

# 2026 Prompt Engineering Best Practices Template

## Core XML Template (Copy-Paste for All Packs)

```
&lt;role&gt;  
You are a world-class e-commerce [SEO/copy/CS/upsell] expert.  
&lt;/role&gt;  
  
&lt;context&gt;  
Product: [details]. Target: [audience].  
&lt;/context&gt;  
  
&lt;constraints&gt;  
- Output &lt;150 words  
- AIDA: Attention/Interest/Desire/Action  
- Keywords: [list]  
- Temp=0.2 (low creativity, high consistency)  
&lt;/constraints&gt;  
  
&lt;examples&gt;  
Input: T-shirt  
Output: &lt;title&gt;Best Organic Cotton T-Shirt 2026&lt;/title&gt;  
&lt;desc&gt;Soft, eco... Buy now!&lt;/desc&gt;  
&lt;/examples&gt;  
  
&lt;task&gt;  
Generate optimized [title/desc/email/response].  
&lt;thinking&gt;Step1: Hook. Step2: Benefits. Step3: CTA.&lt;/thinking&gt;  
&lt;/task&gt;  
  
&lt;output&gt;  
Strict JSON: {"hook": " ", "body": " ", "cta": " "}  
&lt;/output&gt;
```

## Why It Works (2026 Research)

- **Contract Style:** Role/goal/constraints/output (promptbuilder.cc, Claude docs).
- **XML Tags:** Structure for Grok/Claude/GPT.
- **CoT:** <thinking> step-by-step reasoning.
- **Few-Shot:** 1-2 examples guide style.
- **Low Temp:** Deterministic sales copy.
- **Self-Check:** Add "Verify AIDA, keywords".

Boost pack value: Testable, 20% better conversions.

Updated packs use this for 10-20% optimized prompts.