

INSIGHT
MARKETING
SPECIALIST

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AI PROMPTING FRAMEWORKS

A Comprehensive Beginner's Guide

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AI Prompt Frameworks

Quick Reference Cheat Sheet

RTF (Beginner)

- Role: [Who should AI be?]
- Task: [What do you want done?]
- Format: [How should it look?]

COSTAR (Intermediate - Content)

- Context: [Background situation]
- Objective: [What you want to achieve]
- Style: [Writing style]
- Tone: [Emotional feel]
- Audience: [Who will read this]
- Response Format: [Output structure]

TAG (Intermediate - Precision)

- Task: [Define domain/role]
- Action: [Exactly what to do]
- Goal: [Constraints & success criteria]

RACE (Intermediate - Communication)

- Role: [Who is AI acting as]
- Audience: [Who is this for]
- Constraints: [Boundaries & rules]
- Execution Plan: [Step-by-step process]

RISE (Intermediate - Processes)

- Role: [Who should AI be]
- Instructions: [Overall task]
- Steps: [Specific sequence]
- Expectations: [Success criteria]

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- **Tip:** The best framework is the one you'll actually use. Start simple with RTF, then level up as you get comfortable.

Your journey from idea to output just got a powerful new tool. Use it wisely.

- JC