

Get the Best Results Out of AI: Prompt Engineering

Better inputs = better outputs, how to actually get what you want from AI.

Ever used ChatGPT or Google and wondered why the result felt off? Whether the response was vague, repetitive, or flat out wrong, the problem often isn't the AI – it's the prompt.

What Is Prompt Engineering?

Prompt engineering is the practice of writing clear, detailed instructions so AI can give you the best possible answer. It's not about coding, but about framing your ask correctly. Think of it like using Google. There's a big difference between:

- “Help with addition”
- “What is $5 + 5$?”

One gets you generic advice. The other gives you a direct answer. The same applies to AI tools too:

- “Write me a blog post for my company.”
- “Write a 600-word blog post for startup founders explaining how business development impacts early-stage growth. Use a professional tone, include 3 bullet points, and keep the language clear and simple.”

The second prompt provides structure, purpose, and voice – all of which dramatically improve the result. That's the power of prompt engineering.

Prompt Engineering Tips

The next time you use ChatGPT, try doing following:

- **Be specific:** State exactly what you want, who it's for, and how long it should be.
- **Set the format:** Ask for specific requirements: lists, bullet points, or tables.
- **Provide context:** Tell the AI to act “as a professional”: manager, lawyer, etc.
- **Give examples:** Lock in tone and structure with a sample piece of data.
- **Refine as you go:** Iterate on your prompt. Better input means sharper output.

How Fiftysix Helps

At Fiftysix, we help founders and small teams apply AI where it actually matters: speed up workflows, improve output quality, and reduce manual effort. Understanding the value of AI as a business tool is crucial to cutting costs and staying ahead of technology today.

We don't just explain AI, we build long-term value. Learn more at fiftysix.tech, or email hello@fiftysix.tech.