

# Video Script: Module 1, Lesson 4 - The CRAFT Framework

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**Target Length:** 3-4 minutes

**Tone:** Empowering, specific, technical but accessible.

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## 🎬 1. Intro (Face to Camera) - 0:00 to 0:45

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**Visual:** Jimmy, Full Screen.

**Audio:**

"Have you ever tried AI and got a boring, generic answer?

Maybe you asked 'Write an email about the project,' and it sounded like a robot wrote it.

The problem isn't the AI. It's the **Context**.

AI is a brilliant intern, but it can't read your mind.

Today I'm going to teach you the **CRAFT Framework**.

It stands for Context, Role, Action, Format, and Tone.

Use this pattern, and you will get top-tier results every single time."

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## 2. Screen Share: The Framework Breakdown (0:45 - 2:00)

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**Visual:** Slide with the acronym C-R-A-F-T. Highlighting each letter as spoken.

### **Audio:**

"Let's break it down:

**C - Context:** Set the scene. 'I am launching a new coffee brand.'

**R - Role:** Who should the AI be? 'Act as a Senior Marketing Director.'

**A - Action:** What exactly do you need? 'Write 5 slogans.'

**F - Format:** How should it look? 'A bulleted list, short and punchy.'

**T - Tone:** What's the vibe? 'Energetic, hipster, fun.'"

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## 🔍 3. Live Demo: Bad vs. Good Prompt (2:00 - 3:30)

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**Visual:** Screen recording of ChatGPT/Claude.

### **Audio:**

"Let's try the bad version first.

Prompt: '*Write slogans for coffee.*'

Result: 'Wake up fresh.' 'Best coffee in town.' ... Boring. Generic.

Now let's apply CRAFT.

Prompt: '*I'm launching a high-caffeine coffee for programmers (Context).*

*Act as a edgy tech copywriter (Role). Write 5 slogans (Action). Format as a Tweet (Format). Tone is witty and geeky (Tone).*'

Result: 'Coffee.compile(success).' 'Debug your morning.'

See the difference? It's night and day."

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## 👉 4. Outro (Face to Camera) - 3:30 - 3:45

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**Visual:** Jimmy, Full Screen.

**Audio:**

"That is the power of prompt engineering.

You guide the outcome by setting the constraints.

In the interactive exercise below, I want you to build a full CRAFT prompt for a specific business scenario.

Master this, and you've mastered 80% of AI."