

C.R.E.A.T.E + PROMPT FRAMEWORK

C – Context: Provide background or situational details.

R – Role: Assign the AI a perspective or persona.

E – Expectation: Be clear about the outcome you want.

A – Audience: Define who the output is for.

T – Task: Specify the action the AI should take.

E – Examples: Give samples of good/bad outputs or formats. You can also upload example files

+Ask up to 3 questions if unclear. Include assumptions/risks

EXAMPLE

C – Context: Provide background or situational details.

Roseville Venture Lab is the City of Roseville entrepreneur center focused on strengthening startups, spurring job growth, and fostering an entrepreneur community via programs, events, partnerships, workforce development, and coworking.

It offers drop-in coworking (Mon–Fri, 9am–5pm; closed during private events/holidays).

Located at 316 Vernon St., Suite 110 in Downtown Roseville with free parking, and runs programs like Roseville Rising and innovation challenges.

Their URL is

https://www.roseville.ca.us/government/departments/economic_development/roseville_venture_lab

R – Role: Assign the AI a perspective or persona.

Act as a fractional CMO for a city-backed entrepreneur center.

E – Expectation: Be clear about the outcome you want.

Create a 90-day plan that:

- Increases event attendance, newsletter sign-ups, and drop-in coworking usage
- Feeds the top of funnel for programs like Roseville Rising
- Uses simple tracking and is executable by a small team

A – Audience: Define who the output is for.

Primary:

- Aspiring founders + early-stage startups in/near Roseville
- Small business owners who want workshops, coworking, and community

Secondary:

- Partners (chamber, colleges, meetup organizers), sponsors, mentors

T – Task: Specify the action the AI should take.

Build a marketing plan with:

- Goals + KPIs
- Messaging + offers
- Channel plan (paid/owned/earned/partners)
- Budget allocation (\$20k)
- 90-day execution calendar
- A simple measurement setup

E – Examples: Give samples of good/bad outputs or formats. You can also upload example files

Outputs should be **tactical** (ads, email topics, landing page structure), not vague.

+Ask up to 3 questions one at a time if unclear. Include assumptions/risks