

9 Rules for Working With AI

01 Always give context first

Tell AI who you are, what your org does, and who you are talking to before asking anything.

02 Ask it to be critical

Add "be critical" or "challenge this" to get honest feedback, not just agreement.

03 Always verify the output

AI can be wrong. Treat every answer as a first draft, not a final answer.

04 Be specific about the format

Tell it: "give me 3 options", "write this as a WhatsApp message", "use bullet points".

05 Iterate, don't start over

Say "make it shorter", "make it warmer", "try a different angle" — keep the conversation going.

06 Show examples when you can

"Write something like this:" + paste an example.
The model will match the style.

07 Give it a role

"Act as a social media strategist" or "You are a copywriter for NGOs" dramatically improves results.

08 Ask before you answer

Prompt it: "Ask me any questions you need before writing."
Better input = better output.

09 Save what works

When a prompt works well, keep it. Build your own library of go-to prompts.