


A Framework For Creating AI Conversational Prompts.

1. Task/Goal		
2. Give AI a Persona	<i>Tell it who it is.</i> (marketer, academic, lawyer, accountant) Add tone of voice if you want it causal, academic, or a grade level.	 No
3. Give AI an Audience	<i>Tell it who this is for.</i> (skeptical boss, marketing manager, student, you) Add demographic and psychographic details if appropriate.	
4. Give AI a Task	<i>Tell it a very specific task.</i> (the more detail the better) Add specific steps if the task requires multiple steps.	
5. Give AI Data	<i>Tell it any specific data.</i> (facts, definitions, stats, measurements) Add data in a document, spreadsheet or image.	
6. Evaluate Results	<i>Are results what you wanted?</i> (If not clarify any info. in steps 2-5) Check accuracy using your expertise to discern the output.	

2024 Keith A. Quesenberry For an article on how to use this guide visit PostControlMarketing.com.