

# WIN THE AI PROMPTING RACE

The RACE framework is a structured approach for AI prompting guiding users through 4 steps: Role, Action, Context, Execute. This systematic method helps to craft effective prompts by ensuring all crucial elements are included while maintaining clarity and purpose in their AI interactions.

## Role

Define who or what you want the AI to be. Choose a specific role or expertise that matches your needs (e.g., expert copywriter, data analyst).

## Action

State exactly what you want the AI to do. Be clear and specific about the task or output you need (e.g., write a blog post, analyze data).

## Context

Provide essential background information. Include relevant details that help the AI understand the situation and requirements.

## Execute

Specify the format, style, and expectations for the final output. Set clear parameters for how the result should look or be delivered.

