

THE COMPLETE

PROMPT

FRAMEWORKS GUIDE

Eight Proven Frameworks That Structure Your Prompts for Better AI Outputs

R-T-F • S-O-L-V-E • T-A-G • R-A-C-E
D-R-E-A-M • P-A-C-T • C-A-R-E • R-I-S-E

2026 Edition • Copy-Paste Prompts Included

How to Use This Guide

The difference between a mediocre AI response and a brilliant one usually comes down to how you structure the prompt. These eight frameworks give you a repeatable system. Each one targets a different type of task.

For each framework you will find: what it stands for, when to use it, a copy-paste example prompt, and what the AI will give you back. Start with R-T-F for simple tasks and work your way up to D-R-E-A-M for full project plans.

BEFORE YOU START

These frameworks work with ChatGPT, Claude, Gemini, and any other AI assistant. The structure is what matters, not which tool you use. Pick one framework, try the example prompt as-is, then adapt it to your own work.

Quick Reference

Framework	Best For
R-T-F (Role, Task, Format)	Simple content tasks
S-O-L-V-E	Strategic planning with constraints
T-A-G (Task, Action, Goal)	Quick tasks with a clear metric
R-A-C-E (Role, Action, Context, Expectation)	Complex business prompts
D-R-E-A-M	Full project lifecycle
P-A-C-T (Problem, Approach, Compromise, Test)	Decisions with trade-offs
C-A-R-E (Context, Action, Result, Example)	Persuasion and case studies
R-I-S-E (Role, Input, Steps, Expectation)	Data-driven analysis

Framework #1: R-T-F

Role, Task, Format

The simplest framework. Specify the role you want the AI to play, the task you need done, and the format you want the output in. This is your daily driver for quick, well-structured requests.

COPY THIS PROMPT:

```
Act as a brand strategist. Write a messaging hierarchy
for a B2B SaaS founder targeting finance teams. Use
bullet points with core message, value props, proof
points, and CTAs.
```

The role (brand strategist) sets the expertise. The task (messaging hierarchy) is concrete. The format (bullet points in four sections) tells the AI exactly how to structure the output. No guessing.

WHAT YOU'LL GET

A structured, professional messaging document organized exactly how you asked. The role ensures the right tone and vocabulary. The format means you can use the output immediately without reformatting.

TIP

Stack roles for hybrid expertise. Instead of just "marketing expert," try "marketing expert who also understands data analytics." The format component is where most people under-invest. Be specific: "a numbered list with bold headers and one-sentence descriptions" beats "a list."

Framework #2: S-O-L-V-E

Situation, Objective, Limitations, Vision, Execution

A strategic planning framework. Define where you are, what you want, what constraints exist, where you want to end up, and how to get there. Use this when the problem involves real-world constraints and trade-offs.

COPY THIS PROMPT:

```
Situation: At a startup that just launched a new B2B product. Objective: Generate qualified inbound leads through educational content on LinkedIn. Limitations: No ad spend. Small team. Must publish 3x/week. Vision: Become the go-to thought leader for mid-market SaaS operations leaders. Execution: Review performance biweekly and double down on top-performing content.
```

By listing your limitations upfront, you prevent the AI from suggesting impractical solutions. The vision gives it a north star. The execution component forces actionable steps rather than abstract advice.

WHAT YOU'LL GET

A realistic, constraint-aware strategy with actionable steps. Not an idealized plan that ignores your budget or team size, but one that works within your actual situation.

TIP

Do not downplay your limitations. The constraints are what make the output realistic. An AI plan that ignores your budget is worthless. Be brutally honest about what you cannot do.

Framework #3: T-A-G

Task, Action, Goal

Cut to the chase. Define the task, state the action, clarify the goal. Use this when the context is obvious and you want the AI to execute rather than strategize.

COPY THIS PROMPT:

```
Task: Reduce customer churn in a SaaS subscription business. Action: Analyse churn data and launch a targeted retention programme. Goal: Improve customer retention rate by 15% over the next 6 months.
```

You are not asking the AI to figure out the approach. You are telling it exactly what approach to take. The goal gives the AI a concrete benchmark to orient its suggestions around.

WHAT YOU'LL GET

A focused, goal-oriented plan with specific interventions. The measurable goal means every recommendation is tied to a clear outcome rather than vague "improvement."

TIP

Always make the Goal quantifiable. "Improve retention" is weak. "Improve 6-month retention by 15%" is strong. Numbers give the AI a target to design around. T-A-G pairs well with follow-up prompts using R-T-F to drill deeper.

Framework #4: R-A-C-E

Role, Action, Context, Expectation

Ideal for complex business prompts. The Expectation component is what sets this apart. Instead of just telling the AI what to do, you tell it what "good" looks like.

COPY THIS PROMPT:

```
Role: Senior marketing strategist. Action: Develop a  
content marketing plan. Context: B2B SaaS company  
targeting mid-market operations teams. Expectation:  
Tailored to buyer roles (Ops Lead, CTO, Procurement).
```

The same action ("create a marketing plan") would look completely different depending on industry, company stage, and audience. The context makes it specific. The expectation defines quality.

WHAT YOU'LL GET

A tailored, context-aware plan that meets specific quality criteria. Not a generic template, but advice shaped to your exact business situation and audience.

TIP

If the output is too generic, add more expectations. "Segmented by buyer persona" and "include budget allocations" are the kinds of expectations that force the AI to do deeper work.

Framework #5: D-R-E-A-M

Define, Research, Execute, Analyse, Measure

A full project lifecycle in one prompt. Use this when you are building something that needs to be tracked, measured, and iterated on. This is the most comprehensive framework in the collection.

COPY THIS PROMPT:

```
Define: Declining retention in a B2B SaaS product.  
Research: Through user interviews and CRM data.  
Execute: Launch a 3-month retention programme with  
onboarding improvements. Analyse: Compare behaviour  
between control and test cohorts. Measure: Track churn  
rate, product usage frequency, and NPS.
```

Each component represents a distinct project phase. By including all five, you force the AI to think end-to-end rather than giving you a plan that sounds good but falls apart because nobody thought about measurement.

WHAT YOU'LL GET

An end-to-end project plan with built-in accountability. Research methods, execution steps, analytical frameworks, and specific KPIs with targets. Ready to present to leadership or use as your operational roadmap.

TIP

D-R-E-A-M prompts can be long, and that is fine. The AI performs better with more context. Use D-R-E-A-M for your project map, then use T-A-G or R-T-F to build out individual sections.

Framework #6: P-A-C-T

Problem, Approach, Compromise, Test

The decision-making framework. Perfect for situations where you face trade-offs and need to evaluate options honestly. The Compromise component is what makes this unique: it forces you to state what you are willing to sacrifice.

COPY THIS PROMPT:

```
Problem: Deciding between per-seat pricing and usage-  
based pricing for our SaaS product. Approach: Evaluate  
both models against our 200 accounts. Compromise: We  
accept some revenue unpredictability if expansion revenue  
is significantly higher. Test: Run a 60-day pilot with  
20 new customers on the alternative model.
```

Every real-world decision involves compromises. By stating yours upfront, you get recommendations grounded in reality. The Test component ensures you validate before committing fully.

WHAT YOU'LL GET

An honest evaluation of your options with trade-offs clearly laid out. A recommended path forward with a concrete test to validate before full commitment. No wishful thinking.

TIP

Be brutally honest in the Compromise section. The AI cannot help you navigate trade-offs if you pretend they do not exist. "We want both" is not a compromise. Never skip the Test component.

Framework #7: C-A-R-E

Context, Action, Result, Example

AI produces dramatically better output when you show it what good looks like. The Example component is the key. Instead of just describing what you want, you give the AI a concrete reference point.

COPY THIS PROMPT:

```
Context: A SaaS company struggling with low engagement  
in its onboarding flow. Action: Redesign the onboarding  
journey to focus on quick wins and key features. Result:  
Higher product adoption within the first 7 days.  
Example: Show how the revised onboarding helped increase  
day-7 activation from 25% to 42%.
```

The example gives the AI a concrete narrative to build around. If your example includes specific numbers, the AI will include specific numbers. If your example is vague, the output will be vague.

WHAT YOU'LL GET

Output anchored to a real reference point. Especially powerful for case studies, proposals, and pitch decks where concrete before-and-after comparisons make the difference.

TIP

The example does not need to be real. A well-constructed hypothetical works just as well. The point is to give the AI a concrete pattern to follow. "Imagine a company that did X and saw Y result" is perfectly valid.

Framework #8: R-I-S-E

Role, Input, Steps, Expectation

The framework for data-driven tasks. You define the expert role, the specific data inputs, the analytical steps to follow, and what the deliverable should look like. Use this when the methodology matters as much as the output.

COPY THIS PROMPT:

```
Role: Commercial director. Input: Quarterly sales performance data and pipeline forecasts. Steps: Identify weak points, prioritise high-conversion leads, and optimise resource allocation. Expectation: Deliver a plan to exceed revenue targets in the next quarter.
```

The Steps component is what sets R-I-S-E apart. Instead of letting the AI choose its own approach, you define the methodology. This is critical for financial analysis, pipeline reviews, and performance evaluations.

WHAT YOU'LL GET

A structured analysis that follows your exact methodology. The AI processes your inputs step by step and delivers a formatted plan you can act on immediately.

TIP

Number your steps. This creates a clear contract with the AI about what order to follow. It also makes it easy to say "expand on step 3" in a follow-up prompt.

Quick Decision Guide

Not sure which framework to use? Match your situation to the right one.

Simple tasks (emails, descriptions, posts)

Use **R-T-F** or **T-A-G**. Fast, minimal setup.

Strategic work (planning, roadmaps, campaigns)

Use **S-O-L-V-E** or **D-R-E-A-M**. Constraint-aware, end-to-end.

Business prompts (marketing plans, hiring, analysis)

Use **R-A-C-E**. Context-rich with quality expectations.

Decisions with trade-offs

Use **P-A-C-T**. Forces honest evaluation of compromises.

Persuasive content (case studies, proposals, pitches)

Use **C-A-R-E**. Anchors output with concrete examples.

Data-driven analysis (reports, forecasts, audits)

Use **R-I-S-E**. Structured inputs, step-by-step methodology.

IMPORTANT

These frameworks are not mutually exclusive. Start with **D-R-E-A-M** for a high-level plan, then use **T-A-G** to drill into specific sections. Use **P-A-C-T** whenever a plan presents multiple options. Use **C-A-R-E** when you need to turn a plan into persuasive content. Chain them together for the best results.

Save it, print it, reference it. The frameworks become second nature with practice.