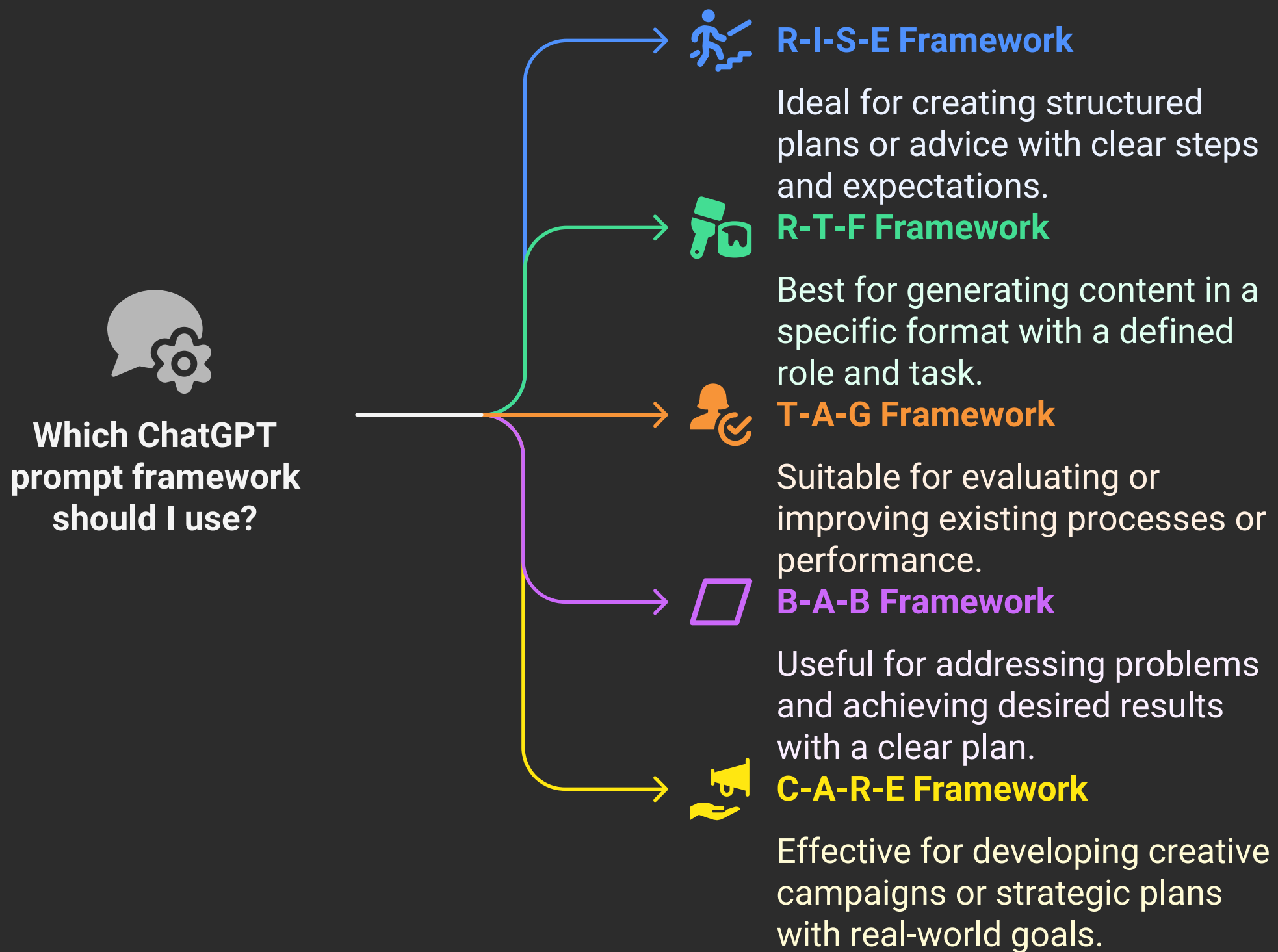


🧠 ChatGPT Prompt Frameworks [Made Simple]

Writing better prompts is about giving ChatGPT **the right role**, **enough context**, and a **clear outcome**. These 5 frameworks help you get practical, high-quality responses, especially useful for business, marketing, productivity, and creative work.



R-I-S-E Framework

ROLE – INPUT – STEPS – EXPECTATION

Use this when you need a full plan or structured advice.

Prompt Template:

Act as a [role]. Here's the situation: [input]. Provide a clear step-by-step plan. My goal is to: [expectation].

Detailed Example:

Act as a content strategist. I've gathered detailed information about our target audience, mostly millennial professionals interested in wellness and productivity. They often search for tips on managing burnout, building better habits, and creating work-life balance. Provide a detailed 3-month content strategy, including topic ideas, publishing schedule, and content types (blogs, reels, email newsletters) that align with these interests. The goal is to increase our blog traffic by 40% and position our brand as a trusted voice in the wellness space.

R-T-F Framework
ROLE – TASK – FORMAT

Use this when you need ChatGPT to create something in a specific format.

Prompt Template:

Act as a [role].Create [type of content or asset].Format it as [structure].

Detailed Example:

Act as a Facebook Ads strategist.Create a full ad campaign for a new line of eco-friendly fitness apparel aimed at Gen Z consumers.Format the response as a storyboard, include ad copy for three visuals, suggested images, call-to-actions, and a targeting plan [interests, behaviors, and demographics]. The tone should be bold, fun, and visually clean.

T-A-G Framework
TASK – ACTION – GOAL

Use this when evaluating, auditing, or improving something.

Prompt Template:

The task is: [what needs reviewing or fixing].Take action by: [how ChatGPT should help].The goal is: [the result you want to achieve].

Detailed Example:

The task is to review the performance of a small customer service team.Act as a team lead and evaluate each member based on their communication clarity, problem-solving ability, and client satisfaction ratings. Provide detailed strengths and areas of improvement for each.The goal is to identify specific training needs and improve the team’s customer satisfaction score from 6.2 to 7.5 by next quarter.

B-A-B Framework
BEFORE – AFTER – BRIDGE

Use this when there's a clear problem and a desired result.

Prompt Template:

Here’s our current situation: [problem].This is where we want to be: [goal].Help us get there with a plan.

Detailed Example:

Our startup currently has very low SEO visibility, we barely show up for even long-tail keywords in our niche [sustainable skincare for sensitive skin].We want to rank in the top 10 Google search results for 10 high-intent keywords in the next 90 days.Create a detailed SEO strategy that includes content creation, backlink tactics, technical optimizations, and a schedule. Also provide a list of the 20 best keywords we should target based on relevance and search volume.

C-A-R-E Framework
CONTEXT – ACTION – RESULT – EXAMPLE

Use this to generate creative campaigns or strategic plans grounded in real-world goals.

Prompt Template:

Context: [background].Action: [what you want ChatGPT to help with].Result: [what success looks like].Example: [optional reference campaign or brand].

Detailed Example:

Context: We’re preparing to launch a new line of sustainable, gender-neutral loungewear made from recycled materials. Our brand values transparency, comfort, and climate responsibility.Action: Help us develop a creative marketing campaign that communicates our values without sounding cliché. Include messaging angles, storytelling hooks, and 2–3 social media post ideas.Result: The campaign should generate awareness, start conversations around conscious fashion, and drive first-week sales.Example: Use Patagonia’s “Don’t Buy This Jacket” as inspiration, they stayed true to their mission while grabbing attention.