

How to Write a Great AI Prompt:

The 6-Part Framework

A simple checklist for ChatGPT, Gemini, Claude or any AI chat. Give the AI these six things and you'll usually get a clearer, more useful answer on the first try.

Most disappointing AI answers start with a vague prompt. The AI can't read your mind, so it fills the gaps with guesses. These six parts close those gaps. Each one comes with a short example line you can borrow.

1 Role

Tell the AI who to be, so it uses the right voice and know-how.

EXAMPLE

"You are a friendly copywriter who writes for small handmade shops."

2 Context & Limits

Give the background, and say what to avoid.

EXAMPLE

"My shop sells soy candles to gift buyers. No health claims, and don't call anything 'the best'."

3 The Task

Say exactly what you want done and what the finished result is.

EXAMPLE

"Write one product description for my new lavender candle."

4 Your Details

Paste your facts in a clear, labeled block so nothing gets mixed up or made up.

EXAMPLE

"Product: Lavender soy candle | Size: 8 oz
| Burn time: about 45 hours"

5 Format

Describe the shape and length of the answer you want.

EXAMPLE

"Start with a one-line hook, then 3 short bullets. Keep it under 120 words."

6 Self-Check

Ask the AI to review its own answer before it gives it to you.

EXAMPLE

"Before you answer, check every fact against my details and fix anything that doesn't match."

Quick tip: You don't need all six parts for a quick question. For anything you'll publish, send or sell, use all six. It takes a minute longer and usually saves several rounds of back-and-forth. See a full before-and-after example on page 2.

Here's the same small-business task written two ways. The task: a product description for an online shop listing.

BEFORE: THE WEAK PROMPT

Write a description for my candle.

The AI has to guess the product, the buyer, the tone and the length, so you'll likely get something generic that needs heavy editing.

AFTER: THE 6-PART PROMPT

[1 Role] You are a friendly copywriter who writes for small handmade shops.

[2 Context & Limits] My shop sells hand-poured soy candles, mostly to people buying gifts. Keep the tone warm and simple. No health or sleep claims, and don't call anything "the best."

[3 Task] Write one product description for my new lavender candle, ready to paste into my shop listing.

[4 My Details]

Product: Lavender soy candle

Size: 8 oz glass jar with lid

Burn time: about 45 hours

Scent: lavender and a hint of vanilla

Made by: hand, in small batches

[5 Format] Start with a one-sentence hook. Then 3 short bullet points. End with one sentence about gifting. Under 120 words total. Plain text, no emojis.

[6 Self-Check] Before you answer, check that every fact matches My Details, that there are no health claims, and that it's under 120 words. Fix anything that doesn't fit, then give me only the final description.

Why it works: the AI knows who it's writing as, who it's writing for, what to avoid, which facts to use, what shape to follow, and how to check itself.

Always read AI output before you use it. AI tools can still make mistakes, and you're responsible for what you publish.

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