

Prompt writing made easy.

A how-to guide from Adobe Acrobat AI Assistant.

Adobe Acrobat

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◆ **Quick tip.**

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What is a prompt?

In the era of generative AI, there are tools like Acrobat AI Assistant that help you work faster no matter who you are or what you do. And learning how to write effective prompts can unlock your productivity. In fact, people who use AI Assistant effectively can speed up their document tasks by 4x on average.*

So, let's start with the basics. What are prompts, and why are they important?

Prompts are questions or statements you give AI Assistant to help it generate summaries, pull insights, create new content, and so much more.

*"Pfeiffer Report: Acrobat AI Assistant helps knowledge workers complete document-related tasks 4x faster on average," Adobe, 2024.



Five tasks you can do faster with prompts.

Chat with your docs in Acrobat using these common example prompts.

Get answers to almost anything.

Example prompt

What's the single most important point noted in this document?

Improve your draft.

Example prompt

Revise the introduction to make it sound friendlier.

Find insights in a flash.

Example prompt

Give me a pros/cons list for implementing this strategy.

Spark new ideas.

Example prompt

What are some potential webinar ideas based on this presentation?

Create fresh content.

Example prompt

Write an email in a professional tone that highlights the 5 main takeaways.

The recipe for a powerful prompt.

So, where do you start? Think of prompt writing as making a recipe. The ingredients alone just sit there. But together, they create something magical—a response filled with valuable information that saves you hours of time combing through docs.

The ingredients of a prompt are *task*, *context*, *expectations*, and *format*.

Task

Your task is a statement that tells AI Assistant what it needs to do in detail.

Context

Your context describes the key data or info in your document that AI Assistant should use to respond.

Create a product feedback summary based on recent customer reviews. The summary should identify key themes, overall sentiment, and any recurring issues or praises. Format the summary to be concise, and present the information in a clear, easy-to-understand manner suitable for a marketing team meeting.

Expectations

Your expectations spell out your goal for the response. It's that extra info that nudges AI Assistant in the right direction.

Format

Your format describes how you want the response to look—short, long, in a chart, or in bullets. It's all up to you.

How to perfect a prompt.

Now that you know the building blocks of a prompt, you're on your way to becoming an expert prompt writer. Let's dig deeper into best practices that will help you create great prompts.

◆ Quick tip.

A prompt should include:

- A topic
- Keywords or phrases associated with that topic
- The tone you want your response to be in, like professional, casual, or fun
- The target audience



DO:

Be intentional.

Know what you want from AI Assistant and clearly state your goals in your prompts.

Keep it simple.

Use language that's easy to understand and simplify your instructions when possible.

Get specific.

Note any constraints, like word count and desired format of your response.

Add some personality.

Let AI Assistant know if you want your response in a specific voice and tone.

Show examples.

Give AI Assistant a wide range of examples to guide it in the right direction.

Make an outline.

For more complex prompts, create a list of steps that AI Assistant can easily follow.

Build off your responses.

Ask your docs additional specific questions to get the answer you need.

Check for accuracy.

Always review your response for accuracy, grammar, and style.

Keep refining your prompts.

If your response isn't perfect the first time, try rephrasing it to get closer to your goal.

DON'T:

Write vague prompts.

It's important to be crystal clear when talking to AI Assistant so it can respond accurately.

Request inappropriate info.

Respect local laws, rules, rights of others, and terms of service when writing prompts.

Use jargon.

Writing with slang, jargon, or informal language can lead to low-quality responses.

Give conflicting instructions.

Prompts with conflicting information make it hard for AI Assistant to understand your goal.

Overcomplicate your prompts.

Prompts with too many instructions can confuse AI Assistant. Simple is always better.

Assume AI Assistant knows it all.

AI Assistant isn't human, but it can still make mistakes. It's important to check responses for accuracy.



Sample prompt library.

No matter what kind of documents you work with, this section includes sample prompts to help you be more productive. Click the section titles below to check them out.

[Finance prompts](#)

[Marketing and communications prompts](#)

[Project management prompts](#)

[Human resources prompts](#)

[Research and development prompts](#)

[Student prompts](#)

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Finance prompts.

See below for some ideas of what you can ask your financial reports, cash flow statements, and other docs you work with daily.

Simplify this document into 5 bullet points.	What are the potential risks and benefits of applying the proposed strategy?	How did the company's net income for the most recent quarter compare to the prior year's quarter?
Create a table with key quotes in this article and the roles of people being quoted.	What are some factors outlined in this document that could impact buyers' decisions?	What were the primary drivers of revenue growth or decline in the most recent quarter?
List all of the key stats in this document.	Write an email to my team members explaining why an investment could warrant additional exploration.	Write an email to my team that explains why this quarter's profits are up compared to last year.
Summarize the content in this report's appendices.	If you were the CEO, what are 3 questions you would ask about this report?	How did the company's cash flow from operations change compared to last quarter?
Create a job description for an analyst based on the skills outlined in this report.	What are some applications of this data for a small business owner?	Summarize how the company's new partnerships impacted its growth.
Create a 200-word summary of this document. Do not use any industry jargon.	What are 5 questions the board of directors should be asking about this topic?	Generate a table that includes revenues and expenses for the last four quarters.
How difficult would it be for a business to implement the tips outlined in this guide?	How can I incorporate these ideas into a talk track for my sales team?	Help me understand some threats that this company faces.
Present ideas for how a company could use these findings to improve profitability.	What were the total revenues for the company in the last three years?	Give me suggestions on how to present this information in my weekly team meeting.

◆ Quick tip.

Copy and paste these prompts into AI Assistant to get started—or check out even more sample prompts [here](#).

Marketing and communications prompts.

See below for some ideas of what you can ask your marketing plans, pitch decks, and other docs you work with daily.

Summarize this document in 3 sentences.	What are potential counterarguments to using this product, and how could I address them in marketing?	Convert this research article into a blog with a listicle format.
Simplify this document into 5 bullet points.	What are some potential SEO terms we could use to promote this content?	Give me suggestions for how to use this content to improve the customer experience.
Create a table with key quotes in this article and the roles of people being quoted.	What types of audiences would benefit from reading this content?	Reposition this copy so it will appeal to a more professional audience.
What are 10 blog topic ideas I can use for our website?	How could I position this presentation for employees instead of managers?	Give our brand description a more upbeat and conversational tone.
What are the main action items for the attendees of this presentation?	Generate 10 social media post ideas to promote this guide.	Develop an outline for a 3-minute video highlighting the main points of this eBook.
What are the main value propositions to communicate to our audience?	Write a friendly-sounding email to my team that outlines the main points of this white paper.	Create 25-, 50-, and 100-word messaging blocks for marketing to promote this asset.
How does the described solution address customer pain points?	Revise the headline to make it sound friendlier.	Propose copy for a banner ad encouraging people to download this guide.
Create a 200-word summary of this document. Do not use any industry jargon.	Simplify the section on best practices into a numbered list.	Create 10 social media posts with emojis to help marketing promote this asset.

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Project management prompts.

See below for some ideas of what you can ask your project schedules, expense reports, and other docs you work with daily.

List all the project's phases, start dates, and deliverables in a table.	How difficult would it be for a business to implement the tips outlined in this guide?	Are there any financial implications for pausing the work halfway through the project?
What specific services does this vendor provide?	According to this transcript, what were the main discussion topics in this meeting?	Write an email to my stakeholders that provides an overview of this project.
What is the cost of the 2nd phase of this project?	How could I position this training doc for employees instead of executives?	Build a to-do list of all the immediate next steps.
What are the payment terms, and how does the vendor require payment?	Make the project details in this proposal sound more professional.	Simplify the section on best practices into a numbered list.
Create a table with key quotes from this meeting and the roles of people being quoted.	Of the steps outlined, which one is likely the most challenging to perform?	Write an email to my team members explaining why they should use the tips in this guide.
What are the main action items for the attendees of this presentation?	Give me the pros and cons of implementing this new development approach.	Write a memo to my boss explaining how our company could optimize processes based on this document.
What deadlines are mentioned in this statement of work?	List all the deliverables in this project and the required timelines to complete each one.	Provide suggestions for how I can use this information for employee training.
Create a table of all vendors and their shipping addresses.	What's the process for needing to change this scope of work?	Using this document, draft a welcome email with helpful points and resources for a new hire.

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Human resources prompts.

See below for some ideas of what you can ask your offer letters, employee handbooks, and other docs you work with daily.

Summarize this document in 3 sentences.	Summarize this health plan's benefits in under 300 words.	Based on this candidate's resume, what are 5 interview questions I could ask?
Outline the main sections of this document.	What are the potential downsides of not following the advice in this handbook?	Create an itinerary that my boss can use while attending this HR conference.
Create a table with all the department's positions listed.	What are the potential risks and benefits of implementing this new policy?	If you were the CEO, what are 3 questions you would ask about this report?
What are the main action items for the attendees of this presentation?	What are the most important things to understand about this potential vendor's proposal?	Give me some ideas to mitigate the drawbacks mentioned in the paper.
Compare and contrast the health benefits offered from each of these insurers.	Make the conclusion section sound more persuasive for an executive audience.	Provide suggestions for how I can use this information for employee training.
Write an email summarizing this employee's job offer and benefits.	Create a job description for an analyst based on the skills outlined in this report.	How can I incorporate these ideas into a talk track for my sales team?
Create a job description based on this open role.	Write an email to my team members explaining why they should use the tips in this guide.	Provide ideas for a professional workshop series focused on this content.
How difficult would it be for a business to implement the tips outlined in this guide?	Write a memo to my boss explaining how our HR team could use this document.	Suggest how to structure an e-learning course to teach staff about this subject matter.

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Research and development prompts.

See below for some ideas of what you can ask your white papers, market research reports, and other docs you work with daily.

Simplify this document for me into 5 bullet points.	Create a bulleted list of this document's major findings.	What are the impacts of these trends over the long term?
Create a table with key findings in this research.	What data did the researchers analyze, and what was their methodology?	Make the findings in this research report sound more professional.
What disclaimers are included in this report?	Summarize the contents of this report's appendices.	Act like a product engineer and rewrite this copy for a technical user.
Summarize the research methodology.	What was the main purpose of this research?	Create a job description for a research associate based on the skills outlined in this report.
Over what period of time was this study conducted?	Generate an email summary so my manager can quickly get caught up.	Write an abstract of this lab report that is fewer than 200 words.
Does the researcher say how the findings can benefit the broader community?	Turn this paper's abstract into an email I can share with my team.	Create a script for a 5-slide PowerPoint presentation that explains why our board should care about this subject.
Provide a comprehensive list of everyone involved in this project and what their role was.	What is the most important thing to know about findings based on the available data?	Provide alternative titles for the main sections of this market research report.
Write a 200-word email summarizing the findings in this report.	Are there any outliers in the data that could impact the findings?	Give me some ideas to mitigate the drawbacks mentioned in the paper.

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Student prompts.

See below for some ideas of what you can ask your textbooks, lecture notes, and other docs you work with daily.

Summarize these chapters into a succinct study guide.

What are some topics in this paper that my teacher could test me on with an essay question?

Suggest a few essay topics based on this reading that can help me get started.

Give me the 5 top takeaways from these lecture notes.

Organize all the sources cited in this document into an endnotes page.

Create a study guide for my upcoming test on this topic.

What are some of the main literary themes in this guide?

Use the conclusion to make a list of discussion questions.

Act as my professor—what are some test questions I should be prepared to answer?

What are the characters and settings in the first 3 chapters?

Help me make my introduction more concise.

Suggest an outline I could use to organize a thesis on this topic.

Based on the syllabus, what main topics will be covered in the course this semester?

How can I make my conclusion sound less casual?

Suggest creative ways to discuss this topic from the opposing viewpoints.

What are the counterarguments to the position this report takes?

Provide 10 sample test questions with answers that my professor could ask me.

What are the key conclusions drawn from this thesis?

Where and how can I strengthen my position in this paper?

Develop 5 debate topics based on the content in this white paper.

How could I use characters to tell the main story of this report?

Give me some ideas for creative ways to use this information in a group presentation.

Create a list of concepts from this semester for me to study.

Create a table from this syllabus of class assignments, due dates, and percent contribution to my grade.

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Personal user prompts.

See below for some ideas of what you can ask your resumes, user manuals, and other docs you work with daily.

Based on this phone contract, when will I be eligible to upgrade my device?	Based on this European travel book, which destinations would be best for a family?	Generate a discussion guide to use for my book club.
Does this user manual include safety information?	What are the most important things to understand about this credit card?	Draft a cover letter based on my resume for a marketing role.
What perishable ingredients are included in this recipe?	Revise my resume "Overview" section to be more focused on my customer service experience.	Write an elevator pitch that I can use in a job interview.
List all flight numbers, hotel check-in times, and confirmation numbers in this group's travel itinerary.	Rewrite this resume bullet point in under 10 words.	Take my travel confirmations and draft an email to my friends with key information.
Create a list of all the HOA's rules.	Change the introduction of my cover letter to sound more professional.	What are the admission requirements for this college?
How long will this dinner recipe take to make from start to finish?	How can I make this same point differently: [insert text here]?	Generate a weekly workout plan based on this fitness guide.
What are some troubleshooting suggestions I can start trying?	Offer a simpler way to make this statement: [insert text here].	Take a look at this itinerary—what are some additional fun ideas to do with grandparents?
Give me the pros and cons of signing this new lease.	Create a grocery list based on this recipe.	Give me some ideas for building my professional brand based on my resume.

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