



**Contro il mito dell'efficienza tecnocratica:  
i prompt non sono tutto**  
**(Marco Guastavigna)**

**Matrice per generare prompt di scrittura per una chat conversazionale – di Marco Guastavigna**  
**Ricordando <https://laricerca.loescher.it/sostenere-la-prova/>**

Una delle varie forme di esercizio dell'egemonia tecnocentrica e del percepimento di rendite di posizione è il ***prompt engineering***, ovvero la proposta commerciale a potenziali **clienti** di istruzioni compositive preconfezionate in nome dell'efficienza di una scrittura considerata **job**, ovvero attività nella sfera dell'economia di mercato, come illustrato nell'immagine:



Decostruire e analizzare questa logica è un utile esercizio culturale, cognitivo e professionale. Quel che balza agli occhi, in primo luogo, è che tra le categorie target sono in genere previsti soggetti sociali in grado di esercitare il controllo sull'efficacia dei prodotti delle chat conversazionali riproduttive rispetto ai loro scopi e ai loro standard. E quindi, per quanto riguarda l'istruzione, solo studenti da "College" e "High school". Solo una visione pigra e autoreferenziale come quella di troppi addetti ai lavori dell'istruzione può quindi preoccuparsi più dei potenziali plagi che della privatizzazione globale della conoscenza messa in atto dal capitalismo cibernetico, il solo in grado – in Occidente – di impossessarsi dei **BigData** e di mettere in campo la **potenza di calcolo** necessaria per la gestione dei **dataset** e la definizione dei **pattern**. In secondo luogo, è possibile individuare le categorie generali che strutturano l'ingegnerizzazione delle indicazioni compositive e svelarne la derivazione dagli studi linguistici che più si prestano a classificazione e declinazione. Per questa ragione, la tabella che segue non ha nulla di automatizzato: anche se da completare, essa si propone piuttosto la massima trasparenza. Chiunque la può provare – ed eventualmente integrare – per i propri scopi comunicativi o utilizzarla per esercizi di stile consapevoli: sarà proprio la necessità di "montare" in prima persona i diversi moduli che andranno a costituire ogni prompt a permettere di recuperare chiarezza e – soprattutto – sensazione di pieno controllo di quanto messo in atto (linguistico). In terzo luogo, va considerato il fatto che esistono applicativi direttamente indirizzati alla scrittura, in cui è possibile combinare scelte sulla base di menu. I **chatbot general purpose**, infine, simulano una conversazione, e possono pertanto procedere a raffinamenti successivi dell'elaborato testuale in base alle indicazioni dell'utente umano.

**Fonti:**

- Paolo Lebinaz, "Filosofia dei linguaggi e logica – Terza Lezione"-  
[https://moodle2.units.it/pluginfile.php/171830/mod\\_resource/content/1/Lezione%203%20-%20Atti%20linguistici.pdf](https://moodle2.units.it/pluginfile.php/171830/mod_resource/content/1/Lezione%203%20-%20Atti%20linguistici.pdf)
- Prompt Generator PRO: massima personalizzazione per generare articoli perfetti con AI -  
<http://www.ilmioposizionamento.it/prompt-generator-pro/>
- Ghostwriter, writing assistant for Office - <https://appsource.microsoft.com/en-us/product/office/wa200005107?tab=overview&exp=ubp8>
- Decostruzione di ritr.me, Jetpack AI Assistant, Canva Magic write

<b>Step</b>	<b>Variabili</b>
<b>1</b> <b>Scelta della categoria tematica</b>	
<b>2</b> <b>Identità (nello scrivere sei...)</b>	<i>generica</i> Agente immobiliare Amministratore delegato Avvocato Consulente Consulente delle risorse umane Consulente di carriera Consulente per la salute mentale Contabile Controllore di plagio Drammaturgo Editor Funzionario del governo Funzionario delle forze dell'ordine Funzionario finanziario capo Gestore degli investimenti Giornalista Influencer sui social media Ingegnere professionista Insegnante di filosofia Insegnante di scrittura Inserzionista pubblicitario Leader politico eletto Medico Narratore Predicatore Professore universitario Psicologo Reclutatore Responsabile dei Social Media Responsabile del prodotto Responsabile dell'informazione Responsabile IT Responsabile marketing Revisore tecnico Romanziere Sceneggiatore Scrittore di curriculum Scrittore di saggi

	Storico Studente College Studente High school Teologo Tester di garanzia della qualità del software Venditore
<b>3 – Indicazione dello stile di scrittura</b>	<i>Nessuno stile</i> Accademico Analitico Argomentativo Attività commerciale Atto giudiziario Avventuroso, Conversazionale Convincente Creativo Critico Decreto impositivo Descrittivo Direttiva Emotivo Entusiasta Epigrammatico Epistolare Espositivo Giornalistico Informativo Ispiratore Istruttivo Legale Lettera Memoria Metaforico Narrativa Notiziario Persuasivo Poetico Satirico Tecnico
<b>4 – Indicazione del registro comunicativo</b>	Solenne, formale, informale, medio, infimo.

<b>5 – Aspetto performativo (obiettivo della composizione del testo)</b>	<p>abolire, abbracciare una causa, acconsentire, affermare, ammettere, annunciare, asserire, assolvere, attestare, augurare, auspicare, avvertire, benedire, caratterizzare, classificare, chiedere, chiedere scusa, comandare, cominciare con, complimentarsi, concedere, concludere con, condannare, congratularsi, consigliare, dare il benvenuto, dare la propria adesione, decretare, dedicare, dedurre, definire, deplorare, deprecare, descrivere, diagnosticare, dimettersi, dolersi, domandare, donare, esemplificare, esortare, fare menzione di, fare voto di, felicitarsi, garantire, giudicare, giurare, incaricarsi, interpretare, ipotizzare, lasciare in eredità, licenziare, lodare, lottare, maledire, mettere in questione, negare, nominare, obiettare, opporsi, ordinare, osservare, postulare, prefiggersi, pregare, promettere, proporsi, protestare, provocare, raccomandare, rendere noto, rendere omaggio, replicare, riconoscere, riferire, ringraziare, rispondere, ritirare(un'affermazione), rivolgersi, salutare, scommettere, sfidare, sottolineare, spiegare, stimare, supplicare, valutare, vietare</p>
<b>6 – Scopo/oggetto comunicativo</b>	<p>annunci di ricerca google  annunci di facebook, twitter, linkedin  descrizione di canale video  descrizione di prodotto  descrizione del prodotto (punti elenco)  descrizione di contenuto video  domanda - risposta  domande di intervista  idea e struttura di blog  idea imprenditoriale  idea per un filmato  lettera di presentazione  marchio  meta-titolo <a href="#">Seo</a>  meta-descrizione Seo  presentazione di idea imprenditoriale  profilo biologico  richiamo ad azione  risposta a recensioni e messaggi  scrittura di sezione del blog  slogan e titolo  sms e notifiche  struttura del copyright: <a href="#">AIDA</a>  struttura del copyright: <a href="#">PAS</a>  testimonianze e recensioni  testo di canzone  trama di narrazione</p>

<b>7</b> Indicazione del pubblico di destinazione	non esperti, professionisti del settore, appassionati di tecnologia, giovani, imprenditori, clienti (da articolare)
<b>8</b> Vocabolario	Lessico specifico o lessico generico
<b>9</b> Eventuale Figura retorica “focus”	<a href="https://www.focusjunior.it/scuola/italiano/le-figure-retoriche-cosa-sono-a-cosa-servono/">https://www.focusjunior.it/scuola/italiano/le-figure-retoriche-cosa-sono-a-cosa-servono/</a>
<b>10</b> Struttura dell'articolo	Flusso continuo Divisione in paragrafi, titolati o meno; Punti elenco ...
<b>11</b> Sentiment (approccio/tono adottato)	appassionato, assertivo, candido, casuale, , coinvolgente, compassionevole, convincente, critico, divertente, empatico, entusiasta, formale, gioioso, grato, informativo, ironico, negativo, neutrale, polemico, positivo, precauzionale, premuroso, preoccupato, sbalordito, serioso, speranzoso, umile, umoristico urgente

### **Un esempio**

#### **Prompt**

Sei un funzionario del governo che con stile espositivo, registro formale e tono positivo vuole convincere i cittadini che è giusto pagare le tasse usando la metafora della società come corpo comune. Dividi il testo in paragrafi titolati e usa un lessico generico.

#### **Testo ottenuto utilizzando ChatGPT**

**Titolo:** Pagare le tasse è un dovere per il bene della società

**Introduzione:** Cari cittadini, come funzionario del governo, vorrei condividere con voi l'importanza di pagare le tasse. So che può sembrare un argomento noioso e sgradevole, ma vorrei invitarvi a considerare il pagamento delle tasse come un dovere essenziale per il bene della nostra società. Per farlo, useremo una metafora che ci aiuterà a comprendere meglio questo concetto: la società come un corpo comune.

**Paragrafo 1 - Il corpo come metafora della società:** Immaginate la nostra società come un corpo umano. Come un corpo, ogni parte svolge un ruolo importante per il funzionamento del tutto. Così come il cuore pompa sangue per nutrire le cellule del corpo, le tasse sono il "cuore finanziario" della società, che alimenta i servizi pubblici e le infrastrutture necessarie per il benessere di tutti i cittadini. Così come ogni organo del corpo contribuisce alla salute e alla vitalità dell'organismo, ogni cittadino contribuisce con il suo giusto apporto finanziario pagando le tasse.

**Paragrafo 2 - Il dovere di contribuire:** Come cittadini, abbiamo il dovere di contribuire al benessere della nostra società, proprio come ogni cellula del corpo contribuisce al suo funzionamento. Questo dovere si traduce nel pagamento delle tasse, che è una responsabilità civica che non dovremmo trascurare. Così come il nostro corpo richiede cure e manutenzione per rimanere in salute, la nostra società richiede risorse finanziarie per essere in grado di fornire servizi pubblici essenziali come istruzione, sanità, sicurezza e molto altro ancora.

**Paragrafo 3 - Il beneficio per tutti:** Il pagamento delle tasse non è solo un dovere, ma comporta anche benefici per tutti i cittadini. Come quando si investe nella propria salute, il pagamento delle tasse contribuisce a costruire una società più equa, giusta e sviluppata. Le tasse finanziano i servizi pubblici che migliorano la qualità della vita di tutti, come strade sicure, scuole di qualità, ospedali e servizi di emergenza efficienti. Inoltre, le tasse sostengono i programmi di welfare che aiutano i cittadini bisognosi e promuovono la coesione sociale.

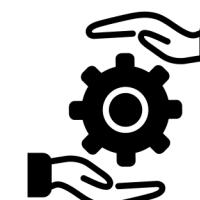
Quindi, il pagamento delle tasse è un investimento nel benessere della nostra società e nel futuro delle generazioni a venire.

Paragrafo 4 - Solidarietà e condivisione del carico: La metafora del corpo come società ci ricorda anche l'importanza della solidarietà e della condivisione del carico. Così come le diverse parti del corpo lavorano insieme per il bene dell'intero organismo, anche i cittadini devono condividere il carico finanziario attraverso il pagamento delle tasse. Una società equa si basa sulla condivisione delle risorse per garantire che tutti abbiano accesso a opportunità e servizi. Il pagamento delle tasse ci permette di ridistribuire le risorse in modo equo.

# ChatGPT Cheat Sheet

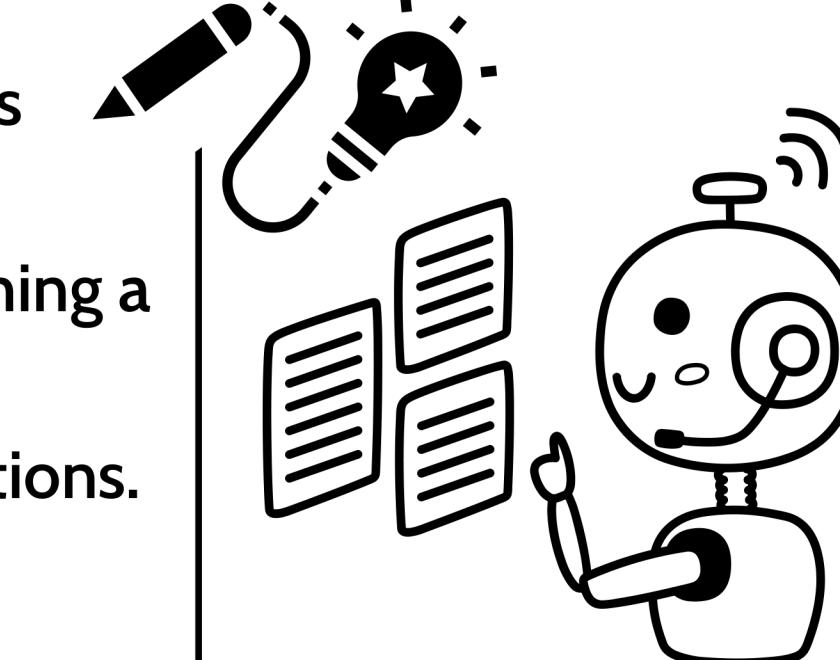
## ChatGPT Role

1. Act as a Linux Terminal
2. Act as "position" Interviewer
3. Act as JavaScript Console
4. Act as an Excel Sheet
5. Act as an English Teacher
6. Act as a Plagiarism Checker
7. Act as an Advertiser
8. Act as a Relationship Coach
9. Act as a Recruiter
10. Act as Marketer



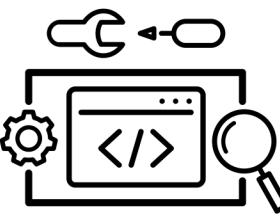
## Prompts for Designers

1. Generate examples of UI design requirements for a [mobile app].
2. How can I design a [law firm website] in a way that conveys [trust and authority]?
3. What are some micro-interactions to consider when designing a Fintech app?
4. Create a text-based Excel sheet to input your copy suggestions. Assume you have 3 members in your UX writing team.



## Prompts for Developers

1. Develop an architecture and code for a <description> website with JavaScript.
2. Help me find mistakes in the following code <paste code below>
3. I want to implement a sticky header on my website. Can you provide an example using CSS and JavaScript?
4. Please continue writing this code for JavaScript <past code below>



## Prompts for Marketers

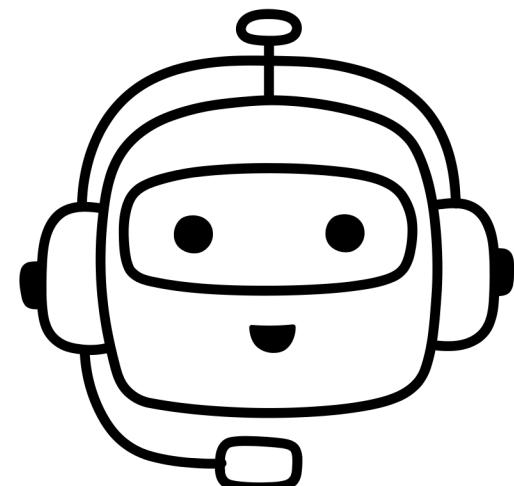
1. Can you provide me with some ideas for blog posts about [topic]?
2. Write a product description for my [product or service or company].
3. Suggest inexpensive ways I can promote my [company] without using social media.
4. How can I obtain high-quality backlinks to improve the SEO of [website name]?



## C.R.E.A.T.E Formula for Prompt Engineering

1. **C: Character** - Define the AI's role. E.g., "You are a seasoned copywriter with 20 years of experience in successful sales copy."
2. **R: Request** - Be specific with what you need. Instead of "Write a sales email for a sports car," specify, "Write a compelling email for the Cougar Hyper Sport, an electric car with top-tier acceleration."
3. **E: Examples** - Optionally, provide samples for more precise results. Headlines or tone examples can guide the AI's style.
4. **A: Adjustments** - Refine the prompt if it's not perfect. Use instructions like, "Avoid bullet points; use subheads."
5. **T: Type of Output** - Describe the desired format. E.g., "Produce a 500-word article with a title and conclusion."
6. **E: Extras** - Incorporate special instructions.
  - Ex: "Ignore previous conversations."
  - Ex: "Ask questions before answering."
  - Ex: "Explain your thinking."
  - Ex: "Summarize what you know about me in the first person."
  - Ex: "Use data up to 2023."
  - Ex: "Only use reliable sources and cite them."
  - Ex: "Use CAPS LOCK for emphasis."

Using the C.R.E.A.T.E formula ensures better results, although it may require more time for prompt creation.



# CHATGPT CHECKLIST



## TECH TREND UPDATES

- Follow tech news sources
- Attend tech webinars
- Research emerging tech
- Experiment with new tech
- Analyze impact of new tech
- Apply new tech knowledge

## SKILL DEVELOPMENT

- Identify a skill to develop
- Research learning resources
- Create a learning schedule
- Practice new skill regularly
- Evaluate skill progress
- Apply new skill

## CRM ASSISTANCE

- Learn basics of a CRM
- Input customer data
- Track customer interactions
- Generate CRM reports
- Analyze CRM data
- Refine CRM strategies

## PROJECT MANAGEMENT

- Define project goals
- Create a project plan
- Allocate resources
- Monitor project progress
- Adjust project plan
- Review project outcome

## DATA VISUALIZATION

- Collect relevant data
- Choose appropriate visualizations
- Create a basic chart
- Refine and customize chart
- Present data visually
- Analyze visualized data

## MARKETING INSIGHTS

- Research marketing trends
- Develop a marketing plan
- Implement marketing strategies
- Track campaign performance
- Analyze marketing data
- Adjust marketing strategies

## CODING ASSISTANCE

- Learn a coding language
- Practice with simple projects
- Debug your code
- Write a complex program
- Test the program
- Refine and optimize code

## TIME MANAGEMENT

- Prioritize tasks
- Create a schedule
- Break tasks into steps
- Track time spent on tasks
- Evaluate time management
- Adjust and improve

## BUSINESS COMMUNICATION

- Draft a business email
- Edit for clarity and tone
- Use professional format
- Practice business calls
- Develop a presentation
- Present to a mock audience

## INDUSTRY RESEARCH

- Identify industry of interest
- Research current trends
- Analyze competition
- Compile research findings
- Present findings
- Develop action plans

## TASK AUTOMATION

- Identify repetitive tasks
- Develop automation plan
- Write automation script
- Test the script
- Implement automation
- Monitor and tweak as needed

## DATA ANALYSIS

- Gather data
- Clean and format data
- Analyze data
- Interpret findings
- Create a report
- Present results

## PROBLEM-SOLVING

- Identify a problem
- Research possible solutions
- Design an action plan
- Implement the plan
- Evaluate the results
- Adjust the plan if necessary

## CONTENT CREATION

- Find popular content themes
- Develop a content calendar
- Write a blog post
- Edit and proofread content
- Publish and promote content
- Analyze content performance

## AI BASICS

- Learn ChatGPT basics
- Practice with ChatGPT
- Create simple AI chatbot
- Explore advanced AI concepts
- Experiment with AI in business
- Keep updated on AI trends



## CONTENT CREATION

## Ideas Generation:

*Give me ideas for [type of content] about [subject], covering topics like [topic1, topic2, ...]*

- Give me ideas for a blog post about writing covering topics like writing tools and writer's block.
- Give me ideas for a podcast about technology covering topics like AI and machine learning.
- Give me ideas for a YouTube video about best books to read covering only self-help books.

## Outlines:

*Create an outline for [type of content]*

- Create an outline for a blog post about productivity
- Create an outline for a book "how to learn to learn a foreign language in 3 months"
- Create an outline for a course "how to learn Python for data science"

## Course Quiz:

*Turn a [list] into [type of quiz]*

- Turn a list of facts about world history into a multiple-choice quiz
- Turn a list of facts about biology into true/false question

## Thumbnail:

Act as a prompt generator for Midjourney's AI. Your job is to describe (object) as concisely as possible. Always give 3 different and contrasting versions of a [object] and include any random artist name prefixed by "in the style of"

## Giveaway:

Choose X random contest winner(s) from a long list of names or emails: [insert names or emails]

## SPREADSHEET

## Formula Generation in Excel:

*Create a formula to [goal] in cell [range of cells]*

- Create a formula to calculate the sum in cells A1 to A10
- Create a formula to calculate the average in cells H10 to H20
- Create a formula that sums only the expenses that have the status "No" in column C

## Explain formula

*Explain the meaning of the formula [formula]*

- Explain the meaning of the formula

=SUM(A1:A10)

- Explain the meaning of the formula AVERAGE(H10:H20)
- Explain the meaning of the formula =SUMIF(C1:C13,"No", B1:B13)

## Advanced Formulas, Macros and VBA

- I have a table with phone numbers in column A that have the format: (xxx) xxx-xxxx. Extract the numbers within parenthesis using Excel
- Create a macro that calculates the average of cells B1 to B10 and inserts the result in cell C1
- Create a macro that sorts sheets by tab name using VBA.

## Google Sheets

*Create a formula to [goal] in cell [range of cells]*

- Create a formula in Google Sheets to calculate the sum in cells A1 to A10
- Create a formula in Google Sheets that puts data from one sheet into the current sheet
- Explain this Google Sheet command: [insert command]

## FOREIGN LANGUAGE

## Ask questions:

*What's the difference between [word1] and [word2] in language? Provide X examples*

- What's the difference between por and para in Spanish? Provide 2 examples
- What's the difference between tu and você in Portuguese? Provide 4 examples

## Conversation:

Act as a language partner. You'll start a conversation with me about [topic] in [language]. In every response, you should provide your opinion and then ask me a question to keep the conversation going.

## Write essays in any level:

Write a [level] [type of essay] in [language] about [topic]. It must be X words long.

- Write a B1 report in English about pollution. It must be 500 words long
- Write a A2 letter in Spanish about your financial situation. It must be 300 words long
- Write a C1 review in Portuguese about a tech product. It must be 500 words long.

## Vocabulary:

Create a table of difficult words from the previous essay and translate them into [language]

## Pronunciation:

Create a table with 2 columns: In the first column type the [language] words: [word1, word2, ...]. In the second column, you should provide the phonetic transcription.

## PROGRAMMING

## Coding Questions:

*How to [action in [programming language]]?*

- How to merge dictionaries in Python?

- How to join two datasets in Python?

*What's the difference between [concept1] and [concept2] in [language]?*

- What's the difference between lists and dictionaries in Python?

- What's the difference between OOP and functional programming?

*Explain the [concept] in [language]*

- Explain the while loop in Python

- Explain the try/except in Python to a child

## Advice:

*I want to learn [language] for [field]. Create a roadmap to learn [language]*

- I want to learn Python for data science. Create a roadmap to learn Python

- I want to learn JavaScript for web development. Create a roadmap to learn it

*I want to automate [app]. Provide steps to [task] with [language]*

- I want to automate Gmail. Provide steps to sending emails with Python

- I want to automate Tinder. Provide steps to swipe right with Python

*Simulate a job interview for a [position] by asking and answering questions as if you are a potential employer and I'm the candidate. Consider that [details]*

## Web Development:

*I want to build a [type of website]. Can you generate some HTML for my website?*

- I want to build a job board website. Can you generate some HTML for my website?

- I want to build a price comparison website. Can you generate some HTML for my website?

## Additional steps:

- Can you center the content in the HTML page, add a line break between the inputs and add an image on a logo?

- Add CSS to customize the size of the logo image

## Automation:

- Send the message "type message" on WhatsApp using Python and pywhatkit

- Send an email from [email\_1] to [email\_2] with the subject [email subject] and the content [email content] using Python

- Use Python to rename all the [file extension] files in my directory. Add the word [word] to each name

## DATA SCIENCE

## Data Science Questions:

*Where can I find data for my [describe project]?*

- Where can I find data for my credit card fraud detection project?

*How to [action] my dataset?*

- How to oversample/undersample my dataset?

- How to split my dataset into train and test sets with Python?

## Best practices:

*Can you [best practice] my code?*

- Can you optimize the following Python code?

- Can you simplify the following R code?

- Can you document my code?

- Can you check for readability in my code?

## Automate Data Science Tasks:

- Translate my Python code to R

- Turn this SQL code to Python pandas code

- Format my SQL code by converting the reserved keywords to uppercase

- Create a SQL query that [describe query]

- Write a regex in Python that [describe regex]

## Data Science Workflow:

*Web scraping (only working for a few websites)*

- Web scrape [website] using [language] and [library]

## Generate data

- Act as a fake data generator. Create a dataset that has X rows and Y columns: [column1], [column2], ...]

*Train Classification model*

- I have a dataset of [describe dataset], build a machine learning model that predicts [target variable]

*Tune Hyperparameter*

- I've trained a [model name]. Write code to tune the hyperparameters

*Feature Importance*

- I've trained a [model name]. Write code to find the most important features in the model

## WRITING

## Blog Posts/Essays/Articles:

*Write a [adjective] [type of content] on [goal]. Explain why: [topic1, topic2, ...]*

- Write a friendly blog post on why people should lose weight. Explain why obesity is a problem, how people can lose weight, and why being healthy is important.

- Write a humorous essay on how not to prepare for an exam.

## Writing Assistant:

*Can you [action] my text [adjective]?*

- Can you make my paragraph less formal?

- Can you make my sentence easier to read?

- Can you complete my sentence? [insert sentence]

- Can you continue my paragraph? [insert paragraph]

## Copywriting:

*Write a [type of content] for [subject] showcasing the [benefit1, benefit2, ...]*

- Write a social media ad for a productivity tool showcasing its simplicity and design.

- Create a sales copy for a travel agency showcasing the price, destinations and commitment.

## Email:

*Reply to this email: [insert email]. Be [behavior] and say [ideas].*

- Reply to this email. Be polite and say that I accept the offer if...

- Reply to this email. Be friendly and say that I don't have time for the meeting

## Social Media:

*Create X [type of content] for [platform] [details]*

- Create 5 hashtags and a caption for a picture on Instagram of a cute cat achievements

- Create 2 bios for LinkedIn highlighting my work achievements

## CREATIVITY

## Entertainment:

*Create X [element] considering [detail]*

- Create 5 jokes considering words like knowledge and money

- Create 5 pickup lines considering that you're a doctor

## Planning:

*Create a X-day [type of plan] for [detail]*

- Create a 7-day trip for our anniversary in September

- Create a 30-day workout for my arms and abs with no gym equipment

- Create a 5-day meal plan for a child who is lactose intolerant

## Gift Ideas:

*Provide X gift ideas for [type of people]*

- Provide 3 gift ideas for clients of a travel agency

- Provide 4 gift ideas for business partners in a healthcare company

- Provide 5 gift ideas under \$100 for a teenager who loves football

## Act as:

*Act as a [type of person] that is [behavior]. [Action]*

- Act as a customer support assistant that is empathetic and polite. Now answer this email

- Act as a salesperson that is very persistent. Imagine we're on a phone call and try to sell a pen to me.

- Act as my personal chef. I'll tell you about my dietary preferences and allergies, and you'll suggest recipes for me to try.

- Act as a film critic. You'll review a movie and provide both positive and negative feedback about the plot, direction and music.

## ACADEMIC LIFE

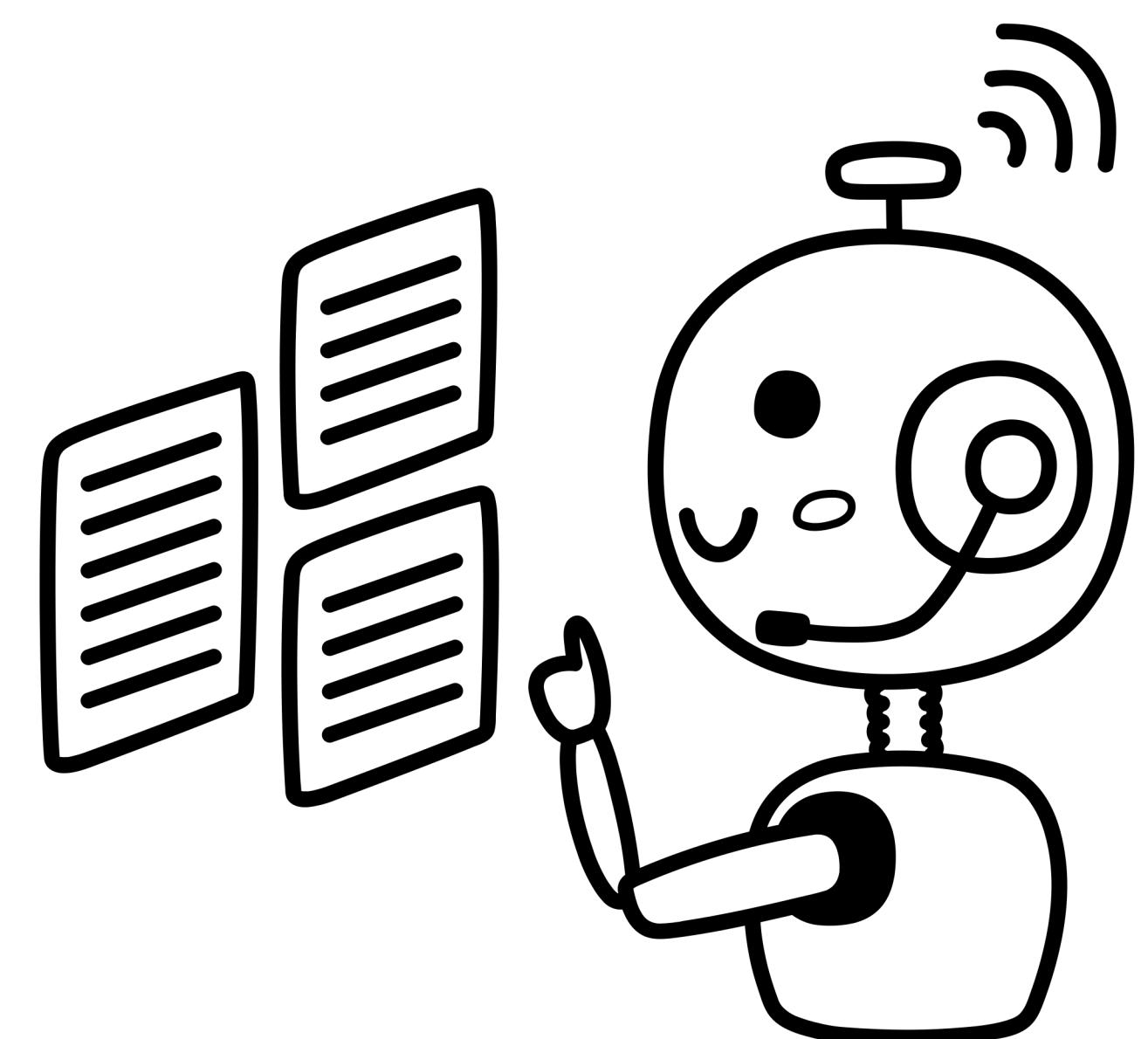
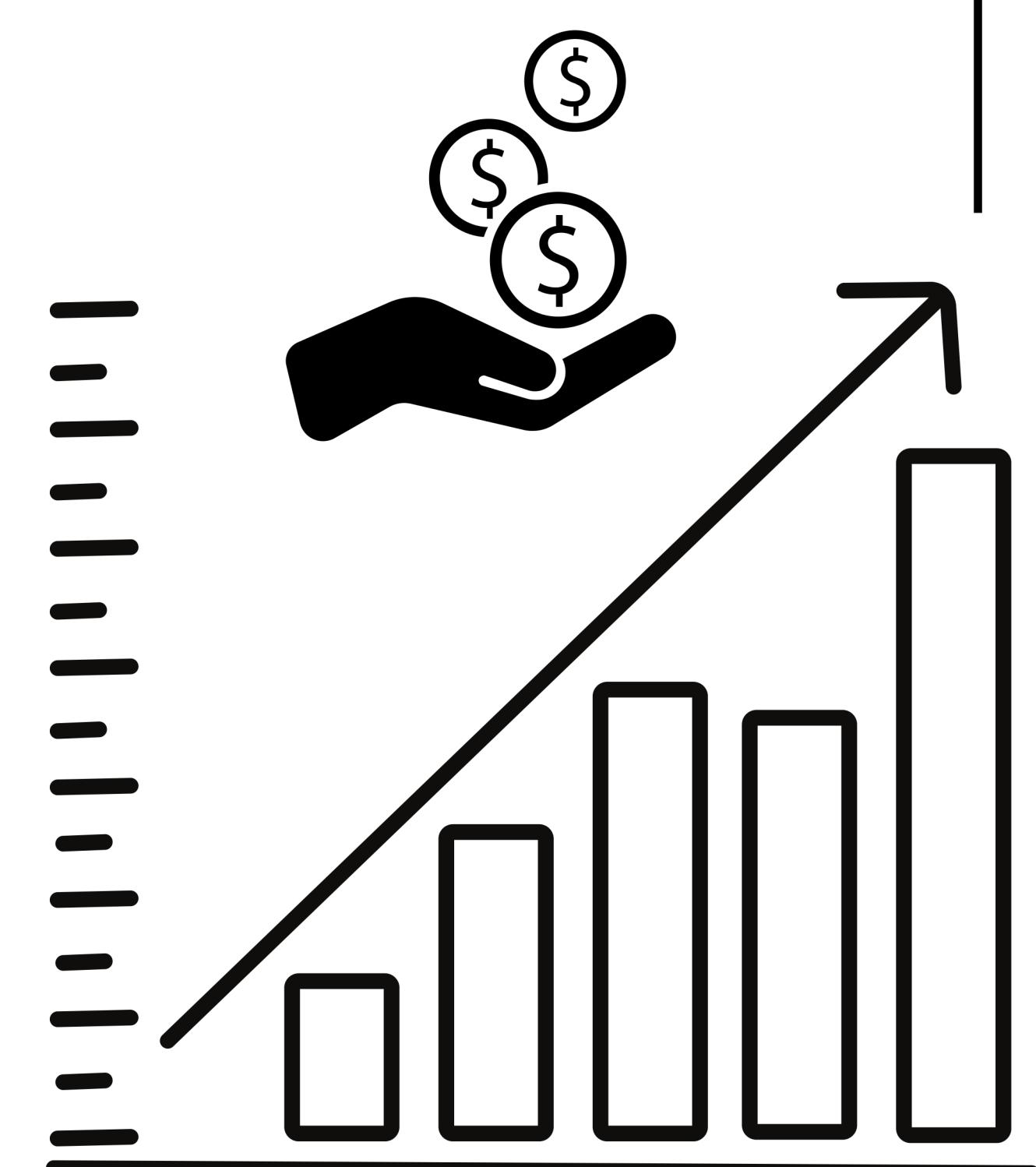
## Improve Your Work:

*Provide X ways to improve [subject]*

- Provide 3 ways to improve my resume summary: [insert text]

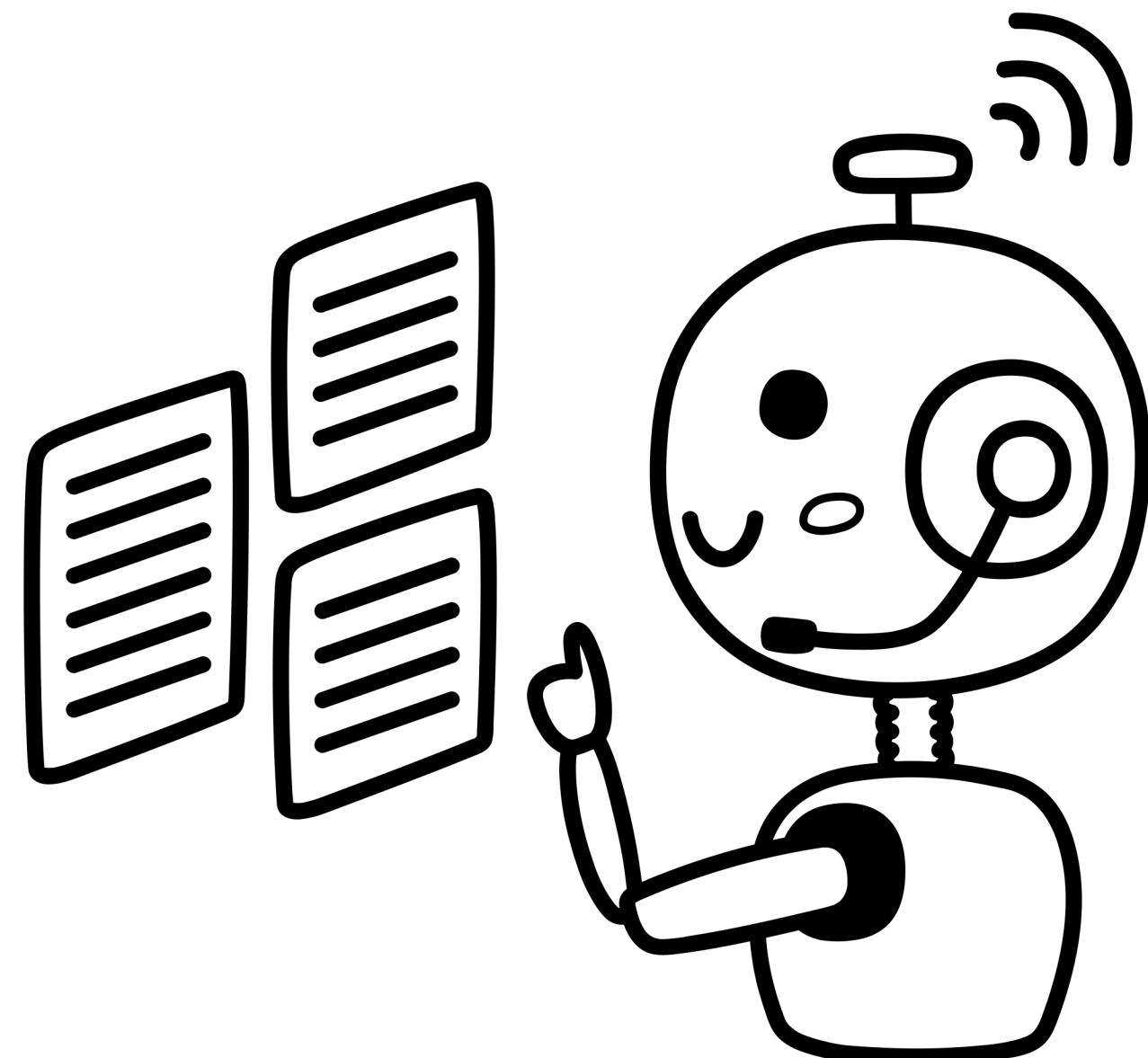
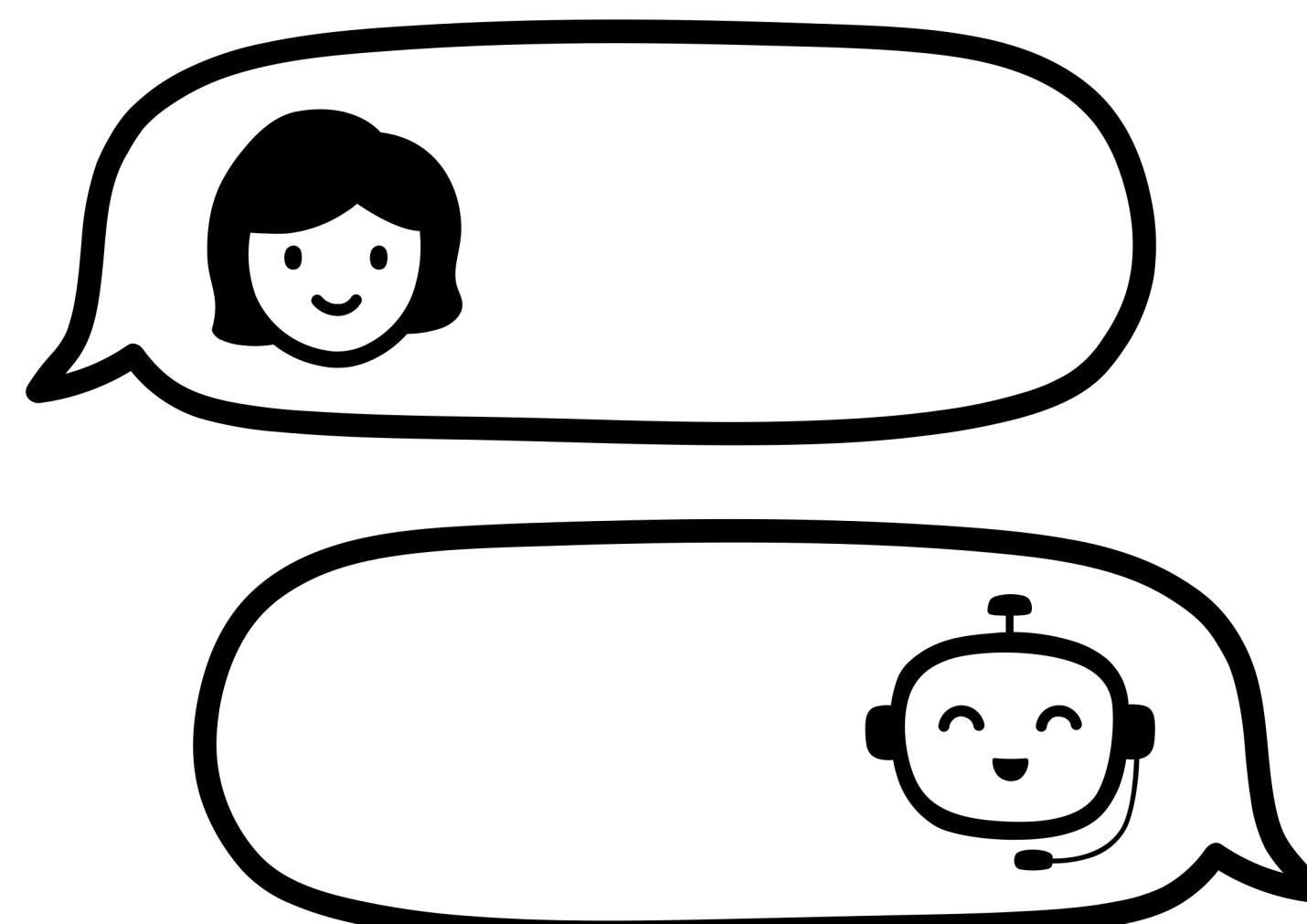
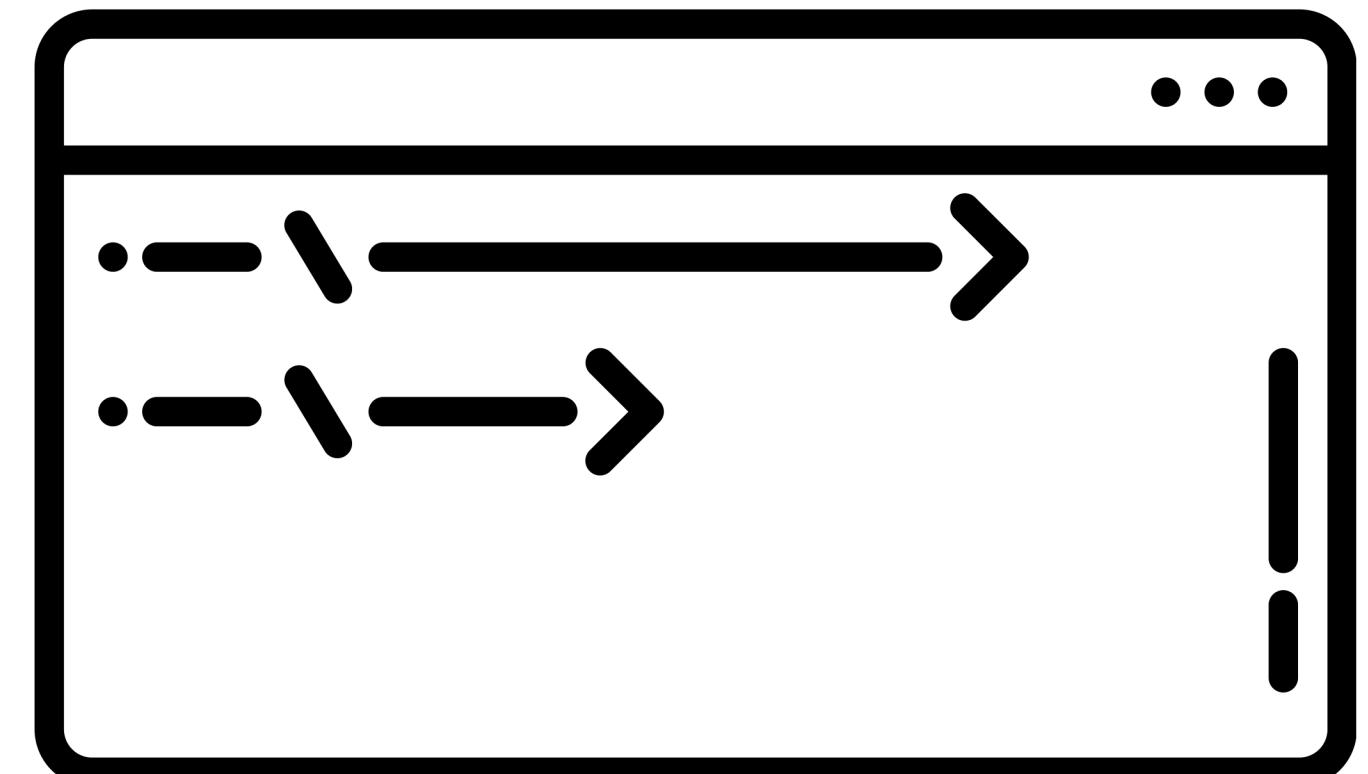
- Provide 2 ways to improve my essay: [insert essay]

1. Create a sequence of follow-up emails after a trade show or event.
2. Provide tips for building and maintaining strong relationships with clients.
3. Help me brainstorm unique selling propositions for product X.
4. Generate a pitch for selling our service packages.
5. Write an email to a client explaining a delay in service or product delivery.
6. Provide strategies for cross-selling related products.
7. Generate a series of tweets promoting a new product.
8. Write a script for a voicemail to a potential customer.
9. Help me create a one-pager on the main selling points of product Z.
10. Explain how to effectively communicate the return on investment (ROI) to potential clients.
11. Write an email informing customers about an upcoming sale.
12. Create a plan for re-engaging with dormant clients.
13. Provide suggestions for overcoming sales objections.
14. Generate a follow-up email after a product demonstration.
15. Provide a strategy for increasing product Y's market share.
16. Develop a script for handling a difficult customer on a call.
17. Help me draft a response to a customer requesting a discount.
18. Write a response to a customer's positive feedback.
19. Create a template for a sales proposal.
20. Generate a catchy headline for a sales campaign.
21. Provide an outline for a product demonstration.
22. Write a response to a customer's complaint about a product delivery delay.
23. Create a list of action steps to improve customer engagement.
24. Help me understand how to upsell product X to existing clients.
25. Write a persuasive LinkedIn InMail to a potential customer.
26. Develop a customer profile for product Z.
27. Provide talking points for a negotiation meeting with a big client.
28. Generate a summary of a customer satisfaction survey.
29. Draft a response to a customer inquiry about the functionalities of product Y.
30. Generate a monthly sales report template.
31. Write a script for a cold call to a prospective customer.
32. Create a list of potential leads in the healthcare industry.
33. Help me prepare for a sales presentation for potential client B.
34. Write an email announcing a new product update or feature to existing clients.
35. Explain how product X can solve problems faced by businesses in the software industry.
36. Draft a thank-you email after a successful sale.
37. Provide tips on closing a sale effectively.
38. Generate an email response to a client who has concerns about product Z's price.
39. Create an executive summary of our product Y for a business presentation.
40. Assist me in setting up a sales strategy for the Q3.
41. Describe the competitive advantages of product X over its rivals.
42. Generate a proposal for a business deal with potential client A.
43. Write a script for a sales call for product Z.
44. Provide a list of questions to better understand a client's needs.
45. What are the best ways to demonstrate the value of product Y to a client?
46. Help me understand the key features and benefits of product X.
47. Develop responses to common objections to product Z.
48. Create a follow-up email after a sales meeting.
49. Write an introductory email to a potential client for product Y.
50. Generate a persuasive sales pitch for product X.



# TOP 50 STARTER PROMPTS FOR CHATGPT USERS

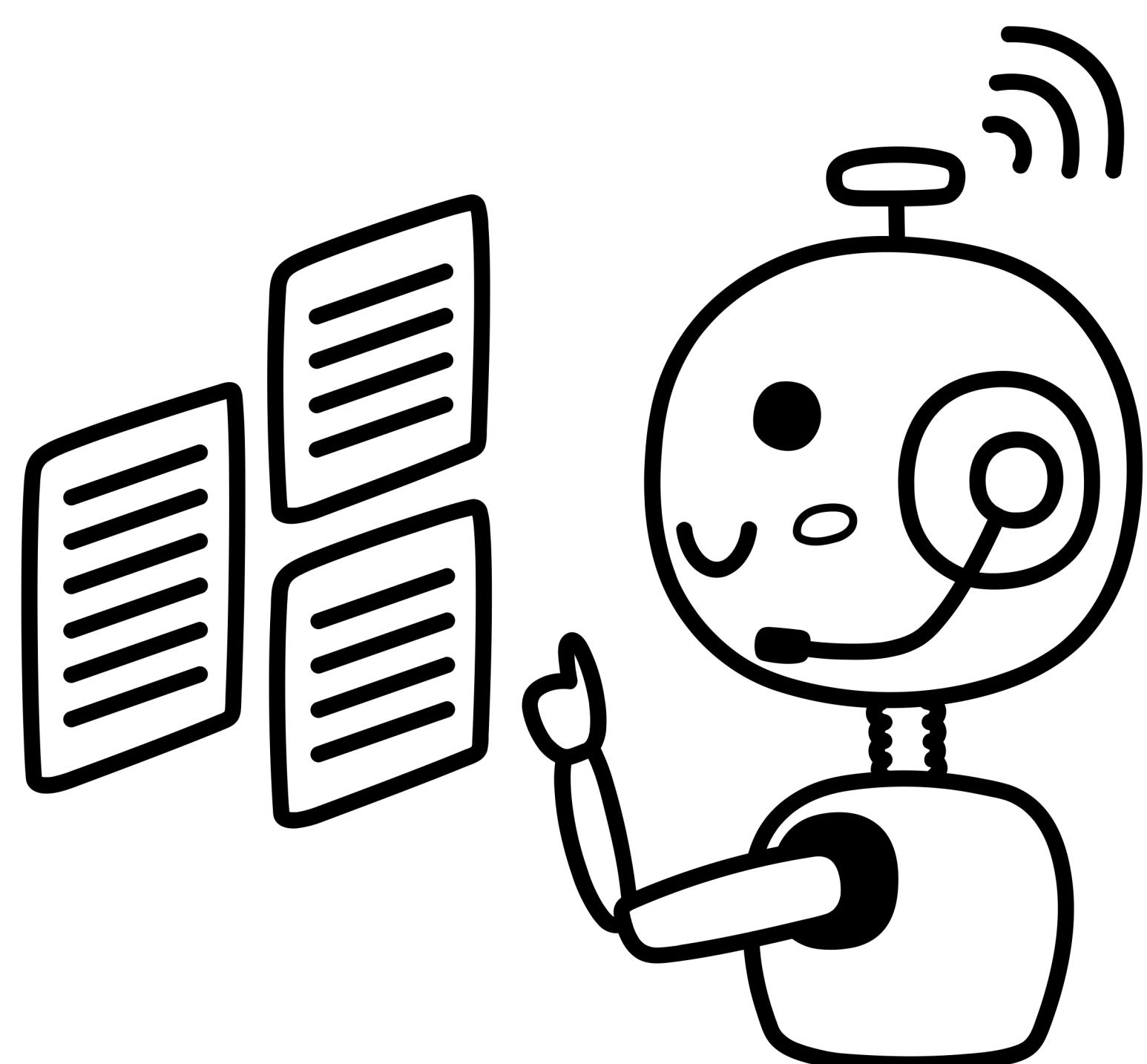
1. Write a description of a beautiful beach scene.
2. Provide an easy recipe for homemade bread.
3. What are the factors leading to the French Revolution?
4. Write a detailed guide on how to play chess.
5. Explain the basics of photography.
6. How do I troubleshoot a slow computer?
7. Write a monologue about a character who is afraid of the dark.
8. Describe the process of making cheese.
9. What are the key features of a sonnet?
10. Write a short horror story set in an abandoned mansion.
11. Explain the difference between socialism and capitalism.
12. Provide tips on how to write a compelling CV/resume.
13. Write a recommendation letter for a student applying to university.
14. How do I take care of a puppy?
15. Give a brief history of the computer.
16. Explain the principles of mindfulness and meditation.
17. What are the cultural impacts of the Renaissance period?
18. Describe the symbolism in the painting "The Starry Night" by Vincent Van Gogh.
19. Provide a recipe for a vegan chocolate cake.
20. Give an overview of the human digestive system.
21. Write an apology letter for a missed appointment.
22. What are the differences between classical and quantum physics?
23. Give me a list of tips for effective studying.
24. Write a letter of complaint about a defective product.
25. How do I plant a vegetable garden?
26. Provide an analysis of the poem "The Road Not Taken" by Robert Frost.
27. How can I improve my public speaking skills?
28. Explain the concept of gravity to a five-year-old.
29. Write an introductory paragraph for an essay about the impact of technology on society.
30. Describe the characteristics of a good leader.
31. Create a workout plan for someone just starting to exercise.
32. What are the main themes of the novel "1984" by George Orwell?
33. Explain the steps of the scientific method.
34. Write a dialogue between two characters arguing about pizza toppings.
35. Suggest a healthy meal plan for a week.
36. How does climate change affect our environment?
37. Write a review for the movie "Inception."
38. Create a beginner's guide to cooking pasta.
39. How does a combustion engine work?
40. Provide a summary of World War II.
41. What are the benefits and drawbacks of artificial intelligence?
42. Write a persuasive speech about the importance of recycling.
43. Give me three reasons why exercise is beneficial.
44. Translate this English phrase into Spanish: "How's the weather today?"
45. Describe the process of photosynthesis in simple terms.
46. What is the significance of Shakespeare's "Hamlet"?
47. Write a poem about the beauty of the night sky.
48. Explain the theory of evolution.
49. Summarize the plot of "Pride and Prejudice."
50. Write a short story about a journey to a magical land.



# 50 ESSENTIAL CHATGPT PROMPTS FOR ENTREPRENEURS

AI  
AIFIRE.CO

1. Can you suggest some team-building activities for my startup?
2. Provide tips on how to maintain a healthy work-life balance as a founder.
3. Draft an apology letter for a customer issue.
4. Can you help me brainstorm potential challenges my startup might face?
5. Assist in creating an onboarding process for new employees.
6. How can I effectively use social media for my business?
7. Write a brief for a marketing agency.
8. What are some ways I can encourage innovation in my team?
9. Can you help me understand the basics of data privacy and its importance?
10. Assist in creating a checklist for launching a new product.
11. Generate ideas for a company retreat.
12. Can you provide a basic explanation of machine learning and its business applications?
13. Help me understand the key legal considerations for startups.
14. Generate a list of potential improvements for my business website.
15. Can you help me create a roadmap for my product?
16. Write a thank you letter to a business partner.
17. What are some effective strategies for stress management as a founder?
18. Provide tips for effective team meetings.
19. How can I improve customer retention in my business?
20. Can you help me create a basic financial model for my startup?
21. Write a press release for my startup's latest achievement.
22. Can you provide a list of relevant industry conferences?
23. How can I improve team communication in my startup?
24. Help me develop a customer persona.
25. Give me a list of potential market segments for my product.
26. Draft an announcement for a new product launch.
27. Explain the principles of lean startup methodology.
28. Can you explain the benefits and drawbacks of venture capital?
29. Assist in creating a competitive analysis.
30. Provide a summary of the best books for entrepreneurs.
31. How can I effectively manage my time as a startup founder?
32. Generate a list of potential collaborators in my industry.
33. Can you help me understand the basics of SEO?
34. Write a professional networking email for me.
35. How can I improve my personal productivity as a founder?
36. Generate a list of best practices for managing remote teams.
37. Outline a process for hiring the best talent for my startup.
38. Prepare a script for a sales call.
39. What are the key components of a successful pitch deck?
40. Review my business pitch and suggest improvements.
41. Generate ideas for social media content relevant to my business.
42. Explain the fundamentals of blockchain technology.
43. Create an FAQ for my website based on my business description.
44. Provide me a list of key metrics to track for a tech startup.
45. Help me create a SWOT analysis for my business.
46. Draft an elevator pitch for my business.
47. Assist in brainstorming names for my new product.
48. Give me a list of potential marketing strategies for my product/service.
49. Can you summarize the latest articles about AI developments?
50. Help me generate a business plan for my startup.





# Machine Learning with ChatGPT

With ChatGPT, building a machine learning project has never been easier. By simply writing follow-up prompts and analyzing the results, you can quickly and easily train the model to respond to user queries and provide helpful insights.

## PROJECT PLANNING

### KEYWORD METHODOLOGY

- Write a short summary of your machine learning project idea using the following keywords: 'predict customer churn', 'cosmetic data', 'logistic regression', 'accuracy and recall'. Please do not restate any part of this instruction in your summary.
- Follow-up Prompt: Please return suggested responses that are about how you could change or improve your summary

### DATA DESCRIPTION METHODOLOGY

- I have a cosmetic dataset consisting of 10,000 rows and 16 columns: [List of Column Names]. Can you list the steps I have to follow to develop an end-to-end customer classification project.

## MODEL SELECTION

### GENERAL

- Write a Python code for model selection. Please include decision trees, random forests, logistic regression, or support vector machines (SVM).

### TRAINING AND TESTING SETS

- Write a follow-up Python code to split the dataset into training and testing sets.

### EVALUATION METRIC

- Try using Accuracy, F1 Score, and AUC score for model evolution in model selection section.

## MLOPS

### STREAMLIT APP

- Explain how to create a Streamlit web app for a customer classifier in Python. In addition, provide a sample code that loads a saved model and feature scaler and makes predictions based on user input.

### MODEL DEPLOYMENT ON SPACES

- Explain how to deploy a Streamlit app to Hugging Face space without creating a Docker file. List the necessary steps, including creating a requirements.txt file and a runtime.txt file, logging in to your Hugging Face space account, and using the Hugging Face CLI to create and deploy your app.

## FEATURE ENGINEERING

### GENERAL METHOD

- Write a Python code to perform feature engineering

### FEATURE ENGINEERING WITH COLUMNS

- Write a Python code for feature engineering using ['product\_name', 'ingredients', 'price', 'allergens', 'positive\_reviews', 'positive\_reviews'] columns. Please add only feature engineering part.

## HYPERPARAMETER TUNING

### MODEL EVALUATION

- Please write a Python code to perform model evaluation for a logistic regression model. In order to ensure that the model is not overfitting to the training data, please use cross-validation. Use accuracy, precision, recall, and F1 score as evaluation metrics.

### HYPERPARAMETER TUNING

- Can you modify the above code to include hyperparameter tuning and save the best-performing model?

### BAYESIAN OPTIMIZATION

- Can you write a Python code to tune hyperparameters using Bayesian optimization?

## MLOPS

### MODEL MONITORING

- Explain how to monitor a model on a Hugging Face Streamlit app. Discuss the importance of monitoring model performance and usage, and describe the tools and techniques available for monitoring.

### AUTOMATION

- Can you provide a detailed guide on creating a Continuous Integration and Delivery (CI/CD) pipeline using Python to regularly update the model on Hugging Face with the latest dataset? Please include steps for automating data cleaning, preprocessing, model training, and deployment.

## DATA PREPROCESSING

### GENERAL

- Write a Python code to clean and preprocess the cosmetic dataset

### DATA CLEANING

- Write a Python code to handle missing values and handle any outliers or anomalies in the data.

### PREPROCESSING

- Write the Python code to convert categorical variables into numeric variables and scale/normalize the data.

### CLASS IMBALANCE ISSUE

- Please address the class imbalance issue by either oversampling the minority class or undersampling the majority class.

## EXPERIMENT TRACKING

### SUGGESTION

- Can you suggest some popular tools for experiment tracking in machine learning projects?

### EXPERIMENT TRACKING WITH MLFLOW

- Can you write a Python code using MLflow for experiment tracking with logistic regression? The code should include setting up the experiment, defining hyperparameters, training the model, logging metrics, and saving the trained model to MLflow. Make sure to also end the MLflow run properly after the experiment.

### TRACKING CODE, MODEL, AND DATASET

- Explain how to use DVC to track code, model, and dataset in a machine learning project. Provide a step-by-step guide, including how to add data to DVC, how to create a Python script for training a model and tracking experiments using MLflow, and how to commit changes to Git.

Made by **AI Fire**.

Find the high-quality version at [AIFire.co](#)

# Master ChatGPT Prompt Guide

## TEMPERATURE IN PROMPTING CHATGPT

PARAMETER	DESCRIPTION	EFFECT	EXAMPLE
High Temperature (e.g. 0.8 to 1.0)	The AI's responses are more diverse and creative	The AI may produce unexpected or more random responses	If asked to continue the story about a princess, the AI might introduce aliens or time travel
Medium Temperature (e.g. 0.5 to 0.7)	The AI's responses are balanced between randomness and focus	The AI might show moderate creativity, with responses that fit the context but include some surprising elements	If asked to continue the story about a princess, the AI might introduce a talking animal companion
Low Temperature (e.g.. 0.1 to 0.4)	The AI's responses are more deterministic and focused	The AI will stick closely to the most expected response, with little creativity	If asked to continue the story about a princess, the AI might stick with traditional fairy tale elements like a prince or a witch

## TONES IN PROMPTING CHATGPT

TONE	DESCRIPTION	EXAMPLE PROMPT
Friendly	Conversational and warm	As a friendly AI, tell me a story about a dog.
Formal	Professional, polite, and without slang	As a formal AI, write a business proposal.
Casual	Informal, using colloquial language	As a casual AI, tell me how to make a sandwich.
Professional	Focused, clear, and businesslike	As a professional AI, explain the blockchain technology.
Humorous	Funny and entertaining	As a humorous AI, tell me a joke.
Sincere	Honest and heartfelt	As a sincere AI, tell me what you think about art.
Excited	Energetic and enthusiastic	As an excited AI, describe a roller coaster ride.
Encouraging	Positive and supportive	As an encouraging AI, motivate me to exercise.
Respectful	Polite and showing deference	As a respectful AI, explain cultural customs in Japan.
Enthusiastic	Eager and spirited	As an enthusiastic AI, describe the future of space travel.
Serious	Solemn and not joking	As a serious AI, discuss the implications of climate change.
Sarcastic	Ironic and satirical	As a sarcastically toned AI, tell me about the joys of rush hour traffic.
Sympathetic	Compassionate and understanding	As a sympathetic AI, respond to a sad personal story.

## CHATGPT ULTIMATE PROMPTING GUIDE

**Tone:** Specify the desired tone (e.g. formal, casual, informative, persuasive).

**Formal:** Define the format or structure (e.g. essay, bullet points, outline, dialogue).

**Act as:** Indicate a role or perspective to adopt (e.g. expert, critic, enthusiast).

**Objective:** State the goal or purpose of the response (e.g. inform, persuade, entertain).

**Context:** Provide background information, data, or context for accurate content generation.

**Scope:** Define the scope or range of the topic.

**Keywords:** List important keywords or phrases to be included.

**Limitations:** Specify constraints, such as word or character count.

**Examples:** Provide examples of desired style, structure, or content.

**Deadline:** Mention deadlines or time frames for time-sensitive responses.

**Audience:** Specify the target audience for tailored content.

**Language:** Indicate the language for the response, if different from the prompt.

**Citations:** Request inclusion of citations or sources to support information.

**Points of view:** Ask the AI to consider multiple perspectives or opinions.

**Counterarguments:** Request addressing potential counterarguments.

**Terminology:** Specify industry-specific or technical terms to use or avoid.

**Analogies:** Ask the AI to use analogies or examples to clarify concepts.

**Quotes:** Request inclusion of relevant quotes or statements from experts.

**Statistics:** Encourage the use of statistics or data to support claims.

**Visual elements:** Inquire about including charts, graphs, or images.

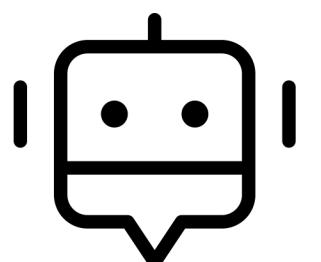
**Call to action:** Request a clear call to action or next steps.

**Sensitivity:** Mention sensitive topics or issues to be handled with care or avoided.

Master ChatGPT  
Prompt Guide

Made by AI Fire.

Find the high-quality version at [AIFire.co](https://AIFire.co)



1. AIDA: Attention, Interest, Desire, Action
2. PAS: Problem, Agitation, Solution
3. 4Ps: Promise, Picture, Proof, Push
4. Features and Benefits
5. Before-After-Bridge
6. Problem-Agitate-Solve
7. FAB: Features, Advantages, Benefits
8. Problem-Solution
9. The 5Ws and 1H: Who, What, Where, When, Why, How
10. The Power of Three
11. The Rule of Seven
12. Attention-Interest-Desire-Conviction-Action
13. 4U: Urgent, Unique, Useful, Ultra-specific
14. The Storytelling Framework
15. The OATH Framework: Offer, Aspiration, Transformation, Hook
16. SCAMPER: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse
17. The Inverted Pyramid
18. The Before-During-After Framework
19. The CUBA Formula: Curiosity, Understanding, Benefits, Action
20. The Problem-Agitation-Claim Framework
21. The PSR Framework: Problem, Solution, Result
22. The Reverse Testimonial Framework
23. The FOMO (Fear of Missing Out) Framework
24. The So-What Framework
25. The APP Framework: Attention, Problem, Proposition
26. The RACI Framework: Responsible, Accountable, Consulted, Informed
27. The 3C Framework: Clear, Concise, Compelling
28. The MECLABS Framework: Motivation, Expectation, Clarity, Likelihood, Value

29. The PPPP Framework: Picture, Promise, Prove, Push
30. The 4U2 Framework: Urgent, Unique, Useful, Ultra-specific
31. The 5Cs Framework: Clear, Concise, Compelling, Credible, Customer-centric
32. The PASTOR Framework: Problem, Amplify, Story, Testimonials, Offer, Response
33. The SPIN Framework: Situation, Problem, Implication, Need-Payoff
34. The FUD Framework: Fear, Uncertainty, Doubt
35. The DCO Framework: Define, Categorize, Optimize
36. The PESO Framework: Paid, Earned, Shared, Owned
37. The 5S Framework: Short, Simple, Specific, Surprising, Storytelling
38. The PPP Framework: Picture, Promise, Proof
39. The PEPP Framework: Promise, Explanation, Proof, Push
40. The 5Ps Framework: Promise, Picture, Proof, Persuasion, Push
41. The S3 Framework: Surprise, Story, Significance
42. The 5P Framework: Promise, Picture, Proof, Push, Postscript
43. The VALUE Framework: Verify, Amplify, Link, Understand, Evaluate
44. The ABT Framework: And, But, Therefore
45. The 3M Framework: Meaningful, Memorable, Motivating
46. The 4C Framework: Clear, Concise, Compelling, CTA
47. The EIE Framework: Engage, Inform, Entertain
48. The 4Fs Framework: Feel, Felt, Found, Future
49. The SPAM Framework: Story, Problem, Amplify, Make them care
50. The PAPA Framework: Promise, Attention, Proof, Action

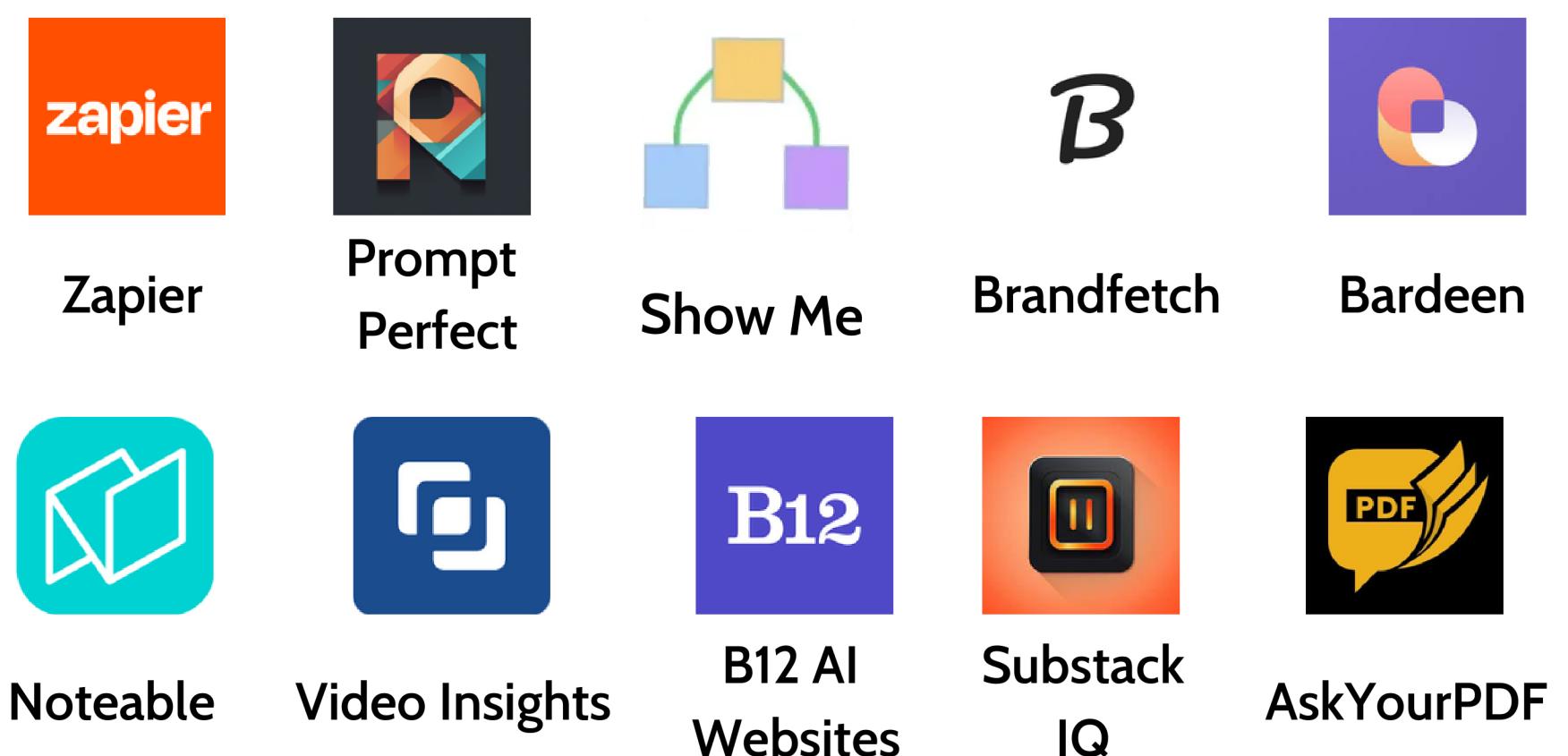
# ChatGPT: From Zero to Hero Cheat Sheet



## KEY TERMS

**Model:** It's like the AI's brain that learned from lots of data.  
**Prompt:** What you tell or ask the AI.  
**Input:** What you provide to the AI, usually in the form of a prompt or question.  
**Output:** The AI's response to your input.  
**Token:** The smallest piece of text the AI can read. Could be a letter or a word.  
**Max Tokens:** The total amount of text that the AI can handle at once.  
**OpenAI:** parent company of ChatGPT.  
**Generative AI:** category of AI that can "produce" content like text/images vs. specific tasks like predicting things.  
**Large language models:** very big math equations that are very good at predicting the next word.  
**Prompt engineering:** the "science" of sending the exact right messages to ChatGPT to get the output you want.

## USEFUL CHATGPT PLUGINS (REQUIRES CHATGPT PLUS \$20/MONTH)



## TONES

Using different tones can make the AI adaptable to various scenarios, enhancing its versatility.  
**Professional:** Great for technical information, important updates where the user may appreciate directness and clarity.  
**Friendly:** It helps users feel more comfortable and promotes engagement.  
**Enthusiastic:** Great for motivating users, introducing new features, or when trying to create excitement.  
**Empathetic:** Useful in customer support scenarios or any situation where the user may be frustrated.  
**Instructional:** Empower users and help them to understand complex processes better.  
**Reassuring:** Great for stressful situations or when delivering bad news.  
**Inspirational:** Motivate users to take action, try new features, or engage more deeply with your product.  
"Tone: [x]" "Write using a [x] tone" CONVERSATIONAL LIGHTHEARTED PERSUASIVE SPARTAN FORMAL FIRM

## FORMAT

"Be concise. Minimize excess prose."  
"Use less corporate argon."  
"Output as bullet points in short sentences."  
"Output as a table with columns: [x], [y], [z], [a]"  
"Be extremely detailed."

## MODES

Intern: "Come up with new fundraising ideas."  
Thought Partner: "What should we think about when generating new fundraising ideas? %"  
Critic: "Here's a list of 10 fundraising ideas I created. Are there any I missed? Which ones seem particularly good or bad?"  
Teacher: "Teach me about [x]. Assume I know [x] and adjust your language."

## PROMPT STRUCTURES

The more specific the prompt is, the more desirable the outcomes will be

**RTF:** Role, Task, Format.  
**CTF:** Context, Task, Format  
**RASCEF:** Role, Action, Steps, Context, Examples, Format  
**PECRA:** Purpose, Expectation, Context, Request, Action.  
**TREF:** Task, Requirement, Expectation, Format.  
**GRADE:** Goal, Request, Action, Detail, Examples.  
**ROSES:** Role, Objective, Scenario, Expected Solution, Steps  
**RDIREC:** Role, Definition, Intent, Request, Example, Clarification Tone  
**RSCET:** Role, Situation, Complication, Expectation, Task

Two methods to prompting:

- Megaprompts: Write one big message that contains all of the above. E.g., ask for a full press release.
- Prompt chaining: Break down the task into smaller steps. E.g., start by asking for a blog post idea, then an outline, then the content.

## MISC. TIPS

Encouragement = better: "You are world class at marketing."  
Scolding also = better: "Make this better/more insightful."  
If the output is bad, add more detail/background info  
Ask it to check its work: "Are there any topics you missed?"  
Adjust temperature: Add "Temperature: x" to prompt. 1 = more creative (good for copywriting). 0 makes it more conservative (good for academic/formal).

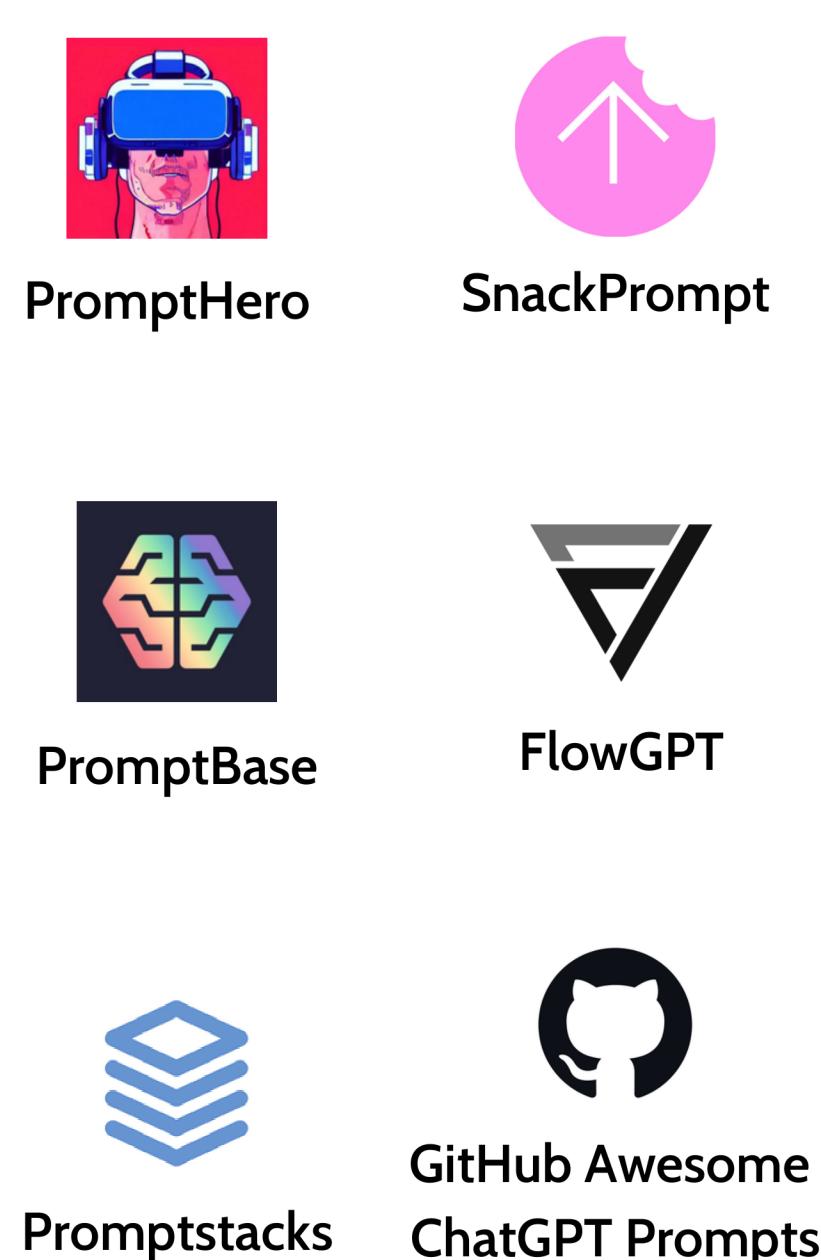
## OTHER CHATBOTS



## COMMANDS

**Act as:** Directs the AI to assume a specific role.  
**Brainstorm:** Spark creativity and explore different design solutions.  
**Reverse Engineer:** Deconstruct a design or process to understand its components and logic.  
**In Simple Terms:** Communicate complex ideas to non-experts or clients.  
**Elaborate:** Gain a deeper understanding of a concept, technique, or design principle.  
**List:** Enumerate items, ideas, or steps.

## PROMPT GENIUS



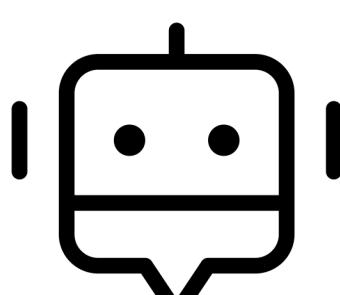
## KEY USE CASES

Summarizing long text, transcripts, articles, reports  
Brainstorming ideas, outlines, new concepts  
Synthesizing insights and takeaways from text  
Writing blog posts, articles, press releases, standard operating procedures, pretty much any type of text  
Coding scripts and small programs  
Extracting data and patterns from messy text  
Reformatting text/data from messy text to tables/structure

## USEFUL CHATGPT EXTENSIONS



ChatGPT: From Zero to Hero Cheat Sheet!



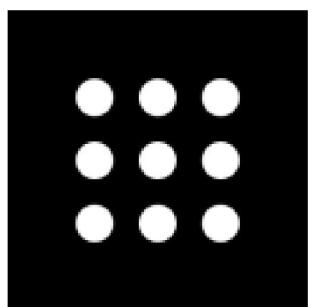
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Find the high-quality version at [AlFire.co](https://AlFire.co)

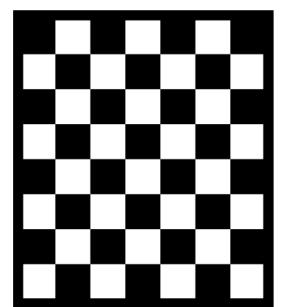
# 52 ChatGPT Alternatives 2023



## NO SIGN-UP



Perplexity AI



OraChat



GPTGO



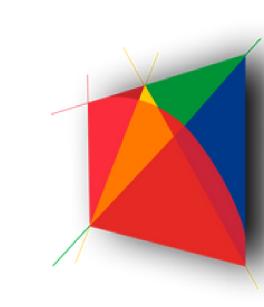
NooWAI



BAI Chat



Phind AI



Vitalentum Teach Anything



AnonChatGPT



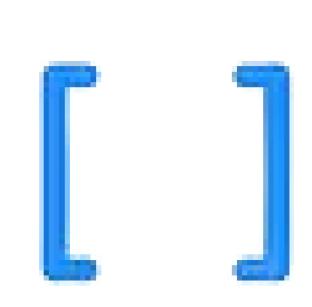
iAsk AI



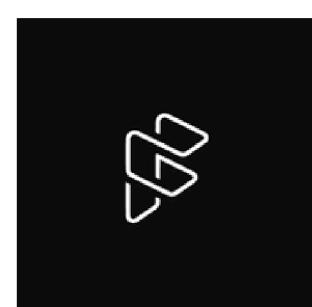
Character AI



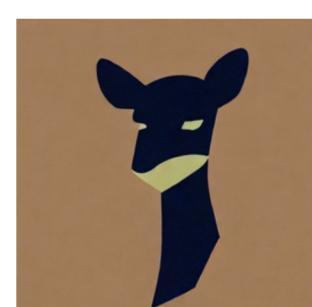
GPT4All



DeepAI Chat

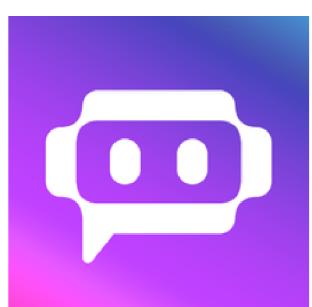


Forefront AI



Vicuna

## SIGN-UP



Poe AI



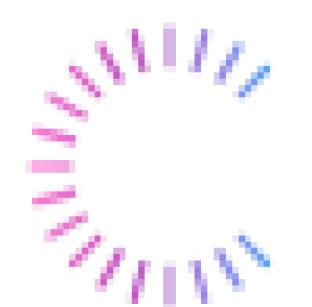
Bard



AI.LS



WriteSonic



CapeChat



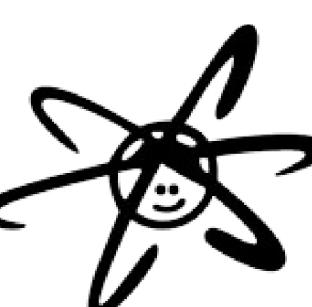
YouChat



GlobalGPT



Bing Chat



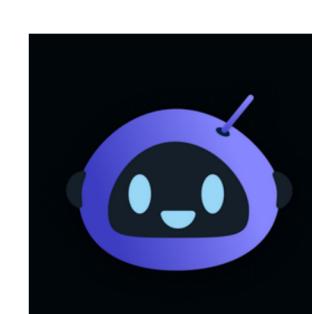
JimmyGPT



Codeium



Easy-Peasy AI



Sincode AI



Frank AI



HuggingChat



LetsView Chat



Open-Assistant



OpenAI Playground

## BEST FILE CHATBOTS



AnySummary



ChatDOC



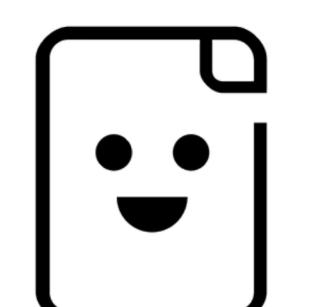
Humata AI



Ask Your PDF



ChatPDF



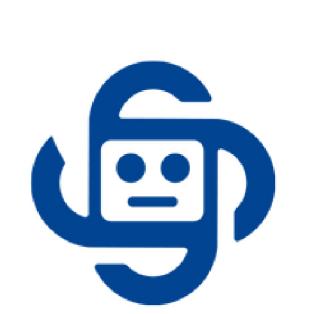
FileGPT



Pensieve AI



PDFGPT



Docalysis



Sharly AI



ResearchAide

## GREAT FOR BLOG ARTICLES (WITH CHATBOT)



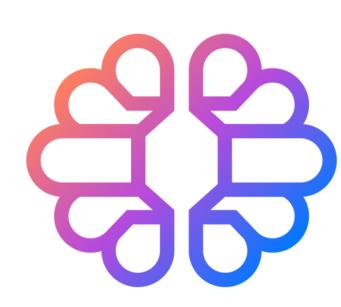
Copy AI



Marmof



HyperWrite

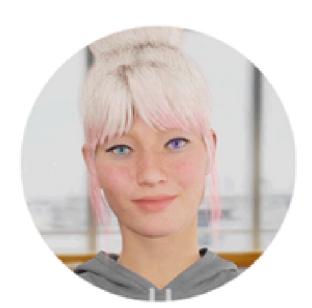


TextCortex AI

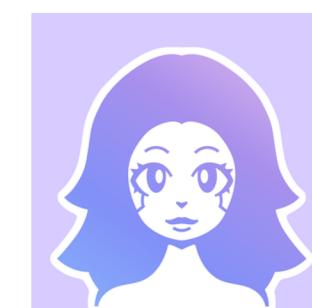


WriterX

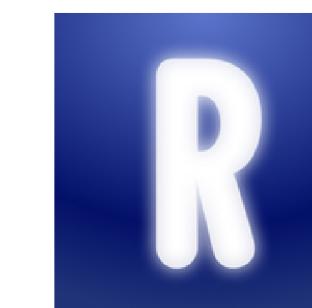
## BEST PERSONAL ASSISTANT CHATBOTS



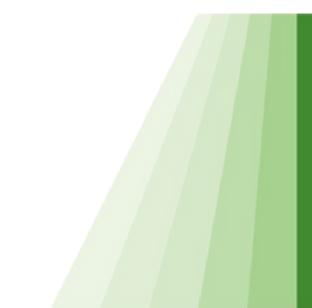
Kuki AI



YourHana AI



Replika



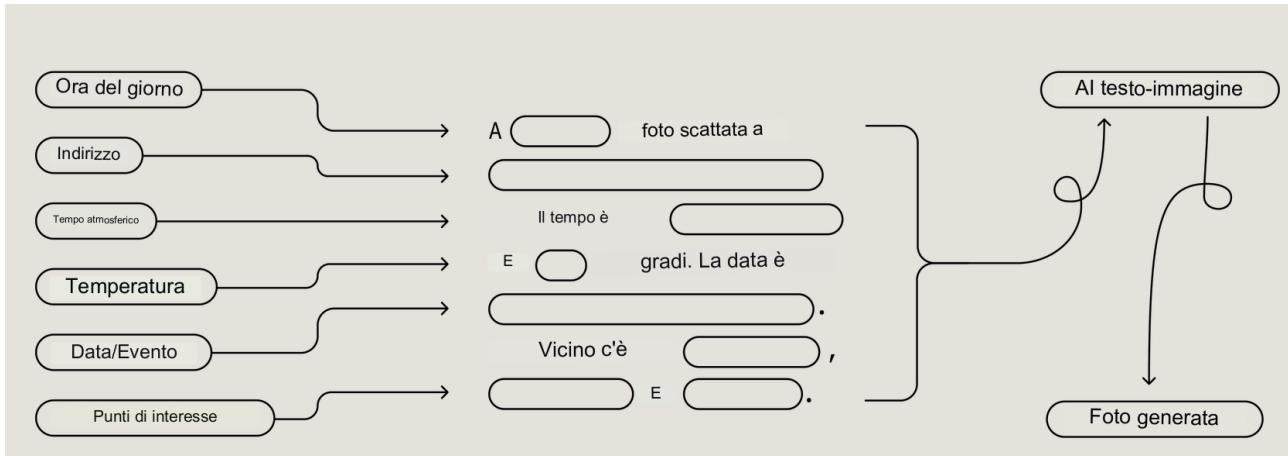
Pi,  
your personal AI

Made by **AI Fire**.

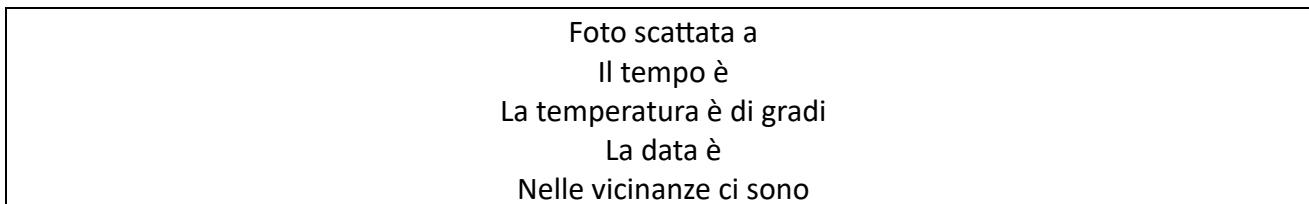
Find the high-quality version at [AIFire.co](https://AIFire.co)

## **Prompt per immagini:** suggerimenti di buon senso – di Marco Guastavigna (seconda bozza)

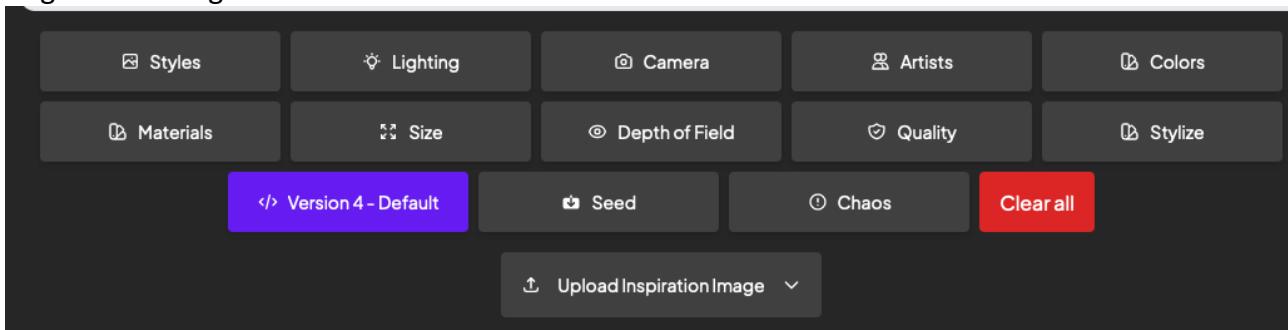
Cominciamo con un esempio, [Paragraphica](#). La versione software della macchina fotografica senza obiettivo e fondata sulla geolocalizzazione ci fa capire che è possibile concepire uno schema per la ri-produzione di immagini da parte delle applicazioni a ciò dedicate:



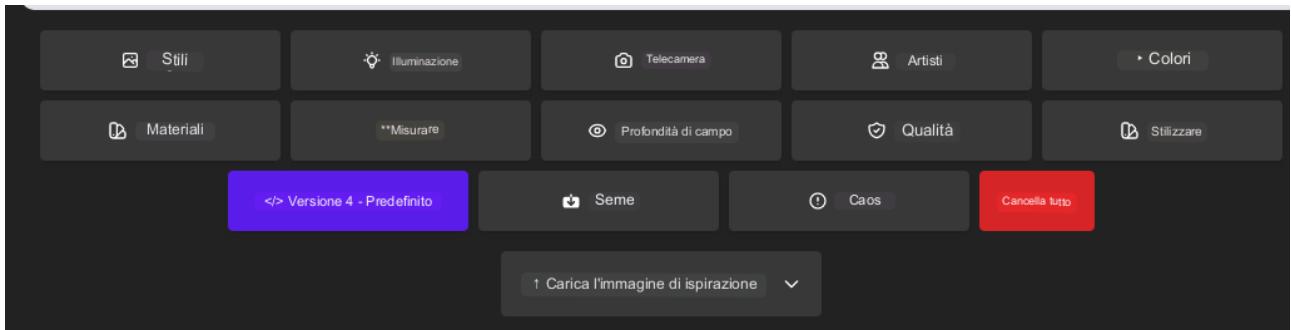
Le variabili *Ora del giorno*, *Indirizzo*, *Tempo atmosferico*, *Temperatura*, *Data dell'evento*, *Punti di interesse* si traducono in uno **scheletro fisso di prompt** da compilare di volta in volta, automaticamente se si paga il servizio fornito da Photographica o in proprio, per poi consegnarlo all'AI text2image<sup>1</sup>.



La gran parte dei dispositivi di produzione di immagine su base statistico predittiva ci offre esempi e suggerimenti per i prompt. Vi sono poi vari [generatori automatizzati di richieste](#), che indicano le variabili su cui agire – oltre ovviamente all'indicazione tematica – come esemplificato in [figura](#), originale e di seguito tradotta in italiano



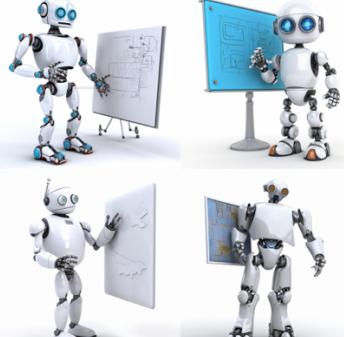
<sup>1</sup> Quando è necessario formulare le richieste in inglese, basterà usare un servizio di traduzione automatica online.



[Midjourney](#), poi, oltre ad essere attualmente, a mio giudizio, il dispositivo più efficace e convincente, ci fornisce [istruzioni tecniche specifiche](#) e la possibilità di vedere non solo le immagini prodotte dagli altri utenti, ma anche le loro richieste. Una soluzione semplice e immediata, pertanto, è analizzare il lavoro altrui (che è secondo la formula del sito in Creative Commons License), oppure utilizzare il comando /describe, e allenarsi di conseguenza, costruendo via via una propria sintassi.

Qualche esempio:

IMMAGINE	PROMPT originale	TRADUZIONE
	<b>young woman short black hair, brown eyes, white skin, pale pink shirt</b>	giovane donna capelli neri corti, occhi castani, pelle bianca, camicia rosa pallido
	<b>Imagine a modern, technological tree embodying the essence of Business Intelligence. The roots of the tree are visible, symbolizing the foundation of technology and data collection. The tree's structure should be sleek and futuristic, intertwining the natural with the digital world. This isn't your typical tree, rather it's a vibrant illustration of how data is rooted, processed, and put into action in the modern tech world. It represents the confluence of nature, technology, and intelligent business strategy</b>	<b>Immagina un albero moderno e tecnologico che incarna l'essenza della Business Intelligence. Le radici dell'albero sono visibili, a simboleggiare il fondamento della tecnologia e della raccolta dei dati. La struttura dell'albero dovrebbe essere elegante e futuristica, intrecciando il mondo naturale con il mondo digitale. Questo non è il tipico albero, piuttosto è una vivida illustrazione di come i dati vengono radicati, elaborati e messi in atto nel mondo della tecnologia moderna. Rappresenta la confluenza</b>

		<b>di natura, tecnologia e strategia aziendale intelligente</b>
	<b>a robot showing 2 different ads format using a whiteboard, 3d, white background</b>	<b>un robot che mostra 2 diversi formati di annunci utilizzando una lavagna, 3d, sfondo bianco</b>
	<b>young woman, white skin, short black hair, brown eyes, orange shirt, captured with Nikon D850 --ar 4:3</b>	<b>giovane donna, pelle bianca, capelli neri corti, occhi castani, camicia arancione, catturata con Nikon D850 --ar 4:3</b>

## Appendice - A proposito di Midjourney

### 1. Comandi più interessanti

/imagine per realizzare immagini  
 /blend per mescolare immagini  
 /describe per ottenere esempi di prompt a partire da immagine

### 2. Elenco di tutti comandi

---

Puoi interagire con il Midjourney Bot su Discord digitando un comando. I comandi vengono utilizzati per creare immagini, modificare le impostazioni predefinite, monitorare le informazioni utente ed eseguire altre attività utili

Comando - dettagli nel link (inglese)	Serve a...
/ask	Ottenere una risposta a una domanda.
/blend	caricare rapidamente da 2 a 5 immagini, esaminare i concetti e l'estetica di ciascuna immagine e unirli in una nuova immagine

/daily_theme	Attiva/disattiva i ping di notifica per l'aggiornamento del canale #daily-theme
/docs	Usa nel server ufficiale Midjourney Discord per generare rapidamente un collegamento agli argomenti trattati in questa guida per l'utente!
<a href="#"><u>/describe</u></a>	Scrive quattro prompt di esempio basato su un'immagine caricata.
/faq	Utilizza nel server Discord ufficiale di Midjourney per generare rapidamente un collegamento alle domande frequenti del popolare canale di prompt craft.
<a href="#"><u>/fast</u></a>	Passa alla modalità veloce.
/help	Mostra utili informazioni di base e suggerimenti sul Midjourney Bot.
<a href="#"><u>/imagine</u></a>	Genera un'immagine utilizzando un prompt
<a href="#"><u>/info</u></a>	Visualizza le informazioni sul tuo account e su eventuali processi in coda o in esecuzione.
<a href="#"><u>/stealth</u></a>	Per gli abbonati al piano Pro: passa alla modalità Stealth
<a href="#"><u>/public</u></a>	Per gli abbonati al piano Pro: passa alla modalità pubblica
<a href="#"><u>/subscribe</u></a>	Genera un collegamento personale per la pagina dell'account di un utente
<a href="#"><u>/settings</u></a>	Visualizza e regola le impostazioni del Midjourney Bot
<a href="#"><u>/prefer option</u></a>	Visualizza le tue attuali opzioni personalizzate.
<a href="#"><u>/prefer option list</u></a>	Crea o gestisci un'opzione personalizzata.
<a href="#"><u>/prefer suffix</u></a>	Specificare un suffisso da aggiungere alla fine di ogni prompt.
<a href="#"><u>/show</u></a>	Usa un ID lavoro immagini per rigenerare il lavoro all'interno di Discord.
<a href="#"><u>/relax</u></a>	Passa alla modalità Relax.
<a href="#"><u>/remix</u></a>	Attiva/disattiva la modalità Remix.

### 3. Elenco dei parametri.

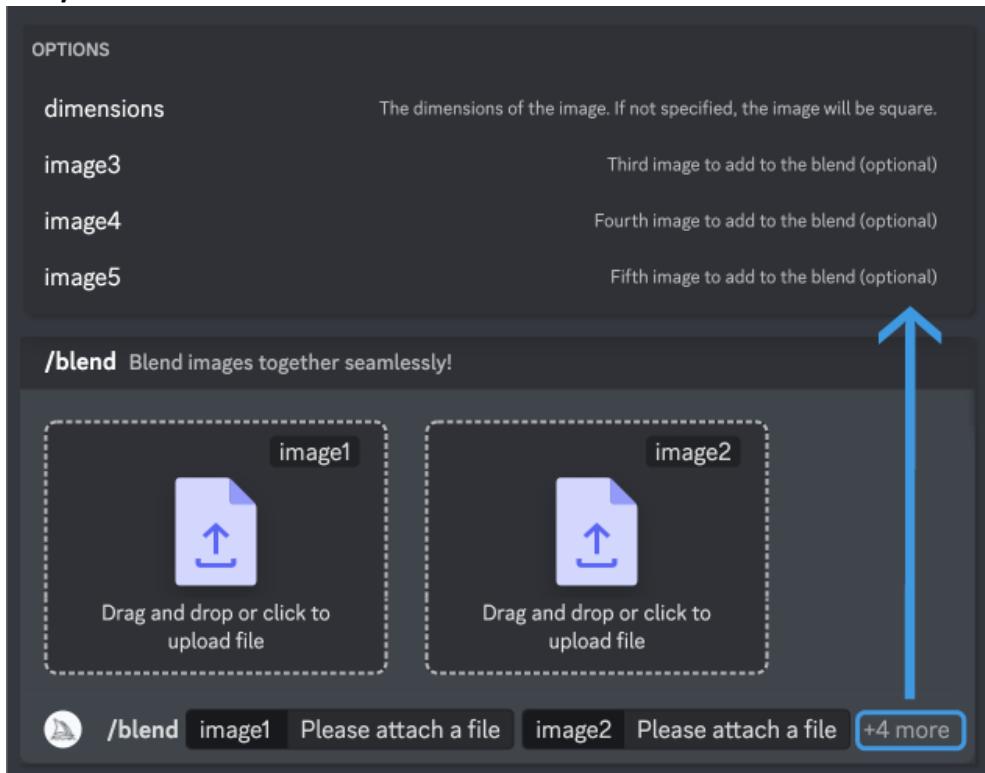
I parametri sono opzioni aggiunte a un prompt che modificano la modalità di generazione di un'immagine. I parametri possono modificare le proporzioni di un'immagine , passare da una versione del modello Midjourney all'altra , cambiare quale Upscaler viene utilizzato e molto altro.

#### Basic Parameters

Parametro	Serve a...
<a href="#">Aspect Ratios</a> --aspect, or --ar	Modificare le proporzioni di una generazione di immagine
Chaos --chaos <number 0–100>	Cambia la varietà dei risultati. Valori più alti producono generazioni più insolite e inaspettate
Image Weight --iw <0–2>	Imposta lo spessore del prompt dell'immagine rispetto allo spessore del testo. Il valore predefinito è 1..
No --no	Suggerimento negativo, --no plants proverebbe a rimuovere le piante dall'immagine.
Quality --quality <.25, .5, or 1>, or --q <.25, .5, or 1	quanto tempo vuoi dedicare alla qualità del rendering. Il valore predefinito è 1. Valori più alti utilizzano più minuti GPU ; valori più bassi usano meno
Repeat --repeat <1–40>, or --r <1–40>	Crea più processi da un singolo prompt. --repeat è utile per rieseguire rapidamente un lavoro più volte
Seed --seed <integer between 0–4294967295>	Il bot Midjourney utilizza un numero seme per creare un campo di rumore visivo, come l'elettricità statica televisiva, come punto di partenza per generare le griglie dell'immagine iniziale. I numeri seme vengono generati casualmente per ogni immagine ma possono essere specificati con il parametro --seed o --sameseed. L'utilizzo dello stesso numero seme e prompt produrrà immagini finali simili.
Stop --stop <integer between 10–100>	Utilizzare il parametro --stop per terminare un lavoro a metà del processo. L'interruzione di un lavoro a una percentuale precedente può creare risultati più sfocati e meno dettagli
Style --style <raw>  --style <4a, 4b, or 4c>  --style <cute, expressive, original, or scenic>	Passa da una versione all'altra del modello Midjourney Versione 5. Passa da una versione all'altra del modello Midjourney versione 4 Passa da una versione all'altra del modello Niji versione 5.

Stylize --stylize <number>, or --s <number>	il parametro influenza la forza con cui lo stile estetico predefinito di Midjourney viene applicato a Jobs.
Tile --tile	Il parametro genera immagini che possono essere utilizzate come tessere ripetute per creare motivi continui.
Parametri della versione del modello	
Midjourney rilascia regolarmente nuove versioni del modello per migliorare l'efficienza, la coerenza e la qualità. Diversi modelli eccellono in diversi tipi di immagini.	
Niji --niji	Un modello alternativo incentrato su immagini in stile anime.
Version --version <1, 2, 3, 4, or 5> or --v <1, 2, 3, 4, or 5>	Utilizzare una versione diversa dell'algoritmo Midjourney

#### 4. Nota su /blend



Dopo aver digitato il comando /blend, ti verrà chiesto di caricare due foto. Trascina e rilascia immagini dal tuo disco rigido o aggiungi immagini dalla tua libreria di foto quando utilizzi un dispositivo mobile. Per aggiungere altre immagini, seleziona il campo optional/option campo e seleziona image3, image4, o image5. L'avvio del comando potrebbe richiedere più tempo rispetto ad altri comandi perché le tue immagini devono essere caricate prima che il Midjourney Bot possa elaborare la tua richiesta.

Le immagini unite hanno proporzioni predefinite 1:1, ma puoi utilizzare il campo facoltativo dimensions per selezionare tra proporzioni quadrate (1:1), proporzioni verticali (2:3) o proporzioni orizzontali (3:2).

I suffissi personalizzati vengono aggiunti alla fine dei /blend prompt, come qualsiasi altro /imagine prompt. Le proporzioni specificate come parte del /blend comando sostituiscono le proporzioni all'interno di un suffisso personalizzato.

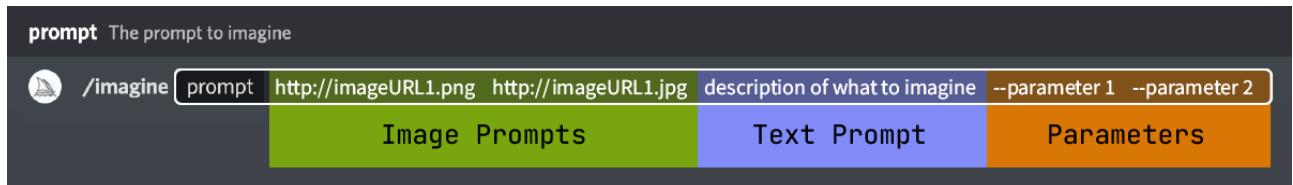
**Per ottenere i migliori risultati, carica immagini con le stesse proporzioni del risultato desiderato.**

---

## 5. Usare immagini nelle richieste di immagini (prompt di /imagine)

---

Puoi utilizzare le immagini come parte di un suggerimento per influenzare la composizione, lo stile e i colori di un lavoro. I prompt delle immagini possono essere utilizzati da soli o con i prompt di testo: prova a combinare immagini con stili diversi per ottenere i risultati più entusiasmanti. Per aggiungere immagini a un prompt, digitare o incollare l'indirizzo Web in cui l'immagine è archiviata online. L'indirizzo deve terminare con un'estensione come .png, .gif o .jpg. Dopo aver aggiunto gli indirizzi delle immagini, aggiungi eventuali altri parametri e testo per completare la richiesta.



I prompt immagine vanno nella parte anteriore di un prompt.

I prompt devono avere due immagini o un'immagine e testo per funzionare.

L'URL di un'immagine deve essere un collegamento diretto a un'immagine online.

Il tuo file dovrebbe terminare in .png, .gif, .webp, .jpg o .jpeg.

Nella maggior parte dei browser, fare clic con il pulsante destro del mouse o premere a lungo un'immagine e selezionare Copia indirizzo immagine per ottenere l'URL.

---

### *Carica un'immagine su Discord*

Per incorporare un'immagine nel prompt, è necessario un collegamento diretto all'immagine che termini con .png, .gif, .webp, .jpg o .jpeg. Se l'immagine è sul tuo computer o telefono, puoi prima inviarla come messaggio al Midjourney Bot per generare un collegamento.

#### *Come caricare la tua immagine*

Incolla l'immagine nella chat con Midjourney Bot. Premi Invio per inviare la tua immagine.

A seconda della piattaforma, segui questi passaggi per ottenere il link dell'immagine

App desktop Discord: fai clic con il pulsante destro del mouse sull'immagine e seleziona "Copia collegamento" (NON "Copia collegamento messaggio").

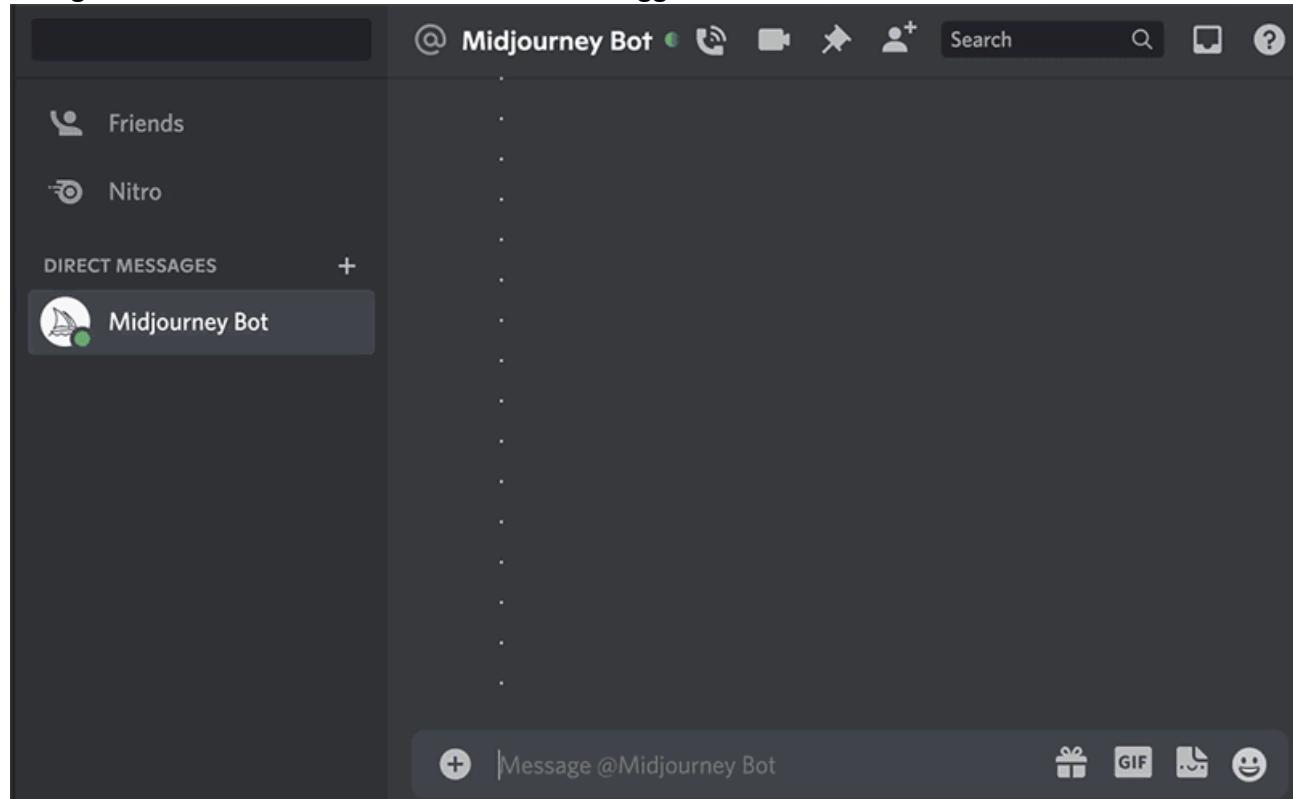
Discord Web App: fai clic per espandere l'immagine, quindi fai clic con il pulsante destro del mouse e scegli "Copia indirizzo immagine".

Discord Mobile App: tocca e tieni premuta l'immagine, quindi seleziona "Copia collegamento multimediale".

Se nessuno di questi metodi funziona, puoi sempre fare clic per espandere l'immagine e, in basso, selezionare "Apri nel browser" in modo da poter copiare e incollare l'URL dell'immagine.

#### *Aggiungi un URL immagine al tuo prompt*

Per aggiungere un'immagine a un prompt, iniziare a digitare /imagine come al solito. Dopo che viene visualizzata la finestra del messaggio, trascina il file immagine nella casella del messaggio per aggiungere l'URL dell'immagine oppure fai clic con il pulsante destro del mouse e incolla il collegamento all'interno della finestra del messaggio.



#### **6. Note sulla privacy**

*Carica le immagini nei tuoi messaggi diretti con il Midjourney Bot per impedire ad altri utenti del server di vedere un'immagine.*

*I prompt delle immagini sono visibili sul sito Web di Midjourney a meno che un utente non disponga della modalità Stealth.*

# Midjourney Prompt Cheat Sheet

## Aspect Ratio (--ar)

Use: Changes width-to-height ratio of the image.  
 Prompt Parameter: `--ar <width>:<height>`  
 Values: Unlimited with MJ version 5 and 5.1  
 Midjourney Default: 1:1  
 Format Example: `--ar 3:2` or `--aspect 3:2`



## Version (--v)

Use: Changes the MJVersion the images are generated in.  
 Prompt Parameter: `--v <value>`  
 Value Range: 1-5  
 Midjourney Default: 5  
 Format example: `--v 2` or `--version 2`



## Quality (--q)

Use: Changes how much time is spent rendering the image.  
 Prompt Parameter: `--q <value>`  
 Value Range: 0.25-1  
 Midjourney Default: 1  
 Format example: `--q .25` or `--quality .5`



## Image Weight (--iw)

Use: Adjust importance of the image vs. text portion of the prompt.  
 Prompt Parameter: `--iw <value>`  
 Value Range: .25-2  
 Midjourney Default: .25  
 Format example: `--iw 2`



## Stop (--stop)

Use: Finish a job partway through the process.  
 Prompt Parameter: `--stop <value>`  
 Value Range: 10-100  
 Midjourney Default: 100  
 Format example: `--stop 50`



## Repeat (--r)

Use: Create multiple jobs for one prompt.  
 Prompt Parameter: `--r <value>`  
 Value Range: 1-40  
 Midjourney Default: 0  
 Format example: `--r 4` or `--repeat 4`



## No (--no)

Use: Removes unwanted elements.  
 Prompt Parameter: `--no <subject>`  
 Values: Any word representing a prompt element  
 Midjourney Default: N/A Dependent on user input.  
 Format Example: `--no words` or `--no plants`



## Stylize (--s)

Use: Changes how "artistic" or stylized this image is.  
 Prompt Parameter: `--s <value>`  
 Value Range: 0-1000  
 Midjourney Default: 100  
 Example: `--s 750` or `--stylize 750`



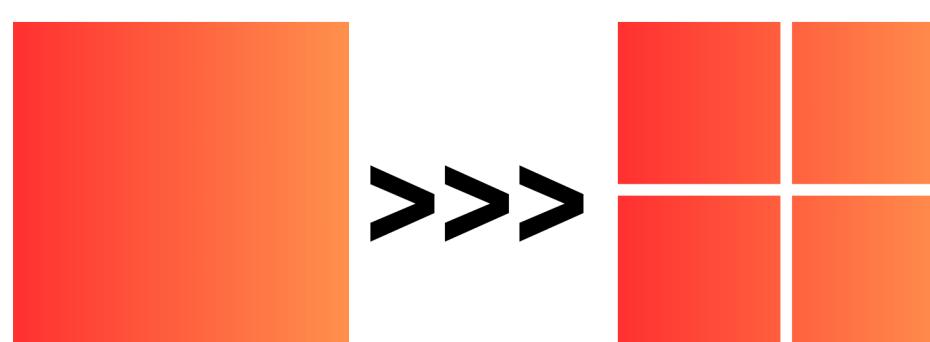
## Chaos (--c)

Use: Changes how varied the image grids are.  
 Prompt Parameter: `--c <value>`  
 Value Range: 0-100  
 Midjourney Default: 0  
 Format example: `--c 50` or `--chaos 50`



## Tile (--tile)

Use: Generate images that can be used as patterns.  
 Prompt Parameter: `--tile`  
 Value Range: n/a  
 Midjourney Default: n/a  
 Format example: `--tile`



## 8 key tips for creating effective Midjourney prompts

- Keep prompts short and specific:** Avoid exceeding around 40 words, as any extra words likely won't influence the outcome. Having more words also increases the competition among elements for priority in the generated image.
- Begin with crucial keywords:** The initial 5 words are highly influential, with influence diminishing thereafter. Despite recent updates that take into account token strength (the significance of each word), the order of words remains important.
- Use correct grammar:** From version 5, Midjourney utilizes Natural Language Processing (NLP), so full-sentence prompts with correct grammar can yield more coherent results.
- Follow a prompt template:** Although not strictly necessary, following a specific structure (type of image, main object, surroundings, style details, parameters) can improve the effectiveness of your prompt.
- Use Sliders and Cowbells tricks:** Text weights can be used to adjust the influence of specific words. You can increase the weights of ignored words (sliders) or repeat them multiple times (cowbells).
- Avoid quality enhancement keywords:** Words like "photorealistic", "realistic", "ultra-detailed", "8K", etc., usually don't impact the generated images and may even obstruct the desired outcome.
- Use ChatGPT for inspiration:** This AI can serve as an excellent brainstorming tool. It can be used to generate concise one-sentence image descriptions, which can then be combined to create imaginative prompts.
- Experiment:** Midjourney allows experimenting with different styles, colors, angles, and lighting. This enhances creativity and brings out new possibilities that would be challenging without AI.



## BASIC PROMPT ANATOMY

```
/imagine prompt: [PREFIX] [SCENE] [SUFFIX] [Parameters]
```

PREFIX defines image medium & style  
 SCENE defines content  
 SUFFIX modulates Prefix & Scene  
 (in actual practice these categories overlap)

## PERMUTATION PROMPT EXAMPLE

```
/imagine prompt: cinematic shot of astronaut on {horse, turtle} --c {20,80} ...gets translated into four prompts:
```

- > cinematic shot of astronaut on a horse --c 20
- cinematic shot of astronaut on a turtle --c 20
- cinematic shot of astronaut on a horse --c 80
- cinematic shot of astronaut on a turtle --c 80

## OPTION COMMANDS

```
/prefer option set [NAME OF OPTION] [VALUE]
```

... e.g:

- > /prefer option set mycoolpreset dadaism --c 80
- ...now
- /imagine prompt: an astronaut, --mycoolpreset
- ...becomes
- /imagine prompt: an astronaut, dadaism --c 80

```
/prefer option set mycoolpreset
```

- ...deletes mycoolpreset!

```
/prefer option list
```

- ... shows presets

```
/prefer option remix
```

- ... toggles remix mode

```
/prefer suffix
```

- ... suffix to add to the end of every prompt

```
/prefer auto_dm
```

- ... automatically send DM when jobs complete

```
/prefer variability
```

- ... toggle variability mode

## WEIGHTS

```
/imagine prompt: hot dog
```

- hot:: dog
- hot::2 dog

## BASIC PARAMETERS

- ar [WIDTH:HEIGHT] (=aspect ratio)
- c [0-100] (=chaos, unusual results)
- q [.25|.5|1] (=quality/time spent generating the image, 1=default)
- seed [0-4294967295] (=starting point for initial grid)
- stop [10-100] (=stop at earlier percentage)
- s [0-1000] (=stylize, artistic interpretation)
- tile (=seamless patterns)
- iw [W] (=sets image weight to W)
- no [X] (=gives X a negative weight of -0.5)
- repeat [N] (=repeat prompt N-times)
- video (=create movie of image generation)

## VERSION PARAMETERS

- v [1,2,3,4,5,5.1,5.2] (=model version)
- style raw (artistic fine-tuning for V5.1 & V5.2)
- style [4a, 4b, 4c] (artistic fine-tuning for V4)
- test, --testp, --creative (=test models, legacy)

## NIJI PARAMETERS

- niji / --niji 5 (anime trained model)

## NIJI STYLE OPTIONS

- style cute
- style expressive
- style scenic
- style original

## MORE COMMANDS

/describe	
/blend	
/shorten	
/stealth & /public	(=toggle stealth mode)
/fast & /relax	(=toggle fast mode)
/info	(=show account info & queued jobs)
/settings	(=change bot settings)
/subscribe	(=change subscription plan)

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Find the high-quality version at [AIFire.co](#)

