

4 STEP FOUR

# Guardrails

Define boundaries and constraints to keep your AI output focused and on-brand.

**TONE**

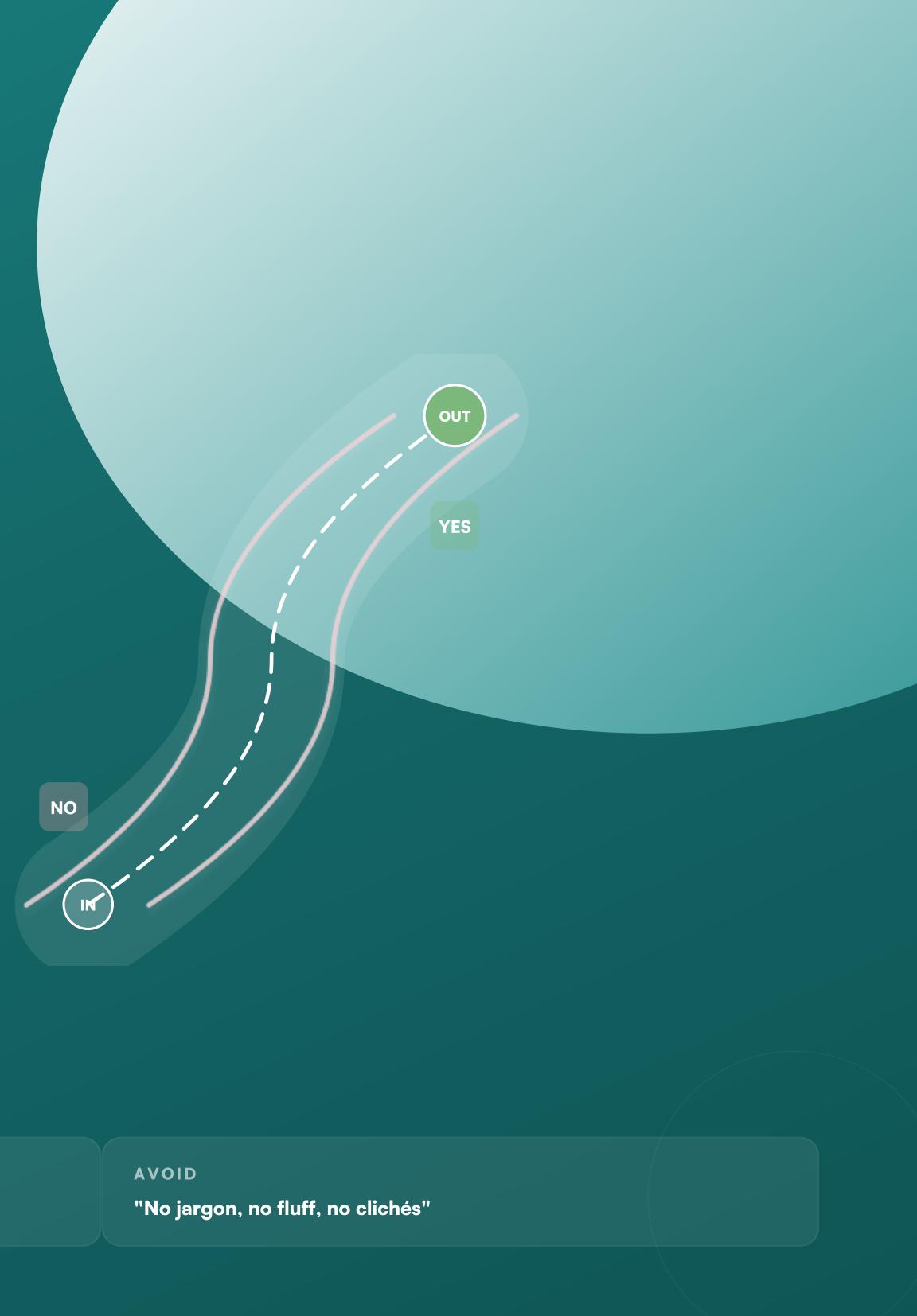
"Keep it conversational, not corporate"

**LENGTH**

"Maximum 150 words per section"

**AVOID**

"No jargon, no fluff, no clichés"



5 STEP FIVE

# Output Format

Tell AI exactly how you want the result delivered — structure, format, and organization.

## Bullet Points

"List 5 key takeaways as bullet points"

## Email Sequence

"Write as a 3-email nurture sequence"

## Comparison Table

"Format as a before/after table"

THE CHOICE

# Manual vs Automatic

## Manual Mode

**Copy-paste each prompt element  
every time you need output**

- ✗ Time-consuming
- ✗ Inconsistent results
- ✗ Easy to forget steps

## System Mode

**Save your formula once, use it  
instantly forever**

- ✓ One-click generation
- ✓ Consistent quality
- ✓ Scale infinitely

FORMULA COMPLETE

Can you see how this formula  
gives you  
**consistent, professional output**  
every single time?

ⓘ Type "FORMULA" if this clicks for you

SECTION G — PART 2

# Perfect PNG Checklist

**Validate every digital product before you create it**



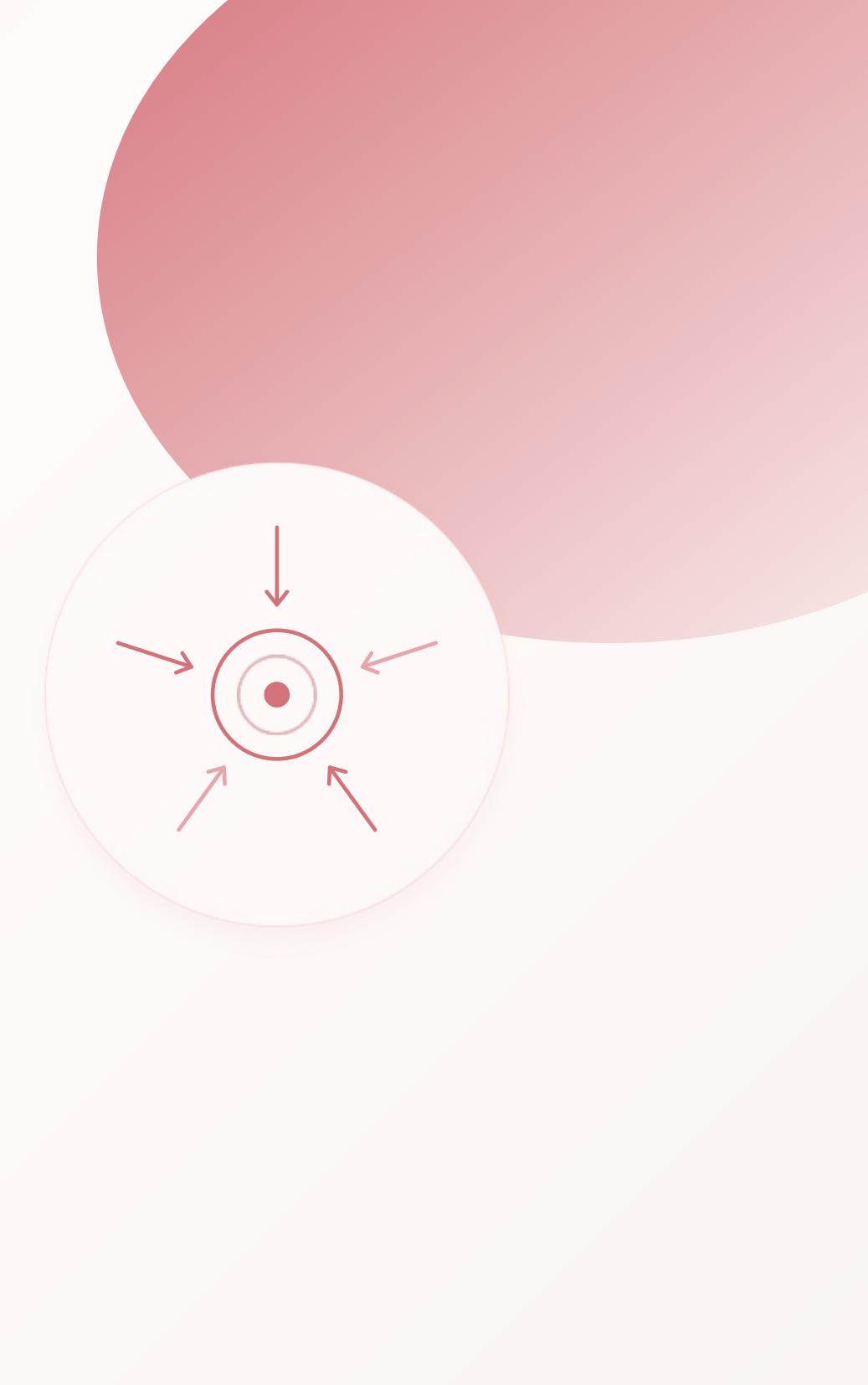
P

# Problem

Does this product solve a real, specific problem that people are actively trying to fix?

ASK YOURSELF

"What specific pain point does this eliminate?"



N

# Niche

Is this product specific enough to stand out? Can you clearly define who it's for?

ASK YOURSELF

"Can I describe my ideal buyer in one sentence?"



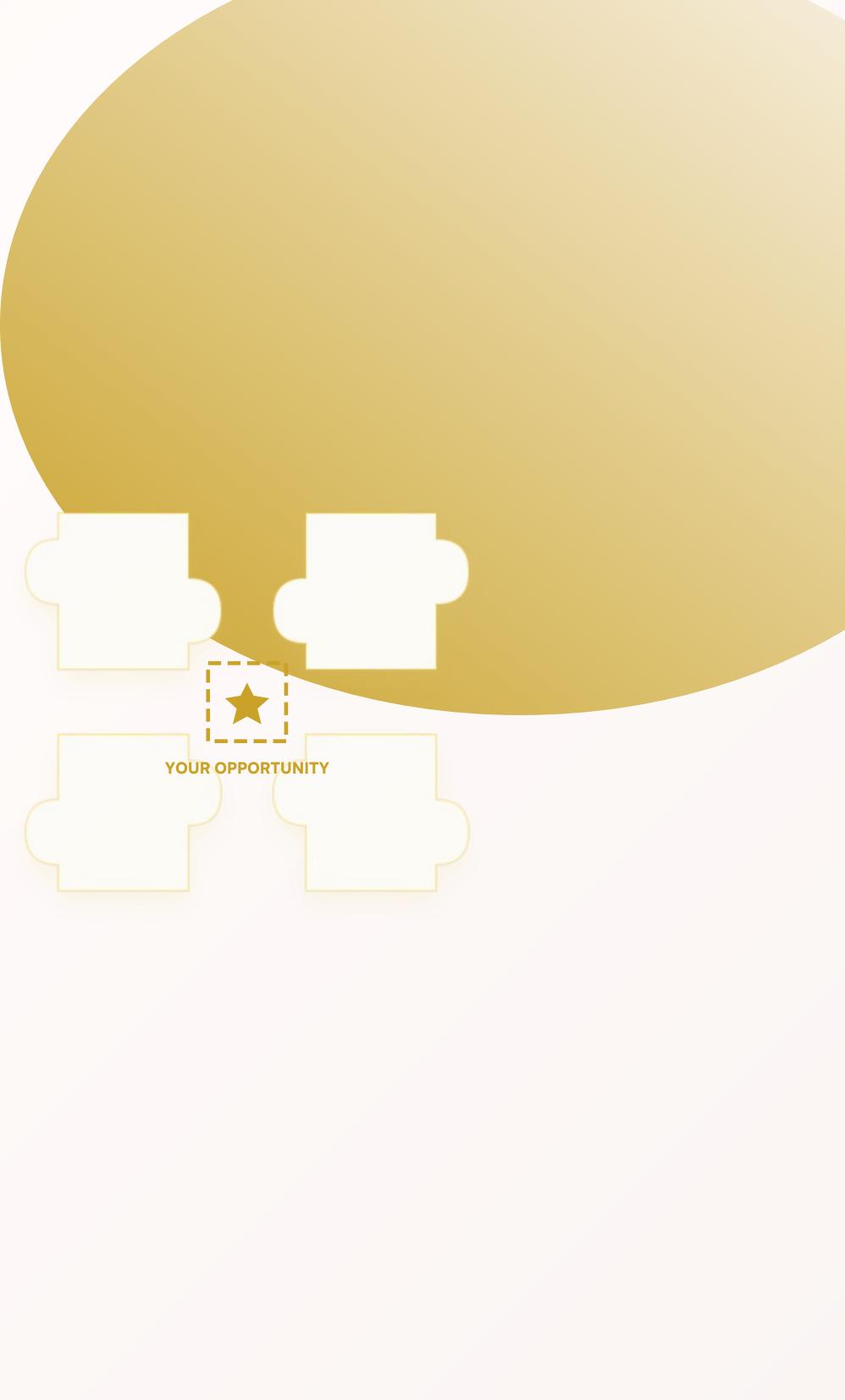
G

# Gap

Is there something missing in the market? Does your product fill a void others don't?

ASK YOURSELF

"What makes this different from everything else?"



THE COMPLETE FRAMEWORK

# Your PNG Checklist

P

## Problem

Solves a real pain point people are actively trying to fix

N

## Niche

Targets a specific audience you can clearly describe

G

## Gap

Fills a void in the market others haven't addressed



All three must be YES before you build

VALIDATION COMPLETE

Can you see how PNG saves you  
from building products  
nobody wants?

Drop a "PNG" in the chat

You're ready to validate