

CETO PROCESS

C

Context

The context of the prompt (sometimes called the primer,) tells the story of why you are there.

Example:

"I want to share a LinkedIn Post with a thought-provoking quote to help business employees struggling with project management challenges."

E

Expert Persona

The role that ChatGPT will take on when providing the response.

Example:

"Act as an expert marketing manager."

T

Task

The task you want. Always include a verb. You may also include inspiration and toggle on internet browsing.

Example:

"Write a social media post with a quote about project management. Make it sounds like Simon Sinek wrote it. Pull inspiration from "A Guide to the Project Management Body of Knowledge" by the Project Management Institute."

O

Output

The output is how you want the response. This may be length, exclusions, or presentation of results.

Example:

"Make sure it's less than 90 words. Don't include the names of any individuals."

Prompts Tips

- Avoid unnecessary context or information. Share what you need to, and that's all.
- Use short sentences with one message and clear commands.
- Try different output formats. Text is the primary, but it can also output JSON, unformatted markdown, and code.