YOUR QUICK TOUR

A better brief starts here

Short lessons. One fictional shop. Plenty to try.

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YOUR FINISH LINE

Three tested prompts for real tasks you repeat. No magic wording required.

01 / MEET YOUR GUIDE

Maya asks for “something nice”

Fictional example: Maya and her gift shop are invented.



The request

“Write something nice about our gift boxes.” The draft sounds cheerful, but it invents free delivery and a discount. Neither is an approved offer.

The fix

Maya gives the actual product facts, the audience, the length and the next step. She checks the result before using it.

TRY THIS

Pick one task you repeated this week. Name the exact output you need: a reply, a caption or an action list.

02 / THE CORE RECIPE

Give the AI a usable brief

A practical four-part checklist, not a guarantee of accuracy.

1 / TASK: what should it produce?

“Draft one customer reply.” Use a clear action and a concrete output.

2 / CONTEXT: what does it need to know?

Give the audience and approved facts. Add a short example when the style matters.

3 / RULES: what must it respect?

Set tone, length and boundaries. For example: “Do not invent a price or delivery date.”

4 / FORMAT: how should it look?

Ask for the shape you can use: one paragraph, a table or three bullet points.

COPY THE SKELETON

Task: [output]. Context: [facts + audience]. Rules: [limits]. Format: [shape]. If a critical fact is missing, ask me first.