Enhancing Prompts & Humanizing AI Outputs

Notes for "AI MMM Call – Feb 26, 2025"

Core Prompt Enhancers

Start by clarifying these in your prompt:

- **Act as...** (e.g., copywriter, coach, strategist, expert)
- **Audience** (e.g., women over 50, heart-centered entrepreneurs)
- **Objective** (e.g., to inform, convert, inspire, persuade)
- **Tone/Style** (e.g., friendly, sophisticated, funny, relatable)
- **Format** (e.g., email, list, script, outline, table)
- **Scope** (broad overview vs. niche deep dive)
- **Context/Background** (program info, product details, campaign goals)
- **Length/Limitations** (short-form, 1000 characters, 3-minute video)
- **Terminology** (words to include or avoid, simplified or industry-specific)
- **Keywords & Phrasing** (what to emphasize or exclude)

Personalization Tactics to Humanize AI Output

To make AI-generated content sound more authentic, relatable, and aligned with your brand:

- **Add credibility:** Share your origin story, experience, results, or testimonials.
- **Include your personal voice:** Provide examples of your writing (emails, posts, scripts) for AI to analyze and mimic your style.
- **Use specific vocabulary or 'flavor' words:** Identify the words, analogies, or images that feel like *you* (e.g., butterflies, sparkles, nature metaphors, or no sports metaphors).
- **Inject personality:** Mention hobbies, passions, favorite books, references (e.g., Star Wars, gardening), so the AI can pull from them when adding analogies or color.
- **Avoid robotic phrasing:** Ask the AI to avoid common generic phrases, repetitive patterns, or AI-style punctuation (e.g., long dashes with no spacing).

- **Upload personal materials:** Maintain a reusable library with your writing samples, program docs, tone descriptions, etc.
- **Ask AI to write in your ideal client's language and voice.**

Prompt Design Upgrades

Take your prompts further by guiding the AI with:

- **Explicit Task Descriptions:** Don't just say "write an email." Say "create a first-time announcement email highlighting emotional pain points."
- **Direction + Examples:** Add examples you like and tell AI to match the flow, logic, or feel.
- **Define emotional objectives:** Ask for emotional, relatable, inspirational, urgent, or persuasive content.
- **Ask for analogies/stories:** Tell AI to "add more stories" or "use gardening analogies." You can also request stories rooted in specific themes like mythology, fairytales, etc.
- **Use interview mode:** Ask the AI to interview you **one question at a time** to better understand what you're asking for.
- **Clarify preferred vocabulary and structure:** Include words/phrases to use or avoid, and ask it to follow a specific structure (e.g., opening > problem > solution > CTA).
- **Request original ideas:** Ask for out-of-the-box, unexpected, or creative responses.
- **Specify urgency level:** Ask for soft vs. strong CTAs depending on where it falls in your sequence.

After AI Writes: Review, Refine & Improve

Don't stop at the first draft. Prompt it to help you improve the work:

- **Ask it to critique its own output**:
    - What could be improved for clarity, connection, or conversion?
    - What's missing?
    - What would make this more emotionally resonant?
- **Format for readability:** Ask AI to bold key benefits, use bullets, or organize information visually.
- **Add stats, quotes, or real citations:** Ask it to include real data (with sources) or expert quotes.

Project vs. Custom GPT: When to Use What

- **Projects**: Ideal for dynamic, ongoing creative work. You can upload background docs once and use them across multiple prompt threads.
- **Custom GPTs**: Ideal for narrow, repeatable tasks (e.g., creating the same type of email weekly). Best when sharing with clients for guided use.