

The CRISP Prompting Framework

Your cheat sheet for getting better results from AI — every time.

What is CRISP?

CRISP is a simple checklist that turns a vague prompt into a powerful one. Each letter adds a layer of clarity. The more layers you include, the better the AI's response.

Think of it like briefing a very smart assistant who knows nothing about your business — until you tell them.

The Five Letters

C — Context

What it means: Set the scene. Tell the AI who you are, what your situation is, and any relevant background.

Without context: The AI guesses. It gives you generic advice that could apply to anyone.

Example:

I run a 5-person digital marketing agency in Hong Kong. We specialise in social media management for F&B and hospitality brands. Most of our clients are independent restaurants and boutique hotels.

R — Role

What it means: Tell the AI what kind of expert to be. Give it a "hat" to wear.

Without a role: The AI responds as a generalist. With a role, it thinks like a specialist.

Example:

Act as a senior social media strategist who specialises in hospitality marketing in Asia.

I — Intent

What it means: State exactly what you want. What does success look like?

Without intent: The AI guesses your goal. With intent, it aims for the right target.

Example:

Write an Instagram caption for a new restaurant opening in Central. The caption should drive reservations for opening week and feel premium but approachable.

S — Specifics

What it means: Set the guardrails. Tone, length, format, what to include, what to avoid.

Without specifics: You get the AI's default style. With specifics, you get YOUR style.

Example:

Tone: Warm, sophisticated, not salesy.

Length: Under 150 words.

Format: Hook line, 2-3 short paragraphs, clear call-to-action with booking link.

Do NOT use "nestled in the heart of" or "hidden gem."

Do NOT use more than 5 hashtags.

P — Perfect Example

What it means: Show the AI what good looks like. Paste in writing you admire or something you've written before.

Without an example: The AI invents a style. With an example, it matches yours.

Example:

Match this style: "We don't do loud. We do the kind of food that makes you text three friends before you've finished the first course. Tuesday lunch, corner table, no reservations needed — just walk in."

Quick Reference Table

Letter	Question to Ask Yourself	One-Liner
C	Who am I and what's my situation?	Set the scene
R	What expert do I need?	Give it a hat
I	What's my actual goal?	Aim for the target
S	What are my rules?	Set the guardrails
P	What does great look like?	Show, don't tell

Try It Right Now

Pick something you did this week that took too long. Write a CRISP prompt for it:

Letter	Your prompt
C	
R	
I	
S	
P	

Paste the whole thing into ChatGPT, Claude, or Gemini and see what you get back.

Iteration: When It's Not Quite Right

The first output is rarely perfect. That's normal. Steer it:

Problem	What to say
Too long or short	"Make this shorter / longer"
Wrong tone	"Make this warmer / more direct / less corporate"
Too generic	"Make this specific to my industry, not generic business advice"
Doesn't sound like me	"Match my voice — [describe your style in 5 words]"
Missing something	"Add [specific element] and end with [specific ending]"
Totally off	"Give me 3 different versions with different approaches"

The Power Phrase

When the task is complex, add this to the end of your prompt:

"Before you answer, ask me 3-5 clarifying questions to make sure you understand what I need."

This forces the AI to think before it writes — just like a good consultant would.

Remember

- **You lead, AI assists** — you bring the expertise, the AI brings the speed
 - **The AI doesn't know your business** — you do. Your judgment always wins.
 - **CRISP gets faster with practice** — it becomes second nature within a week
 - **Save prompts that work** — reuse them as templates for next time
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