



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



### Role

**The role you want ChatGPT to take.**

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.



### Input

**Give clear, relevant context.**

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



### Steps

**Break the task into specific instructions.**

List what you want ChatGPT to do step-by-step so it knows exactly what to deliver.



### Example

**Share an example of what 'good' looks like.**

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:

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