me about digital marketing.”

The artificial intelligence may respond with a general explanation. However, it probably will not know whether you are a student, entrepreneur, professional, or simply curious.

Now try this instruction:

“Explain digital marketing as if I were starting a small online business. Use simple examples, identify three important channels, and finish with five actions I can take during my first week.”

The second instruction provides more information and sets a specific task.

The difference is not necessarily the tool being used, but the clarity of what you are asking

for.

A good prompt reduces unnecessary guesswork and guides the answer toward a specific result.

2. Five Elements of a Good Prompt

There is no single formula that guarantees perfect answers. However, you can use five elements as a guide for creating better instructions.

1. Define the Goal

Start by explaining what you want to accomplish.

Asking for information about a topic is different from requesting an analysis, comparison, explanation, or action plan.

Example:

Instead of writing:

“Tell me about social media.”

Try:

“Compare Instagram, TikTok, and YouTube for someone who wants to start publishing educational content.”

Now there is a clear goal: compare platforms in a specific situation.

2. Provide Context

Context helps the tool understand your situation.

You can explain your level of knowledge, the audience you are addressing, the purpose of the work, or the conditions it should consider.

Example:

“I am starting a digital business, have basic technology skills, and can spend two hours a day working on the project.”

This information can significantly change the recommendations you receive.

3. Set the Response Format

You can also say how you want to receive the information.

For example:

A list of steps.

A comparison table.

A summary.

An explanation organized by chapter.

An activity calendar.

A professional document.

A practical example.

Example:

“Organize the answer in a table with three columns: activity, recommended tool, and expected benefit.”

This lets you define not only what you need, but also how you want to view the result.

4. Define the Tone and Audience

The same information can be explained in many ways.

You can request technical, academic, professional, friendly, educational, or very simple language.

Example:

“Explain this concept in simple language, as if you were teaching someone who has never used artificial intelligence.”

This is especially useful when you need to create content for different audiences.

5. Include Limits and Conditions

Finally, specify what the tool should avoid or respect.

Examples include:

Do not use overly technical terms.

Do not invent statistics.

Stay under 500 words.

Do not include recommendations that require an investment.

Use examples related to small businesses.

If you do not have enough information, say so.

These conditions help define the result and reduce answers that do not fit your needs.

3. Before and After: Turn a Basic Instruction Into a Better Prompt

Let us look at a practical example.

Imagine you need to create an Instagram post about artificial intelligence.

Basic prompt:

“Make me a post about artificial intelligence.”

The answer may be generic, without a defined audience or specific purpose.

Improved prompt:

“Act as an educational content creator specializing in technology. I need an Instagram post for people who are beginning to use artificial intelligence. The topic is how ChatGPT can help

organize everyday tasks. Use a friendly tone, avoid technical terms, start with a line that sparks curiosity, and end with a question that encourages comments. Give me a title, the post text, and a visual suggestion.”

Notice what changed:

You defined a role or perspective.

You set an audience.

You chose a specific topic.

You specified the tone.

You explained the structure.

You defined the result you expect.

This does not mean the second answer will be perfect, but you are giving the tool better conditions to produce something useful.

4. Techniques You Can Use to Improve Your Prompts

In addition to the elements above, some techniques can help you get more precise results.

Assign a Role

You can ask the artificial intelligence to respond from a particular perspective.

For example:

“Act as a math teacher and explain how to solve first-degree equations.”

Or:

“Act as a marketing advisor and analyze the strengths and weaknesses of this business proposal.”

This helps guide the focus of the answer, although it does not make the tool a real professional or guarantee that its analysis is correct.

Provide Examples

If you have a clear idea of the result you want, showing an example can be more useful than describing it only in words.

For example:

“Write a product description using this structure: problem, main benefit, features, and call to action. Use the following text as a style reference.”

Examples help communicate preferences about format, tone, and structure.

Break Complex Tasks Into Parts

It is not always a good idea to ask AI to solve an entire project in one instruction.

If you need to develop a business plan, you can divide it into stages:

Identify the target audience.

Analyze the problem you want to solve.

Define a value proposition.

Set possible revenue sources.

Design a launch strategy.

Then you can review each result and continue to the next stage.

This way of working lets you correct course without starting from scratch.

Ask for a Review

You can also use the tool itself to improve your instructions.

For example:

“Analyze the following prompt, identify what information is missing, and suggest a clearer, more specific version without changing my goal.”

This can help you gradually learn to communicate better with artificial intelligence.

5. What Is Prompt Engineering?

Prompt engineering is the set of techniques used to design, structure, and improve instructions given to artificial intelligence models.

Its goal is to guide responses so they are more relevant and useful for a particular task.

You do not need to become a programmer or study for a specialized degree to start applying its principles.

In everyday use, you can begin by learning to:

Define specific goals.

Provide enough context.

Set output formats.

Use examples.

Break complex tasks into parts.

Evaluate and adjust responses.

In more advanced applications, prompt engineering can involve structured instructions, multiple examples, specific data formats, and evaluation processes.

It is a field that connects communication, logic, technology, and problem solving.

6. Common Mistakes When Writing Prompts

Even when we know these techniques, it is easy to make mistakes that affect the results.

Giving instructions that are too general.

If you ask for something broad, the tool has to guess what you need. The more specific your goal, the easier it is to guide the answer.

Including too many contradictory instructions.

Asking for an answer that is very short, extremely detailed, and covers every possible aspect at the same time can lead to inconsistent results.

Not providing enough information.

If you want the tool to analyze a document, strategy, or particular situation, you need to share the necessary information. The tool does not automatically know details you have not provided.

Accepting the first answer without reviewing it.

A well-written result is not necessarily correct. It is important to check facts, numbers, references, and recommendations.

Constantly changing tools without learning how to use them.

You do not need to try dozens of platforms. Understanding how to communicate with one tool can be more useful than installing many different applications.

7. A Simple Template for Creating Your Own Prompts

Now that you know the main elements, you can use this structure as a starting point:

Goal: What do I need to accomplish?

Context: What information should the artificial intelligence know?

Role or perspective: From what point of view do I want it to respond?

Instructions: What exactly should it do?

Format: How do I want to receive the result?

Conditions: What should it avoid or take into account?

Here is what it might look like in a real situation:

“Act as a digital education advisor. I am starting to create technology content for people without advanced knowledge. I need ten ideas for posts about artificial intelligence that can spark curiosity. Organize them in a table with the topic, suggested title, and goal of each post. Use simple language, avoid exaggerated promises, and prioritize topics that can be explained with everyday examples.”

You can adapt this template to almost any activity: studying, researching, programming, creating content, organizing projects, or developing business ideas.

Conclusion: Learning to Ask Is Also Learning to Use Artificial Intelligence

Artificial intelligence is changing how we interact with information and carry out different activities.

But using these tools is not simply a matter of typing a question and waiting for an extraordinary answer.

It also means learning to define goals, provide context, communicate instructions, and evaluate results.

A good prompt does not need to be complicated or full of technical words. It needs to clearly communicate what you want to accomplish.

Start with simple instructions, experiment with different approaches, and notice how answers change when you improve your guidance.

And remember something important: artificial intelligence can help you think, create, and solve problems, but your judgment remains essential when deciding what to do with the information you receive.

The best tool is not necessarily the one with the most features, but the one you learn to use to solve real problems.

Learn. Discover. Evolve.

Educational and informational content. Responses generated by artificial intelligence tools should be reviewed and verified before being used for important decisions or published as factual information.