



SafePoint IT's: ChatGPT Prompting Guide

Practical ways to get more accurate, useful, and repeatable results from ChatGPT

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What This Guide Covers

What Are Prompts?

Understand what prompts are, how they shape AI output, and how to use them the most efficiently.



Introducing the Master Prompt

Learn effective prompting, use practical tips, and build a master prompt for your daily workflow.



A Glimpse Into System Prompts

Understand how prompt libraries organize repeatable prompts, save time, and improve consistency across everyday work.



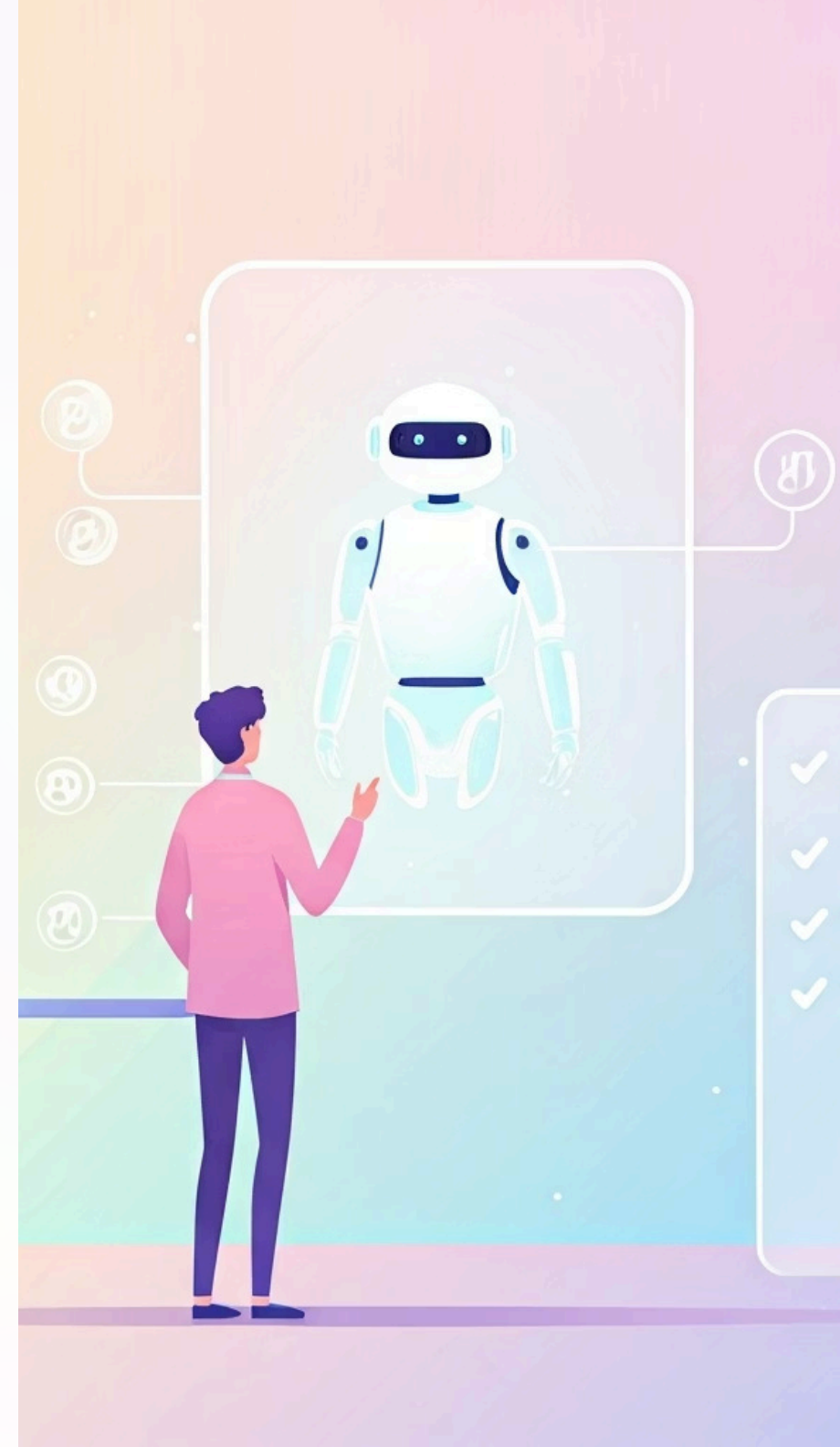
Why Prompt Libraries Matter

Explore how system prompts work, how to build one, and how they can be used to create consistent, repeatable AI behavior across your team.

Primary Principles of Prompting

To consistently achieve optimal results from AI models like ChatGPT, follow these fundamental principles when crafting your prompts:

1. **Assign a role:** "Act as a CFO, MSP sales manager, project coordinator, or vCIO."
2. **State the task clearly:** Define exactly what the AI should do.
3. **Add business context:** Explain who this is for, what is happening, and why it matters.
4. **Set constraints:** Specify budget, timeline, audience, available tools, compliance limits, and tone.
5. **Specify the output format:** Request a bullet list, email, table, JSON, talking points, SOP, or checklist.
6. **Ask for verification behavior:** "State assumptions, flag uncertainty, and cite sources where applicable."
7. **Stress-test the answer:** "Challenge the recommendation and identify blind spots, risks, and alternatives."



Practical Prompting Tips



Use the 5 W's

Describe the context as clearly and completely as possible - Who, What, When, Where, and Why.



Push for First Principles

Use "based on first principles" to push ChatGPT toward more truthful, grounded reasoning.



Play Devil's Advocate

Make it less agreeable and more critical. Use: "Acting as a devil's advocate, stress-test your assumptions using the output above."



Verify and Cite

Ask ChatGPT to verify claims and provide sources when the topic involves facts, research, statistics, or current information.



Use Canvas Format

Use canvas output when you want ChatGPT to generate something editable, such as a guide, SOP, long-form draft, or structured working document.



Iterate and Refine

If the output isn't quite right, don't start over - ask ChatGPT to adjust it. Use: "Revise the above to be more concise / formal / detailed / actionable."

The Master Prompt

Definition:

The core instruction set that defines how an **AI behaves, thinks, and responds** across a task or workflow.

- Sets **role** (e.g., “act like an MSP owner”)
- Establishes **rules/constraints** (tone, format, what to avoid)
- Provides **context** (business, audience, data)

Why it's important:

- Ensures consistency and accuracy of answers.

When to use it:

- Everyone working with an AI chatbot must do it at least once.
- Best done shortly after employee onboarding.

After all 10 questions are answered, ChatGPT will **generate your completed master prompt**. Save it and paste it at the start of future work chats to provide consistent context.



Building Your Master Prompt

I work for [company], an [type of company].

My role/title is: [insert job description]

I want you to help me create a personalized “Master Prompt” that I can reuse at the start of future ChatGPT conversations so you understand:

- My role and responsibilities
- The types of work I do
- How I prefer to communicate
- How I want you to assist me day-to-day

To do this, please run a short interview with me.

INSTRUCTIONS FOR YOU:

- Ask me exactly 10 questions, one at a time
- Keep questions practical and work-focused
- Tailor questions to someone working at a [type of company]
- Cover technical responsibilities, decision-making, tools, communication style, and how I want AI to help me
- After I answer all 10 questions, generate a single, clean “Master Prompt” written in first person (“I am...”, “I prefer...”, etc.)
- The final Master Prompt should be concise, reusable, and ready to paste into future chats
- Do NOT include explanations in the final output-only the Master Prompt itself.

When you’re ready, ask Question 1.



System Prompts

Definition:

A **user-defined system prompt** is a persistent instruction set you create to control how the AI responds across your session or workflow.

- It acts like your **personal rulebook for the AI**.
- It is applied **before every request**.
- It shapes tone, structure, priorities, and reasoning style.

Why it's important:

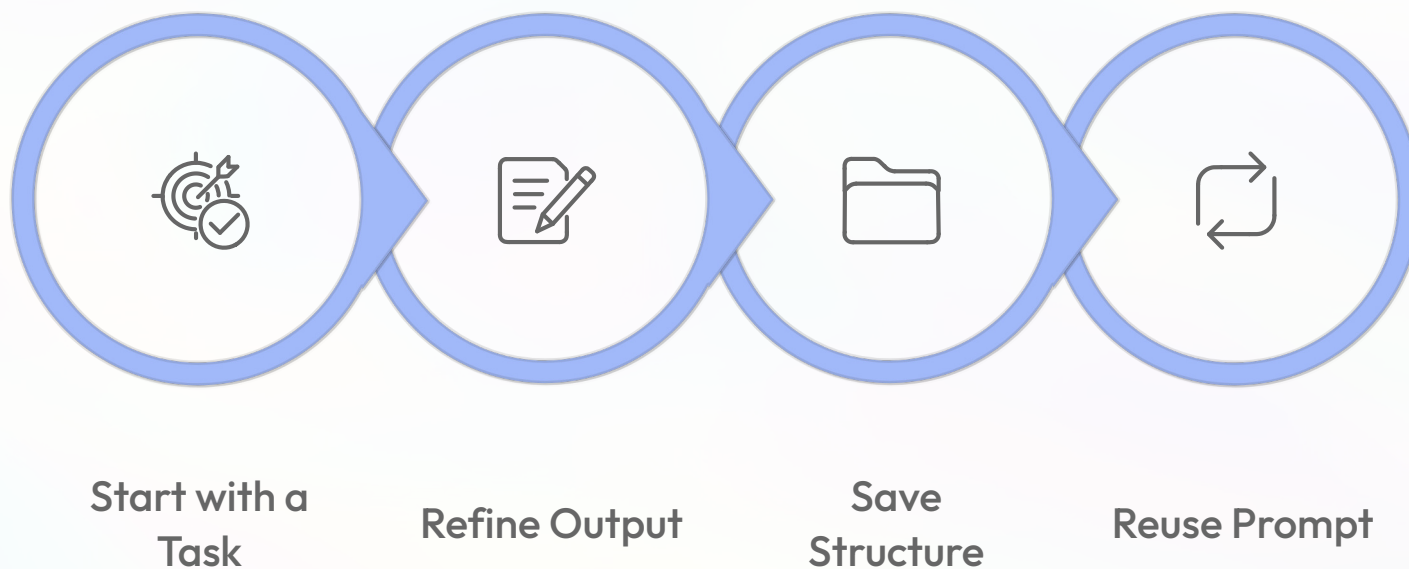
- It ensures consistent, high-quality outputs across different inputs.

When to use it:

- Use for recurring tasks where consistent output and structure are required.

How to Build a System Prompt

Building an effective system prompt does not require getting it perfect on the first try. Start with a real business task, refine the output until it matches the structure, tone, and quality you need, and then have ChatGPT turn that successful interaction into a reusable system prompt.



Sample System Prompt Entry

- **Purpose:** Write a follow-up email after a client meeting
- **Tool:** ChatGPT
- **Prompt:** Write a professional follow-up email to [Client Name] after our recent meeting. Thank them for their time, briefly summarize the main points discussed, restate the recommended next step, and keep the tone helpful, polished, and concise. The email should feel business-appropriate and easy to scan.
- **Replace:** Client Name = Sarah Mitchell, Meeting Notes = discussed cybersecurity training gaps, employee phishing risk, and interest in improving response procedures, Next Step = schedule a 30-minute follow-up call next Tuesday to review recommendations
- **Output:** Email, professional, under 150 words

☐ **To:** sarah.mitchell@company.com
From: alek@safepointit.com
Subject: Follow-Up – Cybersecurity Training Discussion

Hi Sarah,

Thank you again for taking the time to meet with us today. It was great to learn more about your current cybersecurity training process and discuss the phishing risks your team is seeing, along with opportunities to strengthen internal response procedures.

Based on our conversation, the next best step would be to schedule a 30-minute follow-up call next Tuesday to review recommendations and talk through potential next steps.

Please let me know what time works best on your end.

Best,
Alek



What is a Prompt Library?

A prompt library is a shared place to store ready-to-use AI prompts your team can come back to, adapt, and improve over time. Teams can use saved prompts built for real tasks and repeatable results.

Key elements of a strong prompt library

- An efficient system for saving prompts so they are simple to find, reuse, and apply.
- A clear purpose or use case so people know exactly what the prompt is for and when to use it.
- Output requirements and formatting expectations so the AI knows whether the result should be bullets, a table, an email, or another format. Microsoft and OpenAI both emphasize that clear format cues improve consistency.
- The full prompt text, plus what to replace so users are not guessing which parts need to be edited before using it.

Why Prompt Libraries Matter

A prompt library helps teams stop starting from scratch. It gives people reusable prompts they can return to, adapt, and apply more consistently. This aligns with the idea that prompts should be built to speed up work, reduce guessing, and make AI easier to use across repeated tasks.



Saves Time

By reusing proven prompts, teams avoid rebuilding requests from scratch, accelerating workflows and increasing efficiency.



Reduces Guesswork

Clear templates show users exactly what to replace and how to use prompts, ensuring accuracy and predictability in outputs.



Fosters Adoption

AI becomes easier to integrate across teams as prompts are readily understood, edited, and correctly used by everyone.



Improves Consistency

Standardized prompts maintain uniform AI responses by preserving role, context, rules, and structure across all interactions.

Key Takeaways

Throughout this guide, we've explored essential strategies for effective AI prompting. Mastering these concepts—from personalized Master Prompts to consistent System Prompts and organized Prompt Libraries—is key to unlocking the full potential of AI in your daily workflow, ensuring efficiency and quality.



Master Prompt

Helps ChatGPT understand you, your role, and your work context for personalized interactions.



System Prompt

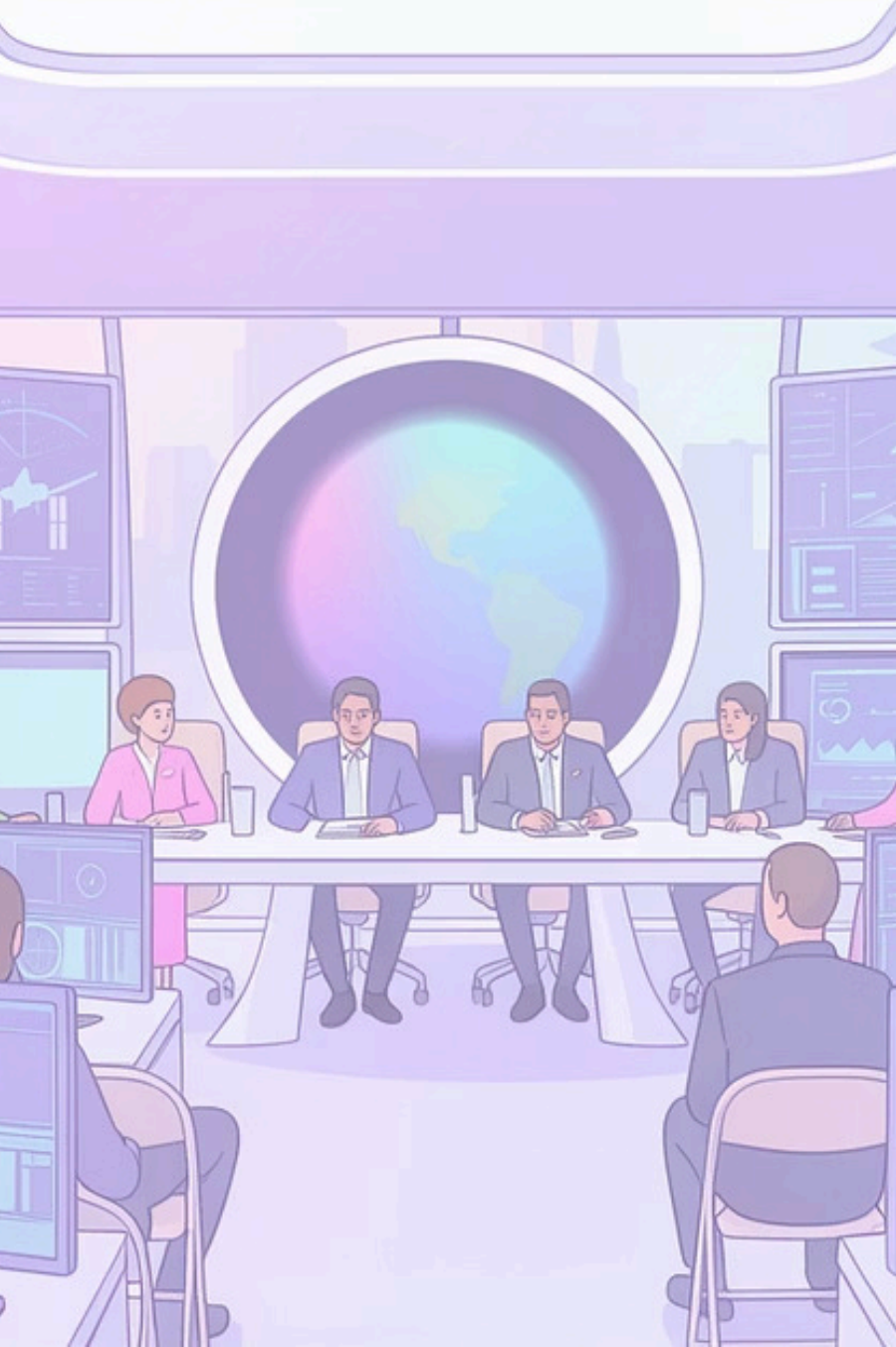
Controls how ChatGPT should behave for a recurring task, ensuring consistent output.



Prompt Library

An organized repository where proven prompts are saved, shared, and reused by teams.





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