

— MARKETING PROMPTING GUIDE

Mastering GPT-5.5

from programming to briefing

The new standard for growth teams. Stop micromanaging the model – start briefing it like a senior specialist. Four layers, five disciplines, one repeatable formula.

The Modular Structural Blueprint

1

ROLE · The identity

Senior specialist or expert. Unlocks specialised training data.

“Act as a Senior Performance Marketer with deep expertise in high-growth e-commerce and Meta Ads optimization.”

2

PERSONALITY · The DNA

Tone, style, and brand voice. Eliminates robotic outputs.

“Use a minimalist, data-driven, and slightly skeptical tone. Avoid fluff; prioritize directness and clarity.”

3

TASK · The objective

Clear, action-oriented verbs. Define the “what” and the “who.”

“Generate five compelling ad hooks for a new sustainably-sourced coffee subscription service targeting urban professionals.”

4

CONSTRAINTS · The guardrails

Formatting, word counts, banned words. Ensures ops-readiness.

“Output in a bulleted list; maximum 15 words per hook; do not use emojis or the word ‘premium’.”

Disciplines that separate elite output from average.

**PILLAR 01****Outcome over process**

Stop micromanaging steps. **Define the gap** and let the AI reason the path.

**PILLAR 02****Calibrating effort**

Toggle reasoning effort. **High** for strategy & logic, **low** for speed & copy.

**PILLAR 03****Marketing ops**

Prioritise **human-readability** in code. Scripts must be maintainable by the whole team.

**PILLAR 04****The preamble hack**

Optimise speed. Use a **standard opening confirmation** to cut time-to-first-token.

**PILLAR 05****Brief like a boss**

Strip down heavy prompts. Over a page long? **Revert to the 4-part blueprint.**

The formula behind every **elite output**.

ROLE + PERSONALITY + TASK + CONSTRAINTS
= **Elite Output**.

Need help? Reach out!

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