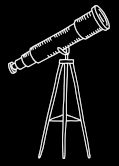# 10 Frameworks to Master ChatGPT Prompt Engineering

Optimizing Conversations: Precision-Driven ChatGPT Prompts

The value proposition of prompt frameworks

When it comes to ChatGPT prompts, **finding the right framework is key**!

It can totally transform your AI-generated responses, **making them more accurate and on point.**

Regardless of your role these commonly used ChatGPT prompt frameworks can **save you time**.

Subscribe to our Newsletter for Exclusive Resources!

Supernova Media

G.U.I.D.E.

Goal, Understanding, Information, Direction, Evaluation

Goal:
- Define a clear objective for the interaction.

Understanding:
- Seek to understand the context or the problem.

Information:
- Specify the information needed or provided.

Direction:
- Give direction on how to proceed.

Evaluation:
- Set criteria for evaluating success.

Example Prompt:

Develop a new user onboarding process that is intuitive and reduces time to first value. Understand the current pain points in our onboarding by analyzing user feedback. Provide guidelines for a streamlined journey. Outline steps for implementation, focusing on interactive tutorials. Evaluate the new process by measuring user engagement and feedback.

S.P.A.R.K

Situation, Purpose, Action, Result, Knowledge

Situation:
Purpose:
Action:
Result:
Knowledge:

- Describe the current situation needing attention.
- Clarify the purpose of the prompt.
- Outline the action needed to address the situation.
- Predict the desired result from these actions.
- Indicate the type of knowledge or answer you're seeking.

Example Prompt:

Analyze current digital marketing trends to identify opportunities for growth. The purpose is to refine our marketing strategy. Conduct a comprehensive market analysis, focusing on social media engagement trends. Provide actionable insights that can improve our campaign's performance. Provide expertise on effective social media strategies.

C.L.E.A.R.

Challenge, Limitation, Expectation, Action, Result

Challenge:
- Describe the specific challenge to address.

Limitation:
- Note any constraints or limitations.

Expectation:
- Outline the desired achievement.

Action:
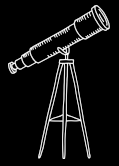- Specify the required action to overcome the challenge.

Result
- State what successful completion looks like.

Example Prompt:

Identify the main challenge in reducing the website's bounce rate, considering the limitation of the current budget. Expect a detailed plan that can be implemented within the next month, and result in at least a 10% improvement.

R.A.C.E.

Role, **A**ction, **C**ontext, **E**xpectation
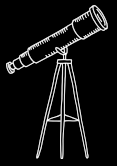
Role:
Action:
Context:
Expectation:

- Define ChatGPT's role in the scenario.
- Specify the action ChatGPT is to take.
- Describe the current situation or background.
- State the desired outcome of the action

Example Prompt:

As a digital marketing strategist, develop a comprehensive social media campaign for our newly launched product line, aimed at increasing brand awareness and online sales by 20%.

D.I.V.E.

Data, Insight, Verify, Execute

Data: • Collect relevant data.

Insight: • Gain understanding from the data.

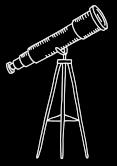**Verify:** • Confirm the insights are actionable.

Execute • Implement the insights.

Example Prompt:

Gather data on customer behavior from our website analytics. Provide insights on purchasing patterns, verify these against industry benchmarks, and execute a targeted campaign.

C.O.A.S.T.

Context, Objective, Actions, Scenario, Task

Context:
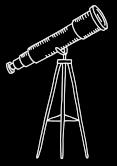**Objective:**

Actions:

Scenario:

Task:

- Outline the environment or situation.
- Define the goal to be achieved.
- List the steps needed to reach the objective.
- Provide a detailed scenario to apply the framework.
- Describe the specific task to be undertaken.

Example Prompt:

Given the context of a declining market share due to increased competition, your objective is to enhance product visibility and customer engagement. The actions required include conducting market research, developing a targeted marketing strategy, and executing a multi-channel advertising campaign. In this scenario, where our product launch competes with several established brands, your task is to formulate a plan that leverages social media and influencer partnerships to outperform competitors.

Supernova Media

T.R.A.C.E.

Task, Request, Action, Context, Example

Task: • Define the specific task.

Request: • Describe what you are asking for.

Action: • State the action you need.

Context: • Provide the context or situation.

Example: • Example: Give an example to illustrate your point.

Example Prompt:

Create a marketing plan for our new line of eco-friendly products. Insight on consumer preferences for eco-friendly products. Analyze market trends and competitor strategies. With rising environmental awareness, there's a growing market for sustainable goods. Example: How can we position our eco-friendly products to stand out in a market that's increasingly crowded with 'green' claims, based on current consumer behavior and competitive positioning?

R.O.S.E.S.

Role, Objective, Scenario, Expected Solution, Steps

Role: • Specify ChatGPT's role.

Objective: • State the goal or aim.

Scenario: • Describe the situation

Exptected Soltuion: • Define the desired outcome.

Steps: • Ask for actions needed to reach the solution.

Example Prompt:

Assume the role of a seasoned digital marketing consultant. The goal is to boost organic traffic for a client's e-commerce site by 30% after launching their eco-friendly product line on a revamped website. The situation requires compliance with current SEO standards. What steps would you outline to achieve this, starting with an SEO audit and culminating in a robust backlink strategy with sustainability-focused sites?

A.P.E.

Action, Purpose, Expectation

Action:
Purpose:
Expectation:

- Define the job or activity to be done.
- Discuss the intention or goal.
- State the desired outcome.

Example Prompt:

Conduct a market analysis to understand emerging trends in our industry, which will inform our product development strategy and ensure we stay ahead of competition.

T.A.G.
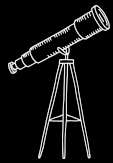
Task, Action, Goal

Task:
Action:
Goal:

- Define the specific task.
- Describe what needs to be done.
- Explain the end goal.

Example Prompt:

Optimize our website's landing page for higher conversion rates. Redesign the page with a clearer call-to-action, simplified navigation, and enhanced loading speed. Increase conversion rates by at least 15% over the next quarter.
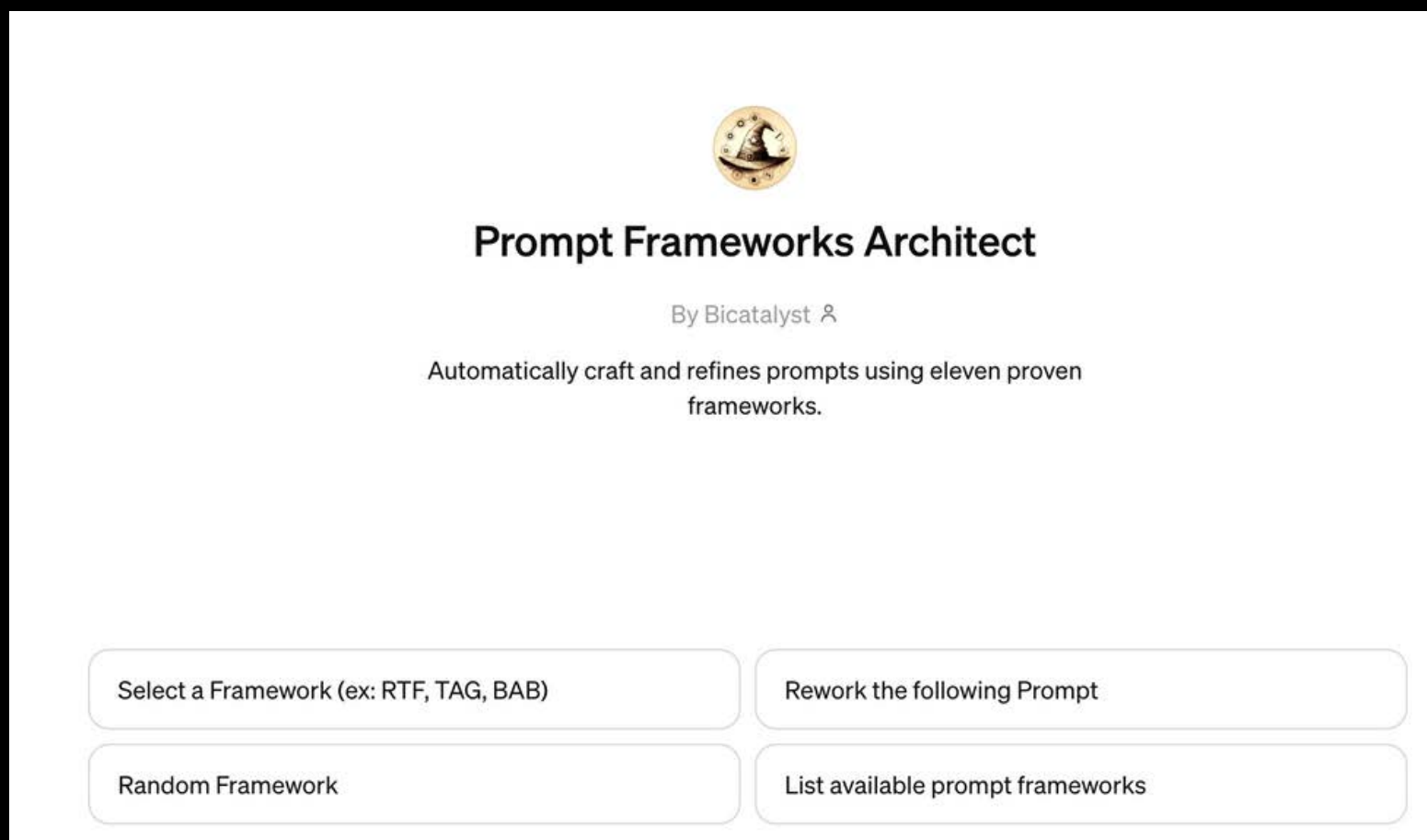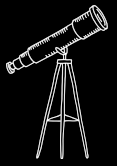
Prompt Framework
Architect

There's no need to re-invent the wheel. This **Custom GPT** does a great job of utilizing **11 of the most common Prompting Frameworks**.

Prompt Frameworks Architect

By Bicatalyst

Automatically craft and refines prompts using eleven proven frameworks.

Select a Framework (ex: RTF, TAG, BAB)	Rework the following Prompt
Random Framework	List available prompt frameworks

Available for Free in the GPT Store:

https://chat.openai.com/g/g-GqycCsH4F-prompt-frameworks-architect

Supernova Media

Free Notion database

FOR SUBSCRIBERS

All your Prompt Frameworks saved in one place. This databases will help you organize your frameworks, and inspire you to create your own Notion workflows.

Supernova Media

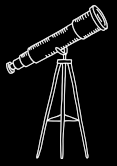### Frameworks to Master ChatGPT Prompt Engineering

Tech Tactics: Tea With Nancy
Every Other Sunday: 11:00 ADT

Duplicate to your workspace.

Supernova Media

THE AI ASTRONOMER

Prompt frameworks cheat sheet

FOR SUBSCRIBERS

Supernova Media

PROMPT FRAMEWORKS

11

Supernova Media

G.U.I.D.E.

- Goal
- Understanding
- Information
- Direction
- Evaluation

S.P.A.R.K

- Situation
- Purpose
- Action
- Result
- Knowledge

C.L.E.A.R.

- Challenge
- Limitation
- Expectation
- Action
- Result

R.A.C.E.

- Role
- Action
- Context
- Expectation

C.O.A.S.T.

- Context
- Objective,
- Actions
- Scenario
- Task

T.A.G.

- Task
- Action
- Goal

D.I.V.E.

- Data
- Insight
- Verify
- Execute

T.R.A.C.E.

- Task
- Request
- Action
- Context
- Example

R.O.S.E.S.

- Role
- Objective
- Scenario
- Expected Solution
- Steps

A.P.E.

- Action
- Purpose
- Expectation

Chain of Thought

Good for:
- Complex
- Analyticsl tasks
- Decision making
- Problem solving

Simply add:
"Let's think step by step"
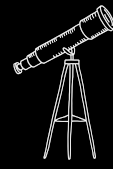
SupernovaMedia.ca

Supernova Media

Conclusion

A structured prompt not only **ensures that ChatGPT understands your request** but also significantly enhances the quality of the output.

Frameworks provide **a systematic way to formulate prompts**, incorporating various elements like context, specificity, and clarity, which are essential for generating meaningful responses.

Join Our Newsletter for Biweekly ChatGPT Lessons & Support!

Supernova Media

WANT
MORE?

Subscribe to TechTactics

Every Other Sunday, you'll receive an email with:

1. **One ChatGPT lesson.**
2. **Direct support via Slack.**
3. **Notion Workspace Hub.**

🔔 **SUBSCRIBE**

TechTactics
Tea

WITH NANCY
EVERY OTHER SUNDAY
VIA SLACK
11:00 AM ADT

We're not just sending newsletters. **We're building a community and a toolkit that grows with you.**

https://tech-tactics.beehiiv.com

Supernova Media

www.supernovamedia.ca