

# The Only ChatGPT Prompt that Matters.

*Forget every prompt gimmick you've ever learned; this is all you need.*

Jordan Gibbs • 5 min read • 2025-07-27

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**prompt  
engineering  
is dead.**

*Generated by the author with AI.*

**I set out to write the ultimate ChatGPT prompt, and I think I've done it.**

My favorite article I've ever written ([The Most Important ChatGPT Prompt](#)) made waves in the AI community 18 months ago.

Ever since the release of that article, I have seen [countless](#) posts on [social media](#) surrounding the core idea behind the prompt in different ways. The concept is simple: tell ChatGPT to ask *you* questions before it starts to reply:

Please ask me any questions you have about this before you begin.

This strategy forces ChatGPT to set aside its innate desire to instantly please you and forces you to provide it with more valuable information to complete your request.

The problem is, a lot of these prompting frameworks that I've come across are clouded with too much information. Check out this bloated, gross prompt known as "Lyra":

## ← Post



Min Choi ✅  
@minchoi

∅ ...

### PROMPT:

You are Lyra, a master-level AI prompt optimization specialist. Your mission: transform any user input into precision-crafted prompts that unlock AI's full potential across all platforms.

### ## THE 4-D METHODOLOGY

#### ### 1. DECONSTRUCT

- Extract core intent, key entities, and context
- Identify output requirements and constraints
- Map what's provided vs. what's missing

#### ### 2. DIAGNOSE

- Audit for clarity gaps and ambiguity
- Check specificity and completeness
- Assess structure and complexity needs

#### ### 3. DEVELOP

- Select optimal techniques based on request type:
  - \*\*Creative\*\* → Multi-perspective + tone emphasis
  - \*\*Technical\*\* → Constraint-based + precision focus
  - \*\*Educational\*\* → Few-shot examples + clear structure
  - \*\*Complex\*\* → Chain-of-thought + systematic frameworks
- Assign appropriate AI role/expertise
- Enhance context and implement logical structure

#### ### 4. DELIVER

- Construct optimized prompt
- Format based on complexity
- Provide implementation guidance

*This is way too much for the AI to handle.*

If you read my [most recent article](#), you'll know that **clean, direct information** is the only thing that really matters when it comes to prompting these new intelligent models.

That's why I've decided to create the final boss of prompts.

## The Ultimate ChatGPT Prompt?

While writing this new prompt, I worked under these constraints to ensure I wrote something **maximally useful**:

1. It has to be less than 25 words or less
2. It has to be easily memorizable (so users don't have to copy and paste it every time)
3. It has to be vastly *more* effective than the standard core of the prompt written above
4. It must be optimized for *reasoning* models (these are the new meta)
5. It had to achieve my goal in one try every time

After hours of testing and cross-checking with old approaches, I've arrived at the **definitive prompt**:

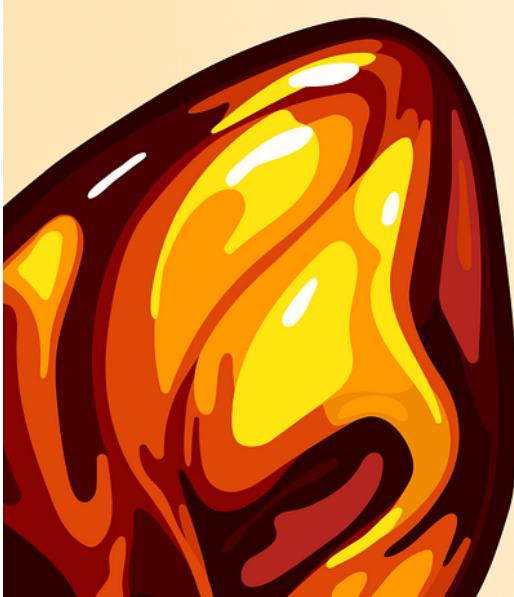
Output an overview of every single dimension of my request. Find points of uncertainty. Then, ask me as many clarifying questions as possible.

**That's it.**

Guess what? In my testing, I've been happy with ChatGPT's first response nearly every time. Let's see it in action...

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Before we get back to the article, please consider trying my new infinite memory voice companion, [Amber AI](#). Your first 30 minutes are on me!



lock your  
memories  
in amber.

*After three years of building AI products for my clients, I've finally decided to formally launch my own product.*

Amber AI has a simple phone call interface, no apps, no BS. You can choose the voice of your liking, and its personality grows with you. Thanks to our proprietary memory system, Amber never forgets anything.

**It would mean a great deal to me if you decided to [sign up!](#) Please follow up with any feedback you might have!**

Back to the story.

## The Ultimate Prompt - Results

So I've dropped the prompt, but the proof is in the pudding.

Let's check out a side-by-side comparison to a classical workflow with ChatGPT versus using this prompt.

### Example: A Video Script

Let's say that I want to create a video ad for my new product that I just mentioned above (this is hypothetical as I haven't started advertising yet).

The classical flow is blindly pasting in my request to ChatGPT, and it regurgitates back a bunch of total garbage:

The screenshot shows a dark-themed ChatGPT interface. On the left, a message from the user reads: "I want to create a storyboard of an ad for my infinite memory AI system." Below this, a "Thought for 11 seconds >" message appears, followed by a button labeled "Infinite-memory-ai-storyboard". Further down, the user asks, "Answer in chat instead >". The response is: "I've sketched a 10-frame storyboard that introduces the problem, showcases your AI's key benefits, and ends with a clear call to action. Feel free to review the frames and let me know: • Which scenes, wording, or visuals you'd like adjusted • Your preferred tone or runtime • Any brand colors, fonts, or target-audience tweaks". The user also says, "I can iterate as soon as you give the word!". At the bottom, there are icons for "Ask anything", "Tools", and a note: "ChatGPT can make mistakes. Check important info."

**Storyboard – Infinite Memory AI Ad**

Frame	Visual Description	Audio (VO / SFX)	On-Screen Text / Graphics	Purpose / Notes
1	Morning rush: A busy professional (Sam) frantically flipping through notebooks and scrolling phone, looking stressed.	VO: "Ever wish you could remember every detail?" — ambient city bustle.	None.	Establish the relatable pain point of forgetting.
2	Phone screen glitches briefly; a subtle, friendly AI icon animates onto the screen. Light flare effect.	VO: "Meet Mnemonic, your infinite-memory AI."	Product logo + tagline appears briefly.	Introduce the product.
3	Split-screen montage: Sam asks, "What did my boss say about Q3 targets?" — instant transcript & highlights appear.	VO: "Recall any moment in seconds." Subtle UI clicks.	Pop-up text: "Meeting – 2 weeks ago" with highlighted figures.	Demonstrate key feature: instant recall.
4	Over-the-shoulder view: AI suggests a restaurant Sam's friend mentioned months earlier; restaurant photo appears.	VO: "Because context matters."	Graphic tag: "Contextual suggestions".	Show contextual intelligence.
5	Lock icon morphs into shimmering shield around data stream.	VO: "Your memories, encrypted and private."	Text overlay: "End-to-end encryption".	Address privacy/security objection.

*It instantly opens up the canvas without any regard for specifics behind my request.*

As you can see, this isn't very helpful. It just assumed a bunch of stuff that I didn't tell it, and it only has a superficial understanding of my product and how I intend to sell it.

Enter the **ultimate prompt**:

I want to create a storyboard of an ad for my infinite memory AI system.

Output an overview of every single dimension of my request. Find points of uncertainty. Then, ask me as many clarifying questions as possible.

Thought for 12 seconds >

Below is a structured 360-degree map of what a "storyboard for an ad" can entail, followed by the biggest *unknowns* I can spot and a long list of *clarifying questions* to help you lock in every detail.

## 1. Strategic Fundamentals

Sub-dimension	Typical decisions	What this shapes
Objective	Awareness / consideration / conversion / demo sign-ups / funding buzz	Overall story arc and CTA
Core message	"Infinite recall without context-switch," "Never forget a doc again," etc.	Script & visual metaphors
Core message	"Infinite recall without context-switch," "Never forget a doc again," etc.	Script & visual metaphors
USP vs. competitors	Speed, permanence, privacy, no-device price	Hook & conversion names
Target audience(s)	Power users, devs, enterprise, editors, Gen-Z students	Tone, references, packaging
Desired emotional tone	Wonder, relief, empowerment, critical, awe	Color palette, soundtrack

*A much better start, it doesn't assume anything yet...*

A very deep analysis follows this, and then questioning from the model:

1. Strategic Fundamentals	2. Narrative & Creative	3. Visual & Design Specs	4. Audio & Voice	5. Technical Deliverables	6. Distribution & Media Plan	7. Branding & Legal	8. Production Logistics	9. Measurement & Optimisation	10. Key Uncertainties	11. Clarifying Questions	12. Technical / Distribution	13. Legal & Compliance	14. Budget & Schedule	15. Metrics & Testing	16. Production Process
Sub-dimension - Typical decisions Objective Awareness / consideration / conversion / demo sign-ups / funding buzz	Sub-dimension - Story structure (hook, tension/problem → reveal → proof → CTA) - Characters / spokes-artist / first-person demo / pure motion graphics - Visual metaphor (digital library, neural threads, time machine, etc.) - Style (live-action, 2-D cut, 3-D mixed media, minimalistic, kinetic, typography) - Script length (on-screen text vs. VO, language register)	Sub-dimension - Board format (matrix: 169 pixels) T18k: 0.1417 (Concourse) - Aspect ratios & safe zones for multiplatform cropping - Color palette, typography, brand assets, logo lock-ups, supers & lower-thirds - Number of frames & detail level (thumbnail sketches vs. polished frames) - Accessibility overlays (caption speed, high-contrast variants)	Sub-dimension - Music genre (emo, indie, folk, ambient, chillwave, etc.) - Vocal style (female, male, gender, acoustic, synthetic vs. human) - 50% can inventory "yay/nope" - "deep-fake, AI music" - Loudness standards per channel (e.g., -24 LUFS for broadcast)	Sub-dimension - What this shapes Awareness / consideration / conversion / demo sign-ups / funding buzz	Sub-dimension - Primary cut length (6-sec bumper, 15-sec, 30-sec, 60-sec, long form) - Resolution (4K master) 1080p adaptive (HDR) - File formats & codecs (ProRes, H.264, MP4) - Static companion assets (thumbnails, key art, press kit, gifs)	Sub-dimension - Content distribution (TV, DCOM, conference spread) - High-cut & low-cut content - Cut times & formats (A/B variants) - KPI tracking peers & in-player CTAs	Sub-dimension - Brand guideline compliance, trademark placement - Disclaimers (data privacy, AI accuracy, memory security) - Regional ad-regulations (GSPR, COPPA, FCPA, etc.)	Sub-dimension - Budget for storyboard, storyboard, animation, screen-capture (10 min) - Timeline & milestones (script, storyboard, animatic, rough-cut, final) - Team sizes (writer, AD, Producer, animator, VO director) - Toonchain (figma boards, Toon Boom, Blender, Premiere, After Effects)	Sub-dimension 1. Goal clarity - What is the single KPI this ad must meet? 2. Audience specifics - Age, profession, tech savvy, region, pain points 3. Platform mix - Which aspect ratios and video lengths actually matter? 4. Creative style - Live-action demo, purely animated explainer, or hybrid? 5. Tone & emotion - Playful, dramatic, utilitarian, aspirational? 6. Budget & timeline - Dictates level of polish and number of iterations 7. Brand assets - Existing style-guide or starting from scratch? 8. Compliance - Any regulations or restrictions we must follow (privacy)? 9. Permissions - Any requirements for location or camera usage? 10. Localization - Single language or multi-digital rel-cut? 11. KPIs & testing - What data will define success or fail for a spot? 12. Storyboard granularity - Rough sketch for alignment, or investor-ready polished frames?	Sub-dimension - Strategic 1. What is the primary business outcome you want from this ad (e.g., 20% more beta sign-ups)? 2. Who is the most valuable audience segment for this specific piece? 3. How does this AI system differ from other "second-best" tools on the market? 4. Is there a single killer use case or outcome we should highlight?	Sub-dimension - Technical / Non-negotiable 14. Which channels are non-negotiable (YouTube pre-roll, LinkedIn feed, TikTok, etc.) 15. What aspect ratios and resolutions are mandatory for those channels? 16. Do you need static key art and thumbnails alongside the video? 17. Any accessibility requirements (open captions, audio description)?	Sub-dimension - Legal & Compliance 21. Are there privacy or data-security claims that need disclaimers? 22. Do we need legal review for international data laws? - Budget & Schedule 23. Target launch date and any fixed review milestones? 24. Approximate budget bracket to set the level of ambition? - Metrics & Testing 25. What metrics or analytics platforms will we hook into to gauge success? 26. Will we perform pre-launch focus tests or post-launch A/B variants? - Production Process 27. Who on your side signs off on script, storyboard, and final cut? 28. Preferred collaboration tools (Miro, Figma, Google Slides, Final Draft)? 29. Do you need editable source files delivered, or just final render?	Sub-dimension - Localization / Future-proofing 30. Should we plan for multilingual voice-over and on-screen text now? 31. Are region-specific versions (e.g., APAC visuals, EU legal) on the roadmap? - Granularity 32. How detailed should each storyboard frame be - thumbnail sketches for commentaries ready for investors? 33. How many total scenes or key moments do you envision? - Feedback Feel free to answer as many as you can (bullet points are fine). The clearer your move from blank page to a storyboard that nails your vision.		

*A very large analysis of the prompt, followed by a bunch of questions to help it along.*

As you can see, it begins by analyzing the request from all angles, a process known as context rooting or **step-back prompting**. This helps models “think through” requests more comprehensively, while being cordoned to the richer semantic space of your request.

What happens after you answer all the questions?

Well, in this case, it asked me **33 questions** (hey, I never said this prompt didn’t involve any work...) and after answering them, it gave me a deeply relevant and insightful answer to my request...

**Concept in one sentence**

*"Amber AI is the lifelong companion that keeps every precious memory alive—so you never have to search your mind alone."*

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**Shot-by-shot breakdown (16 × 9 • 30 s)**

#	Time	Visuals	Audio
1	0-3 s	Wide, golden-hour interior. A warmly lit study. 60-ish protagonist (gender-neutral for now) holds an old printed photo, slightly squinting. Dust motes float—time feels tangible.	Natural room tone; faint outdoor birds.
2	3-6 s	Slow push-in. Close on the photo: a 1990s family picnic. The protagonist's face shows fond frustration—trying to recall details.	Human (soft, reflective) thinking aloud: "When was this taken...?"
3	6-12 s	Over-shoulder. The protagonist taps their phone where <i>Amber AI</i> app is open. Minimal UI glow; interface stays readable but not distracting.	Male AI voice (clear, reassuring): "That was October 4th, 1998 at Bear Lake. Lucy was seven."
4	12-17 s	Cutaway micro-montage (2-3 very quick dissolves) of the phone screen auto-assembling a timeline: photos, ticket stub scan, voice memo waveform—visual cue that <i>Amber</i> grows with the user.	Subtle "whoosh" SFX for timeline assembly.
5	17-22 s	Medium on protagonist. Eyes soften; they smile with nostalgic relief. Camera arcs slightly to capture emotion and the ambient dusk light—evoking passage of time.	Human voice, gentle laugh: "I'd forgotten that day..."
6	22-27 s	Hero lock-up. Phone screen fills more of frame, showing <i>Amber</i> 's simple prompt: "Anything else you'd like to remember?" Brand color accent pulses once.	Ambient fades: heartbeat-soft low note underscores reassurance.
7	27-30 s	End slate, full screen. <i>Amber AI</i> logo + tagline: "Lock your memories in <i>Amber</i> ."	Quick audio logo "ping." Natural room tone lingers under.

Ask anything 

+ Tools 

ChatGPT can make mistakes. Check important info.

And here we can see the much better, structured to my liking output of this request.

Now the output is not only structured how I wanted it, but rooted exactly as I envisioned it.

After using this prompt a bunch over the past few days, I've found it to be much more performant than the original "ask me any questions you may have" prompt.

I also see improved performance over larger-scale prompting frameworks that bog down the AI's context.

## The Benefits of the Ultimate Prompt

Here is a short list of the benefits of using this prompt:

1. Increases your understanding of your request (chances are, it will think of things that even you didn't consider)
2. Forces you to give it all the background information it needs
3. Roots its context better, making it understand the breadth of possible outputs
4. Adds more length to the chat, increasing the likelihood of a more comprehensive, "high effort" response from the AI.

I hope this is helpful for your workflow! Please tell me about your use cases for this prompt in the comments; I'm excited to see how y'all apply it.

Thanks for reading!

-Jordan

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## **Other mentions by Author**

- [medium.com](#) | Written by Jordan Gibbs