

THE PRACTICAL PROMPT PLAYBOOK

Professional Prompts for ChatGPT & Gemini

A copy-ready ebook for learning, writing, coding, teaching, business, SEO, AI images and professional reports

12 Prompt categories	70+ Copy-ready prompts	2 AI platforms	1 Reusable framework
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2026 EDITION

PROMPT CATEGORY

How to Use This Ebook

Prompts work best when they give the AI enough context to understand the role, objective, constraints and desired output.

The six-part prompt formula

Component	What it controls
ROLE	Who should the AI act as?
CONTEXT	What situation, background or source material should it understand?
GOAL	What result do you want?
REQUIREMENTS	What must be included?
OUTPUT	How should the answer be structured?
CONSTRAINTS	What should the AI avoid or limit?
MASTER PROMPT FRAMEWORK	
ROLE: Act as [expert]. CONTEXT: [Background information]. GOAL: I want you to [objective]. REQUIREMENTS: Include [must-have details]. OUTPUT: Present it as [format]. CONSTRAINTS: Avoid [things to exclude].	

ChatGPT + Gemini tip The same well-structured prompt usually works across both platforms. If the first answer is too broad, refine the prompt with examples, constraints, target audience and the exact output format you need.

Three ways to improve almost any prompt

1. Specify the audience: beginner, student, manager, client, engineer, parent or general public.
2. Define the output: table, checklist, lesson plan, code, report, email, analysis or step-by-step guide.
3. Add quality criteria: accurate, concise, professional, evidence-based, beginner-friendly, persuasive or exam-style.

PROMPT CATEGORY

Contents

A practical reference organised by task.

1. Explain Something
 2. Learn Deeply
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 8. Teaching Prompts
 9. Business Prompts
 10. SEO Prompts
 11. AI Image Prompts
 12. Report Generation Prompts
- Bonus: Prompt Refinement, Quality Control & Quick Reference**

PROMPT CATEGORY

1. Explain Something

Turn complex subjects into clear, structured explanations for any audience.

COPY-READY PROMPT

Act as an expert teacher in [topic]. Explain [concept] step by step for a [beginner/intermediate/advanced] learner. Start with a simple definition, explain the core idea using an everyday analogy, give 2 practical examples, identify 3 common misunderstandings, and end with a short recap. Avoid unnecessary jargon; when technical terms are necessary, define them immediately.

Useful variations

ELI10: Explain [topic] as if I am 10 years old. Use simple words, a familiar analogy and one short example.

Technical: Explain [topic] to a software engineer. Include architecture, underlying mechanisms, trade-offs and one implementation example.

Visual thinking: Explain [topic] using a text-based diagram, flow, or hierarchy before giving the full explanation.

Why it matters: Explain what [topic] is, why it matters, where it is used, what problem it solves and what happens if it is misunderstood.

Example: Explaining APIs

WORKED EXAMPLE

Explain REST APIs to a 15-year-old who knows basic HTML but has never built a backend. Use a restaurant analogy, define request, response, endpoint, GET and POST, then show one simple JSON example. End with 5 quick questions to check understanding.

Best practice Ask for both an analogy and a technically accurate explanation. Analogies make ideas memorable; the technical layer prevents oversimplification.

PROMPT CATEGORY

2. Learn Deeply

Use AI as a tutor, curriculum designer and practice partner instead of only asking isolated questions.

COPY-READY PROMPT

Act as a private tutor and curriculum designer for [topic]. Build a learning path from beginner to advanced. First identify the prerequisite knowledge. Then divide the topic into logical modules. For each module provide: learning objectives, concise explanation, worked example, 3 practice questions, one challenge task, common mistakes and a mastery checklist. After each module, suggest what I should learn next.

Useful variations

30-day plan: Create a 30-day learning plan for [topic] with one focused task per day, weekly review points and a final project.

Socratic tutor: Teach me [topic] using the Socratic method. Ask one question at a time, adapt based on my answer and do not reveal the final explanation too early.

Gap analysis: Test my knowledge of [topic] with 10 diagnostic questions, then identify my weak areas and create a targeted study plan.

Project-based: Teach me [topic] by building one practical project. Break it into milestones and explain the concept needed at each milestone.

WORKED EXAMPLE

I want to master Python functions. Assume I know variables, conditions and loops. Create a 2-week plan covering parameters, return values, scope, default arguments, *args, **kwargs, lambda functions and decomposition. Include daily coding exercises and a small final project.

PROMPT CATEGORY

3. Summarise

Convert long material into focused, decision-ready information.

COPY-READY PROMPT

Summarise the following content for [audience]. Preserve the original meaning and important facts. Organise the answer into: 1) executive summary, 2) key points, 3) important numbers/dates/names, 4) decisions or conclusions, 5) action items, and 6) questions or uncertainties. Do not invent information that is not present in the source.

SOURCE:
[paste text]

Useful variations

One paragraph: Summarise this in one clear paragraph of no more than 120 words.

Bullet digest: Turn this into 8-12 concise bullet points, ranked by importance.

Meeting notes: Summarise these meeting notes into decisions, owners, deadlines, risks and open questions.

Study notes: Convert this chapter into revision notes with definitions, formulas, key facts and 10 flashcards.

Accuracy control For important documents, explicitly tell the AI not to fill gaps. Asking it to list uncertainties is often more useful than forcing a confident summary.

PROMPT CATEGORY

4. Compare

Use structured comparison prompts to support purchasing, technical and strategic decisions.

COPY-READY PROMPT

Compare [Option A] and [Option B] for [specific use case]. Evaluate them across [criteria]. Use a table with one row per criterion. For each criterion explain the difference, not just which is better. Then provide: strengths of each option, weaknesses of each option, hidden trade-offs, who each option is best for, and a final recommendation based on [priority].

Useful variations

Technology: Compare [technology A] vs [technology B] for a production web application. Cover performance, learning curve, ecosystem, security, scalability, maintenance and deployment.

Business: Compare two business strategies using cost, speed, risk, expected return, operational complexity and long-term defensibility.

Education: Compare two learning methods based on retention, difficulty, time, engagement and suitability for different learner types.

Weighted decision: Create a weighted decision matrix. Assign weights totaling 100%, score each option 1-10 and calculate the weighted result.

WORKED EXAMPLE

Compare Supabase and Firebase for a small school management system with fewer than 100 users. Focus on relational data, authentication, pricing, developer experience, reporting queries, scalability and vendor lock-in. End with a recommendation for a Next.js developer.

PROMPT CATEGORY

5. Brainstorm

Generate ideas that are varied, useful and constrained enough to be actionable.

COPY-READY PROMPT

Act as a creative strategist. Generate 30 ideas for [goal]. Avoid repeating the same concept in different words. Group the ideas into: quick wins, low-cost experiments, ambitious ideas and unconventional ideas. For each idea include a one-sentence description, expected benefit, difficulty level and first action to take.

Useful variations

Business ideas: Generate 20 business ideas using my skills in [skills], with startup cost, target customer and monetisation model.

Content: Generate 40 content ideas for [audience] about [topic], grouped by educational, problem-solving, comparison, opinion and case-study formats.

Features: Brainstorm 25 product features for [product]. Separate must-have features from differentiators and future ideas.

Names: Generate 50 brand names for [business]. Keep them short, easy to pronounce and suitable for a [market] audience.

Diversity trick Ask for categories such as conservative, ambitious and unconventional. This reduces the tendency to produce 20 versions of the same idea.

PROMPT CATEGORY

6. Improve Writing

Rewrite text while preserving meaning, facts and the writer's intent.

COPY-READY PROMPT

Act as a professional editor. Rewrite the text below to make it clear, polished, natural and professional while preserving the original meaning and factual claims. Improve grammar, sentence flow, word choice, structure and readability. Remove repetition and awkward phrasing. Do not add new claims unless clearly marked as suggestions. Return: 1) improved version, 2) major changes made, 3) optional stronger alternative for the opening.

TEXT:
[paste text]

Useful variations

Friendly: Rewrite this to sound warm, friendly and conversational without becoming informal or vague.

Executive: Rewrite this for senior management. Make it concise, confident, outcome-focused and easy to scan.

Persuasive: Rewrite this to be more persuasive using benefits, evidence and a strong call to action without sounding exaggerated.

Simplify: Rewrite this for a general audience at approximately Grade 7 reading level. Keep all important information.

WORKED EXAMPLE

Rewrite this client update to sound professional but approachable. Keep it under 180 words, make the progress clear, mention the blocker without sounding defensive, and end with the next action required from the client. [paste update]

PROMPT CATEGORY

7. Create VBScript

Generate, debug and document Windows VBScript with clearer safety and maintainability requirements.

COPY-READY PROMPT

Act as an experienced Windows automation developer. Create a VBScript that [task]. Requirements: [inputs/paths/conditions]. Include robust error handling, comments explaining important sections, clear variable names, validation before file or system operations, and a final success/error message. Avoid destructive actions unless explicitly required. After the script, explain how it works and how to run it from Windows.

Useful variations

File automation: Write a VBScript to scan [folder], find files matching [pattern], and [copy/move/rename/report] them. Log every action and skip files that fail validation.

Excel automation: Create a VBScript that opens an Excel workbook, reads [sheet/range], performs [task], saves the result and closes Excel cleanly even if an error occurs.

System info: Create a VBScript that collects computer name, username, OS version, IP-related information and available disk space, then writes the results to a timestamped text file.

Debug: Review this VBScript, identify syntax/runtime/logical errors, explain each issue, and return a corrected version with comments: [paste code].

WORKED EXAMPLE

Create a VBScript that checks whether C:\Reports exists, creates it if missing, lists all .txt files in C:\Data, writes filename, size and modified date to C:\Reports\inventory.csv, and displays a completion message. Include error handling and comments.

Safety note For scripts that delete, modify, email, upload or overwrite files, ask the AI to include a dry-run mode, backups, logging or confirmation checks.

PROMPT CATEGORY

8. Teaching Prompts

Create lessons, worksheets, explanations, assessments and differentiated learning materials.

COPY-READY PROMPT

Act as an experienced teacher for [subject/curriculum]. Create a [duration] lesson for [age/year level] on [topic]. Include: learning objectives, prerequisite knowledge, starter activity, teacher explanation, worked examples, guided practice, independent practice, differentiation for weaker and stronger learners, common misconceptions, formative assessment, plenary and homework. Use age-appropriate language and align activities to the stated curriculum where possible.

Useful variations

Worksheet: Create a professional worksheet for [level] on [topic] with 10 easy, 10 medium and 10 challenging questions. Include a separate answer key.

Exam questions: Create [number] exam-style questions on [topic] using a range of difficulty levels. Include marks, command words and a marking scheme.

Feedback: Analyse this student work against [rubric/objectives]. Identify strengths, misconceptions, priority improvements and the next 3 teaching targets.

Differentiation: Teach the same concept at three levels: struggling learner, expected-level learner and advanced learner. Use different examples and tasks for each.

WORKED EXAMPLE

Act as a Cambridge IGCSE Mathematics teacher. Create a 60-minute lesson on factorisation for Year 9 students. Include 3 worked examples, guided practice, 12 independent questions in increasing difficulty, common errors, an exit ticket and answers.

PROMPT CATEGORY

9. Business Prompts

Use AI to improve strategy, planning, positioning, operations and decision-making.

COPY-READY PROMPT

Act as a senior business consultant. Analyse my business: [description]. Target customer: [customer]. Market/location: [market]. Objective: [goal]. Provide: customer problem, value proposition, competitive positioning, revenue model, pricing considerations, acquisition channels, operational requirements, key risks, KPIs, 90-day action plan and 5 assumptions I should validate before investing heavily.

Useful variations

Business plan: Create a concise business plan for [idea] covering market, customer, offer, revenue, marketing, operations, financial assumptions, risks and milestones.

SWOT to action: Create a SWOT analysis for [business], then convert each item into concrete strategic actions rather than stopping at the SWOT table.

Pricing: Design three pricing packages for [service]. Define target customer, scope, value, boundaries, upsells and positioning for each tier.

Proposal: Create a professional client proposal for [service] including problem, proposed solution, scope, deliverables, timeline, responsibilities, exclusions and next steps.

WORKED EXAMPLE

Analyse a Penang-based web development agency that offers websites, custom systems and SEO. Propose three high-value service packages for SMEs, explain differentiation, suggest recurring revenue opportunities and create a 90-day sales plan.

PROMPT CATEGORY

10. SEO Prompts

Create content and technical SEO workflows that focus on search intent, architecture and measurable outcomes.

COPY-READY PROMPT

Act as an advanced SEO strategist. Website/business: [description]. Target market: [location/audience]. Primary topic: [topic]. Create an SEO strategy covering search intent, primary and secondary keyword clusters, topical authority, proposed site architecture, page types, internal linking, title/H1 guidance, content gaps, technical SEO checks, structured data opportunities, local SEO where relevant, measurement KPIs and a 90-day priority plan. Avoid keyword stuffing and clearly separate assumptions from verified facts.

Useful variations

Article brief: Create an SEO content brief for [keyword]. Include intent, audience, title options, H1-H3 outline, entities/topics to cover, FAQs, internal links, CTA and originality angle.

On-page audit: Audit the supplied page copy for intent match, topical coverage, title/H1 alignment, headings, readability, duplication risk, internal linking opportunities and conversion clarity.

Local SEO: Create a local SEO plan for a [business type] in [location], covering service-location pages, Google Business Profile content, reviews, citations, local links and locally relevant FAQs.

AI search: Improve this page for traditional search and AI answer engines. Strengthen clear definitions, entity relationships, factual structure, scannability, FAQs and citation-worthy statements without stuffing keywords.

WORKED EXAMPLE

Create an SEO content architecture for a Penang nursing care website targeting nursing home, elderly care, dementia care, Parkinson's care, colostomy care and post-hospital care. Map each topic to a page, search intent, recommended H1 and internal links.

Important SEO outputs from an AI are hypotheses until validated with real search data, analytics, Search Console, crawling tools and current SERP research.

PROMPT CATEGORY

11. AI Image Prompts

Translate an idea into a visual specification that image models can understand.

COPY-READY PROMPT

Create an image of [subject]. Scene: [environment and action]. Composition: [close-up/wide shot/overhead/etc.]. Lighting: [soft daylight/studio/cinematic/etc.]. Visual style: [photorealistic/3D illustration/watercolour/etc.]. Key details: [materials, colours, clothing, objects, atmosphere]. Camera/look: [lens or perspective if relevant]. Output goal: [website hero/social post/book illustration/etc.]. Avoid: [unwanted text, extra objects, distortion, clutter].

Useful variations

Product photo: Create a premium commercial product photograph of [product] on [surface/background], with controlled studio lighting, realistic materials, subtle shadows and high-end advertising composition.

Website hero: Create a wide website hero image for [business] showing [scene]. Leave clean negative space on the [left/right] for headline text. Professional, trustworthy, modern and uncluttered.

Children's illustration: Create a warm children's storybook illustration of [scene] for ages [age]. Friendly expressions, simple readable composition, colourful but not visually overwhelming.

Consistent character: Create the same character described as [character bible] in [new scene]. Preserve face, hair, clothing colours, body proportions and art style consistently.

WORKED EXAMPLE

Create a wide 16:9 professional website hero image for an elderly care centre. Show a caring nurse assisting a smiling senior in a clean, bright, comfortable room. Natural morning light, realistic photography, warm and trustworthy atmosphere, diverse but natural-looking people, uncluttered background, negative space on the left for website text, no visible logos or text.

PROMPT CATEGORY

12. Report Generation Prompts

Turn raw information into structured, executive-ready reports with clear analysis and recommendations.

COPY-READY PROMPT

Act as a professional report writer and subject-matter expert. Create a formal report titled “[title]” for [audience]. Purpose: [purpose]. Use only the information I provide unless external research is explicitly requested. Structure the report with: cover-page content, executive summary, background, objectives, scope, methodology/approach, detailed findings, analysis, key strengths, gaps or risks, recommendations prioritised by impact and effort, implementation roadmap, conclusion and appendices where useful. Use tables where they improve clarity. Separate facts, assumptions and recommendations.

SOURCE INFORMATION:
[paste material]

Useful variations

Technical report: Create a technical implementation report for [system] covering architecture, modules, security, data flow, deployment, testing, known limitations and next-phase recommendations.

Progress report: Create a progress report for [student/project] covering completed work, evidence, strengths, challenges, improvement priorities and next learning/action plan.

Executive report: Condense this information into a 5-page executive report focused on outcomes, KPIs, risks, decisions required and next actions.

Client-ready: Rewrite this analysis as a premium client-facing report. Use confident but evidence-based language, visual table suggestions and clear recommendations.

WORKED EXAMPLE

Create a professional 20-page client report for a student management and assessment dashboard built with Next.js, TypeScript, Tailwind CSS and Supabase. Cover student management, subject management, assessment tracking, grading configuration, report generation, authentication/RBAC, technical architecture, security considerations, strengths, limitations, recommended roadmap and conclusion.

PROMPT CATEGORY

Bonus: Refine Weak Prompts

A strong second prompt can dramatically improve an acceptable first answer.

Prompt repair commands

Too generic — Make this more specific to [audience/use case]. Replace generic advice with concrete steps and examples.

Too long — Reduce this by 40% while preserving the most important information. Remove repetition and filler.

Too shallow — Go one level deeper. Explain the mechanism, trade-offs, edge cases and common failure modes.

Poor structure — Reorganise this into a logical hierarchy with clear headings, a summary table and an action checklist.

Uncertain accuracy — Separate verified facts, assumptions, estimates and opinions. Flag anything that needs external verification.

Not actionable — Convert every recommendation into a specific action with owner, priority, expected outcome and first step.

Need examples — For each major point, add one realistic example and one counterexample.

Need alternatives — Give me three materially different approaches: conservative, balanced and ambitious. Explain the trade-offs.

Quality-control prompt

COPY-READY PROMPT

Review your previous answer as a critical expert. Identify any ambiguity, unsupported assumption, missing edge case, weak recommendation, factual uncertainty, inconsistency or unnecessary repetition. Then produce an improved final version. Do not merely praise the previous answer.

Turn one prompt into a repeatable workflow

4. Start with the master prompt and your context.
5. Ask the AI to identify missing information or assumptions.
6. Generate the first output.
7. Run the quality-control prompt.
8. Ask for the final output in the exact format you need.
9. For high-stakes facts, verify against authoritative current sources.

PROMPT CATEGORY

Quick Reference: 20 High-Value Prompt Starters

Short prompts for everyday use.

10. Explain [topic] to a beginner using one analogy and two examples.
11. Teach me [topic] by creating a 7-day learning plan with exercises.
12. Summarise this into key points, decisions, risks and action items: [text].
13. Compare [A] and [B] in a table for [use case] and recommend one.
14. Brainstorm 20 ideas for [goal], grouped by easy, medium and ambitious.
15. Rewrite this to sound professional, natural and concise: [text].
16. Debug this code, explain the root cause and return a corrected version: [code].
17. Create a VBScript to [task] with validation, logging and error handling.
18. Create a 60-minute lesson on [topic] for [level] with practice and answers.
19. Create 30 worksheet questions on [topic] in three difficulty levels.
20. Analyse this business idea and identify customer, value, revenue, risks and next steps.
21. Create three pricing packages for [service] with positioning and boundaries.
22. Create an SEO content brief for [keyword] targeting [audience/location].
23. Create a topical SEO architecture for [website/business].
24. Create a professional website hero image prompt for [business/scene].
25. Turn this visual idea into a detailed AI image prompt: [idea].
26. Create a client-ready report from the following raw information: [material].
27. Convert these notes into an executive summary and 90-day action plan.
28. Critique your answer for missing assumptions and improve it.
29. Give me three approaches to [problem]: conservative, balanced and ambitious.

PROMPT CATEGORY

Final Checklist

Before sending a prompt, make sure the AI knows what success looks like.

-
- ☐ Have I clearly stated the task?
 - ☐ Did I provide enough context?
 - ☐ Did I specify the intended audience?
 - ☐ Did I state the desired output format?
 - ☐ Did I include important constraints?
 - ☐ Did I ask for examples when useful?
 - ☐ Did I tell the AI how detailed the response should be?
 - ☐ For factual or high-stakes work, have I requested verification or sources?
 - ☐ For code, did I specify language, environment, inputs and expected behaviour?
 - ☐ For writing, did I specify purpose, audience and tone?

Remember The best prompt is not necessarily the longest prompt. It is the prompt that removes the most important ambiguity.

PROMPT CATEGORY

Closing Note

Use these prompts as starting points, then adapt them to your own workflows.

ChatGPT and Gemini can both produce substantially better work when you provide clear context, a defined objective, explicit requirements and a useful output structure. Treat prompting as a conversation: define the task, inspect the result, refine what matters, and verify important facts when accuracy is critical.

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