

Cheat Sheet: Tune prompts to your audience

Attention points decide *for whom* and *in what tone* AI responds. They colour the content, not the form.

Why it matters

The same topic sounds completely different for children, students, or experts. In workshops we see: once you name your audience and tone, AI answers become clearer, more persuasive, and directly more useful.

START in focus

S – Situation → who, where, when

T – Task → what should AI do

A – Attention points → audience, tone & style (content colouring)

R – Role → from which perspective does AI respond

T – Type of output → in what form should the answer come

👉 Here it's all about the **A in START**: audience and tone colour the content.

Examples

✗ “Explain why sleep is important.”

✓ “Explain why sleep is important to a 10-year-old, with animals as main characters (Audience + Tone).”

🤖 Creative: “Explain gravity in Shakespearean style, with rhyming lines.”

Common mistake

✗ “Write a text about healthy eating.”

✓ “Write a persuasive text for students (**Audience**), in an informal style (**Tone**), with 3 practical tips.”

Mini style guide (Tone)

- **Formal** – “Write this in a formal style.”
- **Informal** – “Keep it light and conversational.”
- **Technical** – “Use jargon and detailed explanation.”
- **Creative** – “Write this with humour, imagery or poetry.”

A vs. T at a glance

A = Attention points

For whom? 🎯

How should it sound? 🗣️

Example: “Explain to a child, light tone”

T = **Type of output**

In what form? 📄

How should it be presented? 🗂️

Example: “Give the explanation in 3 bullets or in a table”

Tips

1. Always name your **audience**. (*Role = who speaks; Audience = for whom it’s intended*).
2. Indicate **tone or style** (formal, informal, creative).
3. Add a **length detail** (short, extended)¹.

✅ Checklist

- ☑ Audience – who needs to understand this?
- ☑ Tone – how should it sound?
- ☑ Style – humorous, business-like, descriptive
- ☑ Language level – simple, jargon-free, academic
- ☑ Length – short or extended

¹ Length can also be placed under Type of output. In START, we count it as Attention points, as it is often about content depth.



Try this: one topic, different audiences

Topic: *How we sleep*

- **Children** – *“Tell a bedtime story about why we sleep, with animals as main characters.”*
- **Students** – *“Explain the science behind sleep in simple language, with 2 examples.”*
- **Experts** – *“Describe the neurological functions of sleep during REM and non-REM phases.”*

👉 Same topic, totally different answers.

Learn & apply

“A good cheat sheet is not a copy, but your own version. The most valuable learning comes from making one yourself!”

👉 **Tip:** *Write one mini cheat sheet and then rewrite it in two other styles (formal vs. informal, or child vs. expert). Compare how tone changes everything while the form stays the same.*

Discover more

 Podcast – Episode 5: [Fine-Tuning Prompts for Different Audiences](#)

 More cheat sheets on prompting: symbio6.nl/en/sheets

