**Create a “Zero FLUF” Prompt**

Your search results are only as robust as the prompt provided to the tool. To get better results, include all essential information. Using the elements below, add the prompt information that the bot/AI Tool will need to generate robust content.

| *Prompt Element* | *Prompt information* |
| --- | --- |
| Who |  |
| What |  |
| Where |  |
| When |  |
| Why |  |
| How |  |
| Format |  |
| Layout |  |
| Usability |  |
| Fanfare |  |
| *From the information above, generate the prompt* | | |

**FLUF Test Results**

Use the FLUF Test indicators to examine your AI Generated results. If you have infractions, regenerate until you reach “Zero FLUF”.

| **Indicator** | **Description of Infractions** | **GOAL: ZERO FLUF** | |
| --- | --- | --- | --- |
|  |  | **Plus** = yes, there are infractions/fail | **Minus** = no infractions/pass |
| **FORMAT** | |  | |
| Layout |  | **+/-** | |
| Length |  | **+/-** | |
| **LANGUAGE** | |  | |
| Tone |  | **+/-** | |
| Phrasing |  | **+/-** | |
| Repetition |  | **+/-** | |
| **USABILITY** | |  | |
| Consistency |  | **+/-** | |
| Credibility |  | **+/-** | |
| **FANFARE** | |  | |
| Anecdotes |  | **+/-** | |
| Jargon |  | **+/-** | |
| *Add up the “+” to see the issues with the AI generated content.* | | **\_\_\_\_/\_\_\_\_** | |

Another view of the FLUF Test is below:

| **F**ORMAT | | **L**ANGUAGE | | | **U**SABILITY | | **F**ANFARE | | **FLUF SCORE**  (GOAL: ZERO FLUF) | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Layout**  **(+/-)** | **Length**  **(+/-)** | **Tone**  **(+/-)** | **Phrasing**  **(+/-)** | **Repetition**  **(+/-)** | **Credibility**  **(+/-)** | **Consistency**  **(+/-)** | **Anecdotes**  **(+/-)** | **Jargon**  **(+/-)** | **+Plus** = yes, there are infractions or errors present | **-Minus** = no, there are no infractions present |
| **SCORE:** | |