



The Perfect Prompt Structure (R-C-T-S-O-E⁺)

The universal framework for crafting effective prompts across text, image, video, and voice tools.

Why Prompt Structure Matters

AI tools behave like employees — their results depend on how clearly you brief them.

A structured prompt helps any model (ChatGPT, Claude, Gemini, Sora, Nano Banana, etc.) understand **what you want**, **how it should sound or look**, and **what to deliver**.

Asistu's R-C-T-S-O-E⁺ framework works across every medium — from marketing copy to cinematic video.


◆ R — Role

Define **who** the AI should act as.

For creative models, this shapes tone, perspective, and level of expertise.

Examples

- Text → "You are a friendly marketing copywriter for a local bakery."
- Image → "You are a lifestyle photographer capturing warm, authentic social content."
- Video → "You are a commercial director creating a 15-second brand story for Instagram."

 *Tip:* A clear role prevents random or generic results.

◆ C — Context

Describe the **background and purpose** so the AI understands your world.

Asistu

Examples

- Text → “We run a family-owned coffee shop launching weekend brunch.”
- Image → “Brand style is clean and minimalist, using soft natural light.”
- Video → “Target audience: young professionals looking for healthy lunch ideas.”

💡 Include **audience, platform, and brand personality** – these make or break realism.

◆ T – Task

Say exactly **what you want created**.

Be specific and outcome-focused.

Examples

- Text → “Write a 3-paragraph email introducing our new loyalty scheme.”
- Image → “Generate a product shot of takeaway coffee on a marble counter.”
- Video → “Create a 20-second vertical video showing the café opening for the day.”

💡 Break complex tasks into stages (e.g. write → visualise → video).

◆ S – Style / Tone

Explain how it should **look, feel, or sound**.

Examples

- Text → “Warm, professional, confident.”
- Image → “Modern, natural lighting, shallow depth of field.”
- Video → “Fast-paced edits, bright energy, acoustic background music.”

💡 Mention **emotion, colour, lighting, or rhythm** – it adds life to the output.

◆ O — Output Format

Tell the AI **what format and structure** to return.

Examples

- Text → “Provide three short options in bullet form.”
- Image → “1:1 square, 2048×2048, photorealistic.”
- Video → “9:16 vertical, 15 seconds, captions and logo at end.”

💡 Always specify **aspect ratio, duration, or resolution** for visuals.

◆ E — Examples

Show or describe **what “good” looks like**.

Examples

- Text → “Example: ‘Our beans are roasted locally every morning—pop in for your perfect flat white!’”
- Image → “Example: A bright flat-lay like Method or Ecover campaigns.”
- Video → “Example: Smooth pacing and colour grading similar to Apple product ads.”

💡 Even a short reference helps the model match your expectations.

◆ Optional: P — Parameters (for advanced users)

Add creative or technical controls specific to each model.

Examples

- Midjourney: `--ar 16:9 --style raw`

- Sora 2:
1080p, slow pan, natural motion.”

“Cinematic lighting,

💡 Use when you understand the tool — otherwise skip.

Putting It All Together

Example — Image Prompt

Role: Commercial product photographer

Context: Eco-friendly cleaning brand targeting UK homeowners

Task: Create a flat-lay image of the products on a clean kitchen counter

Style: Bright natural lighting, soft shadows, minimalist aesthetic

Output: Square format 1080×1080 px for Instagram

Example: Similar to Ecover product shots

Example — Video Prompt

Role: Filmmaker creating a 15-second Instagram ad

Context: Local gym promoting new personal-training service

Task: Generate a short vertical video showing people training, ending with “Start Strong.”

Style: Fast cuts, upbeat music, bold text overlays

Output: 9:16 vertical, 15 seconds, captions included

Example: Similar energy to Nike Training Club promos

Why It Works

- Forces clarity and reduces wasted tokens or credits
 - Produces consistent, brand-aligned outputs
 - Works for text, image, video, and voice generation
 - Scales into reusable templates for your business
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 **Need Professional Prompt Systems?**



Asistu helps small businesses design **prompt libraries, branded templates, and AI workflows** that deliver consistent results every time.

Learn more at www.asistu.ai