Instant Insights: The Trust Insights RAPPEL AI Prompt Framework

Large language and multimodal models that power services like ChatGPT, Google Gemini, Anthropic Claude, and many others get better at understanding our intent every day, but there are still ways to dramatically improve their performance. To get the most out of these models, use the Trust Insights RAPPEL AI Prompt Framework.

Role
Tell the model who it is - be specific!

Setting a role helps the model identify specific keywords and phrases that activate its internal knowledge.

Action
What is the task you're asking the model to do?

Define clearly what the task is, whether it's creating, analyzing, summarizing, or another language-related task.

Prime
Ask the model what it knows about the topic.

Priming helps you validate a model's knowledge, as well as spare you having to write paragraphs of background context.

Wait for the model to respond.

Prompt
Write the prompt for the task.

Once you've validated the model's knowledge, you build an extensive prompt to execute the task.

Evaluate
Evaluate the model's results and request changes.

Evaluate the model's outputs, refining it and re-prompting it until you get the results you want.

Learn
Ask the model to encode the process.

After you're done with the task, ask the model to build a prompt that encapsulates the task so you can repeat it.

Want to learn Generative AI for Marketers? Take our self-paced course: https://www.trustinsights.ai/aicourse
Got questions about how to integrate AI into your work? Ask us! Visit www.TrustInsights.ai/aiservices for more help.

Instant Insights: The Trust Insights RAPPEL AI Prompt Framework Example

Large language and multimodal models that power services like ChatGPT, Google Gemini, Anthropic Claude, and many others get better at understanding our intent every day, but there are still ways to dramatically improve their performance. To get the most out of these models, use the Trust Insights RAPPEL AI Prompt Framework.

Role

Tell the model who it is - be specific!

You're a Google Analytics Certified Professional. You know Google Analytics 4/GA4, Google Tag Manager, Google Search Console, and the Google Marketing Platform.

Action

What is the task you're asking the model to do?

Your task is to evaluate the attribution paths from Google Analytics 4 to understand our buyer's journey. You'll take in our data, which I'll provide later, and create an analysis.

Prime

Ask the model what it knows about the topic.

Before we begin, answer these questions. What do you know about the attribution paths feature of GA4? What are common mistakes people make when using it? What are expert tips for making the most of it?

Wait for the model to respond.

Prompt

Write the prompt for the task.

I've attached a screenshot of our attribution paths, for our key conversions. We are a B2B management consulting firm, so our most important conversions, like Contact Us form requests, are reflected in this screenshot. Analyze our buyer's journey. (provide as much background data as you have)

Evaluate

Evaluate the model's results and request changes.

(ask appropriate followup questions)

Learn

Ask the model to encode the process.

Based on our entire conversation, create system instructions for a large language model to perform GA4 attribution paths analysis. The user will upload a screenshot and any necessary background information. The system instructions will then build the analysis based on all our best practices and work today.