

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..."*



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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..."*



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



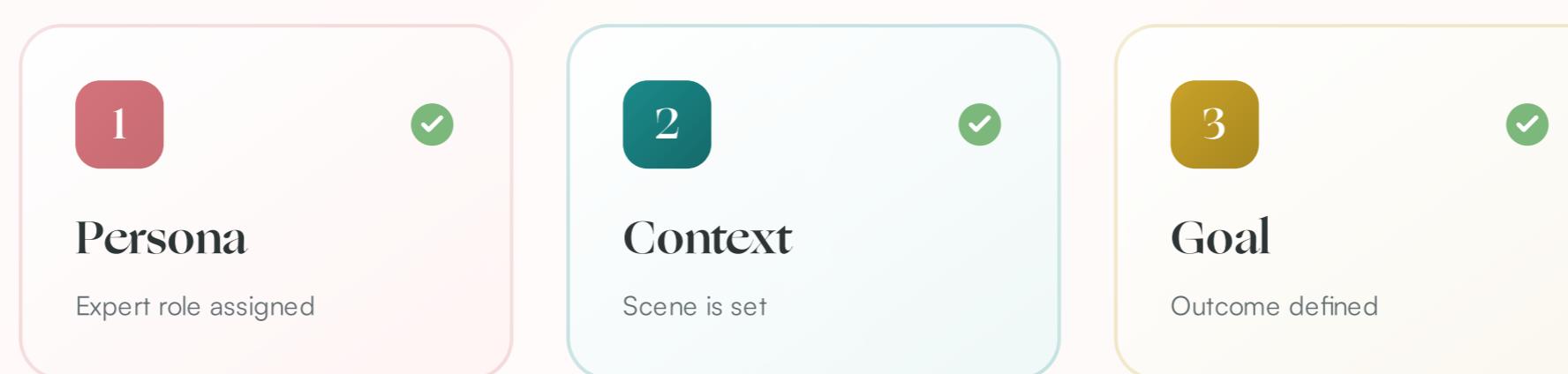
WRITE THIS DOWN #4

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



PROGRESS CHECK

# You've Got the Foundation



Next up: **Guardrails & Output** →