

PROMPT HACKS CHEAT SHEET

GECKO

AI Templates for HE Outreach & Recruitment Professionals

TASK	PROMPT TEMPLATE	BEST TOOL
Analyse school visit data	"I've attached a spreadsheet of 200 school visits. Identify the top 10 schools by student conversion and suggest 3 reasons why they might be performing well."	 ChatGPT, Claude
Research local schools	"Give me a profile of [School Name]: student demographics, recent Ofsted rating, progression rates to HE, and 3 interesting facts I could mention in conversation."	 ChatGPT, Perplexity
Write student emails	"Write a 120-word email to Year 12 students who enquired about [subject]. Tone: encouraging but not salesy. Mention [upcoming event]. Avoid: jargon, excessive exclamation marks."	 ChatGPT, Claude, Gemini
Simplify policy docs	"Rewrite this student finance guidance for 16-year-olds. Use bullet points, short sentences, and examples. Reading age: Year 10."	 ChatGPT, Claude
Create social posts	"Turn these 5 student testimonials into Instagram captions (under 150 characters each). Use emojis sparingly. Hashtags: #UniLife #[YourUniName]"	 ChatGPT, Jasper
Prep workshop content	"I'm running a 30-min session on 'Choosing the Right Course' for Year 12s. Give me 5 interactive activities and 3 common myths to bust."	 ChatGPT, Claude

TASK	PROMPT TEMPLATE	BEST TOOL
Generate FAQs	"Based on this open day feedback, write 8 FAQs prospective students might have about accommodation, with answers under 50 words each."	 ChatGPT, Gemini
Tidy messy spreadsheets	"This CSV has inconsistent formatting (dates, names, postcodes). Clean it up and flag any duplicate entries."	 ChatGPT Code Interpreter, Claude with CSV
Summarise sector news	"Summarise last month's key HE policy changes in 5 bullet points. Focus on student finance and admissions."	 Perplexity, ChatGPT (browsing)
Draft event agendas	"Create a 2-hour open day itinerary for [subject area]. Include timings, activities, and speaker notes. Audience: Year 13 + parents."	 ChatGPT, Claude, Notion AI
Role-play tricky questions	"I'm presenting at a school. Simulate 5 challenging questions Year 12 students might ask about tuition fees, mental health support, or career outcomes."	 ChatGPT, Claude
Personalise outreach at scale	"I have 50 schools to contact. Write a template email I can customise with [school name] and [local stat]. Keep it under 100 words."	 ChatGPT, Gemini

REFINEMENT PROMPTS

GECKO

When Your First Output Isn't Quite Right – Try These:

- "Make it warmer and more conversational"
- "Shorten by half but keep the key points"
- "Rewrite for a Year 10 reading level"
- "Add a relevant statistic or example"
- "Remove any jargon or corporate language"
- "Give me 3 alternative versions"

THE 4Ps FRAMEWORK – Use Every Time

PURPOSE What's the goal? (Inform? Persuade? Summarise?)

PERSONA Who's writing? Who's reading? (Tone matters!)

PARAMETERS How long? What format? Any must-haves?

POLISH What should it avoid? What makes it "you"?

DATA PRIVACY – THE 10-SECOND RULE

NEVER paste into AI:

- Student names or contact details
- Sensitive personal data
- Anything you wouldn't post publicly

ALWAYS fine to use:

- Anonymised data ("School A had 45 enquiries...")
- Public information
- Your own writing that needs editing

QUICK TIPS FOR SUCCESS

-  **Be specific** – "Write a 150-word email" beats "write an email"
-  **Set the tone** – Tell AI exactly how formal/casual you need
-  **Give examples** – "Like this, not like that" works brilliantly
-  **Iterate** – First draft is rarely perfect; refine it
-  **Fact-check** – AI can hallucinate; verify claims and statistics
-  **Add your voice** – Edit outputs to sound like you, not a robot
-  **Save what works** – Build your own prompt library over time

REMEMBER:

AI is brilliant at

First drafts, brainstorming, formatting, analysis

AI is terrible at

Final answers, nuance,
understanding YOUR students

Your superpower

Knowing what your students need
+ adding the human touch



[View the slides](#)

Questions? Let's connect!

Email: jonny.atkinson@geckoengage.com | Find us on [LinkedIn](#)