



CHAPTER 2

MASTER PROMPT ENGINEERING GUIDE

Chapter 2 ? Stop Asking AI. Start Instructing AI.

01

PRACTICAL

Actionable AI workflows

02

SYSTEMATIC

Frameworks & checklists

03

WEB SOLUTIONS

AI Power Bundle

HOW TO USE

Use the guide as a practical reference. Apply the workflows, customize the frameworks, and review important outputs before using them professionally.

AI POWER BUNDLE

A professionally organized AI resource for practical implementation, content, business workflows and prompt-driven systems.

Simple Example

Basic Prompt:

Create an Instagram post about AI.

Professional Prompt:

Act as a social media strategist specializing in educational content. Create an Instagram post explaining 3 practical ways small-business owners can use AI to save time. The audience is beginners with little technical knowledge. Use simple language, a strong opening hook, short paragraphs, practical examples and a CTA encouraging readers to save the post. Avoid exaggerated claims.

The second prompt gives AI considerably more direction.

2.2 The Anatomy of a Powerful Prompt

A strong prompt can contain several components.

THE 10-PART PROMPT FRAMEWORK

1. ROLE

Who should AI act as?

2. CONTEXT

What background information does AI need?

3. OBJECTIVE

What exactly are you trying to achieve?

4. AUDIENCE

Who will consume the final output?

5. INPUT

What information, data or material are you providing?

6. INSTRUCTIONS

What should AI actually do?

7. CONSTRAINTS

What should AI avoid or follow?

8. OUTPUT FORMAT

How should the answer be structured?

9. EXAMPLES

What does a good result look like?

10. QUALITY CONTROL

How should AI review and improve its own output?

2.3 ROLE — Tell AI Who It Should Be

A role gives the AI a professional perspective.

Instead of:

Write an advertisement.

Try:

Act as a direct-response advertising copywriter with experience creating performance-focused digital ads.

Why Roles Help

A role can influence:

- Vocabulary
- Priorities
- Perspective
- Depth
- Structure
- Recommendations

Examples

Marketing:

Act as a performance marketing strategist.

SEO:

Act as an experienced SEO strategist.

Business:

Act as a business consultant specializing in small businesses.

Content:

Act as a senior content strategist.

Sales:

Act as a B2B sales consultant.

Education:

Act as an experienced instructional designer.

Important

A role is not magic.

Simply writing "Act as an expert" does not guarantee expertise.

The quality of the **context and instructions** still matters.

2.4 CONTEXT — Give AI the Background

Context tells AI what situation it is working within.

Weak:

Create a sales message.

Stronger:

I sell a digital bundle containing AI prompts, AI tool guides, content templates and automation workflows. The product is targeted at beginners, freelancers and small-business owners.

Now AI understands what it is selling.

Context Can Include:

- Product
- Industry
- Customer
- Existing content
- Business model
- Goal
- Previous attempts
- Available resources
- Limitations

Rule:

If AI needs to know it to make a better decision, consider putting it in the prompt.

2.5 OBJECTIVE — Define the Exact Goal

Don't make AI guess what success means.

Weak:

Improve my website.

Better:

Improve the homepage copy to communicate the product's value more clearly and increase demo inquiries.

Best:

Rewrite the homepage copy for a school management software product. The primary goal is to increase demo requests from school administrators. Emphasize time savings, centralized management and ease of use. Keep the language professional but simple.

The more clearly you define the objective, the easier it becomes for AI to optimize its response.

2.6 AUDIENCE — Tell AI Who You're Talking To

The same message can require completely different language depending on the audience.

Compare:

Audience: Students

Explain AI automation using simple language and everyday examples.

Audience: Business Owners

Explain AI automation in terms of operational efficiency, lead management and repetitive administrative tasks.

Audience: Developers

Explain AI automation using APIs, webhooks, authentication and event-driven workflows.

Same subject.

Different audience.

Different output.

2.7 INPUT — Give AI the Raw Material

AI becomes much more useful when you provide actual information.

For example:

Here is my existing sales page:

[PASTE SALES PAGE]

Then instruct:

Analyze the page and identify the five biggest conversion weaknesses.

You can provide:

- Text
- Tables

- Product information
- Customer feedback
- Reviews
- Reports
- Notes
- Images
- Data
- Existing copy

Important Principle

Don't ask AI to guess information that you already have.

Give it the source material.

2.8 INSTRUCTIONS — Tell AI What to Do

Instructions are the actual actions you want AI to perform.

Instead of:

Analyze this business.

Use:

Analyze this business by identifying the target customer, primary problem, existing offer, competitive advantage, major weaknesses and three opportunities for improvement.

Specific actions produce more structured results.

2.9 CONSTRAINTS — Control the Output

Constraints tell AI what boundaries to respect.

Examples:

- Keep it under 500 words.
- Use beginner-friendly language.
- Do not make unsupported claims.
- Avoid technical jargon.
- Don't repeat the same idea.
- Use bullet points.
- Don't invent statistics.

- Use a professional tone.
- Target Indian small-business owners.
- Include practical examples.
- Don't use clickbait.

Constraints are particularly useful when AI tends to produce overly generic or overly long answers.

2.10 OUTPUT FORMAT — Tell AI How to Respond

Don't simply ask for information.

Tell AI how you want it organized.

Example:

Return the answer in this format:

1. Problem
2. Cause
3. Recommendation
4. Implementation steps
5. Example
6. Common mistakes

This creates predictable output.

Useful Formats

You can request:

- Tables
 - Bullet points
 - Numbered steps
 - Checklists
 - JSON
 - Markdown
 - Headings
 - Scripts
 - Templates
 - Decision matrices
 - SWOT tables
 - Comparison tables
-

2.11 EXAMPLES — Show AI What You Mean

Examples can be extremely powerful.

Suppose you want product descriptions.

Give AI an example:

Product: Canva Social Media Bundle

Description style: Short, benefit-focused, beginner-friendly and action-oriented.

Then say:

Create 10 additional descriptions following the same style but do not copy the wording.

Examples reduce ambiguity.

2.12 TONE — Control the Personality

You can specify:

- Professional
- Friendly
- Conversational
- Persuasive
- Educational
- Premium
- Casual
- Authoritative
- Empathetic
- Exciting
- Minimalist

Example

Write in a confident but non-aggressive sales tone.

This is much more useful than simply saying:

Make it good.

2.13 ITERATION — Don't Stop at Version 1

One of the biggest AI mistakes is accepting the first response.

Instead, use a refinement cycle.

VERSION 1

Generate the initial output.

VERSION 2

Ask AI to critique it.

VERSION 3

Ask AI to improve the weaknesses.

VERSION 4

Ask AI to polish the final version.

Example

Prompt 1:

Create a landing page for my digital product.

Then:

Prompt 2:

Critique the landing page from the perspective of a skeptical buyer. Identify the five biggest reasons someone might not purchase.

Then:

Prompt 3:

Rewrite the landing page addressing those five objections while keeping the original offer.

Then:

Prompt 4:

Perform a final conversion-focused quality check and provide the polished version.

This is dramatically more powerful than:

"Make it better."

2.14 VERIFICATION — Ask AI to Check Its Work

For important outputs, add a verification stage.

Example:

Before presenting the final answer: 1. Identify claims that require verification. 2. Identify assumptions. 3. Identify potentially outdated information. 4. Flag anything uncertain. 5. Then provide the final response.

This doesn't guarantee accuracy, but it encourages a more careful workflow.

2.15 THE MASTER PROMPT FORMULA

Use this formula for complex tasks:

```
ROLE:  
Act as a [specific professional role].  
  
CONTEXT:  
Here is the relevant background:  
[context]  
  
OBJECTIVE:  
My goal is:  
[goal]  
  
AUDIENCE:  
The output is intended for:  
[audience]  
  
INPUT:  
Here is the information/material you should use:  
[input]  
  
INSTRUCTIONS:
```

```
1. [instruction]
2. [instruction]
3. [instruction]
```

CONSTRAINTS:

- [constraint]
- [constraint]
- [constraint]

OUTPUT FORMAT:

Return the result as:
[format]

QUALITY CONTROL:

Before finalizing:

- Check for missing information.
- Identify assumptions.
- Check for contradictions.
- Remove unnecessary repetition.
- Improve clarity.
- Flag information that requires verification.

2.16 50 REUSABLE PROMPT FRAMEWORKS

Below are reusable prompt structures you can adapt to almost any AI task.

FRAMEWORK 01 — Expert Advisor

Purpose: Get expert-style recommendations.

Best for: Business, marketing, career, strategy.

Prompt:

Act as an experienced [ROLE].

I need help with [PROBLEM].

Context:

[CONTEXT]

My objective is:

[GOAL]

Analyze the situation and provide:

1. Your assessment
2. The main issues
3. Recommended approach
4. Step-by-step implementation
5. Common mistakes
6. Metrics I should monitor

Clearly distinguish assumptions from facts.

Pro Tip: Replace "expert" with a specific role.

FRAMEWORK 02 — Problem Solver

Purpose: Break a difficult problem into manageable steps.

Act as a structured problem-solving consultant.

Problem:

[PROBLEM]

Context:

[CONTEXT]

Break this problem into smaller components.

For each component:

- Explain the issue
- Identify possible causes
- Suggest solutions
- Rank the solutions by impact and difficulty

Then provide the recommended action plan.

FRAMEWORK 03 — Step-by-Step Teacher

Act as a patient expert teacher.

Teach me [TOPIC].

My current knowledge level is:
[BEGINNER/INTERMEDIATE/ADVANCED]

Explain:

1. The basic concept
2. Why it matters
3. How it works
4. A simple example
5. A practical example
6. Common mistakes
7. A small exercise

Avoid unnecessary jargon.

FRAMEWORK 04 — Simplify Anything

Explain the following concept in extremely simple language:

[TEXT/TOPIC]

First explain it as if I am a complete beginner.

Then provide:

- A real-world analogy
- A simple example
- A professional explanation
- Three key takeaways

FRAMEWORK 05 — Critic & Reviewer

Act as a brutally honest but constructive reviewer.

Review:

[CONTENT]

Evaluate:

- Clarity
- Accuracy
- Structure
- Relevance
- Persuasiveness

- Missing information
- Weak sections
- Repetition

Give each category a score from 1–10.

Then provide specific improvements.

FRAMEWORK 06 — Improve Existing Content

Improve the following content:

[CONTENT]

Keep the original meaning but improve:

- Clarity
- Structure
- Readability
- Professionalism
- Persuasiveness

Do not add unsupported claims.

Return:

1. Improved version
2. Major changes made
3. Optional further improvements

FRAMEWORK 07 — Summarizer

Summarize the following material:

[CONTENT]

Create:

- 5-line summary
- Key points
- Important facts
- Action items
- Questions that remain unanswered

Do not introduce information that is not present in the source.

FRAMEWORK 08 — Research Planner

Act as a research strategist.

Research topic:
[TOPIC]

Research objective:
[OBJECTIVE]

Create a research plan containing:

- Questions to investigate
- Sources to prioritize
- Information to collect
- How to evaluate source quality
- Potential biases
- Final deliverable structure

FRAMEWORK 09 — Comparison Framework

Compare:

OPTION A: [A]
OPTION B: [B]
OPTION C: [C]

Evaluate:

- Cost
- Features
- Ease of use
- Advantages
- Disadvantages
- Best use case
- Risks

Create a comparison table and final recommendation.

State assumptions where information is incomplete.

FRAMEWORK 10 — Decision Maker

Help me make a decision.

Decision:
[DECISION]

Options:
[OPTIONS]

My priorities:
[PRIORITIES]

Evaluate each option based on:

- Benefit
- Cost
- Risk
- Effort
- Long-term value

Provide a recommendation and explain the reasoning.

FRAMEWORK 11 — Brainstorming Engine

Generate [NUMBER] ideas for:

[TOPIC]

Target audience:
[AUDIENCE]

Constraints:
[CONSTRAINTS]

For every idea provide:

- Idea
- Why it could work
- Target customer
- Difficulty
- Potential next step

Avoid generic ideas.

FRAMEWORK 12 — Idea Validator

Act as a business idea validation consultant.

Idea:

[IDEA]

Target customer:

[CUSTOMER]

Analyze:

- Problem being solved
- Customer urgency
- Existing alternatives
- Differentiation
- Potential weaknesses
- Validation methods

Do not tell me the idea is good simply to be encouraging.

FRAMEWORK 13 — Customer Persona

Create a detailed customer persona for:

PRODUCT:

[PRODUCT]

MARKET:

[MARKET]

Include:

- Demographics
- Goals
- Problems
- Frustrations
- Buying motivations
- Objections
- Desired outcomes

- Questions before purchase
- Preferred communication style

Clearly separate assumptions from known information.

FRAMEWORK 14 — Competitor Analysis

Analyze these competitors:

[COMPETITORS]

Compare:

- Positioning
- Target customer
- Offer
- Pricing if verified
- Strengths
- Weaknesses
- Messaging
- Differentiation opportunities

End with three strategic opportunities.

FRAMEWORK 15 — Offer Builder

Act as an offer strategist.

Product:

[PRODUCT]

Audience:

[AUDIENCE]

Problem:

[PROBLEM]

Create:

- Core offer
- Main benefit
- Supporting benefits
- Bonuses

- Risk reducers
- CTA
- Value proposition
- Possible objections

Avoid unrealistic promises.

FRAMEWORK 16 — USP Generator

Create 15 potential unique value propositions for:

PRODUCT:

[PRODUCT]

TARGET CUSTOMER:

[AUDIENCE]

KEY ADVANTAGES:

[ADVANTAGES]

Each USP should be:

- Specific
- Easy to understand
- Customer-focused
- Differentiated

Rank the top 5.

FRAMEWORK 17 — Landing Page Builder

Act as a conversion-focused landing-page strategist.

Product:

[PRODUCT]

Audience:

[AUDIENCE]

Goal:

[GOAL]

Create:

1. Headline
2. Subheadline
3. Problem
4. Solution
5. Benefits
6. Features
7. Social proof section
8. Offer
9. FAQ
10. CTA

Avoid unsupported claims.

FRAMEWORK 18 — Ad Copy Generator

Act as a performance advertising copywriter.

Product:
[PRODUCT]

Audience:
[AUDIENCE]

Platform:
[PLATFORM]

Create [NUMBER] ad concepts.

For each:

- Hook
- Primary copy
- Headline
- CTA
- Creative concept

Use different psychological angles without making deceptive claims.

FRAMEWORK 19 — Social Media Content Engine

Act as a social media strategist.

Brand:
[BRAND]

Audience:
[AUDIENCE]

Goal:
[GOAL]

Create [NUMBER] content ideas.

For each:

- Content pillar
- Hook
- Format
- Main idea
- CTA
- Engagement angle

FRAMEWORK 20 — Reel Script Builder

Act as a short-form video strategist.

Topic:
[TOPIC]

Audience:
[AUDIENCE]

Create a [30/45/60]-second Reel script.

Structure:

1. Hook
2. Problem
3. Value
4. Example
5. Conclusion
6. CTA

Also provide:

- On-screen text
- Scene suggestions
- Voiceover
- Caption

FRAMEWORK 21 — Content Repurposer

Turn this content into multiple formats:

[CONTENT]

Create:

- Instagram Reel
- Carousel
- LinkedIn post
- X post
- Email
- Short video script
- Blog outline

Keep the core message consistent while adapting each format naturally.

FRAMEWORK 22 — Content Calendar

Create a [30]-day content calendar.

Brand:

[BRAND]

Audience:

[AUDIENCE]

Goal:

[GOAL]

Content pillars:

[PILLARS]

For each day provide:

- Topic

- Format
- Hook
- Key message
- CTA

FRAMEWORK 23 — Email Writer

Act as a professional email copywriter.

Purpose:
[PURPOSE]

Audience:
[AUDIENCE]

Context:
[CONTEXT]

Write an email that is:

- Clear
- Concise
- Professional
- Natural

Provide:
Subject lines
Email body
CTA

FRAMEWORK 24 — Sales Follow-Up

Create a follow-up sequence for a prospect who:

[CONTEXT]

Create messages for:

- Initial follow-up
- Reminder
- Value-based follow-up
- Objection handling
- Final follow-up

Avoid sounding desperate or spammy.

FRAMEWORK 25 — Objection Handler

Act as a sales consultant.

Product:
[PRODUCT]

Common objection:
[OBJECTION]

Create:

1. What the customer may actually be concerned about
2. Appropriate response
3. Short WhatsApp response
4. Email response
5. Sales-call response

Avoid manipulative tactics.

FRAMEWORK 26 — SEO Content Brief

Act as an SEO content strategist.

Topic:
[TOPIC]

Audience:
[AUDIENCE]

Create a content brief containing:

- Search intent
- Primary topic
- Related topics
- Suggested title
- H1
- H2 structure
- Questions to answer
- Internal-link opportunities

- CTA

Do not invent search-volume numbers.

FRAMEWORK 27 — Blog Builder

Create a detailed blog outline for:

TOPIC:
[TOPIC]

AUDIENCE:
[AUDIENCE]

PURPOSE:
[PURPOSE]

Include:

- Title
- Introduction angle
- H2s
- H3s
- Examples
- FAQs
- CTA

Prioritize usefulness over keyword stuffing.

FRAMEWORK 28 — Product Description

Write a product description for:

PRODUCT:
[PRODUCT]

TARGET CUSTOMER:
[AUDIENCE]

Include:

- Problem
- Solution

- Key benefits
- Features
- Who it's for
- CTA

Tone:

[TONE]

Avoid exaggerated claims.

FRAMEWORK 29 — Resume Optimizer

Act as a professional career coach.

Here is my resume:

[RESUME]

Target role:

[ROLE]

Job description:

[JOB DESCRIPTION]

Analyze the resume for:

- Relevance
- Clarity
- Impact
- Missing keywords
- Weak statements
- Formatting issues

Then provide an improved version without inventing experience.

FRAMEWORK 30 — Interview Coach

Act as an interview coach.

Target role:

[ROLE]

Experience:

[EXPERIENCE]

Create:

- 15 likely interview questions
- Strong answer framework for each
- Follow-up questions
- Common mistakes
- Questions I should ask the interviewer

Keep answers truthful and adaptable.

FRAMEWORK 31 — Meeting Assistant

Analyze these meeting notes:

[NOTES]

Extract:

- Decisions
- Action items
- Owners
- Deadlines
- Open questions
- Risks

Return the information in a clear table.

Do not assign an owner or deadline if it is not supported by the notes.

FRAMEWORK 32 — SOP Builder

Create a Standard Operating Procedure for:

PROCESS:

[PROCESS]

Create:

1. Purpose
2. Scope
3. Required tools
4. Prerequisites
5. Step-by-step process

6. Quality checks
7. Common errors
8. Troubleshooting
9. Completion criteria

FRAMEWORK 33 — Workflow Designer

Design an efficient workflow for:

TASK:
[TASK]

Current process:
[CURRENT PROCESS]

Goal:
[GOAL]

Create:

- Current bottlenecks
- Improved workflow
- Automation opportunities
- Human approval points
- Final workflow diagram in text

FRAMEWORK 34 — Automation Planner

Act as a no-code automation consultant.

Business process:
[PROCESS]

Design an automation using:
[TOOLS]

Provide:

Trigger

Step 1

Step 2

Step 3

AI action

Human approval
Final action
Error handling

FRAMEWORK 35 — Data Analyzer

Analyze the following data:

[DATA]

Identify:

- Important patterns
- Trends
- Outliers
- Possible explanations
- Missing information

Do not claim causation unless supported by the data.

End with practical recommendations.

FRAMEWORK 36 — Report Generator

Create a professional report from:

[DATA/NOTES]

Structure:

1. Executive summary
2. Key findings
3. Supporting evidence
4. Problems
5. Opportunities
6. Recommendations
7. Next actions

Clearly separate data-supported conclusions from assumptions.

FRAMEWORK 37 — Project Planner

Create a project plan for:

PROJECT:
[PROJECT]

OBJECTIVE:
[OBJECTIVE]

DEADLINE:
[DEADLINE]

Create:

- Milestones
- Tasks
- Dependencies
- Risks
- Owners
- Deliverables
- Review points

FRAMEWORK 38 — Learning Plan

Create a [30]-day learning plan for:

SKILL:
[SKILL]

CURRENT LEVEL:
[LEVEL]

AVAILABLE TIME:
[TIME]

For each day:

- Learning objective
- Task
- Practice exercise
- Expected outcome

FRAMEWORK 39 — Quiz Generator

Create a quiz about:

TOPIC:
[TOPIC]

Difficulty:
[LEVEL]

Create:

- [NUMBER] questions
- Multiple-choice options
- Correct answer
- Explanation

Cover different concepts rather than repeating the same idea.

FRAMEWORK 40 — Translation + Localization

Translate the following content from [LANGUAGE] to [LANGUAGE]:

[CONTENT]

Preserve:

- Meaning
- Tone
- Intent
- Formatting

Adapt cultural references naturally rather than translating word-for-word.

FRAMEWORK 41 — Idea → Execution

I have this idea:

[IDEA]

Turn it into an execution plan.

Provide:

1. Objective
2. Target customer
3. Resources required
4. First 5 actions
5. Timeline
6. Risks
7. Success metrics

FRAMEWORK 42 — SWOT Analyzer

Perform a SWOT analysis for:

[BUSINESS/PRODUCT/PROJECT]

Create:

Strengths

Weaknesses

Opportunities

Threats

Then convert the SWOT into five practical strategic actions.

FRAMEWORK 43 — Risk Analyzer

Analyze the risks associated with:

[PROJECT/DECISION]

For each risk provide:

- Description
- Probability
- Potential impact
- Early warning sign
- Mitigation
- Contingency plan

Do not invent precise probabilities unless data is available.

FRAMEWORK 44 — 80/20 Prioritizer

Analyze these tasks:

[TASK LIST]

Use an 80/20-style prioritization approach.

Classify tasks as:

- High impact
- Medium impact
- Low impact

Explain the reasoning and create an execution order.

FRAMEWORK 45 — Feedback Analyzer

Analyze this customer feedback:

[FEEDBACK]

Identify:

- Repeated complaints
- Positive themes
- Feature requests
- Customer expectations
- Urgent issues

Rank findings by frequency and/or apparent importance where the data supports it.

FRAMEWORK 46 — A/B Test Generator

Create an A/B testing plan for:

[ASSET]

Goal:

[GOAL]

Generate:

- Hypothesis
- Version A
- Version B
- Primary metric
- Secondary metric
- What the test is intended to learn
- Decision rule

Avoid changing multiple major variables unless the test design intentionally allows it.

FRAMEWORK 47 — Expert Brainstorm + Critique

First generate 15 ideas for:

[PROBLEM]

Then critique every idea using:

- Feasibility
- Potential value
- Difficulty
- Differentiation

Finally select the top 3 and explain why.

FRAMEWORK 48 — Multi-Perspective Analysis

Analyze this decision from five perspectives:

[DECISION]

Perspective 1: Customer

Perspective 2: Business owner

Perspective 3: Finance

Perspective 4: Operations

Perspective 5: Long-term strategy

Then synthesize the findings into one recommendation.

FRAMEWORK 49 — Final Quality Controller

Review the following output:

[OUTPUT]

Check:

- Accuracy
- Completeness
- Clarity
- Relevance
- Consistency
- Repetition
- Unsupported claims
- Missing context
- Tone

List problems first.

Then produce a corrected final version.

FRAMEWORK 50 — The Ultimate AI Prompt

Use this when the task is complex and important.

Act as an expert [ROLE] specializing in [FIELD].

OBJECTIVE:

My goal is to [GOAL].

CONTEXT:

[DETAILED CONTEXT]

AUDIENCE:

[AUDIENCE]

INPUT:

[INFORMATION/DATA/MATERIAL]

TASK:

Complete the following:

1. [TASK 1]
2. [TASK 2]

3. [TASK 3]

4. [TASK 4]

REQUIREMENTS:

- Be specific and practical.
- Do not invent facts.
- Identify assumptions.
- Explain important reasoning briefly.
- Prioritize the most useful recommendations.
- Avoid unnecessary repetition.

CONSTRAINTS:

[CONSTRAINTS]

OUTPUT:

Return the result in this exact structure:

[STRUCTURE]

QUALITY CONTROL:

Before finalizing:

1. Check for missing information.
2. Check for contradictions.
3. Identify unsupported claims.
4. Identify assumptions.
5. Improve weak sections.
6. Make the final result clear and actionable.

If information is genuinely missing and it materially affects the result, state what is missing and make reasonable assumptions only when appropriate.

2.17 Prompt Chaining

One of the most powerful techniques is **Prompt Chaining**.

Instead of asking AI to perform a complicated project in one step, divide it into connected stages.

Example: Creating a Digital Product

Instead of:

"Create and sell a digital product."

Use:

CHAIN 1

Find 20 potential digital product ideas.

**CHAIN 2**

Analyze these ideas and identify the strongest opportunities.

**CHAIN 3**

Define the target customer for the selected idea.

**CHAIN 4**

Create the product structure.

**CHAIN 5**

Create the content.

**CHAIN 6**

Critique the content.

**CHAIN 7**

Improve the content.

**CHAIN 8**

Create the sales page.

↓

CHAIN 9

Create marketing creatives.

This makes complex AI work much easier to manage.

2.18 The "Critique → Improve" Technique

Whenever quality matters, use this sequence:

Prompt A

Create the first version.

Prompt B

Critique the previous version. Identify weaknesses, missing information and potential problems.

Prompt C

Rewrite it using the critique.

Prompt D

Perform one final quality-control review.

This four-step process can dramatically improve many outputs.

2.19 The "Don't Assume" Instruction

This is one of the most useful instructions you can add.

Use:

Do not assume information that has not been provided. Clearly identify assumptions.

For research-heavy or business tasks, you can add:

If information cannot be verified, say so instead of inventing an answer.

This helps reduce fabricated details.

2.20 The "Ask Only When Necessary" Instruction

Sometimes AI asks too many questions.

Use:

"If the missing information is not critical, make a clearly stated reasonable assumption and continue."

This keeps workflows moving.

For critical decisions, use:

"If missing information could materially change the recommendation, identify the missing information before proceeding."

2.21 Prompt Debugging

If a prompt isn't producing good results, don't immediately blame the AI.

Check the prompt.

Ask:

Is the goal clear?

Did I provide enough context?

Did I define the audience?

Did I specify the desired output?

Did I provide examples?

Did I define constraints?

Am I asking for too many unrelated tasks?

Did I give the AI the source material it needs?

This process is called **prompt debugging**.

2.22 The Prompt Improvement Formula

Take a weak prompt:

"Give me marketing ideas."

Add:

ROLE

Act as a digital marketing strategist.

CONTEXT

I sell a ₹99 digital AI prompt bundle.

AUDIENCE

Beginners, freelancers and small-business owners.

GOAL

Generate sales.

INSTRUCTIONS

Create 15 marketing concepts using different angles.

CONSTRAINTS

Avoid exaggerated income claims.

OUTPUT

Return a table with angle, hook, concept and CTA.

Now you have a much stronger prompt.

2.23 Prompt Quality Checklist

Before using an important prompt, ask:

- ☐ Is my goal clear?
- ☐ Did I provide enough context?
- ☐ Did I define the target audience?
- ☐ Did I provide the necessary input?
- ☐ Did I explain the task?
- ☐ Did I specify constraints?
- ☐ Did I specify the output format?
- ☐ Did I give examples if needed?
- ☐ Did I explain the desired tone?
- ☐ Did I include accuracy requirements?
- ☐ Did I ask AI to identify assumptions?
- ☐ Do I need a critique/revision stage?

If you can answer "yes" to most of these questions, your prompt is likely much stronger than a basic request.

2.24 The 5-Minute Prompt Upgrade

Take any basic prompt and upgrade it using five questions:

1. WHO?

Who should AI act as?

2. WHY?

What outcome do I want?

3. WHO FOR?

Who is the audience?

4. HOW?

What process should AI follow?

5. WHAT FORMAT?

How should the answer look?

Example

Basic:

Make a Reel.

Upgraded:

Act as a short-form content strategist. Create a 30-second Instagram Reel for beginners who want to learn practical AI skills. The goal is to educate and generate saves. Start with a curiosity-driven hook, provide three useful tips, use simple language, and finish with a CTA. Return the result as Hook → Script → Scene directions → On-screen text → Caption → CTA.

That's the difference between **asking AI** and **directing AI**.

CHAPTER 2 QUICK REFERENCE

The 10-Part Prompt Formula

ROLE

↓

CONTEXT

↓

OBJECTIVE

↓

AUDIENCE

↓

INPUT

↓

INSTRUCTIONS

↓

CONSTRAINTS

↓

OUTPUT FORMAT

↓

EXAMPLES

↓

QUALITY CONTROL

The Professional AI Loop

PROMPT → GENERATE → CRITIQUE → IMPROVE → VERIFY → FINALIZE

Remember

A longer prompt is not automatically a better prompt.

A good prompt is:

Clear + Relevant + Specific + Structured + Actionable

Give AI the information it actually needs.

Don't add unnecessary complexity just to make a prompt look sophisticated.

ACTION CHALLENGE

Choose one task you regularly perform.

Write your normal prompt.

Then upgrade it using:

ROLE + CONTEXT + OBJECTIVE + AUDIENCE + INSTRUCTIONS + CONSTRAINTS + OUTPUT

Finally ask AI:

"Critique this prompt and identify what information is missing or ambiguous. Then rewrite it into a stronger version while preserving my original objective."

Congratulations.

You have now learned the foundation of professional prompt engineering.

NEXT LEVEL

The next section of this bundle moves from **prompting AI** to **using AI as a complete productivity and business system**.

You will learn how to combine prompts, AI tools, workflows and automation instead of using each tool separately.