

1 STEP ONE

# Persona

Tell AI who it should *become* — an expert role that shapes how it thinks and responds.

EXAMPLE

"You are a conversion copywriter with 15 years of experience writing high-ticket sales pages..."



2

STEP TWO

# Context

Give AI the backstory — the situation, the audience, the relevant details it needs to work with.

EXAMPLE

*"I'm creating a lead magnet for busy moms who want to start an online business while managing household duties..."*



3

STEP THREE

# Goal

State exactly what you want AI to create — be specific about the deliverable and its purpose.

EXAMPLE

*"Create a 10-page PDF checklist that helps readers validate their product idea before building..."*





WRITE THIS DOWN #4

”

The quality of your **output**  
is determined by the quality of your **input**.

—— Garbage in, garbage out — Gold in, gold out ——



PROGRESS CHECK

# You've Got the Foundation

1



## Persona

Expert role assigned

2



## Context

Scene is set

3



## Goal

Outcome defined

Next up: **Guardrails & Output** →