

CHATGPT PROMPT FRAMEWORKS

Unlock the full potential of ChatGPT

R-T-F

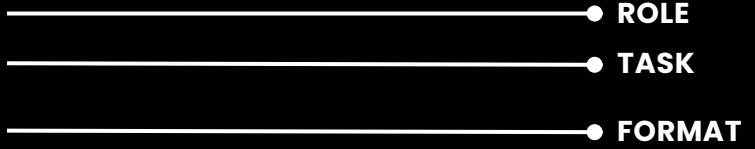
Prompt example

Facebook Ad Marketer
 Design a compelling Facebook ad campaign to promote
 A new line of fitness apparel for a sports brand
 Create a storyboard that outlines the sequence of ad creatives
 Including ad copy, visuals, and a targeting strategy.

Acta as a
(ROLE)

Create a
(TASK)

Show as
(FORMAT)



T-A-G

Prompt example

The task is to evaluate the performance of team members.
 Act as a direct manager and assess the strengths and
 weaknesses of the team members
 Goal is to improve team performance so that the average
 user satisfaction score moves from 6 to 7.5 in the next quarter

Define a
(TASK)

State the
(ACTION)

Clarify the
(GOAL)



B-A-B

Prompt example

We're nowhere to be seen in SEO rankings
 We want to be in the top 10 SEO rankings in our niche within 90 days
 Develop a detailed plan for mentioning all the measures.
 we should also include a list of the top 20 keyboards.

Explain problem
(BEFORE)

State outcome
(AFTER)

Ask to the
(BRIDGE)



C-A-R-E

Prompt example

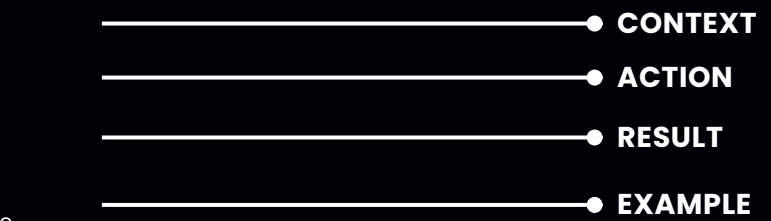
We are launching a new line of sustainable clothing
 Can you assist us in creating a targeted advertising
 campaign that emphasizes our environmental commitment?
 Our desired outcome is to drive product awareness and sales
 A good example of a similar successful initiative is Patagonia's
 "Don't Buy This Jacket" campaign, which highlighted their
 commitment to sustainability while enhancing their brand image.

Give the
(CONTEXT)

Describe
(ACTION)

Clarify the
(RESULT)

Give the
(EXAMPLE)



R-I-S-E

Prompt example

Imagine you are a content strategist.
 I've gathered detailed information about our target audience,
 including their interests & common questions related to our industry.
 Provide a step-by-step content strategy plan, identifying key topics
 based on our audience insights, creating an editorial calendar, and
 drafting engaging content that aligns with our brand message.
 Aim is to increase our blog's monthly visitors by 40% and Enhance
 our brand's position as a thought leader in our industry.

Specify the
(ROLE)

Describe
(INPUT)

Ask for
(STEPS)

Describe the
(EXPECTATION)

