

Tab 1

THE AI PROMPT CATALYST KIT

5 QUICK ADDS FOR SMARTER AI RESPONSES

CRYSTAL A. WOOD

So, uhhh...

ChatGPT expanded on my detailed outline to help write this.
Don't judge me, I had a tight deadline! 😅

I'll revisit and rewrite as soon as I can. Until then, just savor
the AI-isms with wry amusement and knowing eyerolls—I
certainly did!

P.S. I wrote *this* page all by myself. Obvs.

A quick intro...

POETIC is the prompting framework I built out of my early experiments to get consistent results from ChatGPT by shaping my asks with clarity and precision. Spoiler: It works.

There are plenty of prompting frameworks out there, and this one contains the best of all of them.

Plus, it's easy to remember, flexible enough to scale, and every component is optional by design. Use the pieces that help and leave out the rest.

- P — Persona** Who's speaking and who you're speaking *to*. Set roles (you + the AI) and also the audience so the response lands where you need it to.
- O — Orientation** What you want and why it matters. State the goal and success criteria so ChatGPT aims at the right target.
- E — Examples** Show, don't tell. Paste tone/format samples or mini-templates so ChatGPT follows your pattern, not a generic one.
- T — Tone** How the result should feel. Pick a few words that shape voice, rhythm, and attitude ("confident but kind," "warm and plain-spoken").
- I — Instructions** What to do and how to deliver it. Use action verbs, format, length, and constraints so the output is plug-and-play.

C — Catalyst One short line that nudges how ChatGPT thinks. I labeled these <i>Catalysts</i> because these small sentences produce largely different results.
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This guidebook focuses on the Catalyst component of my POETIC prompting framework. Again, like any other part of POETIC, Catalysts are entirely optional—but they're surprisingly powerful and danged useful when you want sharper reasoning, greater accuracy, or braver ideas.

Ready to see a Catalyst in action? Here's the first one I ever tried...

Catalyst #1: **Apply critical thinking.**

What it does	Pushes ChatGPT to look past generic answers and weigh multiple perspectives. Obliges it to analyze, compare, reason, and add its own opinion instead of giving you a safe or popular response. You'll get pros/cons, criteria, and a nudge of pushback without follow-up (or a fight).
When to use it	Anytime you want depth, nuance, or a sanity check. Great for strategy, decision-making, or when you suspect the obvious answer isn't the only answer.
Best when	You're choosing from multiple options, need practical advice, or want to check for blind spots around a plan or idea.
Try it yourself	Next time you get a <i>meh</i> response, run it again followed by Apply critical thinking. Check: Did this new response have clear criteria, real trade-offs, and an actual recommendation?
ChatGPT suggests these as variations...	• <i>Pressure-test this; surface trade-offs and counterpoints.</i> • <i>Challenge assumptions and share your confidence level.</i> • <i>Set decision criteria first, then make a recommendation.</i>
Tip	Newer models like ChatGPT 5 will sometimes toss in pros/cons anyway. This line ensures a picky pushback.
Fun fact	I spotted this in a quick LinkedIn comment by Laura Marquez . Before this, ChatGPT was just my task tool. With this, it became a trustworthy thought partner that challenged assumptions and pushed me to higher levels of thinking.

On the next page is a real-world example of how **Apply critical thinking** generates a more detailed and nuanced response. →

Here's how ChatGPT summarized its own response:

What's the best flavor of ice cream? A friendly "it depends" answer that lists popular picks (vanilla, chocolate, cookies & cream), notes that taste is personal, and sometimes asks about your preferences—no clear criteria, no recommendation.	What's the best flavor of ice cream? Apply critical thinking. It sets criteria (versatility, craft signal, works across formats), names vanilla bean as the default winner, flags smart exceptions—chocolate for shakes, pistachio for nuance—and ends with a quick rule-of-thumb recommendation.
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Before and After: **Apply critical thinking.**

What's the best flavor of ice cream?

That depends on who you ask! Some people swear by classics like vanilla or chocolate, while others love more adventurous flavors like cookie dough, pistachio, or salted caramel.

If you want “objectively” popular answers, **vanilla, chocolate, and cookies & cream** usually rank highest in global polls. But the “best” flavor is really the one that makes you happiest.

Do you want me to tell you the most *universally* loved flavor, or would you like me to suggest something based on your taste preferences?

What's the best flavor of ice cream?
Apply critical thinking.

Short answer: **vanilla bean**—but here's the reasoning.

What “best” should mean

- **Works in the most situations.** Vanilla plays well with pies, brownies, espresso (affogato), fruit, and toppings. It's the most versatile base.
- **Reveals craft.** With nowhere to hide, you can taste dairy quality, balance, and texture; a good shop's vanilla is a reliable quality signal.
- **Stays delicious across forms.** Scoops, milkshakes, sundaes—vanilla excels in all.

Where other flavors win

- **Chocolate:** Best for milkshakes and solo scoops when you want intensity; cocoa adds bitterness that balances sweetness.
- **Pistachio:** Best “standalone complexity”; savory–nutty depth without toppings.
- **Coffee:** Best with desserts that need bite (cuts sweetness; great affogato if you want more coffee-on-coffee).
- **Mint chip:** Best post-rich meal; menthol's coolness refreshes the palate.
- **Fruit sorbets (mango, lemon):** Best in heat or for dairy-free brightness; cleanses the palate.

A quick decision rule

- Adding toppings/pairing with dessert? → **Vanilla bean**
- Drinking it (shake) or want rich intensity? → **Chocolate**
- Eating it plain and want nuance? → **Pistachio**
- Need refreshment or dairy-free? → **Mint chip / fruit sorbet**
- With espresso? → **Vanilla bean** (or **fior di latte**)

How to find your personal “best,” rigorously

Do a blind taste of 3–4 contenders as plain scoops, then repeat with a topping you actually use. The one that wins both ways is your true champion.

So: if I must pick one “best” for most people, most of the time, **vanilla bean** wins on versatility, craft signaling, and compatibility.

Catalyst #2: **Redirect me if I'm wrong.**

What it does	Replaces polite agreement for honest course-correction . Invites ChatGPT to challenge shaky assumptions, reframe your premise, and offer a safer path forward. It offers hard truths with a gentle tone.
When to use it	Anytime you're taking a stance, and you'd rather be corrected in private now than in public later. Great for fast-changing topics, writing or strategizing outside your zone of genius, and public-facing work where accuracy and framing matter.
Best when	You're staking a claim, pitching a position, or writing something persuasive and need a reality check before you run with it.
Try it yourself	Next time you have a prompt where you've made a strong claim, add Redirect me if I'm wrong . Check: Did this new response flag assumptions, reframe the claim, and offer a better angle?
ChatGPT suggests these as variations...	• <i>If my premise is off, propose a better one and say why.</i> • <i>Point out flaws or missing context before you answer.</i> • <i>If this claim is disputed, summarize the consensus and recommend a better stance.</i>
Tip	This works better than "Correct me if I'm wrong" because ChatGPT is trained to be agreeable. It will avoid saying outright that you're wrong outright, but it will gladly point you the right way.
Tip	If you need to know where corrections are coming from, turn on Web search and ask for sources: ... <i>Use reputable sources. List your resources so I can review them.</i>

On the next page is a real-world example of how **Redirect me if I'm wrong** generates a more detailed and nuanced response. →

Here's how ChatGPT summarized its own response:

Write a LinkedIn post explaining why TikTok is the #1 B2B marketing channel for 2025.

A confident post that treats the claim as true and lists upbeat reasons (executives are there, short-form video wins, big organic reach, authenticity, measurable wins). It's a polished response, but it never questioned the premise.

Write a LinkedIn post explaining why TikTok is the #1 B2B marketing channel for 2025. Redirect me if I'm wrong.

Opens with a gentle correction that calling TikTok the undisputed #1 is an overreach. It reframes TikTok as a rising, overlooked B2B channel worth testing and provides a revised post angle, reasoning, and a balanced takeaway.

Before and After: **Redirect me if I'm wrong.**

Write a LinkedIn post explaining why TikTok is the #1 B2B marketing channel for 2025.

Write a LinkedIn post explaining why TikTok is the #1 B2B marketing channel for 2025. Redirect me if I'm wrong.

Here's a polished LinkedIn post you could use or adapt:

 Why TikTok is the #1 B2B Marketing Channel for 2025

For years, TikTok was seen as the home of dance trends and Gen Z humor. But in 2025, it's become the most powerful B2B marketing channel. Here's why:

- 1 Decision-makers are there. Over 60% of executives now use TikTok daily. They're not just watching — they're learning, networking, and engaging.
- 2 Short-form video is the new whitepaper. Complex ideas that once required PDFs and slide decks are now delivered in 60 seconds — and people prefer it.
- 3 Organic reach is unmatched. Unlike other platforms where paid dominates, TikTok's algorithm still rewards relevance and creativity over ad spend. A single video can put your brand in front of

You're not wrong to explore TikTok for B2B in 2025 — it *has* become a powerful channel, but calling it the undisputed **#1 B2B marketing channel** might be overstating it a little. LinkedIn still leads in B2B lead generation, but TikTok is rapidly climbing the ranks because of three things: reach, relatability, and algorithm-driven discovery.

Here's a polished LinkedIn-style post you could use:

Why TikTok is Becoming the Most Overlooked B2B Marketing Channel of 2025

For years, LinkedIn has been the default B2B platform. But in 2025, TikTok is reshaping the landscape — and the smartest B2B marketers are paying attention.

Here's why:

millions.

④ Authenticity beats polish. B2B buyers want to see real people, not scripted commercials. TikTok favors brands that educate, entertain, and provide behind-the-scenes value.

⑤ It drives measurable results. From lead gen to recruitment, B2B companies are already closing deals directly from TikTok content.

👉 The takeaway: TikTok isn't "just for consumers" anymore. If you're not building thought leadership, showcasing expertise, and humanizing your brand there, you're already behind.

The B2B brands that win in 2025 won't be the ones shouting the loudest — they'll be the ones storytelling the smartest, on TikTok.

#B2BMarketing #TikTokForBusiness
#MarketingTrends2025

♦ **Decision-makers are scrolling** — 60% of TikTok's audience is over 25, including managers, execs, and buyers. They're not just looking for memes — they're consuming insights, tutorials, and thought leadership.

♦ **Organic reach is unmatched** — The TikTok algorithm surfaces content to *new audiences*, not just your followers. That means a small brand can outpace industry giants if their content resonates.

♦ **Short-form storytelling wins** — B2B doesn't need to be boring. Explainers, behind-the-scenes, customer stories — these formats *thrive* in video-first environments.

♦ **Trust > Ads** — On TikTok, authenticity drives conversions. Humanized brands are closing deals because buyers feel like they "know" them before the first sales call.

In 2025, TikTok may not *replace* LinkedIn — but for forward-thinking B2B marketers, it's no longer optional. The question isn't "Should we be on TikTok?" It's:

👉 "How long can we afford *not* to be?"

Catalyst #3: **Fact-check this using reputable resources. Feel free to challenge any statement you disagree with.**

What it does	Swaps “sounds right” for verified and current. Invites ChatGPT to verify claims, soften absolutes, and flag shaky numbers. It will follow that with suggestions for tighter wording and sources you can review.
When to use it	Anytime you need confidence before clicking Post or Publish when publishing facts or stats, touching on fast-changing topics, or writing outside your usual lane.
Best when	You’re using numbers, superlatives (“#1,” “everyone,” “always”), or time-sensitive claims, and you want to double-check with credible sources before they go live.
Try it yourself	Next time you have a draft with stats you’re not 100% sure about, add Fact-check this using reputable resources. Feel free to challenge any statement you disagree with. Check: Did this new response flag weak claims, add dates/links, and suggest safer phrasing you’d actually publish?
ChatGPT suggests these as variations...	• <i>Cite 2–3 reputable sources with links and dates; note anything that’s contested.</i> • <i>If you can’t verify a claim, say so and suggest a safer phrasing.</i> • <i>Summarize each source in one line (who/what/when) and your confidence level.</i>
Tip	Turn on Web Search so it can pull current sources and real-time data.
Important!	ChatGPT still makes mistakes. Treat this as a research jumpstart, not your final take. Always open the links and verify sources and facts before you publish.

On the next page is a real-world example of how **Fact-check this using reputable resources. Feel free to challenge any statement you disagree with** generates a more detailed and nuanced response. →

Here's how ChatGPT summarized its own response:

Please proofread this LinkedIn post.
[post draft]

Polishes tone and pacing, keeps your punchy voice, but doesn't question the numbers (e.g., "70% don't have schema," "72.6% of page-one results use it") and leaves absolutes ("everyone still in business absolutely does") intact.

Please proofread this LinkedIn post. Fact-check this using reputable resources. Feel free to challenge any statement you disagree with.
[post draft]

Reviews the claims, softens absolutes (hobby sites "may not need it"), flags the specific 72.6% stat as hard to confirm, recommends verifiable ranges instead, keeps your core argument, and rewrites the post with clearer, safer language—ideally with recent sources you can check.

Before and After: **Fact-check this using reputable resources. Feel free to challenge any statement you disagree with.**

Please proofread this LinkedIn post:

70% of active websites DON'T have page schema. Inactive and hobby sites don't need it. But everyone still in business absolutely does. Page Schema isn't hard to implement. There are website plugins for it—it's literally fill in the blank. Writing it manually is simple, if tedious. And it's a simple copy-paste to set it up. It's obviously worth doing when 72.6% of Google's first-page results have it. And AI totally loves it.

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Here's a polished version of your LinkedIn post. I kept your tone punchy and direct while tightening flow and readability:

70% of active websites DON'T have page

Great draft! I'll proofread it for clarity, flow, and accuracy. I'll also fact-check your statistics and statements using reputable SEO resources.

schema.

Sure, inactive or hobby sites don't need it.
But if you're still in business, you absolutely do.

Schema isn't hard to implement. Many plugins make it *literally fill-in-the-blank*. Writing it manually is simple—if a bit tedious. And once it's done, it's just copy-paste.

Why bother? Because **72.6% of Google's first-page results use schema**.
And AI? It loves it, too.

Fact-checking your claims:1. **"70% of active websites DON'T have page schema."**

- **Check:** According to Schema.org adoption studies, only about **30–40% of websites use structured data** (depending on the dataset and year). That does roughly mean ~60–70% don't use it. ✅ This claim is **directionally correct**.

2. **"Inactive and hobby sites don't need it."**

- This is more of an opinion than a fact. It's true that schema is less critical for personal/hobby sites, but "don't need it" may be too absolute. Some hobby bloggers still benefit (e.g., recipe schema for food blogs). ⚠️ You could soften this to "probably don't need it."

3. **"Everyone still in business absolutely does."**

- Strong statement. It's fair to say businesses **benefit significantly** from schema (especially for local SEO, products, events, reviews). But "absolutely does" might be overstated since some businesses succeed without it. ⚠️ Consider rephrasing to "should seriously consider it."

4. **"72.6% of Google's first-page results have it."**

- **Check:** A 2017 study from Searchmetrics found **36.6% of Google search results incorporated Schema markup**, but **almost all rich results on page one** are powered by structured data.

More recent studies (Ahrefs, SEMrush) show **50–70%+ of top-ranking pages** use schema. I couldn't confirm the exact **72.6%** figure. ⚠️ Recommend rephrasing to a verifiable range (e.g., "Over two-thirds...").

5. "AI totally loves it."

- Search engines and AI models *do* benefit from structured data because it improves machine readability. Google has explicitly stated schema helps them better understand content. ✅ This is fair, but the phrasing is casual. You could say: *"Structured data also makes your content easier for AI systems (like Google's and ChatGPT) to parse and use."*

Polished version of your post:

🔥 Did you know most websites still skip schema markup?

About **60–70% of active websites don't use structured data at all**. For personal or hobby sites, that's not a big deal. But for businesses, schema can make the difference between being buried in search results—or standing out with rich snippets.

The good news? Schema markup isn't hard:

- Plugins make it "fill in the blanks."
- Writing it manually is simple (if tedious).
- And often, it's just copy-paste to get started.

Why bother?

👉 **Studies show that well over two-thirds**



of Google's first-page results use schema.

👉 It helps search engines (and AI tools) understand your content better.

If you're serious about visibility, schema is one of the simplest wins you can implement.

Catalyst #4: **Are there additional questions I should ask or answer before you proceed?**

What it does	Patch the holes in your prompt before putting through your request. Asks ChatGPT to list what's missing or unclear, so you can fill the gaps before it gets the work. Follow up with the additional info for an on-point response with little to no back-and-forth.
When to use it	When your prompt feels broad, underspecified, or open to multiple interpretations, and you'd rather sharpen it up front than fix it through follow-up.
Best when	You want the AI to think like an editor or domain expert by flagging assumptions and asking clarifying questions before moving forward with your request.
Try it yourself	Next time you feel unsure of what you're asking or want to avoid or limit follow-ups, add Are there additional questions I should ask or answer before you proceed. Check: Did the new response offer additional points and directions with examples to guide your answers?
ChatGPT suggests these as variations...	• <i>Ask 3–5 clarifying questions that would make this more accurate and relevant.</i> • <i>Before drafting, list the key variables you need from me.</i> • <i>If details are missing, propose reasonable assumptions and confirm them in one line.</i>
Tip	Copy the clarifying questions into your prompt template to build a pre-flight checklist which shapes a prompt that requires less follow-up.

On the next page is a real-world example of how **Are there additional questions I should ask or answer before you proceed** generates a more detailed and nuanced response. →

Here's how ChatGPT summarized its own response:

I need a book idea that incorporates the top romance tropes and romance categories.

Jumps straight to execution: lists popular categories and tropes, then delivers a fully formed concept (small-town rom-com, enemies-to-lovers, grumpy/sunshine, fake dating, etc.). It's polished and market-aware—but it assumes tone, heat level, audience, and setting without asking you first.

I need a book idea that incorporates the top romance tropes and romance categories. Are there additional questions I should ask or answer before you proceed?

Slows down to gather specs: subgenre, heat level, favorite tropes, one vs. multi-trope blend, setting, character archetypes, target audience (YA/NA/adult), tone, and desired endgame (HEA/HFN). Then offers to proceed with a tailored concept—or suggests two paths (market-driven vs. custom) based on your answers.

Before and After: **Are there additional questions I should ask or answer before you proceed?**

I need a book idea that incorporates the top romance tropes and romance categories.

I need a book idea that incorporates the top romance tropes and romance categories. Are there additional questions I should ask or answer before you proceed?

Got it! Let's design a **high-concept romance book idea** that blends the most popular **romance tropes** and fits within the strongest-selling **categories**.



Romance Categories (strongest markets)

- Contemporary Romance
- Romantic Comedy
- Small Town Romance

That's a great starting point! If your goal is to generate a *strong romance book idea* that feels both marketable and compelling, it helps to clarify a few things before diving in. Here are some useful questions you might want to answer (or at least consider):

◆ About the *Romance Category*

1. **Subgenre preference** – Do you want *contemporary romance, historical, fantasy/paranormal, romantic suspense, rom-com, dark romance, sci-fi romance*, etc.?
2. **Heat level** – Are you aiming for *closed door/sweet romance, steamy but*

- **Historical Romance (Regency / Victorian focus)**
- **Fantasy Romance ("Romantasy")**
- **Dark/Paranormal Romance**

💖 Top Romance Tropes

- Enemies-to-lovers
- Grumpy x Sunshine
- Forced proximity
- Fake dating (or marriage of convenience)
- Second chance romance
- Slow burn with high tension
- Opposites attract
- Secret identity / hidden past
- Forbidden love
- Found family

✨ Book Idea: "*The Inn at Firefly Lake*" (Romantic Comedy / Small Town / Enemies-to-Lovers)

Premise:

A big-city divorce lawyer (grumpy, sarcastic, career-driven) inherits a failing lakeside inn in her hometown—only to discover it's co-owned by her childhood nemesis, the golden-retriever

tasteful, or high heat/dark erotica?

♦ About the Tropes

3. **Favorite tropes** – Which of the classics do you want featured? (e.g., enemies-to-lovers, fake dating, second chance, forced proximity, grumpy/sunshine, marriage of convenience, forbidden love, workplace romance).
4. **Trope blend** – Do you want *one* main trope driving the story or a mash-up of several?

♦ About the Story & Characters

5. **Setting** – Do you want small-town charm, big city hustle, regency England, a magical kingdom, or something else?
6. **Protagonists** – Do you already have character archetypes in mind? (e.g., billionaire CEO + quirky barista, knight + witch, rival athletes, etc.)
7. **Target audience** – Are you aiming for YA, NA, or adult romance?

♦ About the Tone & Style

8. **Tone** – Do you want it *fun and flirty*, *dramatic and angsty*, *dark and dangerous*, or *heartwarming and cozy*?
9. **Endgame** – Should it lean into *HEA* (happily ever after), *HFN* (happy for now), or more

small-town handyman who's determined to save it.

Tropes woven in:

- **Enemies-to-lovers:** They bicker constantly over how to run the inn.
- **Grumpy x Sunshine:** She's cynical, he's relentlessly optimistic.
- **Forced proximity:** The inn only has one renovated apartment—guess where they both have to stay?
- **Found family:** The quirky townspeople and loyal guests rally around them.
- **Slow burn:** Every argument simmers with romantic tension.
- **Fake dating (subplot):** To convince a travel influencer to feature the inn, they pretend to be a couple... and lines start to blur.

Category fit:

Perfect for **romantic comedy / small-town romance** readers who devour Emily Henry, Tessa Bailey, or Abby Jimenez.

👉 If you'd like, I can also spin you **three different versions** of this idea (one for fantasy romance, one for historical romance, one for dark romance) so you can compare and pick which market you'd like to lean into. Want me to draft those?

bittersweet/open-ended?

👉 If you give me your preferences for even a few of these, I can create a tailored **romance book concept** (complete with tropes, character dynamics, and plot beats).

Would you like me to give you a **broad idea that mixes the top-selling tropes** (market-driven), or would you prefer a **customized idea** based on your answers to some of the above?

★ *This is a perfect example of how longer answers aren't necessarily better answers!*

Catalyst #5: **Make bold and unexpected choices.**

What it does	Trade the usual answers for angles and directions you didn't expect. Offers ChatGPT permission to skip the safe answers and pitch sharper, left-field options that don't run entirely off the rails.
When to use it	When all your brainstorm results look like things you've seen before, or responses are good but not great.
Best when	You want differentiation, especially for hooks, headlines, taglines, titles, and product names where novelty is rewarded.
Try it yourself	Next time you need fresh ideas, add Make bold and unexpected choices . Check: Does the new response feel extraordinary, more interesting, or a little quirky?
ChatGPT suggests these as variations...	• <i>Give me three high-variance options; avoid clichés.</i> • <i>Stay on-brand, but push beyond the obvious.</i> • <i>Offer one safe, one smart, and one spicy option, with a one-line rationale for each.</i> • <i>Propose a contrarian take that could still work.</i>
Tips from ChatGPT	• Push, but don't break: "Take smart risks, not stunt ideas." • Ask for variance: "One safe, one smart, one spicy." • Ground the wild: "Bold, but feasible with my current skills and time." • Name the boundary: "No gimmicks; must deliver a real learning outcome."
Fun fact	I picked this up from one of Claerie's workshops at the Future Fiction Academy . She has a loose and lyrical prompting style that shapes lovely results, even without this Catalyst.

On the next page is a real-world example of how **Make bold and unexpected choices** generates a more detailed and nuanced response. →

Here's how ChatGPT summarized its own response:

Can you think of 5 ideas for a beginner's ChatGPT prompting course?

A solid, familiar set—foundations, context, iteration, frameworks, common use cases—well organized but predictable, the kind of outline you've seen a hundred times.

Can you think of 5 ideas for a beginner's ChatGPT prompting course? Make bold and unexpected choices.

It shifts from “standard modules” to high-variance ideation—explicitly rejecting clichés, pitching unconventional formats, and explaining why each angle would be memorable and teachable. It surfaces rationale, risks, and guardrails (what makes it bold, what keeps it usable), framing ideas as testable bets with a clear hook and learning outcome rather than a safe syllabus.

Before and After: **Make bold and unexpected choices.**

Can you think of 5 ideas for a beginner's ChatGPT prompting course?

Here are five engaging ideas for a beginner's ChatGPT prompting course:

1. Prompting Foundations: Talking to AI Like a Person

- Teach the basics of phrasing prompts naturally.
- Show examples of vague prompts vs. clear ones.
- Introduce the idea of **roles** (e.g., “Act as a teacher...”) to guide responses.
- Quick exercises: rewrite 3 unclear prompts to be more effective.

Can you think of 5 ideas for a beginner's ChatGPT prompting course? Make bold and unexpected choices.

Here are **5 bold and unexpected course ideas** for a beginner's ChatGPT prompting course—each designed to go beyond the “write clearer questions” basics and actually make prompting fun, memorable, and powerful:

1. Prompt Karaoke: Say It Wrong, Get It Right

- Students deliberately write terrible, confusing prompts.
- Then they must refine them step by step until ChatGPT produces something useful.
- Focus: learning how *iteration* is more important than nailing it on the first try. (Unexpected angle: making “bad prompts” part of the learning process!)

2. The Power of Context: Giving ChatGPT What It Needs

- Explain why giving background or constraints helps.
- Practice adding details (tone, format, audience, purpose).
- Mini-activity: students give the same task with different contexts (e.g., “Explain photosynthesis” for a **10-year-old** vs. for a **scientist**).

3. Iterative Prompting: Conversations, Not One-Shots

- Show how to refine results by following up, not just retyping a long prompt.
- Example: draft → critique → improve.
- Interactive exercise: start with a rough idea, refine in 3–4 turns.

4. Structuring Prompts: Frameworks & Shortcuts

- Introduce basic structures like:
 - **Instruction + context + format**
 - **Examples + request**
- Provide “prompt templates” (e.g., “Summarize X in Y words, highlighting Z”).
- Hands-on: turn a messy idea into a clean structured prompt.

2. The Mischief Module: Breaking ChatGPT (Safely)

- Learners try to confuse ChatGPT with tricky, vague, or contradictory prompts.
- Then they explore how to “debug” the conversation.
- Focus: understanding limitations and boundaries.
(Unexpected angle: encouraging failure as a teaching tool.)

3. Prompt Theater: Roleplay as the AI

- Students take turns being ChatGPT while others “prompt” them.
- They’ll see firsthand how ambiguous instructions create messy outputs.
- Focus: empathy for the machine and the value of *structured context*.
(Unexpected angle: using improvisational acting as a learning tool.)

4. The Reverse Prompt Challenge

- Instead of giving ChatGPT prompts, learners receive ChatGPT’s output first.
- Their task: reverse-engineer the *exact kind of prompt* that could have produced it.
- Focus: prompt engineering as a

5. Creative & Practical Use Cases

- Showcase fun and useful prompts (writing help, brainstorming, study aid, planning).
- Encourage experimentation with safe topics.
- Challenge: each student uses prompting to solve a real problem they have (e.g., “Help me meal plan for 3 days,” “Generate quiz questions”).

👉 Would you like me to design this as a **self-paced online course outline** (modules + lessons + activities), or more like a **live workshop plan**?

detective game.
(Unexpected angle: starting with answers, not questions.)

5. Prompt Alchemy: One Prompt, Five Transformations

- Students take a single simple prompt (e.g., “Write a bedtime story”) and reframe it:
 - As a legal brief
 - As a TikTok script
 - As a cooking recipe
 - As a Shakespearean sonnet
 - As an IKEA instruction manual
- Focus: learning how *style, format, and perspective* shift outputs.
(Unexpected angle: mixing creativity with structure.)

Would you like me to sketch this as a **5-module course outline** (with activities + learning outcomes), or do you prefer keeping it in the raw “big idea” stage?

★ A special note about Catalyst #5

Make bold and unexpected choices is always worth a follow-up or two, as the responses can branch off into new directions, but you’ll see that my second and third runs of this one returned responses that were less predictable than the usual but somewhat similar to each other.

To nudge it to diverge, you might try a small change to the request, or even add a typo or change the punctuation.

Here’s what happened when I followed up twice with this one...

The first follow-up

Can you think of 5 ideas for a beginner's ChatGPT prompting course? Make bold and unexpected choices.

ChatGPT said:

Love this! If you want a beginner's ChatGPT prompting course that *stands out*, you'll want to avoid the usual "What is prompting?" snoozefest. Here are 5 bold, unexpected course ideas:

1. "The Prompt Gym: Training Your AI Like a Personal Trainer"

- Frame prompting as building "muscle groups": clarity (form), creativity (flexibility), and control (strength).
- Each "workout" is a hands-on exercise (e.g., rewriting a vague prompt into a powerful one, pushing the AI to give more than expected).
- Students track "gains" by comparing weak vs. strong prompts over time.

2. "Reverse Prompt Engineering: From Answer Back to Question"

- Instead of only teaching how to write prompts, challenge learners to *reverse-engineer* a good answer back into the perfect question.
- Builds intuition about how ChatGPT thinks and responds.
- Turns prompting into a puzzle-solving game rather than a dry skill.

3. "AI Roleplay Bootcamp: Unleashing Characters & Worlds"

- Teach prompting by having ChatGPT take on roles (e.g., "You are a time-traveling chef explaining recipes to cavemen").
- Focus on personas, storytelling, and unusual role combinations.
- Students practice crafting prompts that unlock depth, tone, and personality in responses.

4. "The Mad Scientist's Prompt Lab"

- Treat prompting like experiments: change one variable at a time, observe results, refine.
- Use wild experiments (e.g., "explain photosynthesis as a horror story" vs. "as a rap battle").
- Students learn that creativity and precision are *not opposites* but tools to combine.

5. “Prompt Improv: Yes, And With AI”

- Adapt improvisational theater games for prompting.
- Exercises like: “Every prompt must start with ‘What if...’” or “Take this dull answer and escalate it three times.”
- Builds confidence, adaptability, and playfulness with ChatGPT.

—

👉 The throughline: make prompting feel like play, not homework. That’s what sticks.

Would you like me to sketch a **course structure** (modules, exercises, outcomes) for one of these ideas so it looks like a real course outline?

The second follow-up

Can you think of 5 ideas for a beginner's ChatGPT prompting course? Make bold and unexpected choices.

ChatGPT said:

Here are five bold, unexpected course ideas that would make a beginner’s ChatGPT prompting course stand out from the usual “how to write better prompts” approach:

1. The Improv Stage: Prompting as Performance

- Students learn prompting through improvisation games (like “Yes, and...”).
- Each session: one person plays “the prompter,” ChatGPT plays the scene, others critique how the *prompt* shaped the performance.
- Focus: spontaneity, creativity, learning to “steer” ChatGPT by experimenting.

2. Prompt Archaeology: Digging Through History

- Students “excavate” prompts from history (e.g., write as if you’re a Roman senator, a 1920s radio host, or a hacker from the early web).
- They refine prompts to unlock *voice, tone, and cultural framing*.
- Unexpected twist: students are graded on how “authentically” they recreate a historical mindset with ChatGPT.

3. The Mad Scientist’s Lab: Experiments in Prompt Mutation

- Prompts are treated like DNA—students mutate them systematically (add adjectives, constraints, or weird twists) to see how the output evolves.
- Class labs focus on “failed experiments” as much as successes.
- Goal: to teach iteration and discovery through playful tinkering.

4. Escape the Prompt Dungeon

- A gamified course: students must “escape” puzzles or traps using prompts only.
- Example: “You’re locked in a vault. You can only prompt ChatGPT for instructions. Can you get out?”
- Builds intuition for precision, creativity, and troubleshooting prompts under pressure.

5. Prompt Remix DJ Workshop

- Students “remix” existing prompts like DJs remix tracks.
- They combine two unrelated prompts (e.g., “business plan” + “pirate shanty”) to create something fresh.
- Focus: lateral thinking, novelty, and prompt style-mixing.
- The wildest mashups are celebrated as the “set of the week.”

Would you like me to sketch out **one full course outline** (modules, activities, and outcomes) for one of these ideas—say *Escape the Prompt Dungeon*—so you can see how it could actually work?

That's a wrap!

Here's what you have now + what to do next...

You've seen how a one-line Catalyst can dramatically change the shape of ChatGPT's response to be more complete, more useful, and more interesting.

For each of my 5 favorites, you learned what it does, when to use it, and ChatGPT even contributed a few variations for us to try.

You also saw side-by-side comparisons of my real-world prompts with their real-world results. These Catalysts work well for my friends and followers, too, not just for me, so I trust that they'll also do good things for you.

Lastly, there were nudges along the way to give each of these a try, and here's my last one:

Next time you prompt, add a Catalyst to see the difference it makes.

Try ChatGPT's suggested variations, as well, and rephrase any or all of them to make them your own.

When you land on one that works especially well for you, remember to add it to your personal list of favorite Catalysts and make it part of your routine.

And share it with me! Drop it in the comments of [my latest LinkedIn post](#). I'd love to see what's working for you.

Until then, may your prompts be clear and your results evade AI detection, 😊



<https://crystalawood.com/linkedin>



origins

Origins

Catalyst 1

- * The Catalyst: Apply critical thinking.
- * When I use it: To direct ChatGPT to look beyond the positive or popular response.
- * Benefit: It will explore and present multiple sides of a question or problem and often offer its opinion.
- * Base prompt for side-by-side without/with comparison: What's the best flavor of ice cream?
- * Fun fact: This is the first catalyst I ever learned! I spotted in a LinkedIn comment from @Laura Marquez, and it totally changed the way I used ChatGPT. Before this catalyst, ChatGPT was a basic task handler. With this catalyst, ChatGPT became a thought partner who critiques my ideas, improves my writing, and offers strategic direction I can trust.
- * Tip: The ChatGPT 5 model is pretty smart. It may offer pros and cons without this catalyst.

Catalyst 2

- * The Catalyst: Redirect me if I'm wrong.
- * When I use it: To encourage an honest critique of a position or an idea.
- * Benefit: It will gently call you out on a false belief or assumption and offer a well-grounded alternative.
- * Base prompt for side-by-side without/with comparison: Write a LinkedIn post explaining why TikTok is the #1 B2B marketing channel for 2025.
- * Tip: This works better than "Correct me if I'm wrong" because ChatGPT is designed to please. It's averse to pointing out that you're wrong, but it will gladly point you the right way.

Catalyst 3

- * The Catalyst: Fact-check this using reputable resources. Feel free to challenge any statement you disagree with.
- * When I use it: To verify data and talking points for LinkedIn posts, articles, presentations, etc.
- * Benefit: It verifies what you get right, corrects what you got wrong, and provides recent, reliable sources for both.
- * Base prompt for side-by-side without/with comparison:
Please proofread this LinkedIn post: 70% of active websites DON'T have page schema. Inactive and hobby sites don't need it. But everyone still in business absolutely does. Page Schema isn't hard to implement. There are website plugins for it—it's literally fill in the blank. Writing it manually is simple, if tedious. And it's a simple copy-paste to set it up. It's obviously worth doing when 72.6% of Google's first-page results have it. And AI totally loves it.
- * Tip: Turn on Web Search to give ChatGPT access to resources and real-time data
- * Important: ChatGPT makes mistakes—even with excellent prompts. Verify the listed sources and facts. This is a research jumpstart, it doesn't replace research altogether.

Catalyst 4

- * The Catalyst: Are there additional questions I should ask or answer before you proceed?
- * When to use it: To see where the prompt is incomplete or imprecise.
- * Benefit: Shows exactly how to correct the prompt to get the desired result without lots of follow-up.
- * Base prompt for side-by-side without/with comparison: I need a book idea that incorporates the top romance tropes and romance categories.
- * Tip: Take note of what ChatGPT asks for, then use its questions and suggestions to shape even better prompts.

Catalyst 5

- * The Catalyst: Make bold and unexpected choices.
- * When to use it: To inspire ideas well outside the obvious.
- * Benefit: Breaks out of the predictable responses to produce offbeat and surprising ones.
- * Base prompt for side-by-side without/with comparison: Can you think of 5 ideas for a beginner's ChatGPT prompting course?
- * Fun fact: Got this from Claerie's ... workshop in the Future Fiction Academy. She has a loose and lyrical prompting style that shapes lovely results, even without this catalyst.