CHATGPT PROMPT STRUCTURES

Structuring your prompts makes it possible for you to write comprehensive prompts and allows ChatGPT to understand your desired output.

The structures below are similar, and you can use the structure that suits your needs best.

You can provide ChatGPT additional details about what you want at the end of the prompt by using Notes: [insert your details]

RTF

Act as ROLE	What is the TASK	Output FORMAT

You are a social media manager for Acme Greenhouse Inc. → Act as ROLE

Design a compelling Facebook Ads campaign to promote my greenhouse in the spring, promoting spring flowers, gardening tips, and in-store events. → What is the TASK

Create a storyboard outlining the sequence of ad creatives, including ad copy, visuals, and targeting strategy. → Output FORMAT

TAG

What is the TASK	What is the ACTION	Define the GOAL

The task is to evaluate the performance of ticket sales. → What is the TASK

Act as a Sales/Marketing manager and assess the sales from the 5 previous events. → What is the ACTION

Goal is to improve pre-event sales performance by 5% → Define the GOAL

CHATGPT PROMPT STRUCTURES

BAB

Problem	Desired outcome	Ask for the
BEFORE	**AFTER**	**BRIDGE**

We're not ranking on SEO rankings example.com → **Problem BEFORE**

We want to be in top 10 SEO ranking *[in our niche] in 90 days. → **Desired outcome AFTER**

Develop a detailed plan for mentioning all the measures we should take also include list of top 20 keywords. → **Ask for the BRIDGE**

*insert your service/niche and include geography if applicable

CARE

Give	Describe	Clarify the	Give an
CONTEXT	**ACTION**	**RESULT**	**EXAMPLE**

We are launching a new line of hand-made soaps. → **Give CONTEXT**

Can you assist us in creating a targeted advertising campaign that emphasizes our environmentally friendly ingredients? → **Describe ACTION**

Our desired outcome is to drive product awareness and sales. → **Clarify the RESULT**

A good example of a similar successful initiative is Patagonia's Still Committed Campaign. → **Give an EXAMPLE**

Community & Economic Development

Small Business Marketing

Trucking & Logistics

Web Design

Social Media Management

Digital Advertising

Blogging & Copy Writing

Email Marketing

Photography & Video

Marketing Training & Coaching

TIME-SAVING CHAT PROMPTS

These prompt examples showcase how to structure requests for AI tools like ChatGPT, MS CoPilot, and Google Gemini to streamline common business tasks. The scenarios are fictional but illustrate effective ways to get the desired outputs. Keep in mind that any AI-generated content, such as email drafts, should be treated as a starting point and edited to reflect your unique voice.

SOCIAL MEDIA POSTS – IDEATION

PROMPT: You are a social media manager for Acme Greenhouse Inc. We are going to create a social media calendar for Facebook and Instagram for my greenhouse in the spring, promoting spring flowers, gardening tips, and in-store events. I want 30 Facebook and 10 Instagram posts. Around ⅓ of the posts should be gardening and growing tips.
Tone: Fun and clever
Style: Clear and informative

Formatting: Create a table with 5 columns:
1- Copy/message
2- Platform. Use FB for Facebook. Use Insta for Instagram
3- Image/graphic, or video description suggestion
4- CTA suggestion
5- Hashtag suggestion

Notes: We sell all the popular vegetable, tree, and flower seeds. We sell gardening supplies and nutrients, including Sunrise Plant Nutrient 2kg bags. Our in-store events include - A free demonstration of Planting Tomatoes – Trench-planting Method by Dan Smythe from Acme Fertizers on April 18th. Free workshop Pruning Evergreens by Elizabeth Moore on April 7. Register online at https://example.com/events. We will have a sale April 13th - 26th 10% off all vegetable seeds.

LARGE DOCUMENT SUMMARY

First, upload your document into the AI chat.

PROMPT: Summarize this 23-page report into key takeaways and highlight any action items.

EMAIL – CHECK FOR TONE

PROMPT: Analyze the tone of this email and ensure it is empathetic and professional:

[paste your draft email]

EMAIL BLAST

PROMPT1: You are a copywriter. We're going to draft an email for the RM of Anywhereville to its residents about our new recycling program. I also want 3 choices for the subject line.

Here are some style guidelines for writing: When writing for the RM of Anywhereville, we like to write in plain English, so it is easy for the audience to know what we are saying, and we generally write for a sixth to eighth-grade level.

Tone: Formal and professional

Style: Clear, relatable language with a sixth to eighth-grade reading level

Formatting: Use headings, subheadings, and bullet points to break up the text and enhance readability

Do you understand my writing style guidelines?

PROMPT2: Great! Now write the email. The recycling program is part of our Beautification Program in partnership with Recycle Everywhere. The RM of Anywhereville will place bulk drop-off bins at the Central Park and Central Boat Launch locations for household recyclables. Residents can also drop off household recyclables at the transfer station. The new Transfer station operating hours are Monday through Saturday 8 AM - 7 PM and Sunday 10 AM - 4 PM.

Notes: Encourage residents to use the location that's best for them and make the new transfer station hours stand out. For more information, including maps to the drop-off bins please visit https://example.com/recycle.

STRUCTURED DATA

AI is a great tool when working with structured data like CSVs. The important thing is to tell the AI what the data means and how it is laid out.

PROMPT: This csv contains [insert what the document contains].

Column H is [insert what information the column contains], column I is [insert what information the column contains], column J is [insert what information the column contains], and column K is [insert what information the column contains].

Can you tell me [insert what you what to know from the data set]?

WRITE A SALES PITCH FOR A PRODUCT/SERVICE ——

PROMPT: Adopt the role of a seasoned sales professional, creating a compelling sales pitch for [PRODUCT/SERVICE NAME]. Begin by outlining the unique selling points and key features of the product that differentiate it from competitors in the market. Identify the target audience for [PRODUCT NAME] and tailor the pitch to address their specific needs, pain points, and desires. Highlight the tangible benefits that users will experience, using persuasive language and real-world examples [insert examples] or testimonials [insert testimonials if you have]. Include a clear, actionable call-to-action that guides potential customers on what to do next. Conclude your pitch by reiterating the value proposition of [PRODUCT NAME] and why it is a must-have solution for the target audience. Ensure the tone is engaging, confident, and aligns with the brand's voice.

Notes: [You can freestyle write (no particular order) your thoughts, ideas, features and benefits of the product or service to give the AI more information. The AI excels at taking your information and structuring it because you gave it the structure to use above. You can also include key information about your target customers and what problem it solves.]

CREATE PRESS RELEASES ——

Assume the role of a public relations specialist tasked with crafting a press release for [COMPANY/ORGANIZATION] about a significant [EVENT/ANNOUNCEMENT]. Begin by summarizing the key points of the [EVENT/ANNOUNCEMENT], ensuring to answer the who, what, where, when, why, and how to provide a clear and comprehensive overview. Focus on two main aspects: [ASPECT 1] and [ASPECT 2], highlighting their significance and impact on the [COMPANY/ORGANIZATION], industry, community, or stakeholders. Create a compelling headline that captures the essence of the [EVENT/ANNOUNCEMENT] and entices readers to learn more. Write the press release in an inverted pyramid structure, placing the most critical information at the beginning and additional details further down. Include quotes from key individuals involved, such as the CEO or project leader, to add credibility and a personal touch. Ensure the tone is appropriate for the [COMPANY/ORGANIZATION]'s brand and the nature of the [EVENT/ANNOUNCEMENT]. Conclude with a boilerplate about the [COMPANY/ORGANIZATION], providing background information and context for readers unfamiliar with the entity. Lastly, include contact information for media inquiries, facilitating further communication and coverage of the [EVENT/ANNOUNCEMENT].

Notes: [Key quotes] [additional information or facts]

CRITICAL THINKING CHALLENGE ——

Challenge me with a series of thought-provoking questions on [subject]. After each question, provide feedback on my answer and suggest how I can improve my critical thinking on this topic.

LM CREATIVE

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Community & Economic Development

Small Business Marketing

Trucking & Logistics

Web Design

Social Media Management

Digital Advertising

Blogging & Copy Writing

Email Marketing

Photography & Video

Marketing Training & Coaching

TRANSLATE

Option 1: Translate the following [document/email] into [target language]: [insert text here].

Option 2: Translate the following [type of document, e.g., marketing brochure, legal contract] into [language], ensuring that all technical terms related to [industry, e.g., finance, healthcare] are accurately conveyed and that the translation adheres to the cultural nuances of [target region]. Maintain the original document's tone and formatting: [insert text here].

TROUBLESHOOTING

Prompt: Provide a detailed troubleshooting guide for [technical issue, e.g., server downtime, software integration problems] affecting our [system/application, e.g., ERP system, website]. Include potential causes, step-by-step diagnostic procedures, and recommended solutions. Also, suggest preventive measures and best practices to avoid similar issues in the future.

IDEATION - BRAINSTORM PRODUCT IDEAS

Prompt: Assume the role of a product development specialist tasked with brainstorming innovative product ideas for a [TARGET MARKET/INDUSTRY]. Start by conducting a comprehensive market analysis to identify current trends, gaps, and customer needs within the [TARGET MARKET/INDUSTRY]. Focus on two main areas for ideation: [PRODUCT FEATURE/TECHNOLOGY] and [CUSTOMER NEED/DEMAND]. For each area, generate a list of creative product concepts that leverage emerging technologies, address unmet customer needs, or improve upon existing products. Encourage a collaborative brainstorming session with your team, utilizing techniques like mind mapping or SCAMPER to foster creativity. Evaluate each product idea based on feasibility, market potential, alignment with business strategy, and innovation. Prioritize ideas that offer unique value propositions and competitive advantages. Conclude by selecting the most promising product ideas for further research and development, outlining initial steps for concept validation and market testing.

DEEP DIVE INTO A TOPIC

Prompt: Act as an expert on [subject], explain the most important concepts, and provide real-world examples to illustrate each. Then, give me a step-by-step guide to master this topic in the next 30 days.

WRITING A JOB DESCRIPTION

You are an HR professional. Create a job description for the position of [job title], including responsibilities such as [list responsibilities] and qualifications such as [list qualifications].

Notes: [how to apply, website, etc]