P.R.O.M.P.T.T. CHEAT-SHEET

P Purpose

PURPOSE, TASK AND OBJECTIVE OF PROMPT

Define the main goal or reason for your prompt. What do you want to achieve or find out?

R Relevant Context:

RELEVANT CONTEXT OR BACKGROUND

Provide any background information or details that are important for understanding the prompt. What does the AI need to know to give you a good response?

O Organization \/Format

ORGANIZATION AND FORMAT RESPONSE

Specify how you want the response to be structured. Should the answer be a list, a paragraph, or in bullet points?

M Main Topic:

WHAT IS THE MAIN TOPIC

Clearly state the primary subject or topic you want the AI to focus on. What is the core of your question or request?

P Persona/ Role

WHO IS THE EXPERT PERSONA YOU WANT THE RESPONSE TO REFLECT

Indicate the role or expertise the AI should take on. Should it respond as a teacher, a marketer, or another expert?

T Tone/ Voice/ Style

SPECIFY PREFERENCES FOR TONE, VOICE, OR WRITING STYLE

Choose the tone or style of writing you want. Should the response be formal, casual, friendly, or technical?

T Target Audience

WHO IS THE TARGET AUDIENCE THE RESPONSE IS FOR?

Identify who the response is for. Who will be reading or using this information?

P.R.O.M.P.T.T. EXAMPLES

P Purpose	*"I want to plan a webinar that teaches freelancers how to set competitive rates for their services and negotiate contracts effectively."*
	"I want to create a YouTube video script that teaches small business owners basic SEO strategies to improve their website's search engine ranking."
R Relevant Context:	*"Freelancers often struggle with pricing their services competitively and ensuring they get paid fairly for their work."*
	"The audience consists of small business owners who have limited knowledge of SEO but want to drive more traffic to their websites."
O Organization \/Format	*"Outline a 60-minute webinar, starting with an introduction about common pricing challenges freelancers face, followed by sections on researching market rates, determining one's value, strategies for contract negotiation, and a Q&A session at the end. Include real-life examples and case studies to illustrate key points."*
	"Write a script for a 10-minute video, including an engaging introduction, three main points (keyword research, on-page optimization, and link building), examples for each point, and a conclusion with a call to action (e.g., download a free SEO checklist)."
M Main Topic:	*"The main focus is on practical pricing strategies and negotiation tactics to help freelancers secure better contracts."*
	"The main focus is on practical, easy-to-implement SEO strategies that can help small business owners improve their online visibility."
P Persona/ Role	*"Respond as if you are a business coach with extensive experience in freelancing and contract negotiation."*
	"Respond as if you are an SEO expert with experience in helping small businesses grow their online presence."
T Tone/ Voice/ Style	*"Use a supportive and empowering tone, encouraging freelancers to value their skills and stand up for fair compensation."*
	"Use an educational yet friendly and approachable tone, as if you are guiding someone through the basics for the first time."
T Target Audience	*"The webinar will be attended by freelancers across various industries, including writers, designers, and developers, who want to improve their pricing and negotiation skills."*
	"The video is targeted at small business owners and entrepreneurs who are new to SEO."

COMPLETE PROMPT EXAMPLES

P.R.O.M.P.T. EXAMPLE FOR

A BLOG POST

"Write a 1,200-word blog post to educate small business owners about effective email marketing strategies. Include an introduction explaining the importance of email marketing, three sections detailing different strategies (segmentation, personalization, automation), and a conclusion with actionable tips. Provide examples and case studies to illustrate each strategy. Use a friendly, authoritative tone that speaks directly to small business owners."

P.R.O.M.P.T. EXAMPLE FOR

EMAIL CAMPAIGN

"Create an email sequence of 5 emails to introduce a new eco-friendly skincare line designed for sensitive skin. Start each email with a compelling opening that grabs attention, highlight the unique benefits of using natural ingredients (e.g., reduces irritation, supports sustainability), and include a section with real customer testimonials. Offer an exclusive 20% discount code to encourage first-time purchases. Conclude with a strong call to action, guiding readers to the product page. Use a persuasive, friendly tone to appeal to eco-conscious and health-aware consumers."

P.R.O.M.P.T. EXAMPLE FOR

SOCIAL MEDIA

"Develop a comprehensive 3-month social media strategy for a boutique fitness studio targeting women aged 25-40. Outline weekly content themes (e.g., wellness tips, client success stories, workout challenges), specific engagement tactics (e.g., polls, Q&A sessions), and metrics to track growth (e.g., engagement rate, follower count, click-through rates). Use an energetic and motivational tone in all posts to inspire and connect with followers. Incorporate visuals, hashtags, and influencer partnerships to expand reach."

P.R.O.M.P.T. EXAMPLE FOR

SALES PAGE

"Create a sales page to persuade busy professionals to enroll in a new online productivity course aimed at improving time management and work-life balance. The page should include a compelling headline, a benefits section highlighting how the course will transform their productivity, a detailed overview of what the course covers, customer testimonials, a comparison chart showing value against competitors, a pricing section, and a strong call to action. Use visuals like icons and images to enhance engagement. Write as if you are a productivity coach, using a motivating and confident tone to appeal to professionals in their 30's and 40's who feel overwhelmed with their workload."

P.R.O.M.P.T. EXAMPLE FOR

VIDEO SCRIPT

"Write a 10-minute YouTube video script to educate small business owners on basic SEO strategies to improve their website's search engine ranking. The script should include an engaging introduction, three main points (keyword research, on-page optimization, and link building), provide clear examples for each strategy, and conclude with a call to action, such as downloading a free SEO checklist. Write as if you are an SEO expert with a track record of helping small businesses. Use an educational yet friendly and approachable tone to make the content accessible to small business owners who are new to SEO."

P.R.O.M.P.T. EXAMPLE FOR

A WEBINAR

"Plan a 60-minute webinar to teach freelancers how to set competitive rates for their services and negotiate contracts effectively. Start with an introduction about common pricing challenges freelancers face, then cover sections on researching market rates, determining personal value, and strategies for effective contract negotiation. Conclude with a Q&A session. Use real-life examples and case studies to illustrate key points. Write as if you are a business coach specializing in freelancing and contract negotiation. Use a supportive and empowering tone to encourage freelancers to value their skills and negotiate for fair compensation. The webinar is targeted at freelancers in various industries who are looking to improve their pricing and negotiation skills."

FOLLOW-UP PROMPT EXAMPLES

GENERAL CLARIFICATION

Can you clarify what you mean by [term or phrase]?
Can you provide more context on [specific topic]?
Can you give a simpler explanation of this concept?
Can you explain this in more detail?
Can you summarize that for me?

ACTION-TYPE WORDS FOR FOLLOW-UP PROMPTS:

Clarify: "Can you clarify the main idea here?"
Explain: "Can you explain this concept further?"
Describe: "Can you describe this process in more detail?"
Summarize: "Can you summarize the key points?"
Compare: "Can you compare this to another method?"
Expand: "Can you expand on this idea?"
Highlight: "Can you highlight the important aspects?"
Suggest: "Can you suggest ways to improve this?"
Identify: "Can you identify the main challenges?"
Outline: "Can you outline the steps involved?"
Provide: "Can you provide examples or case studies?"
Recommend: "Can you recommend resources or tools?"
Add: "Can you add more details about this?"
Update: "Can you update me on the latest information?"
Propose: "Can you propose alternative solutions?"

LEARNING AND UNDERSTANDING

Can you simplify that explanation?
Can you provide an example of this concept?
Can you compare this to [related concept]?
Can you explain why this is important?
Can you summarize the key points?
Can you provide more details on [specific aspect]?
Can you explain how this works in practice?
Can you clarify common misconceptions about this?
Can you outline the pros and cons of this approach?
Can you break down the steps involved in this process?

WRITING AND CONTENT CREATION

Can you help expand on this idea?
Can you highlight key points for this section?
Can you clarify this paragraph?
Can you suggest a better phrasing for this sentence?
Can you add more compelling information?
Can you help create an outline for this topic?
Can you propose potential counterarguments?
Can you make this introduction more engaging?
Can you provide supporting data or statistics?
Can you point out common mistakes to avoid?

DEEPENING UNDERSTANDING

Can you provide an example of [specific topic or concept]?
Can you compare this to [related topic]?
Can you explain why this is important?
Can you break down the steps involved in this process?
Can you highlight the key points I should remember?

GETTING SPECIFIC INFORMATION

Can you tell me more about [specific aspect or detail]?
Can you explain how this works in practice?
Can you provide some statistics or data on this?
Can you list the pros and cons of this approach?
Can you describe common mistakes people make with this?

EXPLORING ALTERNATIVES

Can you suggest some alternatives to this method?
Can you explain the advantages and dis... of this option?
Can you compare this with another common approach?
Can you recommend another way to achieve same goal?
Can you outline different strategies for this issue?

PRACTICAL APPLICATION

Can you provide a step-by-step guide to doing this?
Can you give me practical tips for applying this in real life?
Can you suggest ways to improve my approach to this?
Can you help me create an action plan for this?
Can you give me a checklist to follow?

CONFIRMING UNDERSTANDING

Is my understanding correct that__ [rephrase]?
Am I right in thinking that [clarify your interpretation]?
So, are you saying that [restate the information]?
Just to confirm, this means [summarize the key point]?
Let me make sure I got this right: [restate main ideas]?

REQUESTING MORE INFORMATION

Can you elaborate on [specific detail]?
Can you expand on how this affects [related topic]?
Can you tell me more about the background of this?
Can you provide additional resources or readings on this?
Can you explain any exceptions to this rule?

P.R.O.M.P.T.T. PRACTICE

P Purpose

R Relevant Context:

O Organization \/Format

M Main Topic:

P Persona/ Role

T Tone/ Voice/ Style

T Target Audience