■ Prompt Style Guide for GPT-4
By [Your Name] – 2025

A modular guide for designing clear, brand-aligned prompts using GPT-4, with a focus on editorial writing and customer support tasks.

■ 1. Purpose

This guide standardizes the structure, tone, and formatting of prompts used with GPT-4 to generate high-quality, consistent content.

It is designed for:
- Editorial and support content generation
- Prompt evaluation and iteration
- LLM-assisted content workflows

✍■ 2. Prompt Design Principles

- **Clarity first**: Be explicit with instructions.
- **Be modular**: Use reusable prompt components.
- **Control tone and verbosity**: Always define voice, tone, and response length.
- **Test & iterate**: Use a rubric to guide refinements.

■ 3. Prompt Template Examples

■ A. Editorial Summarization (Concise & Neutral)

Prompt:
> Summarize the following article in 2–3 sentences. Use a neutral, professional tone and focus only on the main ideas.
>
> [Insert article text]

■ B. Customer Support (Friendly & Empathetic)

Prompt:
> Respond to the following customer issue in a friendly and empathetic tone. Acknowledge the frustration, offer a solution, and provide next steps.
>
> Customer: "I've been charged twice for my subscription, and I can't reach anyone to fix it."

■ C. Tone Transformation (Formal → Casual)

Prompt:
> Rewrite the following paragraph in a casual, conversational tone suitable for a blog post.
>
> [Insert formal text]

■ 4. Tone & Style Guidelines

Attribute	Guideline
Tone	Explicitly specify: e.g. friendly, professional, empathetic
Format	Bullet points for clarity; paragraphs for summaries
Voice	Use second-person ("you") for direct content unless specified otherwise
Length	Use prompts like: "Respond in 2–3 sentences" or "Provide 3–5 paragraphs"

■ 5. Prompt Variations & Controls

Verbosity control

> "Respond in 1–2 sentences."
> vs.
> "Provide a detailed response in 3–5 paragraphs."

Format control
> "Use bullet points for key points."
> vs.
> "Write as a continuous paragraph."

■ 6. Evaluation Rubric

Criterion	1 – Poor	2 – Fair	3 – Good	4 – Excellent
Fluency	Grammatical issues or awkward phrasing	Mostly clear	Natural, readable	Effortlessly fluent
Tone Alignment	Off-tone or inconsistent	Slight mismatch	Generally aligned	Perfectly matches tone
Factuality	Inaccurate or misleading	Some vague claims	Mostly accurate	Fully accurate
Structure	Disorganized	Some structure	Clear flow	Highly polished & logical

■ 7. Common Failure Patterns

- Too verbose or too brief relative to the request
- Tone mismatches (e.g., robotic or overly casual)
- Ignored format instructions (e.g., bullets vs. paragraphs)
- Generalized or vague responses lacking detail

■ 8. Prompt Iteration Log (Example)

Version	Notes	Next Steps
V1	Too robotic	Add tone guidance
V2	Tone improved, but long	Add word limit
V3	Clear, concise, friendly	Finalized

■ 9. Key Takeaways

- Prompt structure directly impacts content tone and usability.
- Small adjustments (tone, length, format) make big differences.
- Reusable templates + evaluation rubrics = scalable editorial workflows.

■ 10. [Optional] Project Repository

- ■ [Link to GitHub or Notion project index]
- ■ [Download PDF version]
- ■ [Blog post or case study write-up]