

CONTEXT

I am planning a 10-day Erasmus+ youth exchange project on digital media literacy in Lisbon.

CRAFT PROMPTING FRAMEWORK



ROLE

Senior EU grant writer and project manager

CRAFT PROMPTING FRAMEWORK



ACTION

Research and list 5 potential funding sources with eligibility criteria

CRAFT PROMPTING FRAMEWORK



FORMAT

Clean bulleted list with bolded headings

CRAFT PROMPTING FRAMEWORK



TONE

Professional, encouraging, and diplomatic

CRAFT PROMPTING FRAMEWORK



CRAFT

- Stands for: Context, Role, Action, Format, Tone
- Best for: Comprehensive everyday tasks where tone and context dictate quality.
- Why use it: It acts as a reliable all-rounder for roughly 80% of professional AI interactions.



CONTEXT

I need to pitch my new eco-friendly fashion startup idea to local angel investors.

CRAFT PROMPTING FRAMEWORK



ROLE

Brutally honest venture capitalist

CRAFT PROMPTING FRAMEWORK



ACTION

Study the target audience and write a comprehensive user persona profile

CRAFT PROMPTING FRAMEWORK



FORMAT

Numbered step-by-step guide

CRAFT PROMPTING FRAMEWORK



TONE

Data-driven, analytical, and objective

CRAFT PROMPTING FRAMEWORK



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CONTEXT

I am preparing my CV and cover letter for a competitive junior graphic design internship.

CRAFT PROMPTING FRAMEWORK



ROLE

Professional UX designer and career mentor

CRAFT PROMPTING FRAMEWORK



ACTION

Plan a step-by-step 3-day itinerary and activity schedule

CRAFT PROMPTING FRAMEWORK



FORMAT

Short, punchy paragraphs

CRAFT PROMPTING FRAMEWORK



TONE

Energetic, persuasive, and informal

CRAFT PROMPTING FRAMEWORK



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CONTEXT

I want to start a weekly podcast focusing on the realities of being a young freelancer in Europe.

CRAFT PROMPTING FRAMEWORK



ROLE

Experienced youth worker and conflict mediator

CRAFT PROMPTING FRAMEWORK



ACTION

Create a high-converting social media post caption and hook ideas

CRAFT PROMPTING FRAMEWORK



FORMAT

Structured markdown table

CRAFT PROMPTING FRAMEWORK



TONE

Sarcastic, witty, and humorous

CRAFT PROMPTING FRAMEWORK



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CONTEXT

I am organizing a community workshop to help local youth workers handle burn-out.

CRAFT PROMPTING FRAMEWORK



ROLE

Trendy Gen Z social media manager

CRAFT PROMPTING FRAMEWORK



ACTION

Write a professional email or cover letter template

CRAFT PROMPTING FRAMEWORK



FORMAT

Q and A interview style format

CRAFT PROMPTING FRAMEWORK



TONE

Empathetic, warm, and supportive

CRAFT PROMPTING FRAMEWORK



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CONTEXT

I have to conduct user research and interviews for my university thesis on remote work trends.

CRAFT PROMPTING FRAMEWORK



ROLE

University research professor and thesis advisor

CRAFT PROMPTING FRAMEWORK



ACTION

Create an in-depth article outline with engaging subheadings

CRAFT PROMPTING FRAMEWORK



FORMAT

Executive summary followed by action items

CRAFT PROMPTING FRAMEWORK



TONE

Direct, blunt, and no-nonsense

CRAFT PROMPTING FRAMEWORK



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CONTEXT

I am coordinating a cultural night for international students with a very limited budget.

CRAFT PROMPTING FRAMEWORK



ROLE

Creative director at a top digital agency

CRAFT PROMPTING FRAMEWORK



ACTION

Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

CRAFT PROMPTING FRAMEWORK



FORMAT

Short social media thread sequence

CRAFT PROMPTING FRAMEWORK



TONE

Visionary, inspiring, and creative

CRAFT PROMPTING FRAMEWORK



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CONTEXT

I need to write an article exploring how artificial intelligence is changing creative copywriting.

CRAFT PROMPTING FRAMEWORK



ROLE

Seasoned journalist and editorial writer

CRAFT PROMPTING FRAMEWORK



ACTION

Generate a script outline for a 60-second promotional video

CRAFT PROMPTING FRAMEWORK



FORMAT

Pro and con comparison layout

CRAFT PROMPTING FRAMEWORK



TONE

Academic, formal, and structured

CRAFT PROMPTING FRAMEWORK



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CONTEXT

I am planning a team-building weekend for our youth NGO board members.

CRAFT PROMPTING FRAMEWORK



ROLE

Community builder and event organizer

CRAFT PROMPTING FRAMEWORK



ACTION

Write a set of 10 interview questions and discussion prompts

CRAFT PROMPTING FRAMEWORK



FORMAT

Formal memo format

CRAFT PROMPTING FRAMEWORK



TONE

Casual, friendly, and peer-to-peer

CRAFT PROMPTING FRAMEWORK



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CONTEXT

I am launching an online portfolio website to showcase my freelance photography work.

CRAFT PROMPTING FRAMEWORK



ROLE

Friendly startup incubator coach

CRAFT PROMPTING FRAMEWORK



ACTION

Create a project timeline checklist with key deliverables

CRAFT PROMPTING FRAMEWORK



FORMAT

Checklists and scorecard layout

CRAFT PROMPTING FRAMEWORK



TONE

Cautious, realistic, and risk-aware

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