

ROOcin

Role Objective Context Instructions Notes

Prompt Engineering

Struggling with AI

* **You** are not alone.

Most people write prompts like this: "Write me a blog post" But **AI experts** use a **secret method...**

The **ROCIN Framework**

Swipe to learn the 5-step trick that makes AI work like **magic!**



Set the ROLE

* Tell AI who to **act like!**

Smart way: "You are a leading industry expert having **over two decades** of deep experience in Graphic/Editor/Engineer..."

Why it works:

AI becomes that person and thinks like them!

Objective

* Tell AI **exactly** what you want!

Formula

I want you to (Action) + (Content Type) + (Purpose) + (Audience) + (Outcome)

Action

Create/Write/
Design/Generate/
Build/Develop

Content Type

Blog posts/Social
media content/Email
campaigns/Reports/
Presentations

Purpose

To educate/To sell/
To engage/To
inform/To entertain

Audience

Beginners/Professionals/
Students/Business
owners/Parents

Outcome

Increase sales/Build
audience/Save time/
Improve skills/Generate
leads

Remember

Clear **goals** =
Better Results!

Context

* Tell Me More

Who are you?
(role/experience level)

What **resources** do you
have? (tools/time/budget)

What are **your limits**?
(constraints/deadlines)

What's your **situation**?
(current state/challenges)

Better **context** = Better **solutions**!

Ex: I'm a small bakery owner with 200 Instagram followers, posting daily but getting 5 likes. I have basic Canva skills and 30 minutes daily.

Instructions

* Tell AI Exactly **How to Help You**

Format? (paragraphs/
bullets/numbered list)

Length? (200 words/5
sentences/3 points)

Style? (casual/formal/
conversational)

Structure? (Intro-Body-
Conclusion/Problem-Solution)

Clear steps = Perfect output!

Ex: Instructions are Step-by-step rules like: *I want you to explain First , then give examples...*

Notes

* Add Your Special Requirements

Notes actually **HIGHLIGHT** what to avoid
or **Emphasize**.

Notes:

(Avoid/Keep/Use/Don't...)

Avoid jargon.
Don't mention competitors. **Keep** it under 150 words.
Use British spelling.

In Essence:

(Avoid/Emphasize/Preferences/Restrictions...)

Restrictions?
word limits /
guidelines/rules

Avoid?
topics / words /
approaches to
skip

Emphasize?
key points to
highlight

Preferences?
tone / style /
format specifics

Smart Notes = **Tailored** results!

Treasure

* ROCIN Explained

Role

Who AI should be
“Act like a teacher”

Objective

What you want
“Write 3 jokes”

Context

Background info
“For my school
project”

Instructions

How to do it
“Make it funny
and short”

Notes

Extra rules
“Use easy words”

*Master this
= Better AI
results!*

Ex: Ready to Transform Your AI Experience? Use this complete framework and **get the most out of AI** - **smartly** and **efficiently**! Try it in your **next AI chat** and watch how it transforms your productivity.