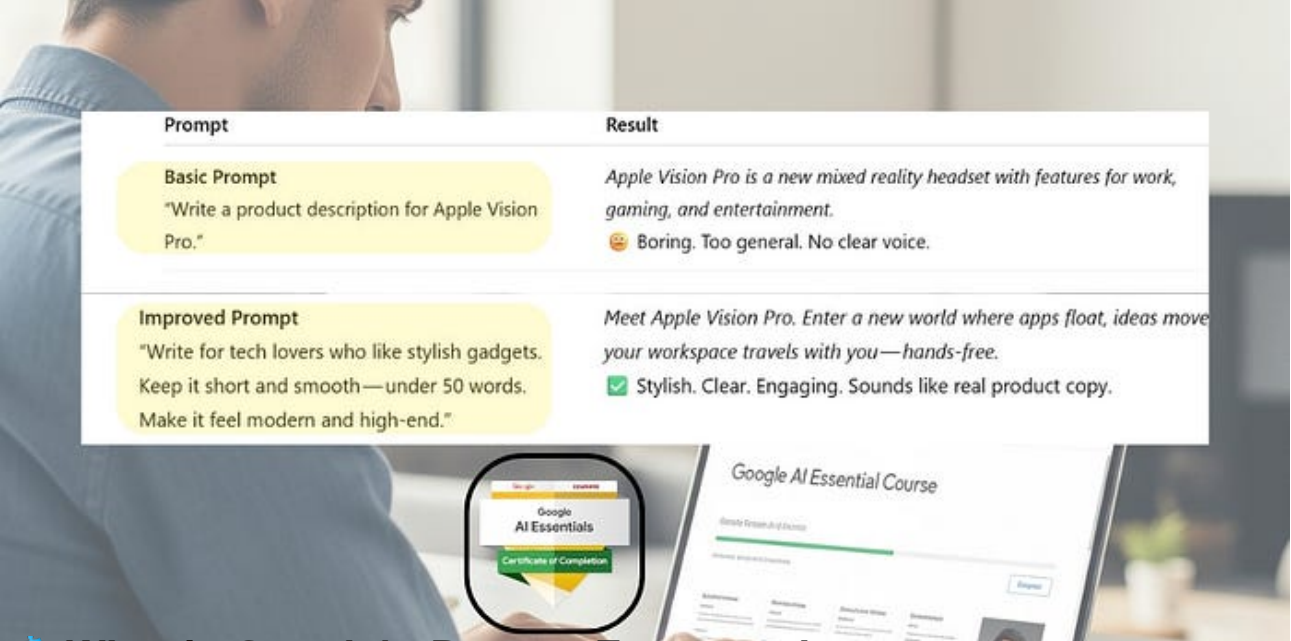# Good Prompts vs. Best Prompts: Why One Just Works But Other Wins

PROMPT ENGINEERING / AI

Usman • 4 min read • 2025-07-03

https://medium.com/write-a-catalyst/good-prompts-vs-best-prompts-why-one-just-works-but-other-wins-700ccb4be3e6

🧩 What is Google's Prompt Framework

In this instructors didn't use big words to sound smart when teaching the art of prompts.

They taught me a proven and simple structure:

✅ The 5 Building Blocks of the Best Prompts

1. Task — What you want the model to do or behave as

2. Context — The background information

3. Reference — A sample to guide style or content

4. Evaluate — Check if the result is useful

5. Iterate — Refine your prompt based on results

Let's learn this down with a real example. I experimented it with ChatGPT. You may use any AI models. It works.

1. 🎯 Start with the Task

This is your basic request.

> ***Write a product description.***

That's a **task**. It works, but not as you want.

Let's improve it step by step.

2. 🧠 Add Context

All AI models (Gemini, ChatGPT, Claude, Grok) need to understand what you're writing for. Give it a little background.

> *Write for tech lovers who like stylish gadgets. Keep it short and smooth — under 50 words. Make it feel modern and high-end.*

Now the model understands **what**, **who**, and **why**. Which is already an upgrade.

3. 🗞 Add a Reference

This is the most important and powerful step most people skip.

When you give ChatGPT or any AI model a sample sentence, tone, or style you like, it instantly knows how to "sound." Without it, it guesses. Sometimes it guesses wrong.

> *This is writing style I like:*
> *Not just the future — your new way to work, create, and explore.*

You can also add references like:

A headline from a brand you love

• *"Sounds like Apple's product copy — clean and premium."*

A style from your writing

• *"Match the tone of this blog post I wrote…"*

A known personality

• "*Write like it was said by Steve Jobs — bold and inspiring."*

Even a structure

• *"Use this format: [Problem] !' [Solution] !' [Tagline]"*

The clearer you are, the easier it is for AI to follow your style. Now it sounds the way you like.

4. 🔍 Evaluate What You Get

When ChatGPT or any AI model gives you an output, don't just accept it — read it like an editor and ask yourself: Now check results from both prompts.

💡 Example A — Basic Prompt:

> **Prompt***:Write a product description for Apple Vision Pro.***Output:** *Apple Vision Pro is a new mixed reality headset with features for work, gaming, and entertainment*

After the evaluation, it

❌ Feels like a Wikipedia summary

❌ Lacks emotion, rhythm, or tone

❌ Doesn't speak to the target audience

💡 Example B — Better Prompt:

> **Prompt:** *Write for tech lovers who like stylish gadgets. Keep it short and smooth — under 50 words. Make it feel modern and high-end.* **Output:** *Meet Apple Vision Pro. Enter a new world where apps float, ideas move, and your workspace travels with you — hands-free.*

After evaluating the response to the second prompt:

✅ Tone is sleek and imaginative

✅ Captures emotion and innovation

✅ Speaks to creatives and future-thinkers

🔧 What to Check:

✅ **Did it sound like the sample or tone I gave?**

✅ **Did it highlight the features that matter most?**

✅ **Did it feel made for the *right* person (audience)?**

✅ **Did it follow the instructions (word count, format, style)?**

Remember: Output wouldn't be perfect on the first try. ChatGPT will help, but you need to guide it.
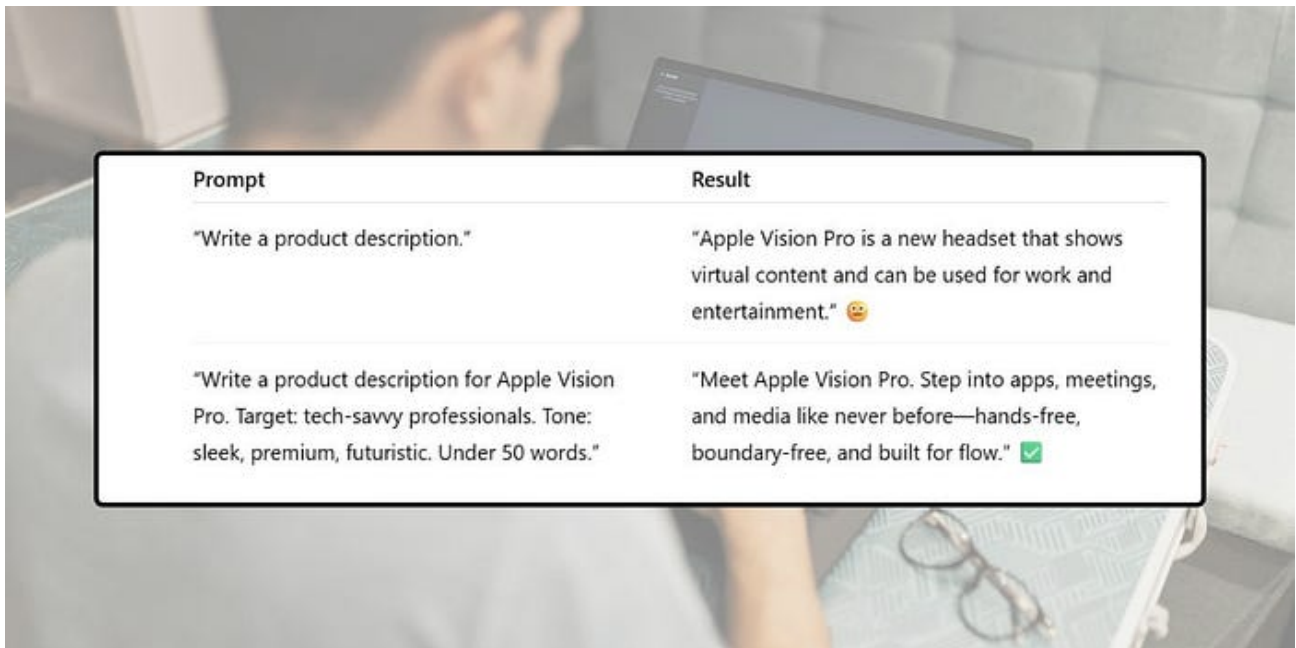
5. 🔁 Then Iterate

Now, after reading and evaluating the output, you need to rewrite or refine your prompt.

Add what makes it better, and according to your choice.

> *"Keep it under 40 words. Use short sentences and natural language. Avoid technical terms.*

You're now telling ChatGPT *how* to write, not just *what* to write.

⚖️ Let's Compare

Response comparison of output from ChatGPT. Image by Author.

👀 What to Learn From this:

• The first prompt gets an average reply.

• The second prompt gives direction, and that gives a better answer.

Small prompt changes. Big output difference.

📌 Template: From Good to Best in One Prompt

This is a ready-to-use prompt template based on Google's method:

> **TASK:** *I want you to [do this task]*
> **CONTEXT:** *The audience is [X], the product/topic is [Y]. Key info: [Z]*
> **REFERENCE:** *I like writing that sounds like this: [insert example]*
> **EVALUATE:** *Make sure it follows tone, clarity, and length*
> **ITERATE:** *If it's off, I'll give feedback to adjust it*

After trying it once, you'll see the difference. You will get the best answers.

👀 What Makes a Prompt the Best?

Good prompts give **instructions,** but the best prompts give **direction**.

Good prompts ask. The best prompts **guide, test, and refine.**

You don't need perfect prompts. You just need a better way to shape them.

The more you practice, the more ChatGPT starts to feel like a real thinking partner, not just a tool.

Other mentions by Author

- medium.com | PROMPT ENGINEERING / AI