



1 WHY PROMPTING MATTERS

Where AI Users Win the Most

COMMON PROBLEM	BETTER PROMPTING SOLUTION	BENEFIT
Generic answers	Assign a role	More expertise
Incomplete answers	Add context	Better relevance
Inconsistent quality	Define format	More consistency
Excessive editing	Add constraints	Less rework

ESTIMATED SAVINGS: 2-5 HRS/WEEK



SPS INSIGHT: Most AI mistakes are prompt failures, not AI failures.

2 THE SPS PROMPT FRAMEWORK

Find Your Best Prompt



SPS FORMULA

ROLE + OBJECTIVE + CONTEXT + CONSTRAINTS + FORMAT = HIGH QUALITY RESULTS

3 THE PROMPT BUILDER TOOLKIT

Build Stronger Prompts Every Time

ROLE	"Act as a business analyst..."
OBJECTIVE	"Create a process improvement plan..."
CONTEXT	"For a small business with 10 employees..."
CONSTRAINTS	"Keep recommendations below \$1,000..."
FORMAT	"Present in a table with priorities and next steps..."



TIP: The more specific you are, the better and more useful the response will be.

4 BEFORE & AFTER PROMPTS

WEAK PROMPT

"Write me a business plan."

RESULT

- Generic
- Missing details
- Requires significant editing

VS.

STRONG PROMPT

"Act as a small business consultant. Create a one-page business plan for an AI consulting company serving Florida small businesses. Focus on startup costs under \$2,000 and present recommendations using headings and bullet points."

RESULT

- Specific
- Actionable
- Better structure
- Lower editing effort

5 READY-TO-USE BUSINESS PROMPTS

BUSINESS ANALYSIS	"Act as a business analyst. Review the attached process and identify bottlenecks, risks, assumptions, and improvement opportunities."
MARKETING	"Act as a digital marketing strategist. Create 10 LinkedIn post ideas for small business owners interested in AI productivity."
HR & RECRUITING	"Act as an HR manager. Generate interview questions for a [POSITION] focused on behavioral and technical competencies."
PROJECT MANAGEMENT	"Act as a project manager. Break this initiative into milestones, risks, dependencies, timelines, and action items."
CUSTOMER SERVICE	"Act as a customer service coach. Draft a professional response to the following customer complaint."

6 PROMPT QUALITY CHECK

Before You Hit Enter

- | | |
|--|--|
| ☒ Assigned a role | ☒ Defined audience |
| ☒ Specified objective | ☒ Requested output format |
| ☒ Added business context | ☒ Asked AI to identify assumptions |
| ☒ Included constraints | ☒ Requested recommendations |



Quality prompts = Reliable, actionable, and repeatable results.

7 QUICK WINS BY DEPARTMENT

MARKETING	SALES	OPERATIONS	HR	ADMINISTRATION
• Content ideas • Social posts • Campaign plans	• Prospect research • Proposal drafts • Follow-up emails	• SOP creation • Process documentation • Checklists	• Job descriptions • Interview guides • Training content	• Meeting summaries • Email drafting • Scheduling assistance

8 TAKE ACTION TODAY



Try This Prompt Template

Act as a [ROLE]. Help me accomplish [OBJECTIVE]. Use the following context [DETAILS]. Follow these constraints [RULES]. Present the result as [FORMAT].

Then:



TEST
Run your prompt



MEASURE
Evaluate the output



IMPROVE
Refine your prompt



EXPAND
Reuse and adapt

WHEN TO USE AI FOR PROMPTING

- ☒ Drafting content
- ☒ Learning new topics
- ☒ Summarizing information
- ☒ Creating plans
- ☒ Brainstorming ideas
- ☒ Analyzing options

WHEN NOT TO RELY SOLELY ON AI

- ☒ Legal decisions
- ☒ Medical diagnoses
- ☒ Financial advice without review
- ☒ Sensitive information in unauthorized tools
- ☒ Final decisions without human validation



SPS TAKEAWAY

The quality of the output is directly related to the quality of the prompt. Small prompt improvements create large productivity gains.

Prompt Better. Work Smarter. Get Better Results.



SEVERN
PROFESSIONAL
SERVICES



(561) 606-6677



severnprofessionalservices.com

Practical solutions.
Professional results.
Trusted partnerships.