Stop "prompting" AI.

Start "briefing" it.

I see 99% of people getting frustrated with AI. They type in a single sentence and get a generic, useless reply.
The problem? We're treating a powerful reasoning engine like a simple search bar.
You'd never give a new intern a one-sentence task with zero context and expect a great result.
Why are we doing it with AI?
The quality of your AI output is a direct reflection of the quality of your input.
I stopped "prompting" and started using this 5-part "AI Briefing Framework" for everything. The results are 10x better.
Here it is:

1. **Role & Goal** Assign a persona. "You are an expert marketing copywriter. Your goal is to write a landing page that converts."

2. **Context & Background** Provide the "why." "This product is for busy founders. The main pain point is a lack of time. The tone should be empathetic but professional."

3. **Task & Format** Be specific. "Write 3 versions of a headline, a 4-bullet-point feature list, and a single call-to-action. The output must be in a JSON format."

4. **Exemplars & Examples** Show, don't just tell. "Here is a good example of a headline I like: 'The 5-Minute App That Saves You 10 Hours a Week.'"

5. **Constraints & Boundaries** Define the guardrails. "Do not use technical jargon. Keep the headline under 10 words. Avoid a sales-y tone."

That's it.
By switching from a "prompt" to a "brief," you shift from being a button-pusher to being a manager.
It's the single biggest unlock in AI productivity right now.

What's *your* #1 trick for getting better results from AI?
Share it in the comments.

AI # GenerativeAI # Productivity # PromptEngineering # FutureOfWork