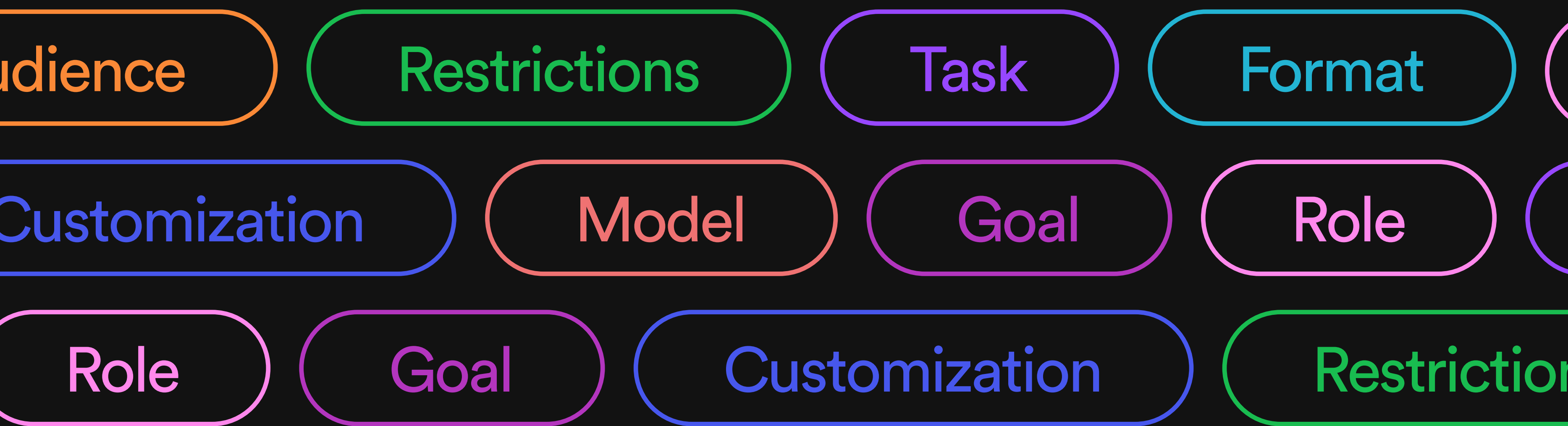


snack prompt

# Professional Guide to Creating AI Prompts

The Snack Prompt Framework for Creating Effective AI Prompts



Professional Guide to  
Creating AI Prompts

# The Snack Prompt Framework

When creating a prompt, you want to identify:

1 Role

2 Task

3 Format(s)

4 Restrictions

5 Audience

6 Goal (Metric)

7 Model (Example)

8 Customization

# The Snack Prompt Framework

## 1 Role

Define the specific character or professional persona the AI should assume when approach the task.

"You are a social media specialist for a tech startup."

"You're the head chef curating recipes for a cooking blog."

"You are a travel guide author focusing on budget destinations."

## 2 Task

Clearly state what the AI needs to accomplish.

"Compile a market analysis report for a new product launch."

"Generate a weekly newsletter for community updates."

"Design a customer satisfaction survey for a service website."

## 3 Format(s)

Describe the desired output format for the AI's task.

"Draft a long-form research article for a scientific journal."

"Compose short, snappy posts for Twitter engagement."

"Create a comprehensive e-book guide for beginner gardeners."

## 4 Restrictions

Outline what the AI should not do.

"Do not exceed a 300-word limit for blog posts."

"Refrain from using any technical jargon in explanations."

"Avoid referencing unverified or anecdotal evidence."

## 5 Audience

Identify the specific group or demographic the content is intended for.

"Gear the content towards young entrepreneurs in the tech industry."

"Address parents looking for educational resources for children."

"Write for an audience unfamiliar with blockchain technology."

## 6 Goal (Metric)

Set a measurable outcome to gauge the effectiveness of the AI's task

"Increase subscriber count by 25% over the next quarter."

"Boost website traffic by 30% with SEO-optimized content."

"Grow social media followers by 50,000 in six months."

## 7 Model (Example)

Provide a successful model or example the AI should use as a template.

"Follow the engagement style of Duolingo's language lessons."

"Emulate the user-friendly layout of Airbnb's property listings."

"Assimilate the narrative style of The New Yorker's feature articles."

## 8 Customization

Specify any unique personalization or add-ons the AI should apply to the content.

"Provide an FAQ section at the bottom"

"Give me a table with hyperlinks and resources connected to the output"

"Use data from 2022 only"



# The Snack Prompt Framework

## 1 Role

Define the specific character or professional persona the AI should assume when approach the task.

- "You are a social media specialist for a tech startup."
- "You're the head chef curating recipes for a cooking blog."
- "You are a travel guide author focusing on budget destinations."
- "You're a fitness trainer creating workout programs."
- "You are an environmental scientist drafting policy recommendations."
- "You're a music producer writing a review of the latest recording technology."
- "You are a professional photographer giving tips for beginners."
- "You're an indie game developer outlining a game design document."
- "You are a cybersecurity expert explaining complex concepts to non-tech users."
- "You're a personal finance advisor giving investment advice."

## 2 Task

Clearly state what the AI needs to accomplish.

- "Compile a market analysis report for a new product launch."
- "Generate a weekly newsletter for community updates."
- "Design a customer satisfaction survey for a service website."
- "Write a troubleshooting guide for a software app."
- "Create a storyboard for a promotional video."
- "Formulate a business plan for a startup seeking funding."
- "Devise a lesson plan for an online coding course."
- "Put together a press release for a charity event."
- "Assemble a project proposal for a renewable energy initiative."
- "Build a content calendar for a fashion brand's social media."

## 3 Format(s)

Describe the desired output format for the AI's task.

- "Draft a long-form research article for a scientific journal."
- "Compose short, snappy posts for Twitter engagement."
- "Create a comprehensive e-book guide for beginner gardeners."
- "Produce an in-depth case study on a successful marketing campaign."
- "Develop a series of educational infographics on climate change."
- "Write a script for a podcast episode about mental health."
- "Put together a slide presentation for a tech conference."
- "Design an interactive quiz for a language learning app."
- "Craft a detailed FAQ section for an e-commerce website."
- "Formulate engaging email sequences for a lead nurturing campaign."



# The Snack Prompt Framework

## 4 Restrictions

Outline what the AI should not do.

- "Do not exceed a 300-word limit for blog posts."
- "Refrain from using any technical jargon in explanations."
- "Avoid referencing unverified or anecdotal evidence."
- "Do not use passive voice in writing instructions."
- "Exclude any form of bias or subjective language."
- "Steer clear of negative framing of competitors."
- "Avoid first-person narrative in professional documentation."
- "Eliminate any promotional content in educational materials."
- "Do not use complex graphics in content meant for children."
- "Ensure zero plagiarism in all creative writing."

## 5 Audience

Identify the specific group or demographic the content is intended for.

- "Gear the content towards young entrepreneurs in the tech industry."
- "Address parents looking for educational resources for children."
- "Write for an audience unfamiliar with blockchain technology."
- "Focus on fitness enthusiasts transitioning to professional training."
- "Target amateur cooks interested in healthy eating."
- "Cater to retirees interested in using smartphones and social media."
- "Engage an audience of car enthusiasts for a new auto magazine."
- "Appeal to college students searching for affordable travel options."
- "Attract homebuyers interested in sustainable living spaces."
- "Speak to businesses looking to adopt remote work tools."

## 6 Goal (Metric)

Set a measurable outcome to gauge the effectiveness of the AI's task

- "Increase subscriber count by 25% over the next quarter."
- "Boost website traffic by 30% with SEO-optimized content."
- "Grow social media followers by 50,000 in six months."
- "Achieve a 20% open rate for the email marketing campaign."
- "Decrease bounce rate on the landing page by 15%."
- "Garner a 5% conversion rate from a promotional ad series."
- "Reach a 10% click-through rate on paid search ads."
- "Secure a 40% attendance rate for a webinar series."
- "Attain a 95% satisfaction score on customer service interactions."
- "Realize a 10% increase in annual membership renewals."

# The Snack Prompt Framework

## 7 Model (Example)

**Provide a successful model or example the AI should use as a template.**

- "Follow the engagement style of Duolingo's language lessons."
- "Emulate the user-friendly layout of Airbnb's property listings."
- "Assimilate the narrative style of The New Yorker's feature articles."
- "Adapt the visually rich format of National Geographic's Instagram posts."
- "Align with the customer service excellence of the Ritz-Carlton."
- "Match the clarity and precision of Apple's user manuals."
- "Replicate the motivational tone of Tony Robbins' seminars."
- "Capture the elegant simplicity of Google's homepage design."
- "Channel the vibrant community spirit of Reddit"

## 8 Customization

**Specify any unique personalization or add-ons the AI should apply to the content.**

- "Provide an FAQ section at the bottom"
- "Give me a table with hyperlinks and resources connected to the output"
- "Use data from 2022 only"
- "Cite every source and only use trusted sources"
- "Provide feedback on how I could written this prompt for a better outcome"
- "Tailor fitness programs to individual performance metrics"
- "Adjust meal plans for specific dietary restrictions"
- "Align research summaries with current scientific consensus"
- "Adjust tone and language to a particular style"