

How to Write a Perfect AI Prompt

The 4-part formula for getting exactly what you want from AI.

Good prompts get great answers. Vague prompts get generic answers. Here's the fix.

The Formula

ROLE + CONTEXT + TASK + FORMAT = GREAT ANSWER
(Act as...) + (Here's the situation...) + (I need you to...) + (Give it to me as...)

Part 1 — Role

Tell AI who to be. This gives it a lens to work through.

Weak: "Help me write an email."

Strong: "Act as a professional communication coach. Help me write an email..."

Part 2 — Context

Don't assume AI knows your situation. Give it the relevant background.

Weak: "Write a summary of this project."

Strong: "I'm presenting to my manager. The project is [X]. The audience cares most about [Y]."

Part 3 — Task

Be specific. Don't say "help me with this." Say exactly what you want.

Weak: "Write a summary."

Strong: "Write a 3-bullet executive summary. Include one clear next step."

Part 4 — Format

Tell AI how you want the answer delivered.

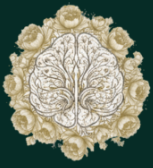
Examples: bullet points, numbered list, table, short paragraph, script, outline, email draft, one sentence, poem, plain language for a 10-year-old.

Full Prompt Template

Act as a [role].
Context: [brief situation].
Task: [exactly what I need].
Format: [how I want the output]. Tone: [professional / casual / warm / direct].

Real Examples

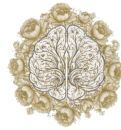
Work Email: Act as a project manager. My team missed a deadline due to a vendor issue. Write a 3-paragraph email to leadership explaining the delay, what we're doing about it, and the new date. Tone: confident and transparent.



Meal Planning: Act as a family meal planner. We have 2 adults and 2 kids aged 6 and 9. My daughter is vegetarian. Plan 5 weeknight dinners, max 30 min prep. Give it as a numbered list with a one-line shopping note per meal.

Health Research: Act as a medical educator. My doctor mentioned "HbA1c." Explain what it is, what a normal range looks like, and 3 questions I should ask at my next appointment. Plain language only.

*The single biggest improvement: add "Act as a [role]" to the start of any prompt.
It immediately changes the quality of the output. Try it on your next prompt.*



ai@wearestupidsmart.com