



Jeffrey Zheng ✓
@thejeffreyzheng

I have spent 100hrs+ experimenting with ChatGPT.

Now I know the easiest and most effective way to use it.

Here's the **Role-Task-Format (RTF)** framework for prompting:



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Role

Indicate the role to adopt when responding, for example:

- Critic
- Expert
- Inventor
- Marketer
- Journalist
- Copywriter
- Entrepreneur
- Project Manager
- Website designer
- Chief financial officer



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Task

State the specific task required, for example:

- E-mail
- Article
- Speech
- Summary
- Business plan
- Brainstorm ideas
- Step-by-step guide
- Product description
- Pros and Cons analysis
- Problem-solve potential solutions



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Format

Define the desired structure of the output, for example:

- Table
- Graphs
- Diagrams
- Checklists
- Markdown
- Bullet points
- Code (e.g. Python)
- Images (e.g. SVG)
- Data files (e.g. CSV)
- Rich text (e.g. bold headings)



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Putting it all together

Example prompt:

"You are a marketing specialist.

Generate 5 branding strategies for a
[insert product].

Outline the differentiating factor and
target audience of each strategy.

Provide output in a table format."



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That's a wrap!

In the next prompt you write, use the RTF model:

- Role
- Task
- Format

It's by far the easiest, fastest, and most effective way to use ChatGPT.

Let me know how it goes!