The **CORE framework** is a structured prompt-writing method designed to make your AI interactions clear, predictable, and efficient. It's about giving the model everything it needs — but, compared to other frameworks, it's more streamlined and often easier to apply for day-to-day use. Let's break it down by each letter and then I'll show you a full example.

C = Context

This sets the stage. You tell the AI what's going on — the background, goal, audience, and any constraints. Think of it as giving the model your creative brief.

- Why it matters: Without context, AI will fill in gaps on its own, often with generic assumptions. Context keeps the response specific, relevant, and brand-aligned.
- Example context snippet:
    - "We're creating an email for prospective graduate students who didn't get into the Kelley undergraduate program but are considering an online MBA. They value flexibility and career advancement but worry about cost and time commitment."

O = Output

This is the deliverable you want. Be explicit about the format, structure, and length.

- Why it matters: The more precisely you define the output, the more usable and polished the result will be.
- Example output snippet:
    - "Write one 250-word email with a short headline, an engaging opening paragraph, two body paragraphs, and a clear call-to-action to register for an information session."

R = Role

Define who the AI should act as — a persona, professional, or expert.

- Why it matters: Giving the AI a role adds perspective, tone, and authority. It's especially powerful when you want a consistent voice or strategic framing.
- Example role snippet:

- "You are a senior marketing strategist specializing in higher-education enrollment campaigns."

E = Example

Show (or describe) what good looks like. You can provide a short sample, a brand guideline, or just a description of the desired tone and style.

- Why it matters: AI learns patterns. Supplying examples helps it mimic your brand's nuance — from word choice to emotional rhythm.
- Example snippet:
  - "Here's an example of our preferred tone: professional but approachable, with sentences that inspire confidence without sounding pushy. For instance: 'Your path to success isn't defined by where you started — it's shaped by where you're going next.'"

Full prompt example using the CORE framework

- **C – Context:**
  - We're creating a re-engagement email for prospective students who began but didn't complete an application to Kelley's Online MBA program. The goal is to re-ignite their interest and guide them toward finishing their application. These students are working professionals seeking career advancement and flexibility but may feel unsure about committing to grad school.
- **O – Output:**
  - Write a persuasive, 250-word marketing email. Include:
    1. A short, attention-grabbing subject line (under 60 characters).
    2. A headline.
    3. Two short body paragraphs.
    4. A clear CTA to "Finish Your Application.
- **R – Role:**
  - You are a senior content strategist at Kelley School of Business who understands higher-ed marketing and enrollment psychology.
- **E – Example:**
  - Tone and style should be professional yet encouraging, like this line:
    - "Every career journey has pauses — what matters is that you start again with purpose."

- Use similar phrasing to inspire momentum and confidence. Avoid jargon or overly formal language.

Example output (from that prompt):

Subject: Still Thinking About Your Next Move?
Headline: Your MBA Goals Are Closer Than You Think
Body: You've already taken the first step toward advancing your career — starting your Kelley Online MBA application. Whether you paused to rethink your goals or needed more time, now's a great moment to pick up where you left off.

Kelley's flexible program is built for professionals like you: rigorous, respected, and designed to fit your life. You'll join a global network of leaders who prove that balance and ambition can go hand in hand.

CTA: [Finish your application today]

Why this framework is useful for you

- It keeps prompts clear and reusable — easy to adapt for any content format (emails, ads, web copy, etc.).
- It encourages intentionality — you think about what you want and why before prompting.
- It helps maintain consistency in brand tone and structure, especially across teams.