CHATGPT PROMPT FRAMEWORKS

Unlock the full potential of ChatGPT

R-T-F

Acta as a (ROLE)	Create a (TASK)	Show as (FORMAT)

Prompt example

Facebook Ad Marketer — ● ROLE

Design a compelling Facebook ad campaign to promote
A new line of fitness apparel for a sports brand — ● TASK

Create a storyboard that outlines the sequence of ad creatives
Including ad copy, visuals, and a targeting strategy. — ● FORMAT

T-A-G

Define a (TASK)	State the (ACTION)	Clarify the (GOAL)

Prompt example

The task is to evaluate the performance of team members. — ● TASK

Act as a direct manager and assess the strengths and
weaknesses of the team members — ● ACTION

Goal is to improve team performance so that the average
user satisfaction score moves from 6 to 7.5 in the next quarter — ● GOAL

B-A-B

Explain problem (BEFORE)	State outcome (AFTER)	Ask to the (BRIDGE)

Prompt example

We're nowhere to be seen in SEO rankings — ● BEFORE

We want to be in the top 10 SEO rankings in our niche within 90 days — ● AFTER

Develop a detailed plan for mentioning all the measures.
we should also include a list of the top 20 keyboards. — ● BRIDGE

C-A-R-E

Give the (CONTEXT)	Describe (ACTION)	Clarify the (RESULT)	Give the (EXAMPLE)

Prompt example

We are launching a new line of sustainable clothing — ● CONTEXT

Can you assist us in creating a targeted advertising
campaign that emphasizes ourenvironmental commitment? — ● ACTION

Our desired outcome is to drive product awareness and sales — ● RESULT

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. — ● EXAMPLE

R-I-S-E

Specify the (ROLE)	Describe (INPUT)	Ask for (STEPS)	Describe the (EXPECTATION)

Prompt example

Imagine you are a content strategist. — ● ROLE

I've gathered detailed information about our target audience,
including their interests & common questions related to our industry. — ● INPUT

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. — ● STEPS

Aim is to increase our blog's monthly visitors by 40% and Enhance
our brand's position as a thought leader in our industry. — ● EXPECTATION