

Role, Context, Task, Format: a cheat sheet for better ChatGPT prompts

One quick sentence makes ChatGPT guess. Four short parts, from the free Prompt Writing 101 lesson, give it what a new employee would need.

The four parts

Role

Who ChatGPT is writing as. That one line sets the voice for everything that follows.

Context

The facts it can't guess: who your customers are, what the service is, what it costs and when it happens.

Task

Exactly what you want back, and what the reader should do next.

Format

Length, tone and layout. Rule out the emoji and the fluff before they show up.

Vague vs four-part: the lesson's example

Vague

"Write an email to my customers about our new service."
Back came a generic email full of blanks like **[Your Company Name]**.

Role

The owner of Summit Lawn Care, a small family-run lawn company in Harrisburg, PA.

Context

Harrisburg homeowners who already get weekly mowing.
Core aeration and overseeding, \$149 for most yards,
September 29 to October 17.

Task and Format

A short announcement with one call to action: reply to book a date. Under 120 words, friendly and plain, no emoji, subject line first.

Fill-in template

Role: You are the owner of **[BUSINESS]**.

Context: We're launching **[SERVICE]** for our existing customers. Details: **[DETAILS]**.

Task: Write a short email announcing it, with one clear call to action.

Format: Under 120 words, friendly and plain, no emoji. Subject line first, then the email.

Save it in a Google Doc called **Prompt Templates** so you never start from a blank box.

Fix a weak answer

- Blanks came back? Context is thin. Put real numbers and dates in it.
- Too long or full of emoji? Put the rule in Format, like "under 120 words, no emoji".
- No clear next step? Say in the Task what the reader should do.
- The same four parts work for social posts, ads, replies to customers, job descriptions and review responses.

Remember: When an answer is weak, don't reword everything. Ask which of the four parts was thin, add to it and send again.