

THE NON-CODER'S GUIDE

Prompt Like a Pro

AI prompt engineering for people
who don't write code.

Free ebook · 6 chapters · 20+ copy-paste prompts

WELCOME

You don't need to code

Prompt engineering sounds technical. It isn't. A prompt is just the instructions you give an AI tool like ChatGPT, Claude or Gemini, and writing good instructions is a **communication skill**, not a programming one.

If you have ever briefed a new colleague, you already know most of it: say what you need, give background, explain what good looks like, and give feedback. This guide turns that instinct into a repeatable method.

How to use this ebook

- Read one chapter at a time (about 10 minutes each).
- Copy the prompts into your AI tool and swap the [brackets] for your details.
- Do the 'Try it now' exercise at the end of each chapter. That is where the skill sticks.

How AI reads your words

Before you can steer an AI, it helps to know what it is doing.

A language model predicts the most helpful-looking response to the text you give it. It has no hidden knowledge of your job, your audience or your goals.

Whatever you leave out, it guesses.

Three ideas that change everything

- **Vague in, generic out.** 'Write a post about our product' gets the average of every product post ever written.
- **It can't read your mind, but it can read your context.** Paste in real details and the quality jumps.
- **It's a conversation, not a search box.** Your first prompt is a draft. Follow-ups are where the magic happens.

WEAK

Write a post about our new product.

STRONG

Write a LinkedIn post announcing our new meal-planning app to busy parents.

Keep it under 120 words, friendly and a little funny, and end with a question.

Try it now

Take a prompt you used recently and rewrite it with who the audience is and how long the answer should be. Compare the results.

The CRAFT framework

A simple checklist for almost any prompt. You rarely need all five parts, but the more you include, the better the result.

- **C – Context:** the background and the goal. Why do you need this?
- **R – Role:** who the AI should act as. 'You are an experienced HR manager.'
- **A – Ask:** the specific task, starting with a clear verb.
- **F – Format:** the shape of the answer: bullets, table, 3 options, 200 words.
- **T – Tweak:** the follow-up. Refine, shorten, change the tone.

CRAFT IN ACTION

[Context] I run a small bakery and want more weekday customers.

[Role] Act as a local marketing consultant.

[Ask] Suggest 5 low-cost promotions I could run next month.

[Format] A table with columns: idea, cost, effort, expected impact.

The template to save

PROMPT

Context: [what's going on and what you want to achieve]

Role: Act as [expert].

Task: [clear verb + what you need]

Format: [length, structure, tone]

Before you start, ask me any questions you need.

That last line is a secret weapon. Letting the AI interview you fills the gaps you didn't know you had.

Try it now

Save the template in a notes app and use it for your next three requests.

Show, don't tell

Examples and constraints are the fastest way to get output that sounds like you.

Give an example

Instead of describing your style, paste a sample. This is called **few-shot prompting**, and it is the single biggest quality boost for non-coders.

PROMPT

Here are two emails I wrote that I like:

[paste email 1]

[paste email 2]

Study my tone, sentence length and sign-off. Then write a reply to the email below in the same style.

[paste email]

Set clear constraints

- Length: 'under 150 words', '3 bullet points'.
- Audience: 'for a 10-year-old', 'for a skeptical CFO'.
- Boundaries: 'avoid jargon', 'no exclamation marks', 'only use the text I provide'.

Say what to do, not only what to avoid

'Don't be boring' is hard to follow. 'Open with a surprising statistic and use short sentences' is easy.

Try it now

Paste a piece of writing you are proud of and ask the AI to describe its style in five bullets. Reuse that description in future prompts.

Iterate and fix bad answers

Even experts rarely get a perfect answer first time. The skill is steering.

Fixes that work

- **Too generic?** 'Make it more specific. Use concrete examples from [industry].'
- **Too long?** 'Cut this by half without losing the key points.'
- **Wrong tone?** 'Rewrite so it sounds warm and confident, not corporate.'
- **Not what you meant?** 'Here's what I actually need: [clarify]. What did you misunderstand?'
- **Want options?** 'Give me 5 different versions, each with a different angle.'

SELF-REVIEW PROMPT

Critique your own answer. List 3 weaknesses, then rewrite it to fix them.

Know when to start fresh. If a conversation gets tangled, open a new chat and paste in a clean, improved version of your original prompt.

Try it now

Take any answer you got this week and run the self-review prompt on it.

Prompt recipes for real work

Copy, paste, replace the brackets.

Summarize a long document

RECIPE

Summarize the text below for [audience] in 5 bullet points, then list any decisions or deadlines.
[paste text]

Write a difficult email

RECIPE

Write a polite but firm email to [person] about [issue]. I want [outcome]. Keep it under 150 words. Offer 2 subject lines.

Prepare for a meeting

RECIPE

I'm meeting [person/role] about [topic]. Give me 7 smart questions to ask and 3 risks to watch for.

Learn something new

RECIPE

Explain [topic] as if I'm a complete beginner. Use an everyday analogy, then quiz me with 3 questions, one at a time.

Make a spreadsheet formula

RECIPE

In Google Sheets, I have dates in column A and amounts in column B. Write a formula that totals amounts for the current month and explain it in plain English.

Brainstorm

RECIPE

Give me 15 ideas for [goal]. Group them into safe, bold and wild. Then recommend the top 3 and say why.

Use AI wisely

Powerful tools need good habits.

- **Check the facts.** AI can sound confident and be wrong ('hallucination'). Verify names, numbers, quotes and links.
- **Protect private data.** Don't paste passwords, customer details or confidential files into tools your company hasn't approved.
- **Keep your judgment.** Use AI for the first draft and the second opinion, not the final decision.
- **Be transparent.** Follow your workplace or school rules on disclosing AI use.

Your 5-point prompt checklist

- Did I explain the context and goal?
- Did I say who the audience is?
- Did I specify the format and length?
- Did I include an example?
- Do I plan to refine and fact-check?

You now know more about prompting than most people using AI today. Pick one task you do every week, build a prompt for it, and save it. Small habits compound fast.

Happy prompting!