



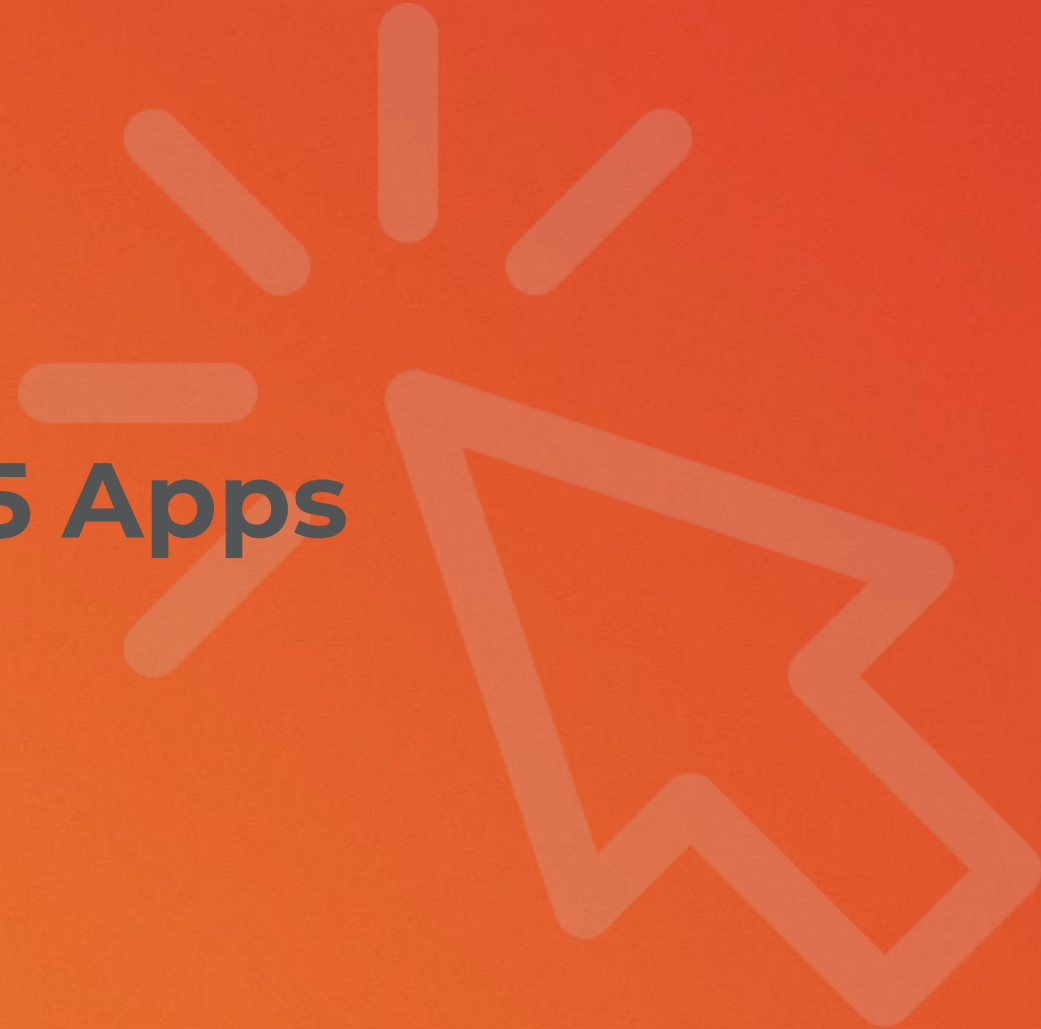
A fresh approach to IT support and expertise.

The Art of Prompt Writing

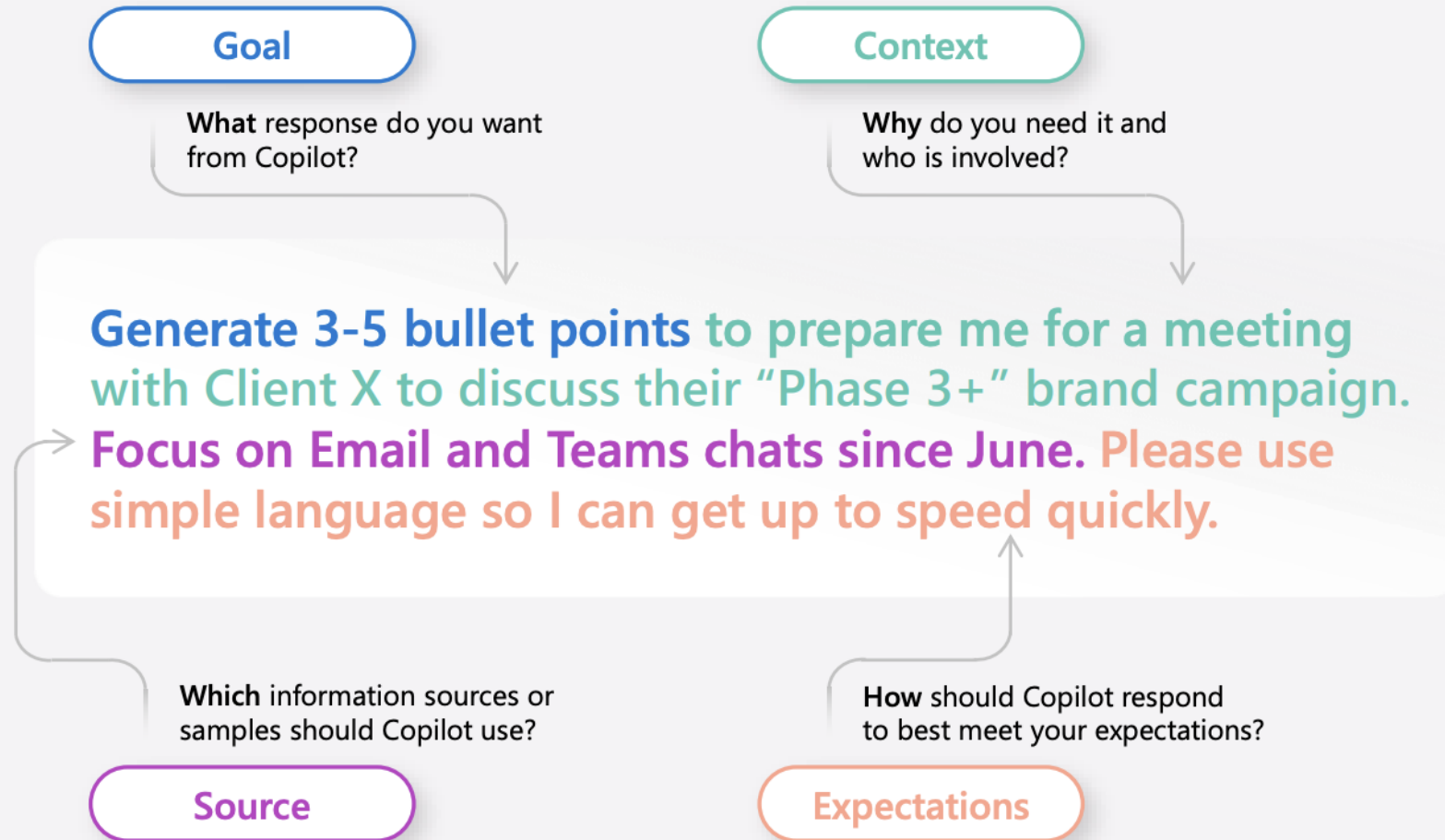
Tips and Tricks for M365 and AI

Basic Prompts for M365 Apps

How to craft effective prompts.



What makes a good prompt



Basic sample Copilot prompts for M365 apps



"Summarise the main points of this 3-page report into a paragraph."

"Write a formal email response to a customer asking for more details on a product feature."



"Analyse this data and create a chart comparing sales figures by quarter."

"Summarise this table of expenses in a brief report, highlighting areas over budget."



"Draft an email reminding team members of the meeting at 3 PM tomorrow."



"Draft a team announcement about our new [topic] project with [company/dept] starting next week [date]."

Key points

- Clear and specific
- Context is crucial
- Ask the right questions
- Concise, but complete

AI is not human and works best with direct instructions.



Helpful hints

- Know the AI's limitations
- Use quotation marks “ ”
- Be professional
- Start fresh
- Communication clearly



In-depth and Focused Prompts

Adding to your prompt



It's all an act

Assign a persona

- Act as...
- As a...
- You are...
- In your role as a...

Give them background

- Who specialises in...
- Who leads a team of...
- Has many years of experience in...
- Your perspective and point of view is...

"You are a senior UK marketing professional specialising in social media B2B campaigns..."

"As an experienced bid writer and UK fundraising advisor, who has extensive experience in the field of..."

Ask the AI

You're an expert on prompt writing and you are helping me create a slide deck for upcoming tips and tricks session about the art of writing great prompts.

The first part of the session is about basic and effective Copilot prompts to use everyday for M365 Apps.

Ask me questions (one at a time) until you have everything you need to create the content, and speaker notes for this part of the session?

Provide structured instructions

- Clarify the language
- Specify the structure
- Set the desired length
- Use examples
- Specify the format



Context

You're a passionate and experienced gardener who is running an online and offline garden store. You know gardening inside and out as you've been in the field for over 20 years. In your store, you have garden plants, fruit trees, vegetables, house plants, and garden supplies. You love sharing your knowledge on how to take care of plants so that they have optimal conditions for growth. You have an exceptional vocabulary in this field and you love writing about it.

Task

Your task is to write a guide with suggestions for how to grow blueberries. The guide should have at least 2500 words. The goal of this guide is to educate people on how to grow and take care of blueberries so that they grow a lot of sweet fruits.

The guide should have the following outline:

- H2 - Introduction to Growing Blueberries
- H2 - Types of Blueberries
- H2 - When to Plant Blueberry Bushes
- H2 - Choosing and Preparing a Planting Site
- H2 - How to Plant Blueberry Bushes
- H2 - Can You Grow Blueberries in a Container?
- H2 - How to Care for Blueberry Bushes
- H2 - How to Prune Blueberry Bushes
- H2 - How to Harvest Blueberries
- H2 - How to Store Blueberries
- H2 - Common Pests & Plant Diseases
- H2 - Common Problems With Blueberries

Below there are relevant keywords, clustered in a semantic way, that you should use across the guide:

- blueberries where to plant, best place to plant blueberry bushes,
- blueberry planting, blueberry when to plant, best time to plant blueberries, when is the best time to plant blueberry bushes, best season for blueberries
- blueberries how to grow, blueberry bush how to plant,
- blueberries growing tips, blueberry planting guide, tips for growing blueberries, how to grow sweeter blueberries
- blueberry bushes care, blueberry plant care
- how to plant a blueberry bush, how to plant a blueberry, how to grow a blueberry bush
- spacing for blueberry bushes, blueberry bush spacing, blueberries plant spacing
- what do blueberries grow on
- best soil for blueberries, conditions for growing blueberries, type of soil for blueberries, soil type blueberries, blueberries soil requirements
- how much sun do blueberry bushes need, how much sun do blueberries need, how many hours of sun do blueberries need
- blueberry cultivation
- different types of blueberries, are there different types of blueberries
- how far apart to plant blueberries, how close to plant blueberry bushes, how much space do blueberry bushes need, distance between blueberry bushes

Instruction

Your writing style is informative, friendly, and engaging while incorporating real-life examples. I want you to write in the same way you would write to a friend, using a conversational tone.

Write the article.

Refining Output Using AI

Improving your results



Breaking it down



Break into subtasks

Task

Creating a comprehensive marketing plan for a new product launch.

Step-by-Step Breakdown

Define the Objective

Prompt: "Copilot, outline the main objectives for the marketing plan of our new product launch."

Explanation: Start by clearly defining what you want to achieve with the marketing plan. This sets the foundation for all subsequent tasks.

Break into subtasks

Identify the Audience

Prompt: "Copilot, identify the target audience for our new product, including demographics and key characteristics."

Explanation: Understanding who your target audience is will help tailor your marketing strategies effectively.

Conduct market research

Prompt: "Copilot, summarise the current market trends and competitor analysis for our new product."

Explanation: Understanding who your target audience is will help tailor your marketing strategies effectively.

Break into subtasks

Develop marketing strategies

Prompt: "Copilot, draft a list of marketing strategies and tactics to promote our new product."

Explanation: Outline the various strategies you plan to use, such as social media campaigns, email marketing, and influencer partnerships.

Create a budget plan

Prompt: "Copilot, create a budget plan for the marketing activities of our new product launch."

Explanation:

Allocating a budget for each marketing activity ensures that resources are used efficiently.

Break into subtasks

Set a timeline

Prompt: "Copilot, develop a **timeline** for the marketing plan, including key milestones and deadlines."

Explanation:

A timeline helps keep the project on track and ensures that all tasks are completed on time.

Draft final plan

Prompt: "Copilot, compile all the information into a comprehensive marketing plan **document**."

Explanation:

Bringing all the elements together into a final document provides a clear and cohesive plan.

PRODUCTIVITY

Sectioning elements



Using Delimiters

Delimiters help structure the prompt by clearly indicating different sections or elements.

"Copilot, create a marketing plan for our new product launch including objectives target audience market research strategies budget and timeline."

Prompt: "Copilot, create a marketing plan for our new product launch including:

- **Objectives:** 'Increase brand awareness, generate leads, and boost sales.'
- **Target Audience:** 'Young professionals aged 25-35, tech-savvy, urban dwellers.'
- **Market Research:** 'Summarize current market trends and competitor analysis.'
- **Strategies:** 'Social media campaigns, email marketing, influencer partnerships.'
- **Budget:** 'Allocate £10,000 for social media, £5,000 for email marketing, £3,000 for influencer partnerships.'
- **Timeline:** 'Launch campaign in Q1 2025, with monthly reviews and adjustments.'"

Recap

- **Goal, Context, Source, Expectation:** Four basic elements to a prompt
- **Tell the AI who they are:** Using a persona with some background helps the AI give relevant responses.
- **Take inspiration:** Look at Microsoft's extensive prompt and scenario library, follow leaders on LinkedIn, and YouTube
- **Refining comes in many forms:** Have a conversation with the AI, include reference documents and specific details.





The art of prompt writing

Prompt examples

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Caroline Ellis

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Links to great resources

[Free Copilot](#)

[Copilot prompt library](#)

[Copilot Scenario library](#)

[Microsoft Learning: Crafting effective prompts](#)

[Copilot Prompting Toolkit All Resources](#)

[Microsoft Nonprofits Empower your nonprofit with AI](#)

Effective meeting prompts to use in Microsoft Teams

- Recap the meeting so far.
- List action items.
- Suggest follow-up questions.
- What questions are unresolved?
- List different perspectives by topic.
- List the main items we discussed.
- Generate meeting notes.
- Highlights from meeting chat.
- Where do we disagree on this topic?
- How did [a meeting participant] respond to this proposal?
- What questions can I ask to move the meeting forward?
- Where are some holes in [a meeting participant's] argument?
- Create a table with the ideas discussed and their pros and cons.
- List the ideas, including people's feedback, from transcript and chat.
- Highlights from the meeting chat.
- What questions were asked, answered, and unresolved?
- What was the mood of the meeting?
- Summarize what people said, in a less technical way.
- Why did [a meeting participant] say that this idea was a good one?
- For each participant, what was the biggest concern? What were they most excited about?

- What ideas did [a meeting participant] have that I can share with the product team?
- Draft an email to the meeting participants that summarizes the meeting and includes the action items.
- Recap this Teams meeting. I was late to attend and need a brief overview of what happened. Did anyone propose any changes? Include a timeline in a table and any proposed changes.

Effective Outlook prompts

- Summarise this email conversation. I need a brief overview of the action items assigned to me since [insert date]. Create a table containing all of the action items and assigned owners and highlight the items assigned to me.
- Draft a new email to my client, [name], regarding the status of their support ticket. Look through my emails for the latest information on ticket #[number]. The email should sound professional and technical, but written with empathy.
- Review this email to our client and make suggestions to improve its clarity and professionalism. Please suggest changes to the email's subject line, greeting, body text, and closing. Please ensure that the email is concise, free of errors, and uses a professional tone.

Effective M365 Business chat prompts

- Find and compile information on [topic] for an upcoming quarterly business review. We need an executive summary, as well as details on the social media campaign and competing products. Look for information in **[reference relevant documents]** to write the executive summary. The summary should sound professional, with a hopeful tone about our release blockers. The competitive analysis should also include links to the relevant products in a table.
- Last week, someone shared a document that defined the key deliverable dates for [topic]. What were those dates?
- Summarize messages from [person] over the past two weeks. Call out any important details, like deliverables, due dates, and action items for me.
- List the developments on [topic] that would be relevant to an executive who owns the product launch, based on collaboration over the past five business days.
- Build a meeting agenda for a client meeting to last an hour, including the project goals, mission statement, and scheduled completion date. Use information from **[document]** and look for open items and unanswered questions. The agenda should be in a table format with time allotments, and make sure to give people the chance to ask questions at the end.
- What happened in my last meeting?
- Catch up on unread chats.

- Draft a message that OKRs are due next week.
- Tell my team how we updated the product strategy.
- Summarize the chats, emails, and documents about [a customer] escalation that happened last night.
- What is the next milestone on [a project]? Are there any risks? Help me brainstorm a list of some potential ways to mitigate.
- Write a planning overview in the style of [a file] that contains the timeline from [a different file] and incorporates the project list in the email from [a person].

Word prompts

- Draft a marketing proposal for [Organisation] latest product: [name]. We need to generate three ideas for a marketing campaign using the product specifications and requirements. Please include a brief overview of the product, pros and cons for each idea, and ROI projection. Please keep the document to two pages and use optimistic and convincing language.
- Visualise as a table. We need a clear way to communicate these benefits to [type of person]. Include a third column that clearly describes the benefit to the [type of person] and how it impacts [topic].

PowerPoint prompts

- Create a new PowerPoint presentation using the latest from **[document]**. We need to present the product's features and benefits to potential clients. Please include an overview of the product, its key features and benefits, and a comparison to similar products in the market. Please use simple language.

Excel prompts

- Sort this table [Table1] to look for the most impactful salesperson.
- highlight the top and bottom campaign owners based off of net revenue
- Bold the top 10 values in the Sales column.
- Highlight the highest values in Units Sold.
- Sort engagement rate from smallest to largest.
- Filter to items that are due next week.



First Floor, 228 High Street, Exeter, Devon EX4 3LR