

# AI Prompts Are the New Source Code

## 10 Point Checklist

**Christoph Cemper**

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**“Prompts are the new source code – the key to unlocking the potential of AI.”**

**CHRISTOPH CEMPER**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Understand the power of AI prompts. Recognize that AI prompts can be a game-changer in various aspects of my work, from content creation to software development.
- Prioritize clear specifications. When working with AI prompts, I need to be specific in giving instructions. Provide clear and detailed prompts to get my desired output.
- Adapt to AI-driven changes. I should remember that AI tools are continually evolving. Stay informed about the latest developments and adapt to changes in AI technology and applications.
- Embrace AI as a writing aid. Recognize that AI is a tool to enhance my writing skills and expertise.
- Personalize my AI experience. Recognize the importance of personalization in AI outputs. Tailor prompts to my specific needs and add context to improve the relevance of AI-generated content.
- Address AI prompt drift. Stay vigilant about prompt drift — the phenomenon where AI models produce different or unexpected outputs. Understand that prompt drift can impact the reliability of my AI-generated content.
- Monitor prompt quality. Monitor prompt quality and test prompts for multiple AI models to ensure successful outcomes.
- Beware of database changes. Database changes can lead to unexpected issues in AI systems. It's essential that I monitor and measure how these changes affect AI outputs.
- Leverage open source opportunities. Consider open-sourcing certain aspects of AI technology while retaining crucial proprietary elements. This approach can help me foster innovation and community collaboration.
- Remember that [AIPRM](#) can be an essential tool. Think of AIPRM as a valuable addition to my toolkit to enhance my productivity when I work with generative AI platforms like [ChatGPT](#), [Google Bard](#), or [Bing Chat](#).