



+64 27 459 8199

pranay@insyte-tech.com

www.insyte-tech.com

# Zero-Shot Formula

Get useful results without examples by defining role, context, task, format, and parameters.

## What this is useful for

- first-pass drafts
- emails and content
- simple business analysis
- tasks without examples

## The key idea

Zero-shot prompting asks the model to perform a task without demonstrations. It is the base pattern for most other prompt methods.

## The framework

Component	Purpose / instruction
<b>Role</b>	Specify who or what the AI should be.
<b>Context</b>	Provide relevant background information.
<b>Task</b>	Clearly state what needs to be done.
<b>Format</b>	Define how the response should be structured.
<b>Parameters</b>	Set constraints such as tone, length, and exclusions.

## Example

BASIC: "Write a sales email about our new software."

ENGINEERED: "You are an experienced B2B sales copywriter specialising in enterprise software. Write a sales email about StockSense for operations managers at mid-sized manufacturing companies using spreadsheets. Highlight time savings, error reduction, and integration. Format with a subject line, 3-4 short paragraphs, and a clear CTA. Tone: professional but conversational."



# Master Each Component of Zero-Shot Formula

<p><b>Role</b>  <b>What it means</b>          Specify who or what the AI should be.  <b>What to include</b></p> <ul style="list-style-type: none"> <li>The business context that changes role.</li> <li>The required input or decision boundary.</li> <li>The output standard or review point.</li> </ul> <p><b>How to write it well</b>          Write role as a concrete instruction. Avoid labels without operational detail.</p> <p><b>EXAMPLE</b>          Role: Apply this part to a real task such as drafting an SOP, reviewing a workflow, or comparing options.</p> <p><b>PRO TIP</b>          Make role visible enough that a reviewer can check it without guessing.</p> <p><b>COMMON MISTAKE:</b> Using this component as a vague heading rather than a testable instruction.</p>	<p><b>Context</b>  <b>What it means</b>          Provide relevant background information.  <b>What to include</b></p> <ul style="list-style-type: none"> <li>The business context that changes context.</li> <li>The required input or decision boundary.</li> <li>The output standard or review point.</li> </ul> <p><b>How to write it well</b>          Write context as a concrete instruction. Avoid labels without operational detail.</p> <p><b>EXAMPLE</b>          Context: Apply this part to a real task such as drafting an SOP, reviewing a workflow, or comparing options.</p> <p><b>PRO TIP</b>          Make context visible enough that a reviewer can check it without guessing.</p> <p><b>COMMON MISTAKE:</b> Using this component as a vague heading rather than a testable instruction.</p>	<p><b>Task</b>  <b>What it means</b>          Clearly state what needs to be done.  <b>What to include</b></p> <ul style="list-style-type: none"> <li>The business context that changes task.</li> <li>The required input or decision boundary.</li> <li>The output standard or review point.</li> </ul> <p><b>How to write it well</b>          Write task as a concrete instruction. Avoid labels without operational detail.</p> <p><b>EXAMPLE</b>          Task: Apply this part to a real task such as drafting an SOP, reviewing a workflow, or comparing options.</p> <p><b>PRO TIP</b>          Make task visible enough that a reviewer can check it without guessing.</p> <p><b>COMMON MISTAKE:</b> Using this component as a vague heading rather than a testable instruction.</p>
<p><b>Format</b>  <b>What it means</b>          Define how the response should be structured.  <b>What to include</b></p> <ul style="list-style-type: none"> <li>The business context that changes format.</li> <li>The required input or decision boundary.</li> <li>The output standard or review point.</li> </ul> <p><b>How to write it well</b>          Write format as a concrete instruction. Avoid labels without operational detail.</p> <p><b>EXAMPLE</b>          Format: Apply this part to a real task such as drafting an SOP, reviewing a workflow, or comparing options.</p> <p><b>PRO TIP</b>          Make format visible enough that a reviewer can check it without guessing.</p> <p><b>COMMON MISTAKE:</b> Using this component as a vague heading rather than a testable instruction.</p>	<p><b>Parameters</b>  <b>What it means</b>          Set constraints such as tone, length, and exclusions.  <b>What to include</b></p> <ul style="list-style-type: none"> <li>The business context that changes parameters.</li> <li>The required input or decision boundary.</li> <li>The output standard or review point.</li> </ul> <p><b>How to write it well</b>          Write parameters as a concrete instruction. Avoid labels without operational detail.</p> <p><b>EXAMPLE</b>          Parameters: Apply this part to a real task such as drafting an SOP, reviewing a workflow, or comparing options.</p> <p><b>PRO TIP</b>          Make parameters visible enough that a reviewer can check it without guessing.</p> <p><b>COMMON MISTAKE:</b> Using this component as a vague heading rather than a testable instruction.</p>	



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## How to use it

### Use steps

1. Choose the task and audience.
2. Fill each component with concrete detail.
3. Run the prompt on a real case.
4. Review against the checklist.
5. Refine the weak component, not the whole prompt.

### Common mistakes

- Vague role or task wording.
- Missing business context or constraints.
- Weak output format.
- No review or testing step.

### Quick checklist

- Task is concrete.
- Context is relevant.
- Format is specified.
- Constraints are visible.
- Output is easy to review.

## Business workflow application

Use this method to turn rough business notes into structured work: a client email, SOP, analysis brief, options table, or project plan. Keep final judgement and approval with a person.