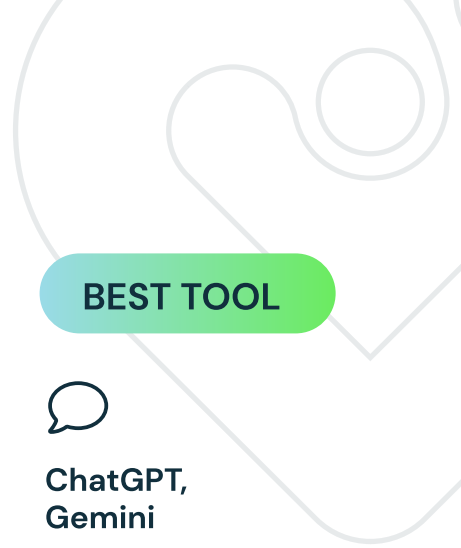


# PROMPT HACKS CHEAT SHEET



## 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

## 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"?

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## 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

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## 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



Questions? Let's connect!

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