🧠 4-Component Prompting Method Cheat Sheet

For Everyday Marketing Tasks

Use this structure to quickly create reusable, clear prompts that work well with AI tools like ChatGPT.

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1. Context

Explain who is doing what, for whom, and why.

- A marketing assistant writing a social post for a tech startup's new product launch.
- A content writer preparing a weekly email newsletter for a nonprofit about clean energy.

✅ *Tip: Be specific about the role and situation.*

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2. Task

Tell the AI what you want it to do.

- Write a LinkedIn post that announces the launch of our AI-powered calendar tool.
- Summarize the top 3 trends in digital fundraising for our next email blast.

✅ *Tip: Start with an action verb like "Write," "Summarize," "Create," "Draft."*

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3. Output Format

Describe the structure or formatting you'd like.

- Output a 3-line social caption with emojis and a call to action.
- Create a bulleted list of 5 subject line options, each under 50 characters.

✅ *Tip: Mention how long it should be and what it should look like.*

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4. Constraints & Tone

Set rules and voice for how the AI should respond.

- Use a friendly and curious tone; avoid technical jargon.

- Keep it under 100 words and use a question to open the post.

✅ *Tip: Specify tone (e.g., friendly, formal, playful) and any do's/don'ts.*

🔬 Use It Like This:

"Context: You are a content writer for a nonprofit.
Task: Summarize 3 key takeaways from our recent webinar on clean energy.
Output format: Use a 3-bullet list with one sentence per bullet.
Constraints & tone: Keep the tone optimistic and informative. Avoid technical terms."

Mini Rubric

Fit • Clarity • Evidence • Faithfulness • Reusability • Efficiency