

The Power of Proper Prompting with ChatGPT

1. R-T-F (Role - Task - Format)

Act as a: Facebook Ad Marketer

Create a: Facebook ad campaign to promote a new line of fitness apparel for a sports brand

Show as: Storyboard

Description:

Design a compelling Facebook ad campaign. Include ad copy, visuals, and targeting strategy in the form of a storyboard outlining the sequence of ad creatives.

2. T-A-G (Task - Action - Goal)

Task: Evaluate the performance of team members

Action: Act as a direct manager and assess the strengths and weaknesses of team members

Goal: Improve team performance so that the average user satisfaction score moves from 6 to 7.5 in the next quarter

3. B-A-B (Before - After - Bridge)

Before (Problem): We're nowhere to be seen on SEO rankings

After (Outcome): We want to be in the top 10 SEO rankings in our niche in 90 days

Bridge (Ask): Develop a detailed SEO plan including necessary measures and a list of top 20 keywords

4. C-A-R-E (Context - Action - Result - Example)

Context: We are launching a new line of sustainable clothing

Action: Assist in creating a targeted advertising campaign emphasizing environmental commitment

Result: Drive product awareness and sales

Example: Patagonia's "Don't Buy This Jacket" campaign - which successfully highlighted sustainability while enhancing brand image

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5. R-I-S-E (Role - Input - Steps - Expectation)

Role: Content Strategist

Input: Detailed audience data, including interests and common questions

Steps:

1. Identify key topics based on audience insights
2. Create an editorial calendar
3. Draft engaging content that aligns with brand message

Expectation: Increase monthly blog visitors by 40% and boost brand authority as a thought leader

The Power of Proper Prompting

Why using frameworks like R-T-F gives you better answers.

Without Proper Prompting

Example Prompt:

"Hey, can you help me make a Facebook ad for a fitness brand?"

Generic Response:

"Get fit with style! Check out our new fitness apparel line. Shop now!"

Problem:

- Generic ad copy
- No creative strategy
- Not usable for real-world campaigns

With R-T-F Framework

Prompt:

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- Act as: a Facebook Ad Marketer
- Create: a compelling Facebook ad campaign to promote a new line of fitness apparel
- Show as: a storyboard including ad copy, visuals, and targeting strategy

Result:

- Clear ad concept & copy
- Suggested visuals
- Defined target audience & CTA
- Professional, ready-to-use structure

Storyboard Example (Using R-T-F)

1. Ad Concept: "Unleash Your Inner Athlete"
2. Ad Copy: "Ready to push your limits? Our latest fitness apparel combines cutting-edge comfort with style. Whether you're hitting the gym or the track, we've got you covered."
3. Visuals:
 - High-energy gym scenes with models showcasing the gear
 - Text overlay: "Performance Meets Style"
4. Target Audience:
 - Age: 20-40
 - Fitness Enthusiasts, Gym-goers
 - Interests: Fitness, Running, Yoga, Activewear
5. Call to Action: "Shop Now & Get 20% Off!"

Why Use Prompt Frameworks?

Framework Benefits:

- Saves time and revisions
- Delivers professional-grade answers
- Easy to communicate and replicate
- Unlocks the full power of ChatGPT

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Structured prompts = Better Results