



NO. 01 MICROSOFT COPILOT EDITION

The Copilot Prompt Playbook

How to get dramatically better answers from Copilot — a simple formula, six habits, and a library of copy-and-paste prompts for everyday business work.

THE COPILOT FORMULA

Use it for every prompt

ROLE

Who it
should be

+

TASK

What to do

+

CONTEXT

The background

+

FORMAT

How to deliver

+

CONSTRAINTS

The limits

= BETTER RESULTS

INSIDE THIS PLAYBOOK

- | | | | | | |
|-----------|-----------------------------|------|-----------|-------------------------------|------|
| 01 | Six habits of great prompts | p. 2 | 02 | Copy-and-paste prompt library | p. 4 |
| 03 | Prompt chaining (advanced) | p. 6 | 04 | The best prompt of all | p. 7 |

SECTION 01 SIX HABITS OF GREAT PROMPTS

Stop asking. Start briefing.

X INSTEAD OF

Write me a blog post about SEO.

✓ USE THIS

Act as an SEO strategist. Write a 1,200-word blog post for small business owners explaining local SEO. Use simple language, include examples, create H2 and H3 headings, and end with 5 actionable tips. The tone should be professional but approachable.

1 Give Copilot a role

BAD Create a marketing plan.

GOOD Act as a CMO for a software startup and create a 90-day marketing plan.

TRY "ACT AS A..."

Marketing Director

CEO

Web Developer

HR Manager

Attorney

Accountant

Project Manager

Customer Support Manager

SEO Consultant

2 Provide context — the more background, the better

BAD Write an email.

GOOD Write an email to a client who has missed two invoice payments. Maintain a friendly tone while clearly requesting payment within 10 business days.

Audience

Industry

Company size

Goals

Obstacles

Past conversations

HABITS 3 – 6

Shape the answer you get back

3 Specify the output format

BAD Explain AI.

GOOD Explain AI using a simple analogy, 3 bullet points, a real-world example and a one-sentence summary.

FORMAT AS...

Bullet list

Table

Executive summary

Email

Proposal

Marketing plan

Checklist

FAQ

SOP

Training guide

Presentation outline

4 Tell it what good looks like

BAD Write website copy.

GOOD Write website copy similar in style to Apple: concise, benefit-focused, and easy to scan.

OR SPELL IT OUT

Use:

- conversational language
- 6th-grade reading level
- short paragraphs
- strong calls to action

5 Use examples

One example can dramatically improve the output. Show Copilot the pattern, then hand it the job.

Rewrite descriptions in this format:

Example:

"Fast website hosting with daily backups."

Now rewrite:

"Our system stores files securely and can be accessed from multiple locations."

6 Ask for iterations

Don't start over. Keep the conversation going and steer it with short follow-ups:

- > Make it shorter.
- > Make it more persuasive.
- > Sound more professional.
- > Make it clearer for non-technical users.
- > Give me 10 alternatives.

SECTION 02 PROMPT LIBRARY

Copy, paste, fill in the blanks

[LIKE THIS] = your details

The “Make This Better” Prompt

Paste almost anything.

Act as a professional editor.

Review the following content and improve:

- clarity
- readability
- engagement
- persuasiveness
- grammar

Then explain the key improvements made.

[PASTE CONTENT]

The Universal Business Prompt

For any decision, problem or opportunity.

Act as a senior business consultant.

Analyze the following situation and provide:

1. Key issues
2. Risks
3. Opportunities
4. Recommended actions
5. Priority order

Situation:

[PASTE HERE]

Email Prompt Template

Fill in each line, delete what you don't need.

Write an email to [AUDIENCE].

Goal: [GOAL]

Tone: [FRIENDLY / PROFESSIONAL / FORMAL]

Length: [SHORT / MEDIUM / DETAILED]

Include: [SPECIFIC POINTS]

Meeting Summary Prompt

Turn messy notes into a clean recap.

Summarize this meeting.

Provide:

- Key discussion points
- Decisions made
- Open questions
- Action items
- Responsible parties
- Deadlines

[PASTE NOTES]

SECTION 02 PROMPT LIBRARY • CONTINUED

More prompts for everyday work

[LIKE THIS] = your details

Excel Prompt

Formulas explained like a patient coworker.

You are an Excel expert.

Explain how to:

[TASK]

Provide:

- Formula
- Step-by-step instructions
- Common mistakes
- Alternative approaches

Coding Prompt

Ask for the safety checks up front.

Act as a senior software developer.

Create: [FEATURE]

Requirements: [DETAILS]

Provide:

- Complete code
- Comments
- Error handling
- Security considerations
- Explanation

Research Prompt

A briefing you can actually skim.

Research the following topic.

Provide:

- Executive summary
- Key findings
- Advantages
- Disadvantages
- Best practices
- Sources

Topic: [TOPIC]

SEO Prompt

Check any page before you publish it.

Act as an SEO consultant.

Analyze this page: [URL OR CONTENT]

Provide:

- SEO score
- Missing keywords
- Content gaps
- Meta title
- Meta description
- Header structure
- Improvement recommendations

Website Audit Prompt

A FAVORITE FOR ANY SITE OWNER

Act as a UX, SEO, and conversion optimization expert.

Audit this website:

[URL]

Provide:

1. First impressions
2. UX issues
3. SEO issues
4. Accessibility issues
5. Conversion issues
6. Quick wins
7. High-impact improvements

SECTION 03 ADVANCED

Prompt chaining

Most people ask one giant question. Power users break the job into stages — and the results are usually much better.

STEP 1

Create an outline for a guide about local SEO.



STEP 2

Expand section 1.



STEP 3

Add examples.



STEP 4

Create a checklist from the guide.



STEP 5

Turn that checklist into a client worksheet.

THE MAGIC QUESTION

“What information do you need?”

Whenever an answer isn't good enough, ask this. Copilot will tell you what's missing.

To improve this answer, what information would help you provide a significantly better result?

SECTION 04 IF YOU ONLY REMEMBER ONE

The best prompt of all

KEEP THIS ONE HANDY

Act as an expert in **[FIELD]**.

Before answering, think through the problem step-by-step.

Ask yourself:

- What is the goal?
- Who is the audience?
- What would an expert recommend?
- What common mistakes should be avoided?

WORKS FOR ALMOST ANY TOPIC

Then provide:

1. Recommendations
2. Rationale
3. Examples
4. Actionable next steps

Topic:

[INSERT TOPIC]

DON'T

- ✗ Be vague
- ✗ Ask several unrelated questions at once
- ✗ Assume Copilot knows your situation
- ✗ Accept the first answer every time

DO

- ✓ Give context
- ✓ Assign a role
- ✓ Specify the format
- ✓ Provide examples
- ✓ Refine as you go
- ✓ Ask for alternatives

The Frank Deardurff Rule

Talk to Copilot the way you'd brief a contractor. If you'd need to explain it to a human to get a good result, you need to explain it to Copilot.

The quality of your prompt is the biggest predictor of the quality of the answer. Thirty seconds of context goes a long way.



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