

The 7-Day Prompt Engineering Masterclass

From Frustrated to Fluent: Master AI Prompting in One Week

By Racheal | Thinkaiprompt.com

Welcome to Your Prompt Engineering Journey

This isn't another theoretical guide full of jargon. This is a practical, hands-on course that teaches you how to write prompts that actually work.

Over the next 7 lessons, you'll learn the exact techniques I use daily to get **expert-level outputs** from AI tools like ChatGPT, Claude, and Gemini.

By the end, you'll have:

- A framework for writing effective prompts
- Templates you can reuse for common tasks
- Techniques that work across all AI tools
- A prompt library customized for your business

Let's get started.

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Day 1: The Three Things AI Needs From You

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The Problem

You ask AI to write something. It gives you generic garbage. You rewrite your prompt. Still garbage. You try again. Still useless.

The problem? You're treating AI like it can read your mind. It can't.

AI is brilliant but ridiculously literal. It only knows what you tell it. And you're not telling it enough.

This lesson shows you exactly what AI needs from you to stop giving you trash and start giving you stuff you can actually use.

The Three C's Every Prompt Needs

When you hire someone to help with your business, you don't just say "help me with marketing" and expect magic, right? You tell them what you need done, who it's for, and what good work looks like.

AI needs the same thing. Every good prompt needs three things:

1. **Clear Task:** What exactly do you want created? Not just the topic, the actual deliverable.
2. **Complete Context:** Who is this for? What problem are they facing? And here's the part nobody tells you: **who should AI act like while doing this?**
3. **Constraints That Matter:** Length, tone, format, style. The stuff that makes it actually usable.

Leave any of these out and you get generic outputs you can't use.

**

Real Example: Freelance Content Writer

You're a content writer. A client hired you to write a blog post about email marketing for small business owners. You've got three other deadlines, so you want AI to outline it.

What Doesn't Work

What you get: The most generic outline possible. Basically the first Google result. Your client could've written this themselves.

Why it failed: You gave AI a task but **no context** about who this is for, what specific problem they're facing, what angle you want, or who AI should be while helping you.

What Actually Works

You're an **email marketing consultant** who specializes in helping small business owners. You understand that most of them are **intimidated by email marketing** and think it needs to be complicated or perfect to work.

I'm writing a 1200-word blog post for small business owners who have an email list sitting there doing nothing because they're **scared they'll annoy people** or look unprofessional.

Create an outline for **"5 Simple Emails Every Small Business Should Send That Actually Get Opened"**.

The outline should:

- Have 5 main sections, one for each email type
- Include a brief description of what each email accomplishes
- Feel encouraging, not overwhelming
- Focus on emails they can write in under 30 minutes without hiring a copywriter

Tone: Advice from someone who's helped hundreds of small business owners do this successfully. **Warm and practical, not preachy**.

What you get now: An outline that's specific, speaks to real pain points, and suggests email types that make sense. You might tweak one section, but you're not starting from scratch.

Breaking Down What Changed

- **Clear task:** Not "write about email marketing." It's **"create an outline with 5 sections and descriptions."** No guessing.
- **Complete context:** That first line changed everything. **"You're an email marketing consultant who specializes in small business owners."** Instead of AI just pulling random email marketing

information, it now knows what expertise to draw from and what perspective to take.

- *Then context about the audience* - small business owners with lists they're not using because they're scared. Now AI knows to avoid complicated strategies.
- **Constraints: Encouraging tone, under 30 minutes to write**, feels like advice from someone who's done this successfully. These constraints shape everything about the output.

When you include all three C's, AI stops guessing and starts delivering.

The Secret: Giving AI a Role

Telling AI who to act like is one of the most powerful things you can do in a prompt.

Instead of just saying "write this," you say "**You're a [specific expert]. Now write this.**"

When you tell AI "You're a sales copywriter who specializes in service businesses" or "You're a brand strategist who helps creators stand out," it completely changes the output. It pulls from relevant knowledge and sounds like it came from someone who knows what they're talking about.

I use this in literally every prompt I write now.

**

Your Prompt Template

Use this for almost any content task:

You're a [specific expert/role who] [their specialty or what they understand about your audience].

I'm creating a [type of content] for [specific audience who] [their current situation or problem].

Create a [specific deliverable] for [topic or title].

It should:

- [Requirement 1]
- [Requirement 2]
- [Requirement 3]

Tone: [How it should sound, describe it like you're talking to a friend]

Example for Social Media Manager

You're a **social media strategist** who works with fitness coaches. You understand that busy moms want to exercise but feel like they need an hour they don't have, and they're exhausted from fitness advice that ignores how draining their life already is.

I'm creating Instagram captions for a fitness coach whose audience is busy moms who struggle to find time for workouts and feel guilty about not putting their health first.

Create 3 caption options for a post about 15-minute home workouts with no equipment needed.

They should:

- Acknowledge how hard it is to find time as a mom without being preachy
- Make working out feel achievable, not like one more thing they're failing at
- End with a clear call to action to try the workout
- Keep each caption to 2-3 sentences max

Tone: **Supportive friend** who actually gets how overwhelming everything feels, not a perky fitness influencer with 3 hours a day to train.

Pro Tip: Match the Role to Your Task

Not sure what role to use? Think about who you'd hire in real life.

- **Sales copy?** "You're a conversion copywriter who specializes in [your industry]"
- **Content strategy?** "You're a content strategist who helps [your audience]"
- **Customer service?** "You're a customer service expert who handles tough situations"
- **Course outline?** "You're an instructional designer for busy professionals"

More specific = better output.

Key Takeaways

- ✓ Every prompt needs **Clear task**, **Complete context** (including a role), and **Constraints**
 - ✓ Giving AI a specific role changes everything about the output quality
 - ✓ Be specific about who the audience is and what problem they face
 - ✓ The more context you provide, the better the output
-

Practice Exercise

Take the template above and use it on one real task you need to do this week. Fill in your specifics. Give AI a clear task, complete context including a role, and real constraints.

Pay attention to how different the output feels compared to what you usually get.

Day 2: Show, Don't Tell – The Example Magic

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The Problem

You ask AI for social media captions. It gives you one style. Next day, you ask again. Totally different vibe. Third time? Another completely different style.

You keep saying "casual and friendly" or "professional but approachable" but AI keeps switching it up.

Here's why: AI has no idea what **YOUR** version of "casual" looks like. Your casual is different from mine.

Words like "friendly" or "conversational" mean something different to everyone.

Describing style with adjectives doesn't work. Showing examples does.

Teaching By Example

When you train someone new on your team, you don't just say "write friendly emails." You show them 2-3 emails you've sent and say "**write it like this.**"

AI learns the same way. When you **show it examples of what you want**, it picks up on patterns you couldn't describe if you tried. The tone, structure, style, length – everything clicks.

Real Example: Social Media Manager

You manage Instagram for a wellness brand. Your captions have a specific vibe – warm, conversational, under 100 words, always end with a question. You need 5 captions for the week about different wellness topics.

What Doesn't Work

Write 5 Instagram captions about wellness. Make them casual and conversational. Keep them short.

What you get: 5 captions all over the place. One sounds corporate. One's too long. One tries to be funny but isn't. None sound like **YOUR** brand.

Why it failed: "Casual and conversational" is vague. AI guessed what you meant and guessed differently each time.

What Actually Works

I need 5 Instagram captions for a wellness brand. **Here are 3 examples of our exact style:**

Example 1:

"Your morning routine doesn't need to be perfect. Mine today was coffee, five deep breaths, and remembering to drink water before noon. Small wins count. What's one small thing you did for yourself today?"

Example 2:

"Real talk: self-care isn't always bubble baths and candles. Sometimes it's saying no to plans you don't have energy for. Sometimes it's ordering takeout instead of forcing yourself to cook. What does self-care actually look like in your life right now?"

Example 3:

"You know that feeling when you finally go to bed early and wake up actually rested? That's the vibe we're chasing this week. Not perfection. Just small choices that make you feel a little more human. How's your sleep been lately?"

Now write 5 new captions in this **EXACT** style about:

1. Morning mindfulness
2. Setting boundaries at work
3. The importance of rest days
4. Hydration habits
5. Managing stress

Match the tone, length, structure, and always end with a question like the examples.

What you get now: 5 captions that actually sound like your brand. Same vibe, same flow, same conversational feel. You might tweak a word or two, but they're consistent.

How This Works

When you show AI examples, it picks up on things you didn't even realize you were doing:

- How long your sentences are
- When you use questions vs statements
- Your specific word choices and what you avoid
- How you structure the flow
- Where you add emphasis
- Your exact level of casual or formal

Instead of guessing what "conversational" means, AI now has a **template to follow**.

When to Use Examples

Use this technique whenever you need:

- ✓ **Consistency** across multiple outputs - Weekly posts, email newsletters, product descriptions
 - ✓ A **specific brand voice** - Your tone is unique and adjectives don't capture it
 - ✓ Matching an **existing format** - You have templates you want AI to copy
 - ✓ **Professional writing styles** - Business emails, proposals, reports where tone matters
-

Your Template

I need [number] of [content type] for [purpose].

Here are [2-3] examples of the exact style I want:

Example 1:

[Your actual example here - paste the real thing]

Example 2:

[Your actual example here - paste the real thing]

Example 3:

[Your actual example here - paste the real thing]

Now create [number] new [content type] about [topics] in this ****EXACT style****.

Match the [tone/length/structure/format] from the examples.

Example for Email Newsletter Writer

I need 3 email subject lines for my weekly newsletter. My audience is small business owners tired of marketing jargon.

Here are 3 subject lines I've used that got high open rates:

****Example 1:**** "Your website is scaring customers away (here's the fix)"

****Example 2:**** "I spent \$500 on ads and learned what NOT to do"

****Example 3:**** "The marketing advice everyone gives you is wrong"

Now write 3 new subject lines about:

1. Email marketing for beginners
2. Social media strategy mistakes
3. Building an audience without paid ads

Match the style - casual, direct, a bit provocative but helpful.
Around 8-12 words each.

Pro Tips

- **Use 2-3 examples:** One isn't enough to show the pattern. More than 3 gets messy.
- **Show your best work:** Pick examples that performed well or that you're proud of. Good examples = good outputs.
- **Be specific about what to match:** Don't just say "write like these." Say **"match the tone, length, and question format."**

- **This works for everything:** Blog intros, product descriptions, email responses, video scripts, ad copy. If you have examples, use them.
-

Key Takeaways

- ✓ **Examples** teach AI your style better than adjectives ever could
 - ✓ Use **2-3 examples** to show the pattern clearly
 - ✓ Be specific about what elements to match (tone, length, structure)
 - ✓ This technique ensures **consistency** across multiple outputs
-

Practice Exercise

Find 2-3 examples of content you've created that you really like. Social posts, emails, whatever has your voice.

Use the template above to ask AI to create more content in that exact style. Notice how much more consistent the outputs are.

Day 3: Make AI Think Like a Human

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The Problem

You ask AI a complex question. It gives you an answer that sounds confident but is wrong. Or it gives you surface-level stuff when you need depth.

You ask it to analyze something. It rushes through and misses important details.

You need AI to actually **think**, not just spit out the first thing that pops up.

Here's what most people don't know: you can literally tell AI to **think step by step**, and it will. And when it does, the quality goes up dramatically.

Chain-of-Thought Prompting

When you ask someone a tough question and they answer instantly, you're like "wait, did you actually think about that?"

But when they pause, work through it out loud, and explain their reasoning? You trust the answer more.

AI works the same way. When you tell it to think step by step, it doesn't just grab the first answer. It actually **works through the problem, shows you its reasoning, and gives you better results.**

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Real Example: Motivational Speaker / Coach

You're a motivational speaker. You've got a corporate gig next week. Theme is "resilience." You have 12 personal stories but can't figure out which one will hit hardest for this specific audience. You need AI to help you analyze which story to use.

What Doesn't Work

```
Which of these stories would work best for a corporate audience
talking about resilience?
[Lists 3 stories]
```

What you get: AI picks one and gives you a quick reason like "Story 2 is the most relatable." That's it. No depth. No real analysis. You're not sure if you should trust it.

Why it failed: You didn't ask AI to think. You just asked for an answer. So it gave you a fast, surface-level response.

What Actually Works

```
You're a **speaking coach** who helps motivational speakers choose
stories that resonate with specific audiences.
```

```
I'm preparing a keynote for corporate executives about resilience.
The audience is high-achieving professionals who deal with pressure,
setbacks, and burnout. They respect vulnerability but don't want
overly emotional stories.
```

```
**Think step by step** about which one would work best for this
audience:
```

```
Story 1: [Your first story here]
```

```
Story 2: [Your second story here]
```

Story 3: [Your third story here]

For each story, ****analyze****:

- What specific emotion it triggers
- How this audience would relate to it
- Potential weaknesses or things that might not land
- Overall impact on a 1-10 scale

Then recommend which story to use and explain your reasoning.

What you get now: AI walks through each story carefully. It considers the audience, analyzes strengths and weaknesses, explains the reasoning, and gives you a recommendation you can trust because you saw how it got there.

How This Works

When you add "**think step by step**" or ask AI to show its reasoning, it doesn't rush. It breaks the problem down, considers multiple angles, and gives you deeper analysis.

You see the thinking process. If AI's logic is off, you can spot it. If it's solid, you trust it.

This works especially well for:

- Analysis and decision-making
 - Complex problems with multiple factors
 - Strategy and planning
 - Anything where you need to trust the output
-

When to Use This

Use chain-of-thought prompting when you need:

- ✓ Better **accuracy** on complex tasks - Multi-step problems, analysis, strategy
 - ✓ To **see the reasoning** - You want to understand how AI got to its answer
 - ✓ **Deeper thinking** - Surface-level answers aren't good enough
 - ✓ To **catch errors** - When AI shows its work, you can spot where it went wrong
-

Your Template

You're a [specific expert].

[Context about the situation and what you need to figure out]

Think step by step about [the problem or question].

[Specific aspects to analyze or consider]

Then [what you want as the final output - recommendation, decision, plan, etc.]

Example for E-commerce Business Owner

You're an **e-commerce consultant** who helps online stores improve their product pages.

I sell handmade leather bags. My product page has a 3% conversion rate. Industry average is 5%. I'm getting traffic but people aren't buying.

Think step by step about what might be causing the low conversion:

Here's what's currently on my page:

- 4 product photos (front, back, side, close-up of stitching)
- Price: \$180
- Description: "Handmade leather messenger bag. Genuine leather. Multiple pockets."
- One 5-star review
- Standard "Add to Cart" button

Analyze:

- What's missing that buyers need to see
- What's weak about the current copy
- What objections aren't being addressed
- What social proof might be lacking

Then recommend 3-5 specific changes I should make to improve conversions.

Pro Tips

- Use **"think step by step"** for anything complex: This phrase literally changes how AI processes the request.
 - Ask AI to **show its work**: **"Analyze," "consider," "break down," "walk through"** - these words make AI slow down.
 - **List what to consider**: Don't just say "think about this." Tell AI what factors to analyze.
 - **This takes longer but it's worth it**: AI's response will be longer because it's showing reasoning. That's the point. You want depth, not speed.
-

Key Takeaways

- ✓ **"Think step by step"** makes AI process requests more carefully
 - ✓ Seeing AI's reasoning helps you **trust (or correct) the output**
 - ✓ This technique dramatically improves **accuracy on complex tasks**
 - ✓ Always specify what aspects you want AI to analyze
-

Practice Exercise

Think of a decision you need to make or a problem you need to solve. Something with multiple factors to consider.

Use the template above. Tell AI to think step by step and analyze the different angles. Notice how much deeper the response is compared to a simple prompt.

Day 4: Format Like a Boss

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The Problem

AI gives you a great response. But it's formatted terribly. One giant paragraph. Or bullets when you needed sections. Or a mess you can't copy-paste anywhere.

You spend 20 minutes reformatting it. Adding headers, fixing bullets, creating sections. By the time you're done, you're thinking "I could've just written this myself."

Here's what nobody tells you: **you can tell AI exactly how to format stuff, and it'll do it.**

Tell AI How to Format

When you ask someone to organize information, you don't just say "make it organized." You say "**put this in bullet points**" or "**create a table with these columns**" or "**use headers for each section**."

AI needs the same specificity. Tell it the exact format you want, and it'll give you outputs you can copy-paste with zero editing.

**

Real Example: Virtual Assistant / Business Manager

You're managing a small business. You just had a client meeting and need to turn your messy notes into a clean meeting summary to send to your team. You've got discussion points, action items, decisions made, all jumbled in your notes.

What Doesn't Work

```
Turn these meeting notes into a summary:  
[Pastes messy notes]
```

What you get: A paragraph summarizing the meeting. It's accurate but formatted like a school essay. You can't send this to your team. You need to reformat everything.

Why it failed: You didn't tell AI how to format it. So it picked the default (paragraph form) which isn't useful.

What Actually Works

```
You're a business manager who creates clear meeting summaries  
for teams.
```

```
Turn these meeting notes into a formatted summary using this  
exact structure:
```

```
## Meeting Overview
```

```
[2-3 sentence summary of what was discussed]
```

```
## Key Decisions
```

```
- [List each decision as a bullet point]
```

```
## Action Items

| Task | Owner | Deadline |
|-----|-----|-----|
| [Item] | [Name] | [Date] |

## Next Steps

[Brief paragraph about what happens next]

Here are my notes:
[Your messy meeting notes here]

Keep it professional but conversational. Focus on clarity over
formality.
```

What you get now: A perfectly formatted summary with headers, bullets, a table for action items, everything organized and ready to send. **Zero reformatting needed.**

You literally copy, paste, and send.

How This Works

When you show AI the exact format structure using:

- **Headers** (`##` or **bold**)
- **Bullet points** (`-` or `•`)
- **Tables** (`| columns |`)
- **Numbered lists** (`1.` `2.` `3.`)
- **Sections and spacing**

AI follows it exactly. It's like giving it a template to fill in.

You get outputs formatted the way you need them, not the way AI randomly decides.

Common Formats You Can Request

- ✓ **Bullet points:** "Format as bullet points with sub-bullets for details"
 - ✓ **Tables:** "Create a table with columns for [X, Y, Z]"
 - ✓ **Headers and sections:** "Use `##` headers for each main topic"
 - ✓ **Numbered steps:** "Format as numbered steps with explanations under each"
 - ✓ **Mixed format:** "Use headers for sections, bullets for lists, and a table for the comparison"
-

Your Template

You're a [role].

[What you need done]

Format it using this exact structure:

[Show the format structure here - use actual headers, bullets, table format, whatever you need]

Here's the content:

[Your raw content/notes/info]

[Any tone or style notes]

Example for Content Writer

You're a **content strategist** who creates blog post outlines.

Create a blog post outline about "5 Ways to Improve Email Open Rates."

Format it using this **exact structure**:

[Main Title]

Introduction (2-3 sentences on why this matters)

1. [First Strategy]

- Why it works
- How to implement it
- Example

2. [Second Strategy]

- Why it works
- How to implement it
- Example

[Continue pattern for strategies 3-5]

Conclusion (Call to action + key takeaway)

Target audience: Small business owners new to email marketing.

Tone: Helpful and encouraging, not technical.

Pro Tips

- **Show the format visually:** Don't just say "use bullet points." Actually show bullets in your prompt so AI sees the structure.
 - **Be specific about tables:** Tell AI what goes in each column. "Create a table with columns for Product, Price, and Features."
 - **Mix formats when needed:** "Use ## headers for main sections, bullet points for lists under each section, and a table at the end for comparison."
 - **Use delimiters for clarity:** Triple quotes (`"""`), dashes (`---`), or `###` help separate sections. "Put the introduction between `###` markers."
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Key Takeaways

- ✓ **Show AI the exact format structure** you want visually in your prompt
 - ✓ Be specific about headers, bullets, tables, and sections
 - ✓ Format instructions eliminate the need to **reformat outputs later**
 - ✓ This works for any type of structured content
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Practice Exercise

Think of something you need formatted this week. Meeting notes, a report, content outline, whatever.

Use the template above. Show AI exactly what format structure you want. Watch it come out ready to use with zero reformatting needed.

Day 5: The Role-Playing Power Move

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The Problem

You ask AI for business advice and it sounds like someone who read a blog post once. Generic tips everyone's heard before. Nothing specific to your industry or situation.

You need AI to sound like it actually **knows your field**. Like it's been doing this work for years, not just regurgitating general knowledge.

Here's the secret: **the more specific the role you give AI, the better the expertise it pulls from.**

Advanced Role Assignment

Remember Day 1 when we introduced giving AI a role? Today we're going deeper.

Instead of generic roles, give AI roles with **specific expertise, experience, and understanding**. Make it detailed.

Not *"You're a marketer."* But *"You're a marketing consultant who's helped 50+ service-based businesses go from zero to consistent client flow without paid ads."*

See the difference? One pulls general marketing knowledge. The other pulls specific strategies for a specific situation.

Real Example: E-commerce Business Owner

You sell handmade products online. You need help writing product descriptions that actually convert browsers into buyers.

Generic AI advice won't cut it. You need someone who understands e-commerce psychology, handmade products, and what makes people click "buy."

What Doesn't Work

You're a copywriter.

Write a product description for my handmade leather journal. Make it persuasive.

What you get: A generic description that could be for any journal. "Premium quality. Beautiful design. Perfect for writing." Nothing that makes someone actually want to buy it.

Why it failed: "Copywriter" is too broad. AI has no idea what kind of copywriter or what specific knowledge to use.

What Actually Works

You're an **e-commerce copywriter who specializes in handmade products**. You understand that buyers of handmade goods value the story behind the product, the craftsmanship, and the feeling of owning something unique. You know they're willing to pay more than mass-produced items but need to feel the value justifies the price. You've written descriptions that consistently convert at 8-12% for artisan brands.

I need a product description for a handmade leather journal.

Product details:

- Full-grain leather cover that ages beautifully
- 200 pages of thick, fountain-pen friendly paper
- Hand-stitched binding
- Refillable
- Made by a single craftsperson in their workshop
- Price: \$85

Write a description that:

- Tells the story of the craftsmanship
- Addresses why someone would choose this over a \$15 journal
- Appeals to writers, journalers, and people who value quality items
- 150-200 words
- Ends with a reason to buy now

Tone: Warm and authentic, like talking to someone who appreciates quality things, not trying to hard-sell them.

What you get now: A description that actually sells. It talks about how the leather will develop character over time, why hand-stitching matters, what kind of person this journal is for. It gives specific reasons why \$85 makes sense.

How to Build Better Roles

A powerful role has **three parts**:

1. **The expertise:** What they specialize in specifically
2. **Who they help:** The exact audience or situation
3. **What they understand:** The psychology, challenges, or context that matters

Examples of Better Roles

- **Instead of:** "You're a social media expert"
 - **Try:** "You're a social media strategist who helps solopreneurs build engaged audiences without spending hours on content. You understand they're already overwhelmed and need strategies that work in 30 minutes a day."
- **Instead of:** "You're a business consultant"
 - **Try:** "You're a business consultant who's helped 100+ service providers raise their prices without losing clients. You understand the fear of charging more and know exactly how to position value."

Role Examples for Different Businesses

- **For coaches/consultants:** "You're a business coach who helps new coaches get their first 5 clients without paid ads or a huge following. You understand imposter syndrome and the fear of selling."
 - **For content creators:** "You're a content strategist who helps creators turn their expertise into content that attracts clients. You know the struggle of creating content that gets engagement but doesn't lead to business."
 - **For service providers:** "You're a pricing strategist for service-based businesses. You've helped freelancers and agencies increase their rates by 50-200% while improving client quality."
 - **For course creators:** "You're an online course consultant who's launched 50+ profitable courses. You understand the overwhelm of turning knowledge into a structured program people will actually finish."
-

Your Template

You're a **[specific role]** who specializes in **[exact specialty]**.

You've helped **[type of people]** achieve **[specific result]** without **[common struggle or method they want to avoid]**.

You understand that **[main challenge or psychology they face]** and you know **[what actually works in this situation]**.

Pro Tips

- **Get industry-specific:** Don't say "marketing expert." Say "**B2B SaaS marketing expert**" or "**local service business marketing expert**."
 - **Add numbers when relevant:** "You've helped **50+ businesses**" or "You've written copy that **converts at 8%+**" adds credibility to the role.
 - **Include the psychology:** "You understand that [fear/desire/challenge]" makes AI consider emotional factors, not just facts.
 - **Stack roles when needed:** "You're both a copywriter and a conversion strategist" for tasks that need multiple perspectives.
-

Key Takeaways

- ✓ **Specific roles** with expertise, audience, and understanding produce better outputs
 - ✓ Include what the role **understands about psychology** and challenges
 - ✓ Add **credibility** with numbers and specific experience
 - ✓ Match the role's expertise to your specific task needs
-

Practice Exercise

Think about what you do and who you help. Create a detailed role for AI that matches your work.

Then use it on a real task. Write copy, create strategy, whatever you need. See how much better the output is when the role is specific.

Day 6: Stack Your Skills – Advanced Combos

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When to Stack Techniques

Simple tasks? Use Day 1's Three C's. That's enough.

But **complex tasks need more**. When you're creating something that requires depth, consistency, expertise, and specific formatting all at once? **That's when you stack**.

Think: comprehensive reports, detailed strategy documents, multi-part content series, analysis with recommendations, anything that would take you hours to create manually.

Combining Techniques Strategically

You don't throw all techniques at every prompt. That's overkill.

Instead, you pick which techniques solve the specific problems your task has:

Problem	Technique (Day)
Need consistency?	Add examples (Day 2)
Need depth?	Add step-by-step thinking (Day 3)
Need specific format?	Show the structure (Day 4)
Need expertise?	Detail the role (Day 5)

For complex tasks, you'll often need **3-4 techniques** working together.

Real Example: Business Consultant / Strategist

You're a consultant. A client needs a complete competitive analysis report. They want to understand their competitors' positioning, strengths, weaknesses, and strategic opportunities.

This is complex. It needs expert analysis, step-by-step thinking, specific formatting, and depth. One technique won't cut it.

What Doesn't Work

Create a competitive analysis for my client who runs a meal prep service. Analyze their top 3 competitors.

What you get: Surface-level comparison. Generic observations. No real insights. Formatted as one giant paragraph you can't use.

Why it failed: You didn't give AI enough structure, depth requirements, or expertise to pull from.

What Actually Works (Notice How Many Techniques Are Stacked)

****[TECHNIQUE: DETAILED ROLE - DAY 5]****

You're a ****business strategist**** who specializes in competitive analysis for food and meal service businesses. You've helped 50+ food businesses identify market gaps and positioning opportunities. You understand that successful positioning isn't about being **better**, it's about being **different**.

****[TECHNIQUE: CONTEXT & CLEAR TASK - DAY 1]****

I need a complete competitive analysis for my client's premium, organic meal prep service. Their audience is busy, health-conscious professionals who are willing to pay for convenience and quality, but are overwhelmed by all the options.

****[TECHNIQUE: CHAIN-OF-THOUGHT - DAY 3]****

****Think step by step**** to analyze the three competitors listed below and identify market opportunities.

****[TECHNIQUE: FORMAT - DAY 4]****

Format the analysis into a report using this ****exact structure****:

****# Executive Summary****

[1-3 sentences on the core finding and recommendation]

****# Competitor Analysis Table****

Create a table with columns for: Competitor Name, Core Offering, Pricing Strategy, Unique Selling Proposition (USP), Strengths, and Weaknesses.

****# Strategic Opportunities****

Use numbered steps (1, 2, 3) to list 3 specific, actionable recommendations for my client to differentiate their brand and capture market share.

****Competitors to Analyze:****

1. [Competitor A: Low-cost, high-volume, frozen meals]
2. [Competitor B: Gourmet, custom-menu, expensive]
3. [Competitor C: Diet-specific (Keto/Paleo), limited delivery area]

What you get now: A full, actionable report. The analysis is deep, the formatting is clean, and the recommendations are strategic because AI pulled from specialized knowledge and took the time to think through the factors.

Your Stacked Template

****[Detailed Role - Day 5]****

You're a [Specific Expert] who specializes in [Specialty] and understands [Audience Psychology/Challenge].

****[Context & Clear Task - Day 1]****

I need [Specific Deliverable] for [Audience] about [Topic].

****[Chain-of-Thought - Day 3]****

Think step by step to [Analyze/Evaluate/Strategize]. Consider [Factors to analyze].

****[Format - Day 4]****

Format the final output using this exact structure: [Show Headers/Tables/Lists].

****[Optional: Examples - Day 2]****

The [Content Type] should match the tone/style of these examples: [Example 1, Example 2].

Pro Tips for Stacking

- **Prioritize the Role:** Always start with the detailed role (Day 5). It sets the tone for everything else.
 - **Use Chain-of-Thought for Big Tasks:** Whenever the output is longer than a short paragraph or is a decision, use "think step by step" (Day 3).
 - **End with Format:** The formatting instructions (Day 4) should be near the end to ensure the final output is immediately usable.
 - **Examples Over Adjectives:** If you need a specific *feel* for the content within the report, include 1-2 examples (Day 2) instead of relying on adjectives.
-

Key Takeaways

- ✓ Stacking techniques is necessary for **complex, high-value tasks**
 - ✓ Combine **Detailed Role** (Day 5), **Chain-of-Thought** (Day 3), and **Format** (Day 4) for professional reports
 - ✓ Strategically choose which techniques your specific task requires
 - ✓ This process moves you from *getting an output* to *getting a finished, usable asset*
-

Practice Exercise

Identify a task you consider "too hard" for AI—a complex strategy, a detailed report, a thorough analysis.

Use the **Stacked Template** above. Don't skip the role or the format. See how a truly complex prompt can deliver a finished, professional-grade output.

Day 7: Build Your Prompt Vault

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The Prompt Graveyard

You wrote a killer prompt on Day 5 that got you the perfect product description. You used it once, got the output, and then the prompt disappeared into your chat history, never to be seen again.

You try to recreate it next week, but it's not quite the same. The output is... fine.

The biggest mistake fluent prompt engineers make is not saving their work.

Your hard-won, perfectly crafted prompts are an intellectual asset. They represent the exact framework for getting expert output in your industry.

What is a Prompt Vault?

A Prompt Vault is a simple, organized place where you store all your best, most powerful, and most frequently used prompt templates.

It's where your **"Master Prompts"** live—the ones that, with a simple swap of a few variables, instantly deliver expert results for a whole category of tasks.

Where to Keep Your Vault

You don't need fancy software. You just need something searchable and easy to copy-paste from:

- **Google Docs / Notion:** Great for adding context, headings, and a table of contents.
- **Trello / ClickUp:** Good for a visual, card-based approach where each card is a different Master Prompt.
- **A Simple Text File:** Fast, zero friction. Keep it pinned to your desktop.

How to Structure Your Vault

Organize your prompts by **business function or content type**, not by AI tool (since these techniques work everywhere).

Vault Category	Master Prompt Example	Key Variables to Change
A. Content Outlines	Day 4's Blog Outline Template	Title, Tone, Audience, Number of sections.
B. Sales Copy	Day 5's E-commerce Description	Product details, Price, Audience value proposition.
C. Strategic Analysis	Day 6's Competitive Analysis	Competitors, Client's Offering, Goal of the analysis.
D. Meeting/Notes	Day 4's Meeting Summary Template	Raw notes, Table columns (if different), Next steps.
E. Social Media	Day 2's Style Matching Template	Examples of style, New topics.

The Master Prompt Refinement Loop

A saved prompt isn't a final prompt. It's a **living document**.

1. **Save the Success:** When you get an amazing output, **immediately save the entire successful prompt** to your Vault.
2. **Highlight Variables:** Replace the specific content with clear bracketed placeholders: **[TOPIC HERE]** , **[AUDIENCE PROBLEM]** , **[DESIRED TONE]** .
3. **Test and Tweak:** The next time you use it, if the output is only 90% perfect, **edit the original prompt in your vault**. You are making it better every time you use it.
4. **Add a Note:** Add a note to the vault entry like: "Version 2.0 - Added note about needing a sense of urgency in the Conclusion."

This turns your prompting into a system, not a one-off experiment.

The Ultimate Prompt: Your AI Executive Assistant

Your most powerful Master Prompt should be one that sets up a long-running, multi-turn conversation where AI takes on a high-level role.

Use the skills you've learned to create this **Day 7 Master Prompt**:

```
**MASTER PROMPT: EXECUTIVE MARKETING ASSISTANT**
```

```
**[Detailed Role - Day 5]** You are my **Executive Marketing Assistant** who specializes in helping B2B SaaS companies transition from cold outreach to thought leadership marketing. You understand that our audience are overworked mid-level managers who need clear, evidence-based solutions that make them look good, not fluffy marketing jargon.
```

```
**[Complete Context - Day 1]** From now on, I will give you a topic or a goal. Before you execute the task, you will **always** ask me these three questions to ensure you have everything you need: **1. Who is the primary persona for this? 2. What is the single, non-obvious takeaway I want them to have? 3. What is the exact output format (e.g., bulleted list, report, table)?**
```

```
**[Chain-of-Thought - Day 3]** Before giving the final answer, first internally generate a 3-step plan: **a) Analyze my request, b) Identify potential pitfalls, and c) State your suggested angle.** Only display the final output after you've asked your three questions.
```

```
**[Start of Conversation]**
```

```
My first task is: "Draft 5 headline ideas for a new LinkedIn article on 'Future-Proofing Your Budget'."
```

Why this is a Master Prompt: It establishes a **high-level, long-term relationship**. AI now has a job, a boss (you), and a protocol for thinking and clarifying. You only have to run this prompt once, then all future prompts in that chat are instantly better.

Key Takeaways

- ✓ Your best prompts are an **intellectual asset**—save them!
- ✓ Create a **Prompt Vault** and organize it by function (Content, Sales, Strategy).
- ✓ Use bracketed placeholders like `[TOPIC HERE]` to create reusable **Master Templates**.
- ✓ Refine your saved prompts after every use to create a living, improving system.
- ✓ Create a **"Role-Setting" Master Prompt** to turn AI into a long-term Executive Assistant for a specific task.

Conclusion of the Masterclass

You now have a complete framework. You've moved from guessing to a strategic, repeatable system:

- **Foundation:** The Three C's (Task, Context, Constraints)
- **Style:** Teaching by Example
- **Depth:** Chain-of-Thought Thinking
- **Usability:** Exact Format Specification
- **Expertise:** Advanced Role-Playing
- **Efficiency:** Stacking and Vaulting

Go build your vault and start getting the expert-level outputs you deserve!

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