

Effective Prompting with BRIEF

How to write high quality prompts for better results using an LLM

BRIEF Framework

- B Background – Situation, goals, constraints
- R Role – Who the AI should be
- I Input – The information it must use
- E End Goal – What “good” looks like
- F Format – Layout, length, and style

Prompts

1. What was your improved prompt?
2. What did you add for each BRIEF letter?

3. Which LLM did you choose for the social media app task?
Why?

4. Which mattered more – the LLM or the prompt? Make
your case.

Created in partnership with the Mark Cuban Foundation, markcubanai.org