

Write a Clear, Specific Prompt

Specific prompts get better results. When you write a prompt, make sure it includes these four building blocks.

I

INSTRUCTION

What should the AI do?

Start with an action word: write, summarize, compare, list, draft.

C

CONTEXT

What does it need to know?

Include anything the AI can't guess: who you are, what the situation is, and why it matters.

F

FORMAT

What should the output look like?

Say exactly what you want: a table, bulleted list, numbered steps, an email, a paragraph.

T

TONE

How should it sound?

Name the tone: direct, warm, formal, confident, conversational.

You won't always need all four elements, but a missing one is usually the reason a result falls flat. Remember them as **ICraft Focused Text**.

Spot Vague Words

Before you hit send, find any vague words and make them specific.

EXAMPLES

"Make it better" → **"Make it more concise"**

"Make it professional" → **"Make it friendly but not casual"**

"Keep it short" → **"Keep it under 200 words"**

"Add a few examples" → **"Add three examples"**

Catch a vague word?

Ask yourself: "By that, I specifically mean..." and put that in the prompt.

Final Check: The New Hire Test

Read your prompt one more time and ask yourself: Could a capable new hire who knows nothing about your work produce exactly what you need from this prompt? If not, name what's missing.

From the free [AI Prompting Essentials course](#).

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