Park Echo
AI STUDIO

Prompting 101 Cheat Sheet

THE 4-LINE PROMPT · WORKS IN CHATGPT, CLAUDE & GROK

The 4-Line Prompt

Set the stage, then ask. Lines 1–2 set the stage. Lines 3–4 make the ask.

LINE 1 · ROLE

You are…

A real job title, **narrowed** to a specialty and the result you want.

```
You are a customer-communications specialist for HVAC companies.
```

LINE 2 · CONTEXT

Here's the situation…

About me · **who's reading** · **the facts & rules** it can't guess.

```
Northstar Heating & Air, 400 past customers, $89 tune-up, book at …
```

LINE 3 · TASK

Your task is to…

One **exact verb** + the thing + the result. Never just "help."

```
…write the reminder email that gets them to book.
```

LINE 4 · FORMAT

Give it to me as…

Shape, **length**, **tone**. Name the columns or sections.

```
…a subject line + 3 short paragraphs, under 150 words.
```

Copy this template

```
You are a [JOB TITLE] who specializes in [NARROW SPECIALTY] for [TYPE OF BUSINESS].
Here's the situation: I run [BUSINESS], [ONE-LINE DESCRIPTION]. This is for [WHO'S READING], who [WHAT THEY KNOW, WANT OR WORRY ABOUT]. Facts to use: [PRICES, DATES, DETAILS].
Your task is to [ONE EXACT VERB] [THE THING] so that [THE RESULT YOU WANT].
Give it to me as [FORMAT], [LENGTH], in a [TONE] tone.
(Optional) Here's an example of our style: "[EXAMPLE]"
(Optional) Limits: [NEVER SAY / NEVER PROMISE]. Use only my facts. If something's missing, ask me.
(Optional) Before you start, ask me up to [3] questions, one at a time.
```

Filled in (fictional HVAC company)

```
You are a customer-communications specialist who writes for home-service companies, especially HVAC.
Here's the situation: I own Northstar Heating & Air, a 6-tech HVAC company. This email goes to about 400 past customers who haven't booked a fall furnace tune-up. The tune-up is $89, takes about an hour, and includes a carbon monoxide check. Book at northstarhvac.example/book or call 555-0118.
Your task is to write the reminder email that gets them to book before the first cold snap.
Give it to me as a subject line plus 3 short paragraphs, under 150 words, friendly and plain, with the booking link at the end.
```

Watch the series: Prompting 101 (12 three-minute videos)

- **P8-01** The 4-Line Prompt
- **P8-02** Line 1: Give the AI a Role
- **P8-03** Narrow the Role
- **P8-04** Context Up Front
- **P8-07** Show It an Example
- **P8-08** Set the Limits: Tell the AI What NOT to Do
- **P8-09** Make the AI Interview You First
- **P8-10** Don't Start Over

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Prompting 101 · Page 2

SHARPEN EACH LINE · ADD-ONS · A MAKEOVER

Narrow the role (climb the ladder)

Rung	Example
Broad	You are a marketing expert
+ Industry	...for hair salons
+ Specialty & result	...a client-retention specialist who gets first-time clients to book a second visit

Real job titles only. "World's best" adds nothing; facts do.

Pick the task verb

Verb	You're asking for...
Summarize	a shorter version of what's there
Rewrite	the same facts for a new reader or tone
Extract	just the items: dates, to-dos, names
Compare	the differences, side by side
Draft	something new, built from your facts
Explain	plain English, like to a customer

Two jobs? "First extract..., then draft..."

The format menu

Pick	Options
Shape	table · bullets · numbered steps · email · text · script
Length	under 100 words · 5 bullets · 1 page · under 300 characters
Tone	warm · plain · formal · upbeat · no jargon
Level	"like you're explaining it to a neighbor"

Add-ons when the job needs them

- **Show an example** (it must sound like you): paste 1–3 you wrote. "Copy the voice, length and structure. Don't copy the facts."
- **Set limits** (a wrong word could cost you): length cap · never say / never promise · only my facts · "if something's missing, ask me."
- **Ask me first** (you're not sure what it needs): "Before you write anything, ask me up to 5 questions, one at a time."
- **Follow up, don't start over**: same chat, one change at a time. "Keep ___. Change ___ to ___."

Makeover: before → after

BEFORE

```
Write a reply to a 2-star review.
```

AFTER (FICTIONAL SHOP)

```
You are the owner of an independent auto repair shop who replies to reviews personally and never argues.
Here's the situation: a customer left 2 stars saying a brake job took 2 days instead of 1. A part arrived late. We called them both days.
Your task is to write a public reply that owns the delay and invites them back.
Give it to me as 3 sentences, warm, no excuses, signed "Marcus, owner."
```

Before you hit Enter: 4 yeses

- Is there a **role**?
- Is there a **situation**, with facts?
- Is there one **exact verb**, not "help"?
- Is there a **format**?

Before you use the answer

- ☐ Every price, date, name, phone and link matches **your** notes
- ☐ No promise, discount or claim you didn't make
- ☐ Sounds like your business; read it out loud
- ☐ Never paste customer names, card/bank numbers, passwords or health info