THE C.R.I.S.P. PROMPT CHEAT SHEET

How to Get the ChatGPT Outputs You Want

The C.R.I.S.P. Prompt Framework

So, you're at your wits end with all of the work you have to do as an online business builder and you KNOW that ChatGPT is supposed to be able to help you juggle all the things.

But so far you're getting generic outputs that don't really work for you.

You were probably hoping ChatGPT could just whip up something decent if you threw a few words at it.

Mm, maybe. But.

Crafting a prompt that spits out exactly what you're looking for, that you can proudly use with minimal edits , isn't as easy as it sounds.

You need a method to the madness.

That's where the CRISP framework comes in. You'll never sit there staring at that blank prompt box again.

What does CRISP even mean?

CRISP is a handy acronym that stands for (C)ontext, (R)equest, (I)ntent, (S)tyle and (P)arameter. Those are the five building blocks of a really good prompt.

We're going to break each of those down and we're going to use the example of a fitness coach creating a new asset for her audience.

<mark>Context:</mark>

What you don't want to do is give ChatGPT a prompt with zero background.

Now, Context isn't some random info dump. It's more like setting the scene. It's telling the AI, "Hey, you're a fitness coach and you're crafting a new infographic for your audience that is struggling with sugar cravings."

It doesn't have to be a novel, but the more ChatGPT understands about the background of what you're looking for, the more specific and personalized the prompt will be.

<mark>Request:</mark>

This is your ask. This is the thing you want AI to do for you because you don't want to spend the time or energy doing it yourself.

For instance, in the case of our Fitness coach, your request might be "Write me the text for an infographic about the top 5 ways to beat sugar cravings."

The AI will understand what type of content generally goes into an infographic and will pull from it's VAST memory banks the relevant information you're looking for.

Intent:

Intent can be tricky, but it's important. It isn't just about what you're asking, but why you're asking it.

For example, "The infographic isn't just about spouting facts. It should inspire and motivate people to see that curbing their love for sugar is going to help them feel better and lose weight."

Style:

This is the flavor, the spice! This is where you get to make sure you're adding a bit of your personality into the output.

It's like saying, "Keep it chatty, lively, informative and motivating."

You can have fun with this one and try all different sorts of styles until you find something that sounds just like you.

Parameters:

These are the ground rules, the playbook.

For example, "I want a shiny header for each benefit and toss in some handy tips on sugar substitutes."

You can also use the parameter to ask for a specific number of options or to exclude something you aren't interested in including.

Let's see what this example prompt comes out like when I feed it to ChatGPT.

Here's the exact prompt I used, following exactly what was in the example above:

📌 **M** Hey, you're a fitness coach and you're crafting a new infographic for your audience that is struggling with sugar cravings. Write me the text for an infographic about the top 5 ways to beat sugar cravings. The infographic isn't just about spouting facts. It should inspire and motivate people to see that curbing their love for sugar is going to help them feel better and lose weight. Keep it chatty, lively, informative and motivating.

I want a shiny header for each benefit and toss in some handy tips on sugar substitutes.

And here is the magical output:

Header: Kick Sugar to the Curb: 5 Power Moves to Beat Sugar Cravings

1️⃣ **Stay Hydrated: The Thirst Quencher**
Often, we mistake thirst for hunger or cravings. Before you reach for that sugary snack, try downing a glass of water. It might be all you need to kick that craving to the curb.

💡 *Quick Tip: Infuse your water with slices of fruit like lemon or cucumber for a refreshing, naturally sweet drink.*

2️⃣ **Go Nuts for Protein: The Hunger Buster**
Protein keeps you feeling full longer and stabilizes your blood sugar, helping to crush those sugar cravings before they even start. Think lean meats, eggs, nuts, and yogurt.

💡 *Sweet Swap: Craving something sweet in the morning? Swap your sugary cereal with Greek yogurt topped with a handful of fresh berries.*

3️⃣ **Fiber is Your Friend: The Digestive Dynamo**
Foods high in fiber digest slowly, keeping you feeling full and satisfied. Whole grains, fruits, veggies, and legumes are your allies in the fight against sugar cravings.

💡 *Savvy Substitution: Use mashed bananas or applesauce in place of sugar in baking recipes for a fiber boost.*

4️⃣ **Quality Zzz's: The Sleep Sweet Spot**
Sleep deprivation can send your cravings into overdrive. Make sure you're getting 7-9 hours of quality sleep each night. Good sleep = less cravings.

💡 *Sleep Tip: Create a calming bedtime routine. Turn off electronics, sip some herbal tea, and relax your mind.*

5️⃣ **Mindful Eating: The Conscious Crunch**
Pay attention to what and when you're eating. Eating mindfully helps you identify true hunger from cravings, and keeps you from reaching mindlessly for that bag of sweets.

💡 *Mindful Move: Eat without distractions. Turn off the TV, put down your phone, and savor your meal.*

Footer: Remember, it's not about perfection, it's about progress. Each step you take towards reducing your sugar intake is a win in our book. You've got this! Say goodbye to sugar, and hello to feeling fabulous! 💪🍎🥦🥛🛏️

All that's left is to put that into a template with your own branding and that's a valuable new asset for your business.

Use it for social media, a graphic in a blog post or send it to your email list for a little free value to remind them YOU are their favorite fitness coach.

Do I really need all of that in EVERY prompt?

No, you don't, however, the more detail you can include, the sooner you're going to get to that "just right" output.

Sometimes you might find that you aren't sure what to put for one piece of the CRISP prompt and it's ok to leave it out.

More than likely after seeing the output you'll recognize what you might have missed and you can just ask for that to be added or changed in the output.

But practice with all five components and see how you do.

Once you've got this down pat, you can start experimenting and playing with more (or less) complex requests.

The Examples

You know me, I love examples and I think you do, too.

So here a bunch more examples for you to gather inspiration from.

Niche	Task	CRISP Example
Fitness	Content Creation	**Context:** "You are a fitness coach writing a blog post for your website." **Request:** "Write a blog post about the top 5 benefits of regular exercise." **Intent:** "To persuade readers of the health benefits of regular exercise and motivate them to create a consistent workout routine." **Style:** "Conversational, engaging, and encouraging." **Parameters:** "Each benefit should be explained in a separate section with a header. Include practical tips on how to incorporate exercise into a daily routine."
Personal Finance	Opt-in Ideas	**Context:** "You are a financial advisor looking to grow your email list." **Request:** "Generate 5 unique opt-in ideas to attract new subscribers." **Intent:** "To offer valuable financial advice in exchange for visitors' email addresses." **Style:** "Professional and compelling."

		Parameters: "The opt-in ideas should provide immediate value and be relevant to personal finance. They could be eBooks, templates, checklists, etc."
Travel	Headline Writing	**Context:** "You are a travel blogger preparing a post on hidden gems in Paris." **Request:** "Generate 5 engaging headlines for the blog post." **Intent:** "To attract readers who are interested in unique travel experiences in Paris." **Style:** "Casual, enticing, and intriguing." **Parameters:** "The headlines should be no longer than 10 words and should spark curiosity."
Fashion	Brainstorming Offers	**Context:** "You are a fashion influencer looking to monetize your blog." **Request:** "Brainstorm 5 unique offers that you could sell to your audience." **Intent:** "To generate income from your fashion blog by providing value to your readers." **Style:** "Creative, trendy, and engaging." **Parameters:** "The offers could include products, services, or experiences, and they should be relevant to fashion enthusiasts."

Cooking	Outlining	**Context:** "You are a chef creating a cookbook for easy weekday dinners." **Request:** "Create an outline for the cookbook." **Intent:** "To create a structure for a cookbook that makes cooking simple and quick meals during the week easy." **Style**: "Friendly and practical." **Parameters:** "The outline should include an introduction, separate sections for different types of meals (like chicken, vegetarian, seafood, etc.), and a conclusion with cooking tips."
Home Decor	Brainstorming Your Avatar	**Context:** "You are a home decor blogger trying to understand your audience better." **Request:** "Create a detailed profile for your ideal reader." **Intent:** "To understand and connect with your audience on a deeper level." **Style:** "Detailed, engaging, and personal." **Parameters:** "The profile should include demographic information, interests, challenges related to home decor, and what they look for in a home decor blog."

Gardening	Creating Social Media Content	**Context:** "You are a horticulturist managing a Facebook page on urban gardening." **Request:** "Write 5 Facebook post captions promoting your latest blog post on starting a balcony garden." **Intent:** "To drive traffic to your blog post and engage with your Facebook followers." **Style:** "Friendly, informative, and enthusiastic." **Parameters:** "The captions should be under 80 words, include a call to action, and highlight key points from the blog post."
Technology	Outlining	**Context:** "You are a tech reviewer preparing a guide on choosing a laptop." **Request:** "Create an outline for the guide." **Intent:** "To provide a clear structure that covers all key aspects of choosing a laptop." **Style:** "Informative and precise." **Parameters:** "The outline should include an introduction, chapters for different types of laptops