

The **RAPPEL framework** is a six-step prompt-engineering framework developed by Trust Insights (Chris Penn & Katie Robbert) to help you design effective interactions with AI models (e.g., large language models). Here's a breakdown of each letter in RAPPEL, followed by an example to show how you might use it in practice.

R = Role

Define who or what the AI should be for the task. This helps frame the voice, expertise level, perspective, or persona you want the model to adopt.

- Example prompt fragment: "You are a senior content marketing strategist with 10 years' experience in higher-ed enrollment marketing."
- Why it matters: It sets expectations and helps the model "step into" a role aligned with your goal.

A = Action

Define what the AI is supposed to do. This is the high-level task or deliverable you're asking for.

- Example: "Create a 6-email nurture sequence targeted at prospective graduate business students."
- Why: It gives direction so the model knows whether you're asking for analysis, writing, strategy, summarizing, etc.

P = Prime

Provide background context, data, constraints, details, or any relevant information the model needs to do a good job. This often takes up the majority of your prompt.

- Includes: audience insights, challenges, brand voice, industry best practices, data points, previous work, etc.
- Example: "Here is the profile of the audience: recent undergrad business majors who didn't get into the Kelley undergrad program but are exploring the online MBA. Their key pain points: wanting flexibility, career pivot support, affordability. The brand tone: professional but approachable, inclusive, results-focused."

- Why: Without sufficient priming, the model may produce generic or off-target results. According to Social Media Examiner: “About 95% of an effective prompt should be priming data.”

P = Prompt

Now you ask the model the specific deliverable, using a structured, step-by-step instruction so the model knows how to output the result.

- Example: “Using the above context, please do the following:
 1. Recap our instructions and the audience.
 2. Outline the 6-email sequence topics.
 3. Draft the full text of each email (subject line + body).
 4. Provide a timing schedule for the sequence.”
- Why: A clear prompt (often with steps) leads to better and more predictable output.

E = Evaluate

Once the model gives output, you review it with criteria: check accuracy, alignment with role/action/prime, tone, etc. You may ask the model to self-score or improve its output.

- Example: “Please evaluate the above sequence: do the subject lines clearly address the audience pain points? Are any emails off-tone? Provide a score 1-10 for each email and suggest improvements.”
- Why: Iteration and quality control matter. This step helps turn a raw output into something you can deploy.

L = Learn

Capture what worked, codify the process, create reusable assets (knowledge blocks) or system instructions so you can repeat or scale the process.

- Example: “Generate system instructions or a prompt template that our team can reuse for future graduate-program nurture sequences.”
- Why: Over time you build internal templates or “knowledge blocks” so you don’t reinvent the wheel each time.

Full prompt example using the RAPPEL framework:

Since you work in graduate-program marketing (for the Kelley School of Business online MBA, etc.), here's a tailored example applying RAPPEL:

- **Role:**
 - “You are a senior digital marketing strategist specializing in graduate-business enrollment, with deep experience in online MBA programs.”
- **Action:**
 - “Your task is to design a 6-email nurture sequence aimed at undergraduate business majors who were not admitted to the undergraduate Kelley School program but are now exploring the MIS/MT/Online MBA track.”
- **Prime:**
 - “Audience: ages 21-25, recently graduated or about to graduate, strong interest in business but didn’t get into the undergraduate program. Key motivations: flexibility (online format), career advancement, alumni network, global opportunities. Key objections: cost, time commitment, ‘I already have undergrad business’, uncertainty about return on investment.
 - Brand voice & tone: professional, inclusive, optimistic, results-oriented.
 - Messaging priorities: highlight multiple pathways (“you didn’t get undergraduate — now there’s another path”), emphasize affordability options, real-world outcomes (career pivot stories).
 - Context: This nurture sequence will live in the email tool for segmented under-represented audience climate; each email spaced one week apart; final CTA is “Register for an upcoming info session”.
 - Constraints: Keep each email body ~200-300 words; subject lines max 60 characters; send optimize for mobile; no more than two links per email.”
- **Prompt:**
 - “1. Recap the audience, brand voice, and task to ensure you understand.
2. Propose the 6-email sequence topics and subject lines.
3. Draft each full email (subject line + body + suggested CTA).
4. Provide timing (Week 1 through Week 6) and suggestions for personalization tokens (e.g., first name, undergraduate major).
5. At the end, propose 3 metrics to track success (e.g., open rate, click-through, info-session registrations) and a suggested follow-up process after email 6.”
- **Evaluate:**
 - After the AI returns the draft, you review:
 - Do subject lines clearly reflect audience’s interest/pain point?
 - Is each email consistent with the brand tone?

- Are the CTAs clear and compelling?
- Are personalization suggestions feasible in your system?

Then you ask the AI: “Score each email 1-10 on alignment with audience and tone; identify any weaknesses; provide improved version for any with score under 8.”

- **Learn:**

- o Finally you say: “Based on this conversation, generate a prompt template our team can reuse for future graduate-program nurtures (for other segments) by filling in variables for audience, program, objections, voice, etc.”
- o Store that template in your team’s Notion or ClickUp library so other writers can leverage it moving forward.

Why this framework is useful for you

Given your work at Kelley School of Business, in content/strategy, nurturing prospects, and improving engagement across multiple audiences, the RAPPEL framework helps you:

- Systemize how you use AI for content creation and strategy (so you’re not doing adhoc prompts).
- Ensure your prompts are aligned with audience segmentation, brand voice, outcomes (which you already emphasize).
- Build reusable templates and processes (great for your workflow across multiple landing pages, email journeys, campaigns).
- Improve quality and consistency of AI-generated content (so it better supports your content strategy and SEO goals).