

The 6-Step AI Prompt Formula

Get Better Outputs Every Time





Your context determines Claude's output

- Here's how to nail it in **6 steps**





Describe Your Situation

- Provide a clear starting point for the AI
- **Prompt**

I'm currently [describe exactly what you're doing—project, task, or goal]. Right now, I'm struggling with [clearly explain what isn't working or where you're stuck]. The main issue is [be specific about the problem, results, or gap]

☀ Good morning, Mark

I'm currently [describe exactly what you're doing—project, task, or goal]. Right now, I'm struggling with [clearly explain what isn't working or where you're stuck]. The main issue is [be specific about the problem, results, or gap].



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Extract Lessons from Failure

- Prevent the AI from suggesting things you've already done
- **Prompt**

I've tested [list specific methods, strategies, or tools]. These didn't work because [briefly explain why—low results, wrong audience, inconsistent performance, etc.]. I want to avoid suggestions similar to these

✱ Good morning, Mark

I've tested [list specific methods, strategies, or tools]. These didn't work because [briefly explain why—low results, wrong audience, inconsistent performance, etc.]. I want to avoid suggestions similar to these.

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Share Your Constraints

- Keep the solutions realistic and achievable
- **Prompt**

I'm working with [state your budget, time limit, tools, or resources]. I need to stay within [mention any strict limits or non-negotiables]. Any solution should fit these constraints and be realistic to execute

✱ Good morning, Mark

I'm working with [state your budget, time limit, tools, or resources]. I need to stay within [mention any strict limits or non-negotiables]. Any solution should fit these constraints and be realistic to execute.

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START LEARNING TODAY





Define the Real Outcome

- Move the focus from simple tasks to actual business goals
- **Prompt**

The objective isn't just **[surface-level task]**, but rather **[clear, meaningful outcome]**. I'm aiming to achieve [specific result or metric], because [briefly explain why this matters]

✱ Good morning, Mark

The objective isn't just [surface-level task], but rather [clear, meaningful outcome]. I'm aiming to achieve [specific result or metric], because [briefly explain why this matters].

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Set the Persona

- Ensure the advice comes from a specialized perspective
- **Prompt**

The objective isn't just **[surface-level task]**, but rather [clear, meaningful outcome]. I'm aiming to achieve **[specific result or metric]**, because [briefly explain why this matters]

☀ Good morning, Mark

Act as a [specific role or expert, e.g., senior growth strategist, copywriting expert, product marketer]. Your approach should reflect [mention tone, experience level, or style—strategic, data-driven, creative, etc.].



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Trigger the Final Solution

- Trigger the final, high-quality strategy
- **Prompt**

Now give me your best solution:

Based on everything above, provide a clear, actionable plan I can follow. Keep it **[mention preference—step-by-step, concise, detailed, etc.]** and focused on achieving the stated goal within my constraints

✶ Good morning, Mark

Now give me your best solution: Based on everything above, provide a clear, actionable plan I can follow. Keep it [mention preference—step-by-step, concise, detailed, etc.] and focused on achieving the stated goal within my constraints.

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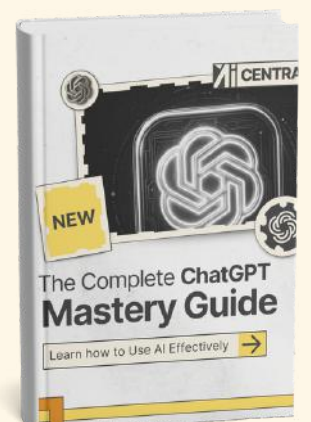
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You've got the tools Now, put them to work

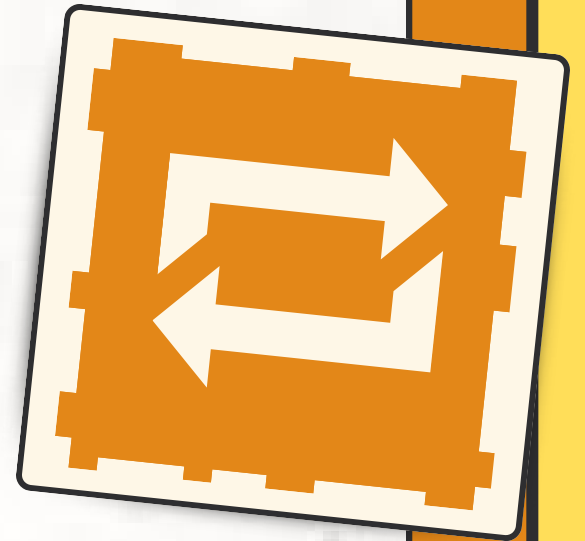
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