# KEY PRINCIPLES FOR CREATING AN EFFECTIVE PROMPT

Getting the best results from your AI depends on writing an effective prompt. A good prompt communicates what you're looking for with context.

Here are the key principles to create an effective prompt:

1. **Tone**. This tells the AI the 'voice' you want the response to have. This can vary from a technical voice for legal documents to a conversational voice for client communications.
2. **Specific**. Provide clear details about what you are looking for. The more explicit directions and information you provide, the better the results will be.
3. **Context**. Explaining the why or purpose helps tailor the response. It helps the AI understand the topic and produce an appropriate output.
4. **Audience**. Identify who the intended recipient of the information is. This also helps tailor the response.
5. **Format**. Let the AI know how you want your results to be presented. It can produce a table, outline, executive summary, or presentation.
6. **Constraints**. If there are any limitations on the response, include these as well. Constraints can include length or exclude content to direct the output.
7. **Persona**. AI results are often better when the prompt identifies who is asking the question. For example, you may start the prompt with "you are a litigation attorney . . ." to give the AI an understanding of who is talking.
8. **Examples**. If you have a specific format or result in mind, it helps to attach an example of that so the AI can more effectively produce the result you want.
9. **Simplify**. If you have a complex task, divide it into smaller pieces to simplify the process. This can apply to a contract, court pleading, or other large document.
10. **Grammar**. Prompting works best if you write in complete sentences and proper grammar. While AI will generate responses with any input, the best results come with well-thought-out and drafted prompts.
11. **Refine**. If the results aren't exactly what you want the first time, remember that AI is an iterative tool. You can iterate and refine your results to get the response that you want.
12. **Validate**. Ask AI to check its own work or provide resources for citations.
13. **Save**. Once you find a prompt that consistently produces good results, save it. Create a prompt library which allows you to edit your prompts for new tasks instead of having to start over each time.