

# Prompt Quality Checklist

From the [CLEAR Framework Guide at aipromptshub.com](https://aipromptshub.com)

Run through this checklist before you submit any prompt. The more boxes you can check, the better your output will be.

## C - Context

- The purpose of the output is stated clearly.  
*e.g. "This email is to re-engage a prospect who went quiet 2 weeks ago."*
- The domain or industry is named if it matters.  
*e.g. "for a SaaS company," "for a K-12 teacher," "in a legal context."*
- Relevant background is included - not assumed.  
*ChatGPT has no memory of your situation. Tell it what it needs to know.*
- Any constraints are explicit (platform, rules, tone limits).  
*e.g. "for MLS submission - no Fair Housing violations," "under 280 characters."*

## L - Length

- An explicit length ceiling is set.  
*e.g. "under 100 words," "3 bullet points," "one paragraph." Not just "be concise."*
- The format is described, not just the length.  
*e.g. "a table with 3 columns," "a numbered list," "a short paragraph, no headers."*
- The length matches the use case.  
*A 500-word email is almost always wrong. A 500-word article intro might be right.*

## E - Examples

- A style example is included if voice or tone matters.  
*Paste a paragraph you've written (or one you admire) and say 'write in this style.'*
- A negative example is given if positive style is hard to describe.  
*e.g. "Not like a LinkedIn thought leadership post. Not corporate press release language."*
- The output format is shown, not just described.  
*If you want a specific table structure, show the structure. Template? Show the template.*

## A - Audience

- The specific audience is named - not "marketers," but who exactly.  
*e.g. "in-house marketing managers at B2B companies under 100 people, no content team."*
- Their knowledge level is implied or stated.  
*"Beginners who have never used a CRM" vs "users who already know the basics."*
- Their goal or concern is mentioned.  
*What are they trying to accomplish? What are they worried about?*

## R - Role

- A role is assigned when domain expertise improves the output.  
*e.g. "You are a high school biology teacher who specializes in hands-on labs."*
- The role is specific - not just "you are an expert."  
*"Expert" tells the AI nothing. Describe the type of expertise and how they use it.*

## Final checks before you submit

- No AI filler phrases are in the brief.

# Prompt Quality Checklist

*Add to your prompt: "Do not use: delve, tapestry, robust, leverage, unleash, in the realm of."*

**Smart new hire test: could they do this task from your prompt alone?**  
*If they'd have 3 follow-up questions, answer those questions in your prompt first.*

**The first output is a draft - plan to give one round of targeted feedback.**  
*Identify specifically what is wrong and add a correction. Do not start over.*

*Full guide: [aipromptshub.com/guides/how-to-write-better-chatgpt-prompts](https://aipromptshub.com/guides/how-to-write-better-chatgpt-prompts) | Free to copy and share.*