

The CRAC Framework: Your Prompting Cheat Sheet

The **CRAC** framework is a simple, effective mental model to help you write better prompts. Use this cheat sheet as a quick reference to make your interactions with AI more productive and reliable.

C is for Clarity

- **Rule:** Be direct, specific, and unambiguous. Remove all vague language.
- **Instead of:** "Tell me about the market."
- **Try:** "What are the key market trends in the electric vehicle sector in the United States from 2023 to 2024?"

R is for Role

- **Rule:** Assign a specific persona to the AI. This tells the AI what expertise to adopt.
- **Instead of:** "Write a summary of the data."
- **Try:** "**Act as a data analyst.** Summarize the key trends and outliers from the provided sales data."

A is for Audience

- **Rule:** Specify the target audience for the output. This affects the tone and complexity.
- **Instead of:** "Write about the new product."
- **Try:** "Write an email about the new software release **for our non-technical customers.**"

C is for Constraints

- **Rule:** Set clear boundaries for length, format, and style.
- **Instead of:** "Give me some ideas."
- **Try:** "Give me **five unique marketing campaign ideas** for our social media channels. **The tone should be humorous and engaging.**"

Put it all together:

Simple Prompt: "What are the biggest challenges for us?"

CRAC Prompt: "Act as a senior business strategist for a mid-sized e-commerce company. What are the three biggest logistical challenges we face in our supply chain? Present the answer in three bullet points, each with a proposed solution. The tone should be concise and professional."