Course 3, Lesson 9: "Prompt Engineering" for CEOs: The 5-Part "Drill Sergeant" Prompt

1. Core Concept & Learning Objective

Concept: "Prompting" is the *most valuable* skill of the 21st century. "Bad prompts" (e.g., "Write a blog post") get "bad output" (robotic garbage). "CEO-level" prompts are *orders*. They are *clear*, *specific*, and *contextual*. We will use the 5-part "Drill Sergeant" Prompt (Role, Task, Context, Examples, Format) to get "10x better" output from *any* AI, *every time*.

Learning Objective: By the end of this lesson, you will **analyze** the 5 *critical* components of a "CEO-level" prompt. You will **deconstruct** a "bad" (Technician) prompt vs. a "good" (CEO) prompt and **write** 3 *new* "Drill Sergeant" prompts (using all 5 parts) to *delegate* (L1) tasks to your "Digital Twin" (L7).

2. Interactive Content Activities (3 Activities)

Activity 1: The "Technician" vs. "CEO" Prompt (Strategic Exercise)

- **Description:** We're analyzing *why* your prompts are *failing*.

- **Instructions:**

  1. The "Technician" Prompt (Level 1 - Bad):

     - "Write an Instagram post about my new C1 MVO."

     - *Problem:* It's *lazy*. The AI has no "Role" (who to be), no "Context" (what's the MVO?), no "Example" (what's the "voice"?), and no "Format" (how long? CTA?).

     - *Output:* Robotic, generic garbage.

  2. The "CEO" ("Drill Sergeant") Prompt (Level 2 - Good):

     - "You are my 'Digital Twin' (L7). Write an IG post *in my 'Girl Boss' voice'* (L7 SOP). The *goal* is to 'launch' my *'C1 MVO'* (L5). The *hook* (C2, L3) must be 'Stop trading hours for dollars.' The *CTA* (C2, L11) is 'Link in Bio.' Format as 3 *short* paragraphs with 3 *relevant* hashtags."

- *Output:* Specific, "on-brand," actionable (C2) content.

- **Expected Outcome:** You understand that "Prompt Quality" (Input) *directly* determines "Output Quality."

Activity 2: The 5-Part "Drill Sergeant" Prompt (Strategic Exercise)

- **Description:** This is the "SOP" for *all* future AI communication. *Memorize it*.

- **Instructions:**

  1. **Part 1: ROLE** (Who are you?)

     - (e.g., "Act as my 'Digital Twin' (L7)," "Act as my 'AI-Analyst' (L8)," "Act as an 'SEO Expert'").

  2. **Part 2: TASK** (What is the *specific* "verb"?)

     - (e.g., "Write 5 'Hooks' (C2, L3)," "Analyze this 'CSV' (L8)," "Brainstorm 10 'MVOs' (C1, L7)").

  3. **Part 3: CONTEXT** (What "knowledge" do you *need* to know?)

     - (e.g., "My 'Audience' is [C1, L4]," "My 'MVO' is [C1, L7]," "Here is my 'Voice SOP' [L7, Act 2]").

  4. **Part 4: EXAMPLE** (What does "good" look like?)

     - (e.g., "Here is a 'good' hook: [Paste C2, L3 example]," "Here is a 'bad' hook: [Paste example]").

  5. **Part 5: FORMAT** (What is the *exact* "deliverable"?)

     - (e.g., "Format as a 'Table'," "Format as '1 short paragraph'," "Format as a '.CSV' file (L8)," "Output *only* the 'To-Do List' (L6)").

- **Expected Outcome:** A new note in your "Second Brain" (L2) titled "The 5-Part 'Drill Sergeant' Prompt."

Activity 3: Writing Your "Drill Sergeant" Prompts (Application)

- **Description:** You are now the "Centaur CEO" (L1). You will *delegate* 3 tasks (from C1, C2) to your "Digital Twin" (L7) using the *full* 5-part "Drill Sergeant" prompt (Act 2).

- **Instructions:**

  1. Open your "Digital Twin" (L7) (or any LLM).

2. **Prompt 1 (C2 - Hooks):**

   - *Write* a 5-part prompt asking your "Twin" to *write* 5 "Scroll-Stopping Hooks" (C2, L3) for your *MVO* (C1, L7). (Include *all 5 parts*).

3. **Prompt 2 (C1 - Email):**

   - *Write* a 5-part prompt asking your "Twin" to *write* "Email #1" (C1, L6) of your "Sales Engine." (Include "Role," "Task," "Context" [who it's for], "Example" [your "voice"], "Format" [short, 1 CTA]).

4. **Prompt 3 (C3 - Re-Writing):**

   - *Take* a "bad" (robotic) AI output (or just a "bad" paragraph you wrote). *Write* a 5-part prompt asking your "Twin" to *re-write* it "in your 'Drill Sergeant' voice" (L7).

- **Expected Outcome:** 3 "CEO-level" (L1) 5-part prompts, saved to your "Second Brain" (L2).

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "Drill Sergeant" Prompt Library (SOP)

- **Description:** This is your *personal library* of "CEO-level" (L1) prompts. This is *the* most valuable SOP you will build.

- **Step-by-Step Instructions:**

  1. Create a new document titled "[Your Name] - AI Prompt Library SOP."

  2. **Section 1: The 5-Part "Drill Sergeant" Framework**

     - *List* and *explain* the 5 Parts (Role, Task, Context, Example, Format) (from Activity 2).

  3. **Section 2: The "CEO-Prompt" Examples (The "Library")**

     - Paste your *3 complete 5-part prompts* from Activity 3 (The C2 "Hooks," the C1 "Email," and the C3 "Re-write").

  4. **Section 3: The "Input vs. Output" Proof**

     - *For Prompt 1 (C2 Hooks):*

     - 1. Paste the "Technician" (Bad) Prompt (e.g., "Write 5 hooks").

- 2. Paste the "Bad" *Output* it gave you.

- 3. Paste your "CEO" (Good, 5-Part) Prompt (Act 3, P1).

- 4. Paste the "Good" *Output* it gave you.

- **Evaluation Criteria:**

  - *Excellent:* The student *lists* the 5-part framework (Act 2) *and* provides all *3* "CEO-Prompts" (Act 3). The "Input vs. Output" (Act 3, Sec 3) *clearly* shows how the "CEO" prompt (Input) resulted in a *10x better* (Output).

  - *Adequate:* The student lists the 5 parts, but their "CEO-Prompts" (Act 3) are *missing* parts (e.g., no "Example" or no "Format").

- **Connection to Final Project:** This **"AI Prompt Library" SOP** (the 5-part framework + your 3 "CEO-Prompts") is **Section 9: The "Drill Sergeant" Prompt Library (SOP)** of your **AI-Powered Operations Playbook**. This is *how you talk* to your "AI-Team."

4. End-of-Lesson Assessment (7 Questions)

1. **(MC)** What is the *problem* with a "Technician" prompt (e.g., "Write a blog post")?

   - A) It's "too long" and "confuses" the AI.

   - B) It's "lazy" (L1). It "lacks" the 5 Parts (Role, Task, Context, Example, Format) (Act 2).

   - C) It "breaks" the AI (L8).

   - D) It "costs" too much money.

2. **(MC)** What are the 5 Parts of the "Drill Sergeant" Prompt (Activity 2)?

   - A) Who, What, When, Where, Why.

   - B) Role, Task, Context, Example, Format.

   - C) Input, Output, CSV, AI, CEO.

   - D) L1 (Centaur), L2 (Brain), L3 (Marketing), L4 (Art), L5 (Bot).

3. **(MC)** Why do we *use* the 5-Part "Drill Sergeant" Prompt (Act 2)?

- A) Because "CEO-level" (L1) *Inputs* (Good Prompts) *guarantee* "CEO-level" *Outputs* (Good Results).

- B) Because "Technician" (Bad) *Inputs* (Bad Prompts) *guarantee* "Technician" *Outputs* (Robotic Garbage).

- C) "Prompt Quality" (Input) *directly* determines "Output Quality."

- D) All of the above.

4. **(SA)** What is "Part 3: CONTEXT"? (What does it *give* the AI?)

5. **(SA)** What is "Part 5: FORMAT"? (What does it *tell* the AI?)

6. **(SA)** Look at this "Technician" prompt: "Write an email." How would you *start* (Parts 1, 2, 3) to turn this into a "CEO" prompt?

7. **(Scenario)** A student says, "Prompting is *too much work*. It's *faster* to just 'write the 5 hooks' (C2, L3) myself." What "Drill Sergeant" (L1) feedback would you give them?

Correct Answers: 1(B), 2(B), 3(D) 4. (Example) "The 'knowledge' it needs to do the 'Task.' (e.g., 'My MVO is [C1, L7],' 'My Audience is [C1, L4],' 'My Voice is [L7]')." 5. (Example) "The exact deliverable you want. (e.g., 'Format as a Table,' 'Format as 1 paragraph,' 'Output only the list')." 6. (Example) "(Role) Act as my 'Digital Twin' (L7). (Task) Write 'Email #1' (C1, L6). (Context) The 'goal' is to 'welcome' my new [C1, L4] 'leads' and 'offer' my [C1, L7] 'MVO'..." 7. (Example) "You're acting like a 'Technician' (L1) addicted to 'manual labor.' It took you 10 minutes to 'write 5 hooks' (manual). It took your 'CEO' (L1) 10 seconds to write the prompt (Act 3) (AI). You 'saved' 10 seconds (Technician) but lost 9 minutes (CEO). Stop 'doing' (Technician). Start