Instant Insights: 4 Generative AI Power Questions for Language Models

Large language and multimodal models that power services like ChatGPT, Google Gemini, Anthropic Claude, and many others get better at understanding our intent every day, but there are still ways to dramatically improve their performance. Here are 4 power questions to ask for better results every time.

| Prime What do you know about this topic? What do you know about best practices for this? | Asking a model what it knows about a topic does two things. First, it lets you know if you need to provide more data in the prompt because the model doesn't know something. Second, it primes the model with tons of relevant text if it does know the topic well, saving you time in prompting; this step can be the Context in the Trust Insights RACE framework. Use this to start your session. |
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| Augment What questions do you have? | Asking the model if it has any questions helps create thorough results by filling in knowledge gaps in both the model's response and our prompt. Use this at the end of your initial prompt after asking a model what it knows. |
| Refresh What did I forget to ask? What did I overlook on this topic? | Asking the model what you forgot is done after the model's response to your questions. This again gives the model a chance to clarify and add much more relevant text, as well as refresh our own memories about the topic for additional followup and clarification. |
| Evaluate Did you fulfill the conditions of the prompt completely? | Asking a model to evaluate its work helps refine responses, and should be done after the model's main response, especially if it's wrong. Rather than starting a new session, this can help get things back on track while keeping the valuable session history intact. |

Want to learn Generative AI for Marketers? Take our self-paced course: <u>https://www.trustinsights.ai/aicourse</u> Got questions about how to integrate AI into your work? Ask us! Visit <u>www.TrustInsights.ai/aiservices</u> for more help.