



# CRISP Method Cheat Sheet

Let AI be your prompt engineer — no technical skills required.

## What is the CRISP Method?

Most people struggle to get great answers from AI because they don't know how to write effective prompts. **The CRISP Method solves that problem.**

Instead of guessing how to phrase your question, CRISP gives you a simple five-part framework that **transforms any basic idea into a high-quality AI prompt** — with context, direction, and intent built right in.

The best part? **You don't need to be technical.** You don't fill in a form or learn any framework. You simply tell the AI: *"Please create a CRISP prompt to..."* and finish the sentence in plain language. The AI builds the fully structured prompt for you — then you use that prompt to get precise, actionable results.

■ ■ Stop struggling to prompt AI to get better answers. Use the CRISP Method and let AI be your prompt engineer.

## The 2-Step Process

1

Create the CRISP Prompt

Simply tell the AI: **"Please create a CRISP prompt to..."** and finish the sentence in plain language. That's it. The AI handles all the prompt engineering for you.

2

Use the CRISP Prompt to Get Results

Take the AI-generated prompt and paste it into a new chat. Watch as you get precise, structured, actionable results — **every single time.**

**CRISP = Clarity · Role · Input · Structure · Purpose**

<p><b>C</b></p> <p>Clarity</p>	<p><b>Define the exact problem or goal.</b></p> <p>“The what.” Be specific about what you need the AI to address. Vague inputs produce vague outputs.</p>
<p><b>R</b></p> <p>Role</p>	<p><b>Assign the AI a specific persona.</b></p> <p>Examples: strategist, financial analyst, marketing copywriter, HR advisor. The right role shapes the tone, depth, and perspective of the response.</p>
<p><b>I</b></p> <p>Input</p>	<p><b>Provide the relevant data, context, or details.</b></p> <p>Include background information, numbers, constraints, audience, or any facts the AI needs to give you an accurate, tailored answer.</p>
<p><b>S</b></p> <p>Structure</p>	<p><b>Specify the format of the response.</b></p> <p>Examples: bullet list, table, executive report, step-by-step plan, email. Telling the AI how to format the answer makes it immediately usable.</p>
<p><b>P</b></p> <p>Purpose</p>	<p><b>Align the output with your intended outcome.</b></p> <p>What will you do with this answer? Pitch to investors? Train staff? Make a decision? Knowing the purpose ensures the AI optimizes for the right goal.</p>

■■ **In short:** CRISP turns a simple idea into a high-quality AI prompt by adding context, direction, and intent — helping you get more precise and actionable results, *without needing any technical expertise.*

## How to Use CRISP in 2 Steps

### Step 1 — Type one plain-language sentence to the AI:

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"Please create a CRISP prompt to [describe what you want in plain language]."
CRISP = Clarity, Role, Input, Structure, Purpose
C - Clarity: Define the exact problem or goal ("the what").
R - Role: Assign the AI a specific persona (e.g., strategist, analyst).
I - Input: Provide the relevant data, context, or details it needs.
S - Structure: Specify the format of the response (e.g., table, report, plan).
P - Purpose: Align the output with your intended outcome or business goal.

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**Step 2 — The AI returns a fully engineered CRISP prompt. Review it, edit to fine-tune, then paste into a new chat.**

**Real example — Step 1 input (what you type):**

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"Please create a CRISP prompt to evaluate the best Tech Stocks for me given current performance and my low risk tolerance for losses."
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■■ **Step 2 — Review & Edit Before You Use It.** When the AI returns your CRISP prompt, **don't just paste and go.** Read through each element and adjust any wording that doesn't quite match your intent. **Editing is how you steer the results.** Even small changes — a different role, a tighter structure, a more specific purpose — can dramatically improve the quality of the AI's final answer.

## Unedited AI Response — The CRISP Prompt the AI Builds for You

Below is the raw CRISP prompt returned by the AI from the one-sentence input above. This is **before any editing**. Notice how the AI has already expanded your simple request into a comprehensive, structured prompt covering all five CRISP elements. **Now imagine what a few targeted edits can do to make it even more precise for your needs.**

### CRISP Prompt: Identify the Best Technology Stocks for a Conservative Investor

C

CLARITY

**Identify the best technology stocks to invest in today** based on current market conditions, financial performance, valuation, earnings quality, competitive positioning, and downside protection.

Primary objective: long-term capital appreciation while minimizing significant losses. Conservative investor, low risk tolerance.

**Prioritize:**

- Financial strength, consistent profitability, strong cash flow
- Reasonable valuation, dividend stability (if applicable)
- Durable competitive advantages, lower volatility
- Resilience during economic downturns, strong balance sheets
- Sustainable AI and technology growth opportunities

**Avoid:** highly speculative stocks, unprofitable companies, meme stocks, businesses relying heavily on future assumptions over proven financial performance.

Goal: portfolio that participates in technology growth while protecting capital during market corrections.

<p><b>R</b> ROLE</p>	<p><b>Act as a team consisting of:</b></p> <ul style="list-style-type: none"> <li>• Chief Investment Officer (CIO)</li> <li>• Technology Sector Analyst</li> <li>• Warren Buffett-style Value Investor</li> <li>• Risk Management Officer</li> <li>• Portfolio Manager • Quantitative Analyst</li> <li>• Dividend Growth Investor • Economic Strategist</li> <li>• Market Historian • AI Industry Analyst</li> </ul> <p><b>Evaluate through the lens of:</b> Capital preservation first, risk-adjusted returns, margin of safety, long-term compounding, economic moat analysis, free cash flow strength, shareholder friendliness, valuation discipline.</p>
<p><b>I</b> INPUT</p>	<p><b>Evaluate publicly traded technology companies</b> including: Microsoft, Apple, NVIDIA, Alphabet, Amazon, Broadcom, Oracle, Cisco, IBM, Salesforce — plus any additional stocks with superior risk-adjusted opportunities.</p> <p><b>Analyze:</b> Revenue &amp; earnings growth, operating margins, ROE, ROIC, debt-to-equity, cash reserves, free cash flow, P/E, Forward P/E, PEG, Price-to-FCF, EV metrics, regulatory &amp; competitive risks, AI disruption risk, dividend yield, payout ratio, buyback activity, and AI opportunity assessment across: Generative AI, Cloud Computing, Cybersecurity, Data Platforms, Enterprise Software.</p>
<p><b>S</b> STRUCTURE</p>	<p><b>Provide the response in this format:</b></p> <ul style="list-style-type: none"> <li>• Executive Summary (market outlook, key risks, key opportunities)</li> <li>• Technology Stock Scorecard — table with Safety, Growth, Valuation, AI Opportunity &amp; Overall scores (1–10)</li> <li>• Top 10 Conservative Investments — each with thesis, strengths, weaknesses, risks, valuation, 3–5 year outlook</li> <li>• Portfolio Construction — Conservative &amp; Moderately Conservative allocations with risk profiles</li> <li>• Stress Test Analysis — recession, -20% correction, rising rates, AI slowdown, sector downturn</li> <li>• Final Recommendations — Top 5 Buy Now, Top 5 Watchlist, stocks to avoid, entry strategy, DCA plan</li> </ul>
<p><b>P</b> PURPOSE</p>	<p>Identify technology stocks that provide the <b>highest probability of long-term wealth creation</b> while minimizing downside risk and preserving capital.</p> <p>Favor quality, durability, cash generation, and resilience over speculation and hype. Target a steady <b>8–12% annualized return</b> with lower volatility rather than aggressive returns with elevated risk.</p>

**Ready to put CRISP to work?** Join a TechBridge Unlimited workshop for hands-on practice and done-for-you templates. <https://techbridgeunltd.systeme.io/smbworkshops>