

AI PROMPT WRITING FRAMEWORKS

R-T-F

Act as a
(ROLE)

Create a
(TASK)

Show as
(FORMAT)

Prompt Example: You're a Customer Experience Manager. Create a quick-reference guide to help staff handle online returns smoothly. Show it as a concise internal document for training use.

T-A-G

Define a
(TASK)

State the
(ACTION)

Clarify the
(GOAL)

Prompt Example: Redesign our employee onboarding materials. Act as a technical writer and convert the long manual into online micro-lessons. Goal: reduce onboarding time from two weeks to one.

B-A-B

Explain problem
(BEFORE)

State outcome
(AFTER)

Ask to
(BRIDGE)

Prompt Example: Our website bounce rate sits at 65%. We want to lower it to under 40% within two months. Recommend layout, messaging, and UX updates to help reach that target.

C-A-R-E

Give the
(CONTEXT)

Describe
(ACTION)

Clarify the
(RESULT)

Give an
(EXAMPLE)

Prompt Example: We're planning a webinar series for small business owners. Write a promotional email sequence that drives registrations. Our goal is to reach 500+ signups in three weeks. A prior success used humor and countdowns to boost urgency.