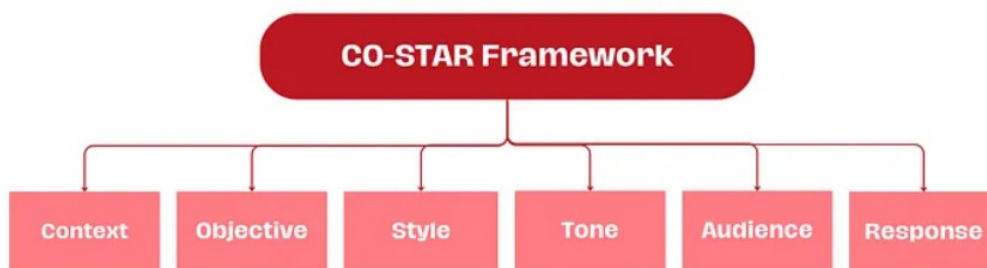


CO-Star Prompt Practice on ChatGPT

Structuring Prompts using the CO-STAR framework

Effective prompt structuring is crucial for eliciting optimal responses from an LLM. The CO-STAR framework, a brainchild of GovTech Singapore's Data Science & AI team, is a handy template for structuring prompts. It considers all the key aspects that influence the effectiveness and relevance of an LLM's response, leading to more optimal responses.



CO-STAR framework — Image by author

#Context: You are a copywriter for "Artisan Roast," a premium coffee subscription service. We are launching a new single-origin coffee from Ethiopia.

#Objective: Write a compelling marketing email to encourage existing customers to try the new blend.

#Style: Persuasive and benefit-driven, like a high-end brand newsletter.

#Tone: Warm, exclusive, and enthusiastic.

#Audience: Our existing customer base of coffee enthusiasts who appreciate quality and story.

#Response Format: Subject line, preheader text, and email body of around 200 words. Use a clear call-to-action button.

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Result

Subject Line: Discover the Heart of Ethiopia in Every Sip □

Preheader Text: Introducing our newest single-origin release — a rare Ethiopian gem crafted for true coffee connoisseurs.

Email Body:

Experience Ethiopia, Reimagined.

At *Artisan Roast*, every cup tells a story — and our latest single-origin release from the **Yirgacheffe region of Ethiopia** is a chapter you'll want to savor. Grown at high altitude in the cradle of coffee's birthplace, these handpicked beans are celebrated for their **bright floral notes, honey sweetness, and a whisper of bergamot** that lingers long after the last sip.

Roasted in small batches to highlight the bean's natural vibrancy, this limited-edition offering embodies everything we love about Ethiopian coffee — complex, aromatic, and full of life.

Whether you enjoy it as a slow morning pour-over or a smooth espresso, this cup transports you straight to the misty highlands where it all began.

Don't miss the chance to be among the first to experience this exquisite new release.

[Reserve Your Bag Now →]

Because some coffees are meant to be savored — not shared.

Warmly,
The Artisan Roast Team ☕

By messaging ChatGPT, you agree to our [Terms](#) and have read our [Privacy Policy](#). See Cookie Preferences.
Don't share sensitive info. Chats may be reviewed and used to train our models. [Learn more](#)

Attach
Search
Study

Please rewrite it and provide the benefit price to customer as the promotion in the email .

Subject Line: Taste Ethiopia's Finest — Now 20% Off for Our Loyal Subscribers □

Preheader Text: A rare single-origin treasure from Yirgacheffe, Ethiopia — yours for 20% off this week only.

Email Body:

Discover the Essence of Ethiopia — and Enjoy 20% Off.

At *Artisan Roast*, every origin tells a story. Our newest single-origin release from the **Yirgacheffe region of Ethiopia** captures the soul of where coffee began. Handpicked at high altitudes and expertly roasted in small batches, these beans reveal **vibrant floral aromas, delicate honey sweetness, and a hint of bergamot** — a cup that's as elegant as it is unforgettable.

To celebrate its arrival, we're offering our valued subscribers **an exclusive 20% off your first bag** of Ethiopian Yirgacheffe. It's our way of saying thank you for being part of the Artisan Roast family — and inviting you to experience one of the world's most celebrated coffee origins at a special price.

But hurry — this limited release and offer won't last long.

[Claim Your 20% Off →]

Savor the story. Celebrate the craft. Taste Ethiopia.

Warmly,
The Artisan Roast Team ☕

Please provide the customer 50% off in the email

Subject Line: A Taste of Ethiopia — Enjoy 50% Off Our New Single-Origin Release

□

Preheader Text: Celebrate the launch of our Ethiopian Yirgacheffe with an exclusive 50% off — this week only.

Email Body:

Experience Ethiopia's Finest — at Half the Price.

At *Artisan Roast*, we believe every cup should tell a story. Our newest single-origin coffee from the **Yirgacheffe region of Ethiopia** captures the birthplace of coffee itself — bright, floral, and irresistibly smooth.

Handpicked at high altitudes and roasted in small batches, this exceptional lot reveals **notes of jasmine, honey, and bergamot**, creating a cup that's as complex as it is uplifting. It's a sensory journey straight to the lush Ethiopian highlands.

To celebrate this special launch, we're offering our loyal subscribers an **exclusive 50% off your first bag** of Ethiopian Yirgacheffe — a rare opportunity to taste one of the world's most sought-after coffees at an incredible value.

But don't wait — this offer and our limited release won't last long.

[Get 50% Off Now →]

Savor the story. Discover the origin. Fall in love with Ethiopia.

Warmly,

The Artisan Roast Team ☕

Asking for JSON/XML output

JSON Output

```
{
  "subject_line": "A Taste of Ethiopia — Enjoy 50% Off Our New Single-Origin Release ☕",
  "preheader_text": "Celebrate the launch of our Ethiopian Yirgacheffe with an exclusive 50% off — this week only.",
  "email_body": {
    "headline": "Experience Ethiopia's Finest — at Half the Price.",
    "paragraphs": [
      "At Artisan Roast, we believe every cup should tell a story. Our newest single-origin coffee from the Yirgacheffe region of Ethiopia captures the birthplace of coffee itself — bright, floral, and irresistibly smooth.",
      "Handpicked at high altitudes and roasted in small batches, this exceptional lot reveals notes of jasmine, honey, and bergamot, creating a cup that's as complex as it is uplifting. It's a sensory journey straight to the lush Ethiopian highlands.",
      "To celebrate this special launch, we're offering our loyal subscribers an exclusive 50% off your first bag of Ethiopian Yirgacheffe — a rare opportunity to taste one of the world's most sought-after coffees at an incredible value.",
      "But don't wait — this offer and our limited release won't last long."
    ],
    "cta_button": {
      "text": "Get 50% Off Now →",
      "url_placeholder": "https://www.artisanroast.com/ethiopia-yirgacheffe"
    },
    "footer": "Savor the story. Discover the origin. Fall in love with Ethiopia.\n\nWarmly,\n\nThe Artisan Roast Team ☕"
  }
}
```

XML Output

```
s<email>
  <subject_line>A Taste of Ethiopia — Enjoy 50% Off Our New Single-Origin Release ☕</subject_line>
  <preheader_text>Celebrate the launch of our Ethiopian Yirgacheffe with an exclusive 50% off — this week
  only.</preheader_text>
  <email_body>
    <headline>Experience Ethiopia’s Finest — at Half the Price.</headline>
    <paragraph>
      At Artisan Roast, we believe every cup should tell a story. Our newest single-origin coffee from the
      Yirgacheffe region of Ethiopia captures the birthplace of coffee itself — bright, floral, and irresistibly smooth.
    </paragraph>
    <paragraph>
      Handpicked at high altitudes and roasted in small batches, this exceptional lot reveals notes of jasmine,
      honey, and bergamot, creating a cup that’s as complex as it is uplifting. It’s a sensory journey straight to the
      lush Ethiopian highlands.
    </paragraph>
    <paragraph>
      To celebrate this special launch, we’re offering our loyal subscribers an exclusive 50% off your first bag of
      Ethiopian Yirgacheffe — a rare opportunity to taste one of the world’s most sought-after coffees at an
      incredible value.
    </paragraph>
    <paragraph>
      But don’t wait — this offer and our limited release won’t last long.
    </paragraph>
    <cta_button>
      <text>Get 50% Off Now →</text>
      <url_placeholder>https://www.artisanroast.com/ethiopia-yirgacheffe</url_placeholder>
    </cta_button>
    <footer>
      Savor the story. Discover the origin. Fall in love with Ethiopia.
      Warmly,
      The Artisan Roast Team ☕
    </footer>
  </email_body>
</email>
```