

Basic Prompt Structures & Formats (and examples):

Best Basic Prompt Format

“Act as a [ROLE].

I want you to [TASK].

The context is [CONTEXT].

Please output it in [FORMAT].

The tone should be [TONE].”

Examples using this format:

1. Productivity Coach Prompt

Act as a **productivity coach**. I want you to **create a weekly time-blocking schedule** for a busy entrepreneur juggling marketing, sales, and client delivery. The context is **a solo founder who works from home and wants more structure without burnout**. Please output it as a **daily schedule with time ranges**. The tone should be **supportive and realistic**.

2. Copywriter Prompt

Act as a **direct-response copywriter**. I want you to **write a sales email** that promotes an upcoming AI workshop. The context is **targeting online business owners who feel overwhelmed by tech**. Please output it as **an email with subject line, intro, body, and CTA**. The tone should be **excited and empowering**.

3. Social Media Strategist Prompt

Act as a **social media strategist**. I want you to **plan 7 Instagram post ideas** for a life coach. The context is **the coach helps women over 40 rediscover their purpose and confidence**. Please output it as a **table with post theme, caption idea, and suggested image**. The tone should be **uplifting and sincere**.

4. Presentation Designer Prompt

Act as a **presentation expert**. I want you to **create an outline for a keynote on AI and leadership**. The context is a **45-minute talk to C-level executives unfamiliar with AI but open to innovation**. Please output it as a **slide-by-slide breakdown with speaker notes**. The tone should be **visionary but clear**.

5. UX Designer Prompt

Act as a **UX consultant**. I want you to **suggest improvements to a web page's user flow**. The context is a **landing page with a high bounce rate and low conversions for a digital course**. Please output it as a **list of recommendations with rationale**. The tone should be **analytical and constructive**.

6. Marketing Funnel Expert Prompt

Act as a **sales funnel expert**. I want you to **map a 3-step funnel** for a high-ticket mastermind. The context is **targeting coaches making \$100K+ who want to scale to \$1M**. Please output it as a **flowchart with brief copy snippets at each step**. The tone should be **high-converting and aspirational**.

7. Mindset Coach Prompt

Act as a **mindset coach**. I want you to **craft 5 journaling prompts** that help women overcome imposter syndrome. The context is **women in leadership roles struggling with confidence**. Please output it as a **bullet list with a short explanation for each prompt**. The tone should be **empowering and gentle**.

8. Startup Advisor Prompt

Act as a **startup advisor**. I want you to **create a 3-month action plan** for a new SaaS founder. The context is **they have an MVP and need to get their first 100 users**. Please output it as a **weekly roadmap with goals and key actions**. The tone should be **focused and motivating**.

9. Creative Director Prompt

Act as a **creative director**. I want you to **generate 5 brand tagline options** for a luxury wellness retreat. The context is **an eco-luxury resort in Costa Rica for high-achieving women**. Please output it as **taglines with short explanations**. The tone should be **elegant and tranquil**.

10. AI Consultant Prompt

Act as an **AI implementation consultant**. I want you to **suggest 5 quick-win automations** for a small e-commerce business. The context is **they use Shopify, Klaviyo, and Slack**. Please output it as a **list with tool suggestions and benefits**. The tone should be **practical and results-oriented**.

Here are 10 other high performing prompt structures considered Basic Or Simple:

1. Job-to-be-Done Prompt

“I need help with [PROBLEM/GOAL]. You are a [ROLE/EXPERT]. Based on [CONTEXT], provide [OUTPUT FORMAT] that will help me achieve [RESULT].”

Job-to-be-Done Prompt

Example: I need help with generating leads. You are a marketing strategist. Based on a coaching business that operates online, provide a 3-step funnel that will help me get 100 new leads in 30 days.

2. Outcome-Oriented Prompt

“Generate a [FORMAT] that helps [AUDIENCE] accomplish [GOAL], using insights from [CONTEXT]. Make sure the tone is [TONE].”

Outcome-Oriented Prompt

Example: Generate a step-by-step guide that helps new entrepreneurs build their first digital product, using insights from successful course creators. Make sure the tone is practical and encouraging.

3. Instructional Prompt

“Teach me how to [TASK] as if I were a [LEVEL OF EXPERTISE]. Assume [CONTEXT], and format the response as [FORMAT]. Use a [TONE] tone.”

Instructional Prompt

Example: Teach me how to create a high-converting webinar as if I were a beginner. Assume I have a business coaching program, and format the response as a checklist. Use a friendly tone.

4. Compare & Decide Prompt

“Give me [#] options for [TOPIC/CHOICE], each with pros and cons. Assume the context is [CONTEXT]. Output in a [FORMAT], with a [TONE] tone.”

Compare & Decide Prompt

Example: Give me 3 options for AI-powered email automation tools, each with pros and cons. Assume the context is a small e-commerce store. Output in a table format with a clear recommendation.

5. Critique & Improve Prompt

“Here’s [EXISTING WORK or IDEA]. As a [ROLE], critique it based on [GOALS/CRITERIA] and suggest improvements in [FORMAT]. Keep the tone [TONE].”

Critique & Improve Prompt

Example: Here's my product description: 'This tool helps you save time using automation.' As a conversion copywriter, critique it based on clarity and emotional appeal and suggest improvements.

6. Role-Based Scenario Prompt

“Imagine you’re a [ROLE] in [SCENARIO]. What would be the best approach to [TASK]? Give your response in [FORMAT] and use a [TONE] tone.”

Role-Based Scenario Prompt

Example: Imagine you're a leadership coach working with a burnt-out executive. What would be the best approach to rebuild their motivation? Give your response in a 5-step framework.

7. Step-by-Step Guide Prompt

“Break down how to [GOAL] into actionable steps. The audience is [AUDIENCE] and the context is [CONTEXT]. Output in [FORMAT] with a [TONE] tone.”

Step-by-Step Guide Prompt

Example: Break down how to create a podcast from scratch into actionable steps. The audience is solopreneurs and the context is a personal branding strategy. Output in a checklist format

8. Framework Generator Prompt

“Create a [#]-part framework for [TOPIC/GOAL]. The context is [INDUSTRY/AUDIENCE]. Include names, explanations, and a [TONE] tone in the output.”

Framework Generator Prompt

Example: Create a 4-part framework for building a personal brand on LinkedIn. The context is job-seeking professionals in the tech industry. Include names, explanations, and an inspiring tone.

9. Creative Expansion Prompt

“Start with this idea: [IDEA]. As a [ROLE], expand it into [FORMAT] that suits [CONTEXT]. Keep the tone [TONE].”

Creative Expansion Prompt

Example: Start with this idea: 'mindful productivity.' As a content strategist, expand it into a blog outline that suits a wellness brand's audience. Keep the tone calm and focused.

10. Scenario Simulation Prompt

“Simulate a [SCENARIO] between [PARTIES/ROLES]. The goal is to [GOAL]. Structure it as a [FORMAT], and use a [TONE] tone.”

Scenario Simulation Prompt

Example: Simulate a negotiation between a startup founder and a potential investor. The goal is to secure funding while retaining equity. Structure it as a script and use a professional tone