

# Prompt Documentation

## Prompt Name

Confident Email Generator

## Purpose

This prompt is for people who want to feel secure when sending an email to grow their business.

## Your Prompt

I want to feel confident in sending an email for [BUSINESS TYPE] in [INDUSTRY]. Act as a Senior Communications Director, and draft an email that focuses on a win-win proposition. Then, draft a follow-up email to be sent later. Keep the tone professional but still approachable. Follow these constraints: 1. Explicitly mention how this benefits them, e.g. by saving time or reaching a broader audience. 2. Keep the first email under 200 words and the follow up under 75 words. 3. Include a highly engaging subject line for both emails.

## Design Justification

### 1. Did you use a specific framework? If yes, which one and why is it appropriate for this use case?

I used the ERA framework because it is a simpler version of the ROLE framework, which is good for getting a quick email response with language boundaries.

### 2. Why did you structure your prompt this way? What specific elements did you include?

I structured my response with a role and 2 emails to generate to get a possible draft to consider and a fallback response.

### 3. How does your prompt guide the AI effectively?

I provide the AI with a role to optimize the training data it uses to draft the email.

### 4. What constraints or requirements did you add and why?

I added instructions to limit the length of the email and tone requirements so that the generated email is safe to send in a corporate setting.

## Testing - Version 1

Use Case	Score	Brief Notes
<i>V1 Test 1: Marketing Manager</i>	<i>[87/100]</i>	<i>My prompt had clear instructions but the output did exceed one of my word constraints.</i>
<i>V1 Test 2: Popular tech youtuber</i>	<i>[85/100]</i>	<i>My prompt clear and reusable, but the output</i>
<i>V1 Test 3: Head of sales at a company</i>	<i>[84/100]</i>	<i>Although my prompt had explicit constraints, it could have used more specific placeholders.</i>

**Version 1 Average Score:** 85.33

**Changes Made V1→V2:** No refinement needed - scored 85+ on first attempt

## Final Reflection

My prompt worked well because I used specific constraints to get a specific output. I also made sure the placeholders are able to be used for many different things.

## Best Used For

- Someone wants to work with a company but doesn't have any connections with them yet.
- Someone is looking to partner with a content creator and wants to stand out.
- Someone who works in a large company wants to reach out to another team in their company.