



Perfectprompter.com April 28, 2025 Chuck Nealis

Prompt Preparation for Instructional Designers: Defining Your Prompt Elements

Stuck answering Andy's questions in [PrompterAI](#)? Use this guide for inspiration!

Getting ready to use PrompterAI? This guide helps you prepare by providing ideas for each step of the prompt-building process. Use it alongside your free 7-day trial to craft truly effective prompts right away!

PerfectPrompter's guided process helps you build powerful prompts by asking you to define key elements. Sometimes, though, finding the right words can be tricky. This guide provides lists of adjectives, keywords, and examples corresponding to the core questions Andy (our Text PrompterAI) asks in the v14 workflow. Keep it handy to spark ideas and make your prompts even more effective!

Ready to try the PrompterAI engine? Let our guided approach structure your ideas into powerful prompts formatted the way AI likes.

Get your free trial now at [PerfectPrompter.com](#).

1. Defining Your PURPOSE

Andy Asks: "Please tell me the prompt's PURPOSE."

Think about the primary goal or the "why" behind your request for the AI's output in an instructional context.

General Keywords & Concepts:

- Inform / Explain
- Persuade / Convince
- Analyze / Evaluate
- Brainstorm / Generate Ideas
- Plan / Outline / Structure
- Summarize / Condense
- Create / Generate / Draft
- Compare / Contrast
- Recommend / Suggest
- Solve / Address (a learning problem)



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- Instruct / Teach
- Inspire / Motivate (learners)

Examples for Instructional Designers:

- Develop learning objectives for a course
- Outline content for an e-learning module
- Brainstorm assessment questions (multiple choice, scenario-based)
- Generate scenarios for role-playing activities
- Draft a script for an instructional video
- Create facilitator guide notes
- Summarize complex source material for learners
- Develop job aid content
- Outline a course evaluation survey
- Generate ideas for interactive learning activities

Or tailor to your unique learning goal.

2. Defining Your Target AUDIENCE

Andy Asks: "What is the target AUDIENCE?"

Who are the learners or stakeholders the AI output is ultimately for?

General Audience Types & Roles:

- Executives / C-Suite
- Managers (Sales, Marketing, HR, etc.)
- Technical Staff / Engineers / IT
- Non-Technical Staff / General Employees
- Customers / Prospects
- Students / Academics
- General Public
- Investors / Shareholders
- Internal Team / Colleagues
- External Stakeholders / Partners



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Examples for Instructional Designers:

- New Hires / Onboarding Employees
- Experienced Employees learning a new skill/system
- Sales Team needing product knowledge
- Customer Service Reps needing soft skills training
- Managers learning leadership skills
- Technical users learning software
- Compliance training audience (all employees)
- Subject Matter Experts (SMEs) reviewing content
- Learning & Development (L&D) Managers / Stakeholders
- Learners with specific accessibility needs
- Or tailor to your unique learner group.

Audience Descriptors:

- Novice / Beginner / Intermediate / Advanced (skill level)
- Motivated / Reluctant (learner attitude)
- Time-constrained / Busy professionals
- Diverse educational backgrounds
- Specific language requirements
- Technologically savvy / Limited tech skills
- Visual / Auditory / Kinesthetic learners (learning styles)
- Or tailor to your unique learner characteristics.

3. Defining the TASK (What the AI Should DO)

Andy Asks: "What should the final prompt ask the AI to DO?"

The core action verb for the AI in creating learning content or plans.

General Action Verbs:

- Write / Compose / Draft
- Create / Generate / Produce
- Develop / Build / Design (an outline/concept)
- Outline / Structure / Map
- Analyze / Examine / Interpret
- Summarize / Condense
- Compare / Contrast

- List / Identify
- Explain / Describe
- Translate / Rephrase
- Review / Critique / Assess
- Suggest / Recommend / Propose
- Brainstorm / Ideate
- Plan / Schedule / Organize

Examples for Instructional Designers:

- Write measurable learning objectives (using Bloom's Taxonomy verbs)
- Generate multiple-choice questions based on [source text]
- Create realistic scenarios for [skill practice]
- Outline a storyboard for an e-learning module on [topic]
- Draft narration script for [video section]
- Develop discussion prompts for a workshop
- List key takeaways from [complex document]
- Explain [concept] in simple terms for beginners
- Suggest interactive exercises for [learning objective]
- Create a job aid summarizing steps for [process]
- Or tailor to your unique instructional design task.

4. Defining CONTEXT / CHALLENGES

Andy Asks: "What BACKGROUND info or CHALLENGES should the AI know?"

Essential background about the learning need, environment, or potential difficulties.

General Keywords & Concepts:

- Background Information / History
- Current Situation / Status Quo
- Project Goals / Objectives
- Market Trends / Industry Landscape
- Competitive Analysis
- Known Issues / Problems
- Specific Challenges / Difficulties
- Previous Attempts / Lessons Learned
- Key Data Points / Statistics
- Assumptions Being Made

- Urgency / Time Sensitivity
- Company Culture / Values
- Specific Event / Meeting Context
- Relevant Policies / Procedures

Examples for Instructional Designers:

- Business problem the training aims to solve
- Results of Training Needs Analysis (TNA)
- Specific performance gaps identified
- Learner prerequisites (knowledge/skills)
- Technical environment (LMS, authoring tools available)
- Time allocated for training development/delivery
- Previous training on this topic (what worked/didn't)
- Subject Matter Expert (SME) availability/input
- Organizational culture regarding training
- Specific compliance or regulatory requirements for content
- Known learner misconceptions about the topic
- Or tailor to your unique project context.

5. Defining CONSTRAINTS

Andy Asks: "Any CONSTRAINTS or limitations?"

Boundaries, rules, or things the AI must adhere to in creating learning materials.

General Keywords & Concepts:

- Budget Limit / Cost Ceiling
- Deadline / Timeframe
- Word Count / Length Limit
- Page Limit / Slide Limit
- Specific Tools / Platforms (To use or avoid)
- Legal / Regulatory Requirements
- Compliance Standards
- Brand Guidelines / Style Guide
- Information to Exclude / Topics to Avoid
- Required Sources / Data Inputs
- Resource Limitations (personnel, equipment)
- Technical Specifications

- Mandatory Inclusions

Examples for Instructional Designers:

- Development budget (limits use of expensive media)
- Project deadline for course launch
- Seat time limit for the course/module (e.g., max 30 minutes)
- Specific authoring tool capabilities/limitations
- Accessibility standards (e.g., WCAG 2.1 AA)
- Company branding/style guide for visuals and language
- Must use specific terminology (approved glossary)
- Avoid mentioning [specific competitor product/process]
- Content must be based only on [approved source documents]
- Limited access to SMEs for review
- Reading level requirement (e.g., target 8th-grade level)
- Or tailor to your unique project constraints.

6. Defining OUTPUT FORMAT

Andy Asks: "What OUTPUT needed? Choose: A) Plan/Outline B) Ideas C) Content D) Analysis E) Examples F) Other"

Specific formats for learning materials or design documents.

General Examples for "Other":

- Email / Email Sequence
- Presentation Slides (Outline/Points)
- Memo / Briefing Note
- Report Section / Executive Summary
- FAQ Document / Q&A List
- Script (Video, Podcast, Speech)
- Social Media Posts
- User Manual / Instructions
- Training Module Outline
- Job Description
- Press Release Draft
- Checklist / Step-by-Step Guide

- Meeting Agenda / Minutes Outline
- Blog Post / Article Draft

Examples for Instructional Designers:

- Course Outline / Curriculum Map
- E-learning Storyboard (Text content)
- Facilitator Guide (Sections: Activities, Talking Points, Timings)
- Participant Workbook (Exercises, Handouts)
- Assessment Questions (MCQ, True/False, Scenario) with Answer Key/Rationale
- Video Script (Narration, On-screen text)
- Job Aid / Quick Reference Guide (QRG)
- Learning Objectives List (following SMART or ABCD model)
- Interactive Scenario Branching Logic (Outline)
- Glossary of Terms
- Evaluation Survey Questions (Kirkpatrick Levels 1-2)
- Or tailor to your unique deliverable format.

7. Defining the AI ROLE

Andy Asks: "AI ROLE? Choose: A) Expert Marketer B) Assistant C) Educator D) Creative Writer E) Technical Expert F) Other"

Assigning a role sets the perspective for generating instructional content.

General Examples for "Other":

- Mentor / Coach
- Devil's Advocate / Skeptic
- Project Manager
- Financial Analyst
- Historian / Researcher
- Scientist
- Journalist / Interviewer
- Fictional Character
- Competitor CEO
- Customer Persona
- Regulator / Compliance Officer

- Facilitator / Moderator
- Motivational Speaker

Examples for Instructional Designers:

- Expert Instructional Designer specializing in [adult learning theory, e.g., ADDIE, SAM]
- Seasoned Subject Matter Expert (SME) in [specific topic]
- Master Trainer / Facilitator
- Curriculum Developer
- Learning Experience Designer (LXD)
- Assessment Specialist
- Novice Learner encountering the material for the first time
- Skeptical Stakeholder questioning the need for training
- Accessibility Advocate reviewing content
- Gamification Expert suggesting engagement ideas
- Or tailor to the unique perspective needed.

8. Defining the TONE

Andy Asks: "TONE? Choose: A) Professional B) Friendly C) Witty D) Empathetic E) Direct F) Other"

The feel of the instructional content or design document.

General Adjectives & Examples for "Other":

- Formal / Academic
- Informal / Casual / Conversational
- Technical / Clinical
- Sarcastic / Ironic
- Humorous / Playful
- Optimistic / Enthusiastic / Positive
- Pessimistic / Cautious / Critical
- Urgent / Action-Oriented
- Calm / Reassuring / Gentle
- Encouraging / Supportive / Uplifting
- Assertive / Confident / Bold
- Diplomatic / Tactful / Neutral
- Skeptical / Questioning
- Concise / Terse / Brief

- Detailed / Elaborate / Comprehensive
- Storytelling / Narrative

Examples for Instructional Designers:

- Clear & Concise (for procedures, job aids)
- Engaging & Conversational (for e-learning narration)
- Encouraging & Supportive (for practice activities, feedback)
- Formal & Authoritative (for compliance training)
- Professional & Objective (for needs analysis reports)
- Inquisitive & Exploratory (for brainstorming activities)
- Enthusiastic & Motivating (for course introductions)
- Empathetic & Understanding (when addressing difficult topics)
- Or tailor to the specific learning context and audience.

9. Defining OTHER DETAILS (Include/Exclude)

Andy Asks: "Any other key DETAILS to include/exclude?"

Catch-all for crucial instructional specifics.

General Examples to Include:

- Specific Examples / Case Studies
- Relevant Statistics / Data Points
- Direct Quotes
- Anecdotes / Stories
- Clear Call to Action
- Key Terminology / Definitions
- Analogies / Metaphors
- Specific Questions to Address
- Desired Level of Detail

General Examples to Exclude:

- Jargon / Acronyms (or define)
- Overly Technical Language
- Specific Names / Companies (unless needed)
- Personal Opinions / Bias (unless role requires)
- Sensitive / Confidential Info



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- Topics Outside Scope

Examples for Instructional Designers:

- Include: Specific learning models (e.g., ADDIE, Gagne's 9 Events), required accessibility features (e.g., alt-text descriptions needed), links to specific source materials, company branding elements, desired level of interactivity, specific examples relevant to the learner's job role.
- Exclude: Outdated information, overly complex theories not needed by the audience, internal project jargon, anything contradicting official company policy or approved content.

Or tailor to your unique instructional requirements.

Use this guide whenever you're working with Andy in PrompterAI to help brainstorm and refine your answers. Happy Prompting! We hope this preparation helps you unlock even better results with PerfectPrompter.