

ChatGPT Prompt Templates Cheat Sheet

25 free prompt engineering templates with fill-in placeholders. Works in ChatGPT, Claude, Gemini and most other AI assistants. Replace everything in [BRACKETS] with specific details.

The one-line formula

You are a [ROLE]. [TASK] about [CONTEXT]. Return it as [FORMAT], keeping it [CONSTRAINT].

The four parts of a good template

Part	What it does	Example
Role	Sets the expert perspective, tone and depth	You are a senior B2B email copywriter.
Task	One clear goal	Write a 3-email follow-up sequence.
Context	Audience, background, constraints, desired outcome	The prospect is a RevOps lead at a 200-person SaaS company.
Format	The shape of the answer	Subject line under 50 characters, body under 90 words.

Eight add-ons that improve any prompt

Goal	Add this to your prompt
Better quality	You are a [specific expert role].
Right shape	Return it as [table / 5 bullets / under 120 words].
Right voice	Tone: [direct / warm / formal]. Audience: [specific reader].
Fewer hallucinations	Use only the text provided. If unsure, say so.
Better reasoning	Think step by step, then give your final answer.
Clean inputs	Wrap pasted text in ""triple quotes"".
Better first drafts	Paste one example of the output you want.
Fast iteration	Follow up with one specific change at a time.

How to use a template

1. Copy it intact · **2. Fill** every placeholder with specifics · **3. Run** it in any AI model · **4. Refine** one change at a time · **5. Save** the version that works. Test new templates 3-5 times before sharing them with a team, and re-test every quarter.

Hallucination guardrails

For anything factual, add: “Use only the information provided. If it isn’t there, say you don’t have enough information. Quote the source for each claim and remove any claim you can’t support.” These lines reduce hallucinations; they don’t eliminate them, so verify anything high-stakes.

The 25 templates

Grouped by task. Copy the text in each box, fill the [BRACKETS], and paste.

WRITING AND CONTENT · 1. ChatGPT prompt template: turn source material into an outline

You are an experienced content editor. Below is my source material for an article about [TOPIC] for [AUDIENCE].

Turn it into a detailed outline:

- An H1 title under 60 characters
- 6-8 H2 sections, each with 2-4 H3 points
- Under each heading, note which part of the source material supports it
- A "Gaps" list of anything the outline needs that the source material does not cover
- A FAQ section with 5 questions the source material can answer

Use only the source material. Do not add facts, statistics or examples that are not in it. If a section has no support in the material, flag it instead of filling it.

Source material:

""

[PASTE NOTES, TRANSCRIPT OR DRAFT]

""

WRITING AND CONTENT · 2. Blog post outline template

You are an experienced content writer. Create a detailed blog post outline for an article about [TOPIC] targeting [AUDIENCE]. The article angle is: [WHAT MAKES THIS DIFFERENT FROM GENERIC COVERAGE]. Include: H1 title, 6-8 H2 sections with a brief note on each, a FAQ section with 5 questions, and a recommended word count range. Audience knowledge level: [BEGINNER / INTERMEDIATE / ADVANCED]. Tone: [DESCRIBE TONE].

WRITING AND CONTENT · 3. Editing pass

Edit the text below for clarity and conciseness. Cut it by [PERCENTAGE, e.g. 30%], remove filler words, and keep every fact and the original meaning. Use plain, professional English. Return the edited text first, then a short list of the main changes you made.

Text:

""

[PASTE TEXT]

""

WRITING AND CONTENT · 4. Headline generator

Give me 10 headline options for [CONTENT TYPE] about [TOPIC] for [AUDIENCE]. Mix styles: curiosity, direct benefit and number-led. Keep each under 60 characters. Then pick your best 3 and explain each choice in one line.

WRITING AND CONTENT · 5. Email newsletter

You are an email newsletter writer. Write one issue about [TOPIC] for [AUDIENCE].

- Subject line under 50 characters, plus preview text
- Open with a short story or insight, not a product push
- No more than 3 sections, short paragraphs, conversational first-person tone
- One primary call to action: [CTA]

Do not open with "I hope this email finds you well."

MARKETING AND SEO · 6. SEO content brief

Act as an SEO content strategist. Create a content brief for an article targeting the keyword "[KEYWORD]".

Search intent: [INFORMATIONAL / COMMERCIAL / TRANSACTIONAL]

Audience: [DESCRIBE]

Include: an SEO title under 60 characters, a meta description of 150–160 characters, 5–8 secondary keywords, 8–10 H2 headings with H3 subheadings, the key points under each, internal linking opportunities, a FAQ section with 5–8 questions, a recommended word count, and one angle that differentiates the piece from the current top 3 results.

MARKETING AND SEO · 7. Landing page copy

You are a conversion copywriter. Draft above-the-fold landing page copy for [PRODUCT] aimed at [AUDIENCE]. Primary benefit: [MAIN OUTCOME].

Return: a headline that leads with the outcome (not the feature), a subhead, 3 benefit bullets, one line that handles the biggest objection ([OBJECTION]), and a CTA.

Use the words this audience actually uses. Avoid buzzwords like "revolutionary," "game-changing" and "best-in-class."

MARKETING AND SEO · 8. Ad copy variants

Write 5 ad variations for [PRODUCT] aimed at [AUDIENCE] on [PLATFORM]. Give each a different angle: pain, benefit, social proof, curiosity, urgency. Label the angle. Respect platform limits: [e.g. Google RSA headlines 30 characters, descriptions 90 characters; Facebook hook inside the first 125 characters, headline under 40].

MARKETING AND SEO · 9. Customer persona builder

You are a marketing researcher. Build a realistic customer persona for [PRODUCT OR SERVICE] in [TARGET MARKET]. Business goal: [GOAL].

Give the persona a name, role and short backstory, then cover: goals, pain points, buying motivations, where they spend time online, how they discover products, the top 5 objections they'd raise before buying, and the exact phrases they'd use to describe their problem.

Skip demographic details that wouldn't change how we market to them.

BUSINESS AND STRATEGY · 10. Pre-mortem risk finder

Act as a skeptical investor. Here is my business idea: [IDEA].

Assume we launched it today and it failed completely 12 months from now. List the 3 most likely market or structural reasons it died. For each, give one cheap test I could run this week and one pivot if the test fails. Finish with the single assumption the whole idea depends on most.

BUSINESS AND STRATEGY · 11. Pricing tiers

Act as a pricing strategist. Product: [PRODUCT]. Cost per unit: [COST]. Target margin: [MARGIN]. Competitor price range: [RANGE]. Customer: [DESCRIBE].

Compare cost-plus and value-based pricing, then propose 3 tiers (or a free vs premium split with clear feature gates). Give a one-line rationale for each tier and say which one you'd test first.

BUSINESS AND STRATEGY · 12. Decision brief

Write a one-page decision brief on [DECISION] for [EXECUTIVE / TEAM / STAKEHOLDER] readers.

Structure: Background, Options Considered (2–4), Recommendation, Risks, Next Steps. Keep each section under 80 words. Flag any assumption you had to make.

SALES AND OUTREACH · 13. B2B cold email

Write a cold email to a [PROSPECT ROLE] at a [INDUSTRY] company about [VALUE WE OFFER]. Personalise the opening line to this trigger: [TRIGGER, e.g. a new funding round or job post]. Focus the subject line on [PAIN POINT]. Body: under 90 words, no more than 3 short paragraphs. One low-friction CTA: [SPECIFIC ASK]. Tone: direct, helpful, not salesy.

SALES AND OUTREACH · 14. Objection response

A prospect said: "[OBJECTION TEXT]".
Give me 3 ways to respond, each under 50 words. Each should acknowledge the concern, reframe it, and pivot to [KEY DIFFERENTIATOR]. Consultative, not pushy. End each with a question that moves the conversation forward.

CUSTOMER SUPPORT · 15. Ticket response

You are a customer support agent for [COMPANY]. A customer submitted this ticket:

""

[TICKET TEXT]

""

Write a reply that acknowledges the specific issue, explains what happens next, and sets a clear timeline. Tone: [FORMAL / FRIENDLY / CONCISE]. Under 120 words. Do not promise refunds or fixes that aren't listed here: [WHAT WE CAN OFFER].

MEETINGS AND PRODUCTIVITY · 16. Meeting notes to action items

Turn the meeting notes below into:

1. A 3-sentence summary
2. Key decisions
3. An action-item table with columns: task, owner, due date ("not stated" if missing)
4. Open questions

Do not add anything that isn't in the notes. Leave out small talk.

Meeting type: [STANDUP / CLIENT CALL / PLANNING]

Notes:

""

[PASTE NOTES OR TRANSCRIPT]

""

MEETINGS AND PRODUCTIVITY · 17. Weekly status update

Write a weekly status update for [PROJECT] for [AUDIENCE]. Three sections: Completed, In progress, Blockers (with what's needed to unblock each). Under 200 words. Use only these notes:

""

[PASTE NOTES]

""

RESEARCH AND ANALYSIS · 18. Grounded research summary

I'm pasting [NUMBER] sources on [TOPIC]. Using only these sources:

1. Extract the most relevant direct quotes, numbered.
 2. Summarise where the sources agree and where they conflict, citing quote numbers.
 3. List gaps the sources don't cover.
 4. Give a balanced one-paragraph takeaway.
- If the sources don't support a claim, say "not supported by the sources" rather than guessing.

Sources:

""

[PASTE SOURCES]

""

RESEARCH AND ANALYSIS · 19. Devil's advocate

Here is my plan / thesis: [PASTE]. My stance: [STANCE].
Argue against it as a smart, fair skeptic would. Give the 3 strongest objections, the weakest assumption in my logic, and what would have to be true for each objection to be wrong. Suggest one source or data type I should check.

CODING AND TECHNICAL · 20. Debug root cause

You are a senior [LANGUAGE] engineer. This code should [EXPECTED BEHAVIOUR] but instead [ACTUAL BEHAVIOUR]. Error message: [ERROR].

Find the root cause, not just the symptom. Explain it in plain English, give a minimal fix (do not rewrite the whole file), and write one regression test that would have caught it.

Code:

"""

[PASTE CODE]

"""

CODING AND TECHNICAL · 21. AI agent prompt template

Build a system prompt for an AI agent whose only job is to [TASK]. The prompt must include:

- A system role and scope (what the agent must refuse or hand off)
- The input data format it will receive
- Step-by-step reasoning instructions it should follow before answering
- A strict JSON output schema with field names, types and an example
- What to output when the input is missing or ambiguous

LEGAL · 22. Contract clause review (legal AI prompt template)

You are assisting a [LAWYER / PARALEGAL / FOUNDER] reviewing a [CONTRACT TYPE] from the perspective of [PARTY].

1. Extract the exact text of every clause about [TOPIC, e.g. termination, liability caps, IP ownership], numbered.
2. For each, explain in plain English what it obliges our side to do, and flag anything unusual or one-sided.
3. List questions to raise with counsel.

Base your analysis only on the quoted clauses. If a clause isn't in the document, say so. This is a review aid, not legal advice.

Contract:

"""

[PASTE CONTRACT]

"""

LEARNING AND EDUCATION · 23. Feynman tutor

Act as a patient tutor using the Feynman Technique. Teach me [TOPIC] at a [BEGINNER / INTERMEDIATE / ADVANCED] level.

Start with a 2-paragraph overview using one everyday analogy. Then ask me one question to test my understanding and wait for my answer before going deeper. After three rounds, give me 5 flashcards (question and a two-sentence answer) on what we covered.

CAREER AND HR · 24. Tailor a resume and cover letter

You are a career coach. Rewrite my resume bullets to match the job description below. Use strong action verbs and quantified results, and keep everything truthful: do not invent numbers. Then write a cover letter under 300 words that opens with a specific hook (not "I am writing to apply"), connects my experience to what [COMPANY] needs, and ends with a clear next step.

My bullets: [PASTE]

Job description: [PASTE]

PERSONAL, SOCIAL AND CREATIVE · 25. Story and world-building starter

Act as a story developer. Genre: [GENRE]. Setting: [TIME AND PLACE]. Tone: [DARK / WHIMSICAL / DRAMATIC]. Premise: [ONE LINE].

Give me: 3 opening paragraphs in different tones (under 80 words each), a protagonist with a goal, a flaw and a secret, 3 rules of this world that create conflict, and 5 what-if twists.

Want the structure built for you? Describe your goal in plain language at texttoolsai.app/tools/prompt-generator and get a full prompt in seconds.