Guardrails

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

OUT

YES

NO

IN

TONE
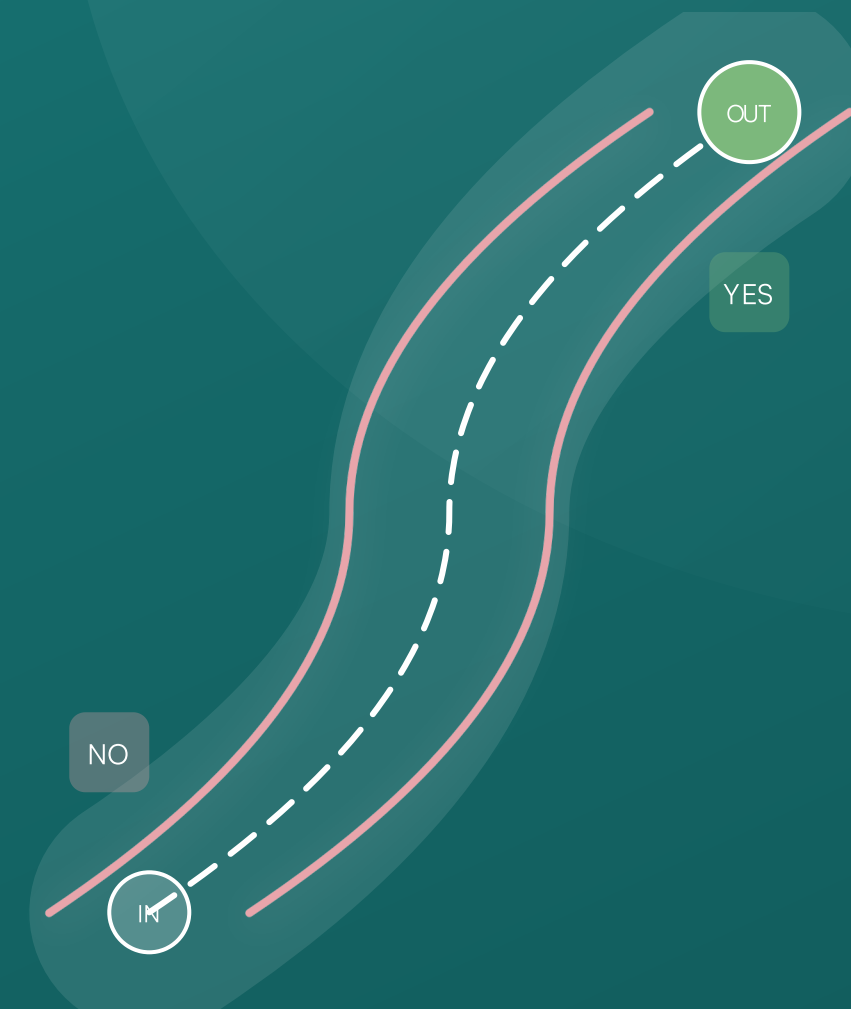
"Keep it conversational, not corporate"

LENGTH

"Maximum 150 words per section"

AVOID

"No jargon, no fluff, no clichés"

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"

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

Perfect PNG

Checklist

Validate every digital product before you create it

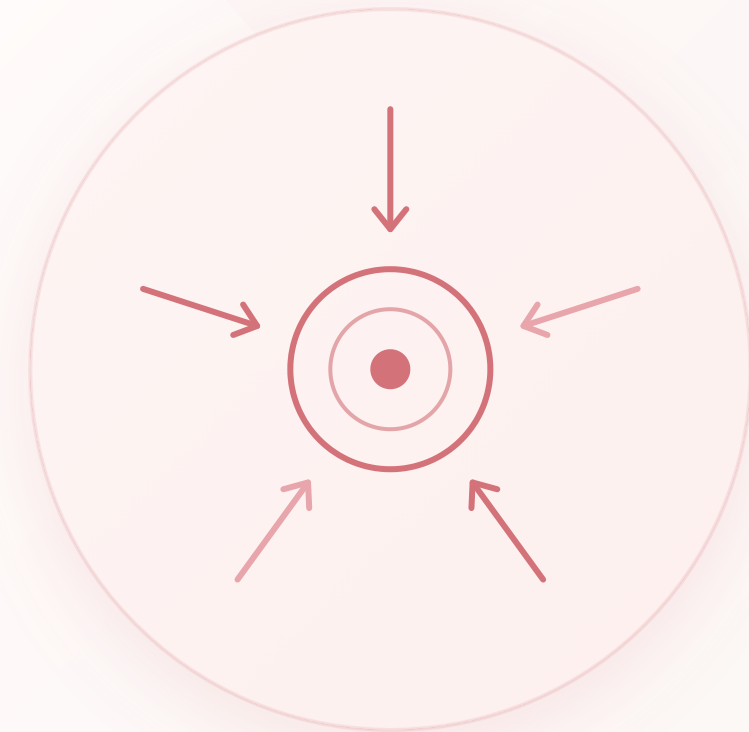| P	→	N	→	G
Problem		Niche		Gap

P

Problem

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

ASK YOURSELF

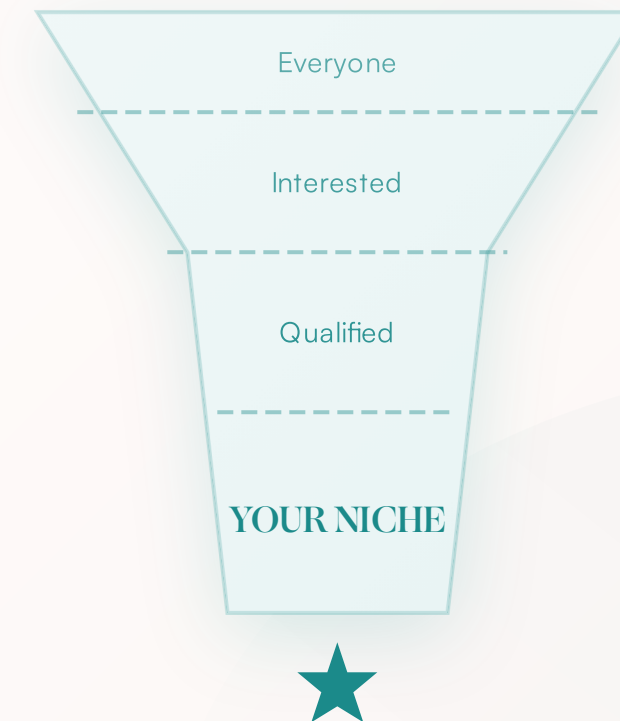*"What specific pain point does this eliminate?"*

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?"

Everyone

Interested

Qualified

YOUR NICHE

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?"

YOUR OPPORTUNITY

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

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

💬 Drop a "PNG" in the chat

✓ You're ready to validate