

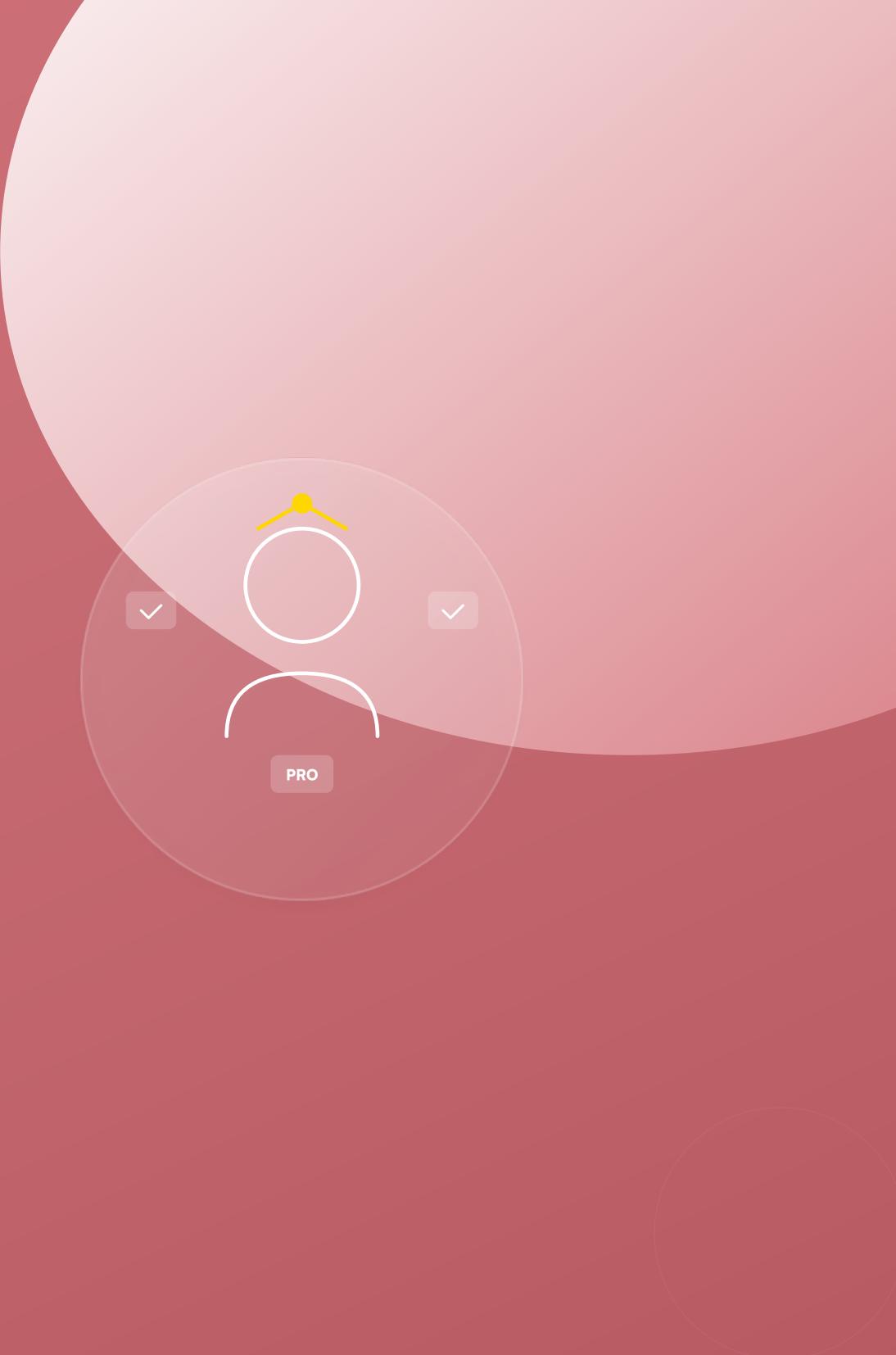
1 STEP ONE

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..."



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 →