

# PROMPT ENGINEERING TIPS FOR IT PROVIDERS

*Large language models (LLMs) like ChatGPT are transforming the way MSPs gather and use data. This guide presents essential tips and tricks to maximize the use of this powerful form of artificial intelligence.*

<b>Ask the LLM to play the role of expert</b>	Tell the LLM what its persona is, such as “marketing expert,” to get more specific advice.
<b>Clearly define what you want</b>	Ambiguous questions result in imprecise answers. Provide clear and specific instructions every time.
<b>Don't overcomplicate things</b>	LLMs work best when tackling ONE task at a time.
<b>Provide custom instructions</b>	Instead of repeating yourself, configure the settings area thoroughly, including with custom instructions, and then tweak it as needed over time.
<b>Prioritize data security</b>	Remember that all data entered into an LLM is at risk and may be used to train the AI model.
<b>Rewrite the content, entirely</b>	The text output from an LLM is a starting point. Fact check it thoroughly and rewrite it from your own perspective.
<b>Don't be afraid to pay</b>	The paid version of many LLMs come with killer features like real time web searches, file uploading, increased reliability, commercial usage rights, and image generation.
<b>Try alternative LLMs</b>	Experiment with Microsoft Copilot, Google Bard, Claude.ai, Perplexity.ai, etc. You may get a slightly better answer from another product.

To sell more AI services and get related resources, scan here:



# PROMPT EXAMPLES & USE CASES

Here are some prompt examples that you can try to get the most out of your LLM experience:

Prompt	Use Case
Write a [length] [tone] [content type] [goal]. Explain why [fill in the blank].	Write a 400-word blog post that is persuasive on the importance of data backups. Explain why law firms need to prioritize data recovery.
Please [action] to make this text [adjective].	Please re-write the following text to address issues with spelling, grammar, and clarity.
List [number] ways to [goal].	List three ways to reset a Microsoft Windows admin password.
Compose a [length] [tone] response to a [type of inquiry] that addresses [customer concern] and offers [solution/proactive step].	Compose a short, helpful email response to a password reset request that addresses the problem and offers a step-by-step solution for self-service.
Brainstorm [number] [type of content] related to [subject].	Brainstorm 20 social media post ideas for Cybersecurity Awareness Month.
Create an excel formula that [goal].	Create an excel formula that sums invoice values in Column B but only if the corresponding revenue source is "managed services" in Column A.
Draft a [length] [document type] for a client detailing [service standards, response times, next steps].	Draft a detailed Microsoft deployment document for a client detailing service standards, response times, and escalation procedures.
Create a [length] [detail level] [document type] on [technology/service] that covers [key features/processes] for [audience].	Create a comprehensive, intermediate-level tutorial on Power BI that covers visualization techniques for our engineering team.
Compose a [length] [tone] post for [social media platform] about [event/topic] that engages [client type] and includes [CTA and hashtags].	Compose a short, happy post for LinkedIn regarding Earth Day that encourages nonprofits to attend our technology recycling event and includes a clear call to action and three relevant hashtags.
Act as a [persona] that is [behavior] [action].	Act as a salesperson that is responding to common objections to signing a long-term managed services contract. Tell me your approach.