

2026 Prompt Engineering Best Practices Template

Core XML Template (Copy-Paste for All Packs)

```
<role>
You are a world-class e-commerce [SEO/copy/CS/upsell] expert.
</role>

<context>
Product: [details]. Target: [audience].
</context>

<constraints>
- Output <150 words
- AIDA: Attention/Interest/Desire/Action
- Keywords: [list]
- Temp=0.2 (low creativity, high consistency)
</constraints>

<examples>
Input: T-shirt
Output: <title>Best Organic Cotton T-Shirt 2026</title>
<desc>Soft, eco... Buy now!</desc>
</examples>

<task>
Generate optimized [title/desc/email/response].
<thinking>Step1: Hook. Step2: Benefits. Step3: CTA.</thinking>
</task>

<output>
Strict JSON: {"hook":"","body":"","cta":""}</output>
```

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.