



**FREE GUIDE:**

Essential AI Tools

FOR EVERYDAY USE



# FOUR POWERFUL AI TOOLS & HOW TO PROMPT THEM EFFECTIVELY

## 1) Claude (Anthropic)

**Best for:** long-form writing, brand tone, policy-heavy docs, summarising big documents.

### How to prompt effectively

- Give the role + goal: “You are a brand copywriter...”
- Paste your reference style (a sample caption, a paragraph, brand rules).
- Ask for structure: “Use headings, then bullets, then a CTA.”
- Add constraints: word count, British English, no hyphens, avoid certain words, include contact details.

### Example prompt:

Act as a corporate copywriter. Rewrite the following into a 200-word website section for a Botswana consulting firm. Use British English, no hyphens and keep it professional and clear. Include a short CTA with phone and email. Here is the draft text: [paste].

## 2) Perplexity

**Best for:** research, quick fact-finding, compiling sources, summarising articles with citations.

### How to prompt effectively

- Ask for sources explicitly: “Include citations and link titles.”
- Set recency + location: “Focus on Botswana and Southern Africa, last 12 months.”
- Specify output format: “Give me 10 bullet points + a short summary.”
- Request comparison tables: great for tools, prices, pros/cons.

### Example prompt

Find the most credible resources explaining deepfakes for parents in Southern Africa. Use sources from recognised organisations or reputable publications. Provide 8 links with a 1–2 sentence summary each, and then give 5 key safety tips in bullet points.

### 3) Runway (RunwayML)

Best for: AI video generation/editing (text-to-video, image-to-video), background removal, stylised visuals, short ads.

#### How to prompt effectively

- Describe the shot like a director: subject, action, camera, duration.
- Lock style + mood: “clean commercial”, “cinematic”, “minimal infographic”.
- Include motion + pacing: slow push-in, quick cuts, smooth pan.
- Use negatives to avoid weirdness: “no distorted hands, no extra limbs, no flicker.”

#### Example prompt

6-second product ad. Clean studio background. A takeaway coffee cup slides into frame, steam rising gently. Camera: slow push-in, shallow depth of field. Lighting: soft, premium commercial. Style: modern minimalist. No text. No warped logo. No flicker.

### 4) ElevenLabs

Best for: realistic voiceovers, character voices, ads, narration, multilingual voice.

#### How to prompt effectively

- Write for the ear: short sentences, natural rhythm, no long clauses.
- Add delivery direction: pace, tone, emotion, emphasis, pauses.
- Provide pronunciation guidance: names, locations, Setswana words.
- Include multiple takes: “Give 3 variations: warm, energetic, corporate.”

#### Example prompt

Voiceover script (20 seconds).

Tone: warm and confident.

Pace: medium. Add short pauses after key phrases.

Emphasise “Order online” and “Delivered in Gaborone”.

Pronounce “Gaborone” as “Ga-bo-ROH-neh”. Script: [paste].

If you want, tell me which 4 you’re actually using most (writing, design, video, voice), and I’ll tailor a reusable prompt template for each in your exact preferred format.

**Artificial Intelligence** is rapidly changing the way people work, create and communicate. From writing content and conducting research to generating videos and producing voiceovers, AI tools such as Claude, Perplexity, Runway and ElevenLabs can significantly improve productivity and creativity. However, the true power of these tools lies in how well you communicate with them.

Effective prompting is the key to unlocking the full potential of AI. When prompts are clear, structured, and specific, the results become more accurate, useful and aligned with your goals. By defining the task, providing context, setting constraints, and specifying the format, you guide the AI to produce higher quality outcomes while saving time and reducing the need for revisions.

**Call to Action:**

Start experimenting with these AI tools today. Try writing structured prompts, refine them, and observe how the quality of the output improves. The more you practise, the more powerful these tools become. Master the art of prompting and you will unlock new possibilities for productivity, creativity, and problem solving.



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