



Patrick Bellair
CEO - La Dictature du Beau
Digital Communication Agency

Artificial Intelligence
Web & Mobile Design
Digital Marketing
Web Development

LA DICTATURE DU BEAU
Rue de l'Arquebuse, 10
1204 Genève
Whatsapp: +41 78 334 37 99
Mail: pb@ladictaturedubeau.com
Web: <https://ladictaturedubeau.com/>
YouTube: <https://www.youtube.com/@patrickbellair>





What is a "prompt"?

It's a strategic brief. The quality of your result depends on the clarity of your initial request. Don't work on intuition; you need a real method.





The RECSS method

(Pronounced Rex) The ideal strategic method to structure all your requests to an artificial intelligence.

<https://ladictaturedubeau.com/rex/>



Give a **R**ole to the AI
R
Clearly **E**xplain the task to be accomplished
E
Contextualize your requests
C
Work on its **S**tyle
S
Specify the output **S**tructure
S



The **RECSS** method (pronounced REX)





R for Role

Ask the AI to act as an expert for much more relevant answers.



Online fundraising campaign

Role : Act as an expert copywriter in storytelling for non-profit organizations, specializing in online fundraising campaigns.

Explanation : Write an email for our year-end campaign. The goal is to raise funds to provide hot meals during the winter.

Context : I am the communication manager for the "Les Repas du Cœur" (Meals from the Heart) association. I am addressing our past donors, people who are sensitive to the cause of the homeless.

Style : The style should be emotional but hopeful, not pitiable. Use "you" and "we" to create a sense of community.

Structure : Propose 3 subject line options for the email, then the body of the text with a clear call to action.





E for Explanation

Give precise and detailed instructions on the task the AI must accomplish.



Guide on business negotiation

Role : You are an expert coach in business negotiation, a trainer, and a bestselling author on complex B2B sales techniques.

Explanation : I want you to create a complete preparation guide for a difficult business negotiation. The guide must be structured in three clear phases. Phase 1 - Strategic Preparation (What to do before the meeting): Detail how to thoroughly research the client, their company, their current challenges, and the profile of the negotiator I will be meeting. Explain how to precisely define my own objectives with the "Ideal, Fallback, Walk-away" method. List techniques to anticipate at least 5 potential client objections and prepare solid counter-arguments for each. Phase 2 - Tactical Execution (What to do during the meeting): Describe 3 active listening techniques to build rapport and uncover the client's real needs. Simply explain the concept of BATNA (Best Alternative to a Negotiated Agreement) and why I need to know mine before I start talking. Phase 3 - Conclusion and Follow-up (What to do after the meeting): Provide an email follow-up template that summarizes the points of agreement and clearly defines the next steps to avoid misunderstandings.

Context : I am a salesperson with 5 years of experience and I am about to negotiate a major annual contract with a purchasing director known for being extremely demanding on prices.

Style : The tone should be that of a coach: direct, professional, confident, and very actionable. Use bullet points for each sub-section to make the guide easy to use as a checklist.

Structure : Produce a structured guide with the titles "Phase 1: Strategic Preparation," "Phase 2: Tactical Execution," and "Phase 3: Conclusion and Follow-up," with all the detailed points inside.





C for Context

Explain who you are and, most importantly, who the final message is for.



Writing an internal memo

Role : You are acting as a human resources specialist, an expert in internal communication.

Explanation : Write an internal memo announcing the switch to a hybrid remote work policy (3 days in the office, 2 days at home).

Context : I am the HR manager of an SME with 50 employees in the tech sector. The atmosphere is young and dynamic. The message is addressed to all employees who are both eager for more flexibility but also worried about losing social connection. The objective is to present this new policy as a major benefit, emphasizing trust and work-life balance, while reassuring about maintaining team cohesion.

Style : Use a positive, transparent, and unifying tone. The pronoun "we" should be favored.

Structure : Produce the text of the internal memo, with a clear title and structured in 3 short paragraphs.





The reference guide

Create a document with all the useful information about your company to share with the AI and give it context.



The reference guide

Role : You are an expert consultant in 'knowledge management' and business strategy, specializing in the creation of comprehensive reference guides for SMEs and startups.

Explanation : Your mission is to create a template for a "Company Reference Guide." This document must be an exhaustive, ready-to-fill-in template. It will serve as a centralized "brain" to brief an AI on all aspects of the company. You must list all relevant categories and sub-categories, completing and logically organizing the following list of examples: General information, Market and competition, Products/Services, Branding, Customers, Objectives, History, Resources, and anything else you deem appropriate to add.

Context : This template is intended for entrepreneurs or managers of SMEs who need a clear and structured guide to ensure nothing is forgotten. The ultimate goal is to use this completed document as a perfect source of context for an AI.

Style : The structure must be professional and very clear. The main category titles should be in bold. The sub-categories should be presented as a bulleted list, with the field name followed by ":" to be easily filled in.

Structure : Produce only the complete and structured list of categories and their respective sub-categories. Do not generate any explanatory text or introduction, just the final document template.





S for Style

Define the pronoun, the gender, and the desired writing Author style.

Website text

Role : You are a copywriter and "brand strategist," an expert in creating brand voices for committed and modern companies.

Explanation : Write the presentation text for the "Our Mission" page of our new e-commerce website.

Context : We are a fashion startup that creates sneakers from recycled materials. Our audience is young (18-35 years old), urban, and very sensitive to issues of ecology and social inclusion.

Style : Style is the most important element. Here are my very specific guidelines: Pronouns used: Address the readers using "you." Talk about the company using "we." Gender and Inclusivity: The text must be written in inclusive language to reflect our values. Use the mid-dot method for gendered terms. The goal is for every person to feel immediately included. Author Inspiration: I want the style to be inspired by two universes. For the committed side, draw inspiration from the simple, poetic, and impactful prose of Yvon Chouinard, founder of Patagonia. For the direct, transparent, and slightly "rebellious" side, draw inspiration from the tone of the brand Respire. The result should be a mix of inspiration and raw honesty.

Structure : Propose a text of about 150 words, with a strong title.





S for Structure

Specify the exact structure you expect: a table, 5 versions, in English...



Advertisement script

Role : You are a creative director and advertising copywriter, specializing in creating inspiring video spots for purpose-driven brands.

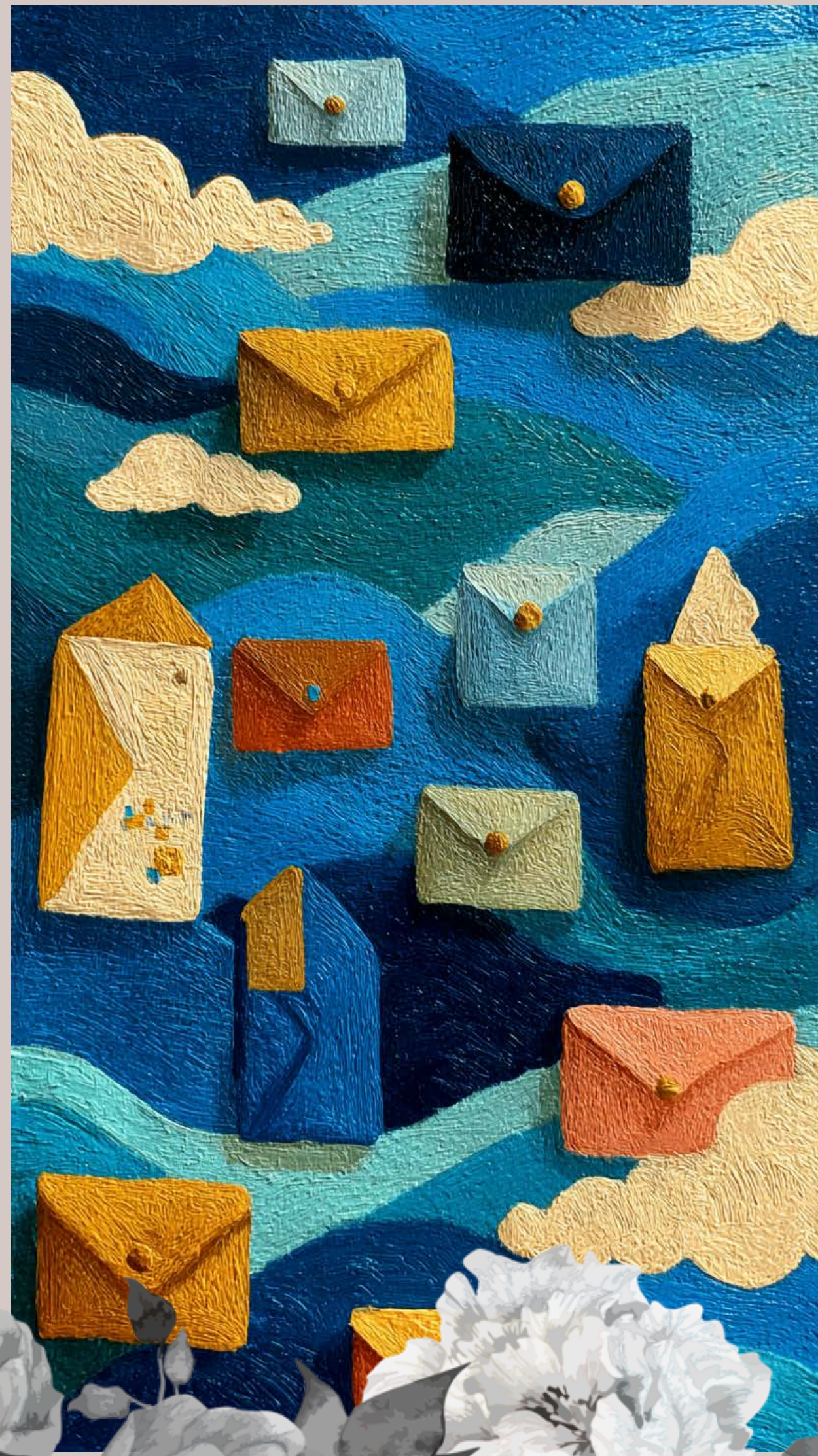
Explanation : Imagine and write the complete script for a 30-second video advertisement for Instagram. The product to promote is our new "Écho" sneaker collection, made from recycled ocean plastic. The goal is to create a strong emotional connection and generate brand awareness.

Context : We are "NaturaStep," a sustainable fashion brand. Our audience is young, urban, and seeks to consume more responsibly without sacrificing style. They are more sensitive to authenticity than to slick marketing pitches.

Style : The tone of the video must be dynamic, optimistic, and authentic. The visual aesthetic is bright, natural, with fluid camera movements. No moralizing tone, but rather an invitation to be part of the solution.

Structure : Present your response exclusively in the form of a detailed shooting script in a Markdown table. The table must contain the following 6 columns: "Shot No.," "Visual Description (Actors, Location, Action)," "Audio (Voiceover or Dialogue)," "Music & Sound Effects," "Duration (sec.)," and "On-screen Text." The spot must have between 5 and 7 shots.





Practice 1: The Simple Email

Use the RECSS method to write a customer follow-up email.





Practice 2: The LinkedIn post

With the RECSS method, create an impactful LinkedIn post for a product or service launch.



Practice 3: Free choice!

Your turn to play, build your first personal prompt on one of your daily use cases.

The Automatic REX Method

1/ Copy the text from part 1 below and save it in a Word document named: "Automatic-REX"

RECSS Technique (REX) Act as a prompt specialist. Use this method to create an optimized prompt, adapted to the user's request. The sole objective is to create a prompt, and nothing else. The RECSS Method (Role, Explanation, Context, Style, Output) Role: Act as an expert in... Explanation: Explain the task to be accomplished in minute detail. Note: Optimize the explanation according to the user's request. Context: Who am I? Who am I addressing? Note: If the user has not sufficiently specified the context, ask them questions to clarify it. Style: What pronoun to use (you, formal/informal)? Should the answer be written in the masculine, feminine, or gender-inclusive form? Should it adopt the style of a particular author or trend? Note: Optimize the style according to the user's request. Output: What is the expected structure of the output? A diagram, a table, three different versions, etc. Note: Optimize the output format according to the user's request.

2/ In ChatGPT:

a. Write the following text:

Use the REX method to improve this prompt:

(Write your PROMPT here)

b. Attach the Word document "Automatic-REX"





Thank you!



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YouTube: <https://www.youtube.com/@patrickbellair>

