CRAFTS:

LLM Prompting Framework and Techniques

The Generative Company

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There is not a one-size-fits-all approach to prompting.

Much like human interaction, experimentation and modification of approach based upon the demands of the situation are of paramount importance. This is the essence of natural language processing. The importance of good prompting should, therefore, not be underestimated.

Prompts should also be tailored to the capabilities and idiosyncrasies of the model you may be using. This process can make all the difference.

Here are some useful guidelines that are worth pursuing:

The What and Why of the Request

Firstly, tell the generative AI model the objective(s) of your prompt and why this goal is important to you.

Clarity rules here. Generative AI models often also respond to an emotional component, which makes sense given that they are trained on a wide spectrum and vast amounts of data.

E.g. "Please give me an analysis of the reasons why Generative AI output should be properly reviewed. I am really concerned to ensure that my business is properly protected."

The Nature of the Output You Are Seeking

Next, it's time to move on to the specifics of what you are after with your prompt.

How would you like the output from the model presented back to you? E.g. in bullet point form.

Follow up your stated objective with clear instructions to the AI by setting conditions for its output.

Engage in the "CRAFTS" of prompting by specifying the following:

Context

What are the constraints you wish to set around your request? For example, would you like the response to be brief?

What level of detail would you like, and do you want consideration of interaction with related areas? Explain the context and who/what the content is to be about in as much detail as you think necessary.

With this purpose in mind, consider asking the model to provide any relevant sources and citations or URLs to evidence its findings.

This will help reduce the possibility of any "hallucinations" slipping through the cracks and improve contextual understanding.

Role

What role do you wish the model to play in its output to you? Is it as an editor, intern, teacher, critic, analyst, marketer, accountant, business leader, etc.?

Tip: Tell the model the intended ultimate audience for the output. Who is this output intended for? (e.g. executive team, board). Relationality really matters.

Aim

What should be the model's aim? This is what you intend the model's purpose should be in its output. Think about verbs. What is the specific action you wish the model to undertake for you? For example, would you like the AI model to summarize, proofread, analyze, translate, create, generate ideas, etc.?

Format

In what format would you like the model's output presented back to you? Instruct the model on whether you wish to receive code, table/graph, essay, bullets, recipe, a combination of media, etc.

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Tone

There are many different flavors of language. Would you like the tone in the output to be firm, persuasive, professional, confident, descriptive, funny, poetic, witty, sarcastic, etc.?

Be specific. You may also want to add any emotion that you would like to see communicated in the output.

Steps

Enter your prompts in successive steps.

Chain together multiple but successive instructions built with the above techniques to achieve a more advanced goal. For example, ask a model to list all product categories before then asking it to comb your database and other sources to provide sales figures and projections for each.

Given that the agent has already stored the list of product categories in its immediate memory, hallucinations (fabrications or missing entries) are far less likely than if you had combined all information requests in one more general prompt. Break it down.

General Comments and Specific Use Cases

As indicated, not all these instructions need (or should) be delivered in one request. Prompting is more of an art than a science. Moreover, the approach you take will need to be modified based upon the exact model you are using. Think of each model as an evolving personality of sorts.

A conversational, iterative approach might help you hone your request. This is described by some as Chain of Thought Prompting. Be creative and keep the parameters of CRAFTS output in mind as you interact with the model. This may yield further insights with iteration for clarification and modification. Conversational prompts are generally more effective when structured as steps.

You may find in certain situations, and with specific models, that "structured" (i.e., pre-defined) prompts work well. Generally, these prompts will have already been tried and tested with prior experimentation and so have become useful blueprints. You may want to

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develop and retain these at an organizational level for further leverage. Of course, models change, and these will need to be monitored and re-evaluated.

Here are some prompt suggestions in specific functions and use cases that you may wish to think about and include when working on a prompt. They speak to the wide variety and versatility of generative AI models:

Marketing

- List five ideas for blog posts in this area
- Create a social media calendar for this event
- Generate a product placement page/landing page for X
- Write ad copy on this social media platform for X
- Generate X number persuasive lines for X

Sales

- Provide 10 ways to generate leads for this product
- Create personalized emails including promos for this campaign
- Generate a cold call script for this service
- Generate 5 target marketing personas that we may direct sales efforts towards

Research

- Use an Italian search engine to identify current trends in Italian fashion
- Identify the current top companies in X in the X market
- What are the key industry trends in 2024 in X?
- What are the best technology tools available for X?
- Summarize this research paper and give me key insights
- Show me the current academic/professional URL resources for X subject
- Summarize the current overall financial position of X company and identify sources used with links

Coding

- Explain this snippet of code
- Find the inconsistencies and bugs in this code

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- What is the correct syntax for X function in X language?
- Identify how the following excerpt of code may be improved, identifying the reasons for the differences

Design

- Generate a UI/UX design for X
- Provide options on how to approach the design of X
- Provide various design interactions and modalities for X using video, image, and text
- Evaluate this design intended for X and provide feedback and an alternative

Customer Support

- Create templates for responses to customers concerning X
- What are the most frequent troubleshooting issues with X experienced by customers?
- Create a FAQ list product X based upon customer interaction

General

- Summarize the following
- Spell check and correct this essay
- Give your perspective on X issue
- Turn this into summary and bullet point format
- Translate this article
- Verify the following against available sources and identify possible discrepancies

Happy prompting with "CRAFTS"!

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