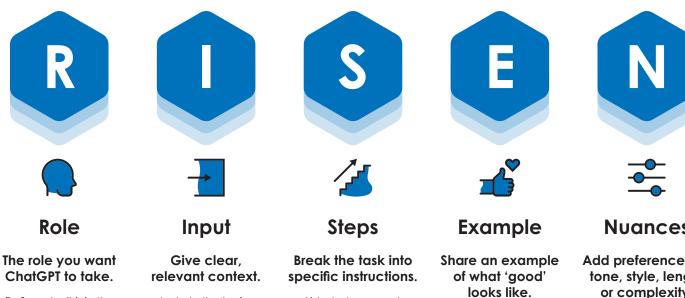


The RISEN framework helps you write stronger, structured and better quality prompts - so ChatGPT can deliver better results, faster.



Define who it is in the conversation, e.g. expert copywriter, marketing analyst, UX designer, to shape the style, knowledge and perspective of the response.

Include the topic, audience, objective and any background info or source material needed to complete the task.

List what you want ChatGPT to do

step-by-step so it knows exactly what to deliver.

Use a previous response, quote, structure or campaign to guide tone, format or quality expectations.

Nuances

Add preferences for tone, style, length or complexity.

Set boundaries like word count, formality level or emotional tone to help match the output to your intent.

Risen Marketing Prompt Example:

Role:	Sports copywriter
Input:	A new line of marathon running shoes designed for amateur runners with busy lifestyles. Product features include breathable fabric and superior cushioning.
Steps:	Write a short-form digital advertisement with a headline, 2–3 benefit-led bullet points, and a strong call-to-action
Example:	Nike's "Just Do It" campaign
Nuances:	50 words max, conversational yet motivational tone

Quick Clean-Up Tips

Before sharing or submitting, always:

- Switch American spelling to British (e.g. organize > organise)
- Replace long dashes (—) with shorter ones (-), unless needed for emphasis
- Is it accurate?
- Tone of voice, does it sound clear, natural and human?

Using RISEN puts you in control

so your prompts work smarter, your time goes further, and your results speak louder.

Remember ChatGPT is our creative partner

not a replacement for our own skills, but a tool to help us move faster, think bigger, and deliver better for our clients.