

The Follow-Up Formula: 4 Techniques to Improve Any Business Prompt

1. Ask ChatGPT to Evaluate Its Own Output

Prompt: "How could this be made more specific, emotionally resonant, or results-driven?"

- Ask it to critique its own copy or idea
- Great for improving tone, persuasion, and clarity

2. Add Role-Based Context

Prompt: "Pretend you are a [specific role: funnel strategist, nutritionist, UX copywriter]. Rewrite this with that mindset."

- Enhances language, tone, and relevance
- A headline written by a coach sounds different than one written by a journalist

3. Layer in Audience Knowledge

Prompt: "Update this answer so it speaks to [audience]: beginners, busy moms, solopreneurs, etc. Include words or phrasing they would use."

- Makes it relatable and easier to connect with
- Helps eliminate generic, one-size-fits-all language

4. Reframe for Format or Channel

Prompt: "Rewrite this for [Twitter thread, carousel post, short-form email intro]. Keep it under [x] words."

- Adjusts output to match platform-specific behavior
- Helps control structure, pacing, and attention span