

# Your Prompt Strategy for Better AI Results

50% of employees in America already use ChatGPT, Claude, Perplexity, and other LLMs to get more done, faster. Their secret isn't using AI. It's their prompting strategy. Here's CEO and AI Expert Jacob Carter's R.I.S.E.N template to help you prompt AI better. Consider following this template next time you prompt AI and want better results.

[!\[\]\(666e09182d4cd268646ea700ea60dcdf\_img.jpg\) Rather watch a video tutorial?](#)

## R.I.S.E.N Template

**R**

### Role

**What role is the AI playing?**

- ▶ Example: Is AI a creative writer, scientific researcher, or office admin?

**I**

### Instructions

**Outline actions you want AI to take.**

- ▶ Example: Is AI building a list, editing your work, or creating a schedule?

**S**

### Steps

**Give exact stages of execution.**

- ▶ Example: Do you want AI to conduct research or start from scratch?

**E**

### End Goal

**What does success look like?**

- ▶ Example: Is a desired outcome a punchier rewrite of an article or a fully built out event calendar?

**N**

### Narrowing

**List out constraints for the AI.**

- ▶ Example: Do you want the tone to be active or passive? Or should AI create a full events calendar that stays within budget?

## R.I.S.E.N Example

**R**

### Role

You are an expert event planner and leasing agent. Your job is to plan the events for the rest of the calendar year for the apartment community you work at.

**I**

### Instructions

Consider what events residents of our community might want to participate in. The apartment is a 55+ senior living community, a garden style apartment located in Scottsdale, Arizona.

**S**

### Steps

Keep our audience and any limitations in mind when brainstorming ideas. Use examples from Google to confirm that people in our target demographic have enjoyed similar events before.

**E**

### End Goal

The outcome should be a calendar of events for the rest of the year. One event per month. For each event, estimate the cost and steps onsite teams need to take.

**N**

### Narrowing

The budget is \$1,000 per event. Avoid any events that may cause any sort of controversy and keep it kid friendly.