

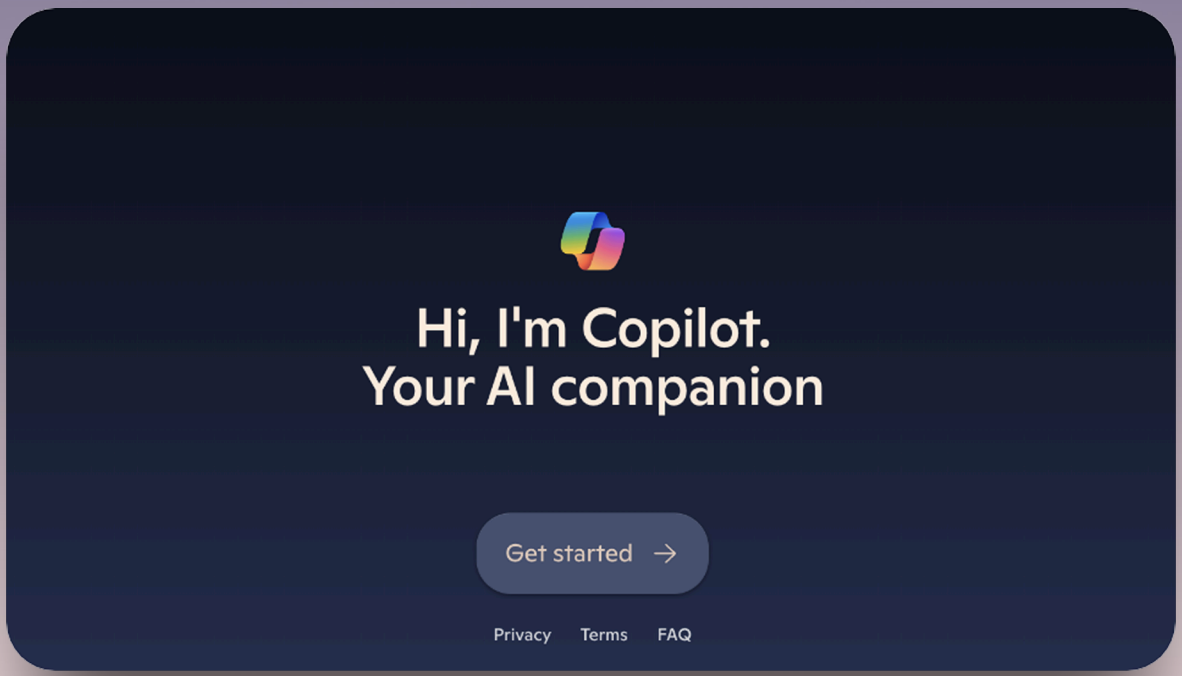
A Guide to Smart Prompting

How to Get the Best from Microsoft Copilot

Unlock AI's Full Potential with Better Prompts

Microsoft Copilot is a robust and powerful tool that can transform your everyday work. To truly harness its potential, you need to know how to communicate with it effectively.Like any AI generative tool, it works best when you provide clear and detailed instructions—also known as prompts. The better the prompt, the better the output.

Learn to maximize Microsoft Copilot's effectiveness by mastering prompting.



Prompting Tip #1

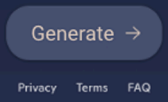
Be Specific With the Requests

The more detail and information you can give Copilot, the more precise the responses will be. Don't just ask for a report—tell it what data you would like to see, in what format, and for what target audience.

An Example



Generate a summary of our Q3 sales performance, focusing on top-performing products and areas for improvement. Present the data in a table, highlighting the key metrics.



Prompting Tip #2

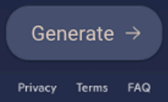
Act as a ...

Asking Copilot to “act as a” someone or something specific helps it understand the context of your request. This simple addition makes it easier to tailor the output to your needs.

An Example



Act like a project manager and create an example timeline for launching a new marketing campaign, including deadlines and team assignments.



Prompting Tip #3

Be Clear About Output Type

Be explicit about how you want the information presented if you need a report, summary, story, code, etc. This additional information will save you time by avoiding back-and-forth revisions and redoing prompts.

An Example



Write a 400-word blog post about the benefits of hybrid work for businesses, using a friendly and conversational tone.

Generate →

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Prompting Tip #

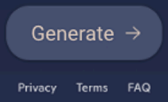
Use Do's and Don'ts

Guide Copilot by specifying what to include and what to avoid. These additional rules help eliminate unwanted content and ensure you get precisely what you want.

An Example



Create a client survey for a newly released product. Do include questions about ease of use and customer support. Don't include any questions about pricing or bad experiences with the product so far.



Prompting Tip #5

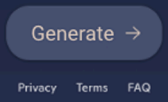
Provide Examples

If possible, give Copilot an example of what you're looking for. An example or two makes it easier for the AI to deliver results aligned with your expectations.

An Example



Write a job description for a senior technical engineer. Here's an example of a similar role we've posted before: [insert example].



Prompting Tip #6

Consider Your Audience and Tone

Tell Copilot who the audience is and how you want the message delivered. A professional email to a client will look very different from a friendly social media post.

An Example



Write an email inviting attendees to our annual conference. The tone should be formal, and the message should be aimed at senior executives.

Generate →

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Prompting Tip #7

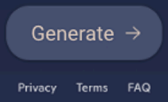
Correct Mistakes and Give Feedback

Don’t hesitate to tell Copilot when something isn’t right. It learns from your input and will adjust to produce better responses over time.

An Example



Rewrite the introduction to make it more engaging. The tone should be energetic and appeal to a tech-savvy audience.



Prompting Tip #8

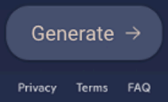
Let Copilot Create a Prompt for You!

We understand if this sounds strange. But if you're stuck or mentally blocked, ask Copilot to generate a prompt for you. Start with that and refine it based on your needs.

An Example



Create one or two prompts to generate a product comparison for our newest software update.



Why Prompting Matters

Using Microsoft Copilot is all about getting valuable results and responses faster than you could achieve on your own. By refining how you communicate with Copilot, you can improve the quality of your outputs, streamline your workflow, and make better decisions overall.

Example in Action

Let's say you're a business owner preparing a presentation deck for potential investors. You decide to ask Copilot for help with the creation of content for this presentation. Which one do you think will give you the best response?

A Common Basic Prompt



Create a presentation deck on my company's growth.

Generate →

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A More Detailed Prompt



Create a 10-slide presentation deck highlighting our company's 3-year growth. Focus on generated revenue, customer acquisition, and new product launches. Use bullet points and include graphical elements such as graphs or tables for the revenue data on the related slide.

Generate →

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