

Beyond CLEAR. More ways to phrase the wish.

CLEAR is the workhorse. But not every task is shaped the same, and the framework should match the job. This bonus toolkit gives you three more prompt structures, a set of metaprompts that make AI improve your prompt before it answers, and a starter system for context engineering.

Match the framework to the job

- Quick everyday task, low stakes: use RTF. Ten seconds, good output.
- Multi-step work, SOPs, checklists, anything with an order of operations: use RISEN.
- Client-facing words where tone can win or lose the relationship: use CO-STAR.
- Not sure what to ask, or the task is high stakes: metaprompt first. Page 5.
- AI keeps guessing about your business? The problem is context, not the prompt. Page 6.

One framework is a habit. A toolbox is an advantage.

Frameworks are not magic words. They are checklists that force you to hand the genie what it actually needs: the situation, the job, the standard, and the audience.

The prompt is the wish. The framework is how you phrase it so it comes true the way you meant it.

HOW TO USE THIS TOOLKIT

- Pick one framework and run it on a real task from your Action Map this week.
- Save the prompts that work. A prompt that worked twice is a template.
- Build your Context Pack once, then reuse it everywhere.

WHAT EVERY GOOD PROMPT ANSWERS

- Who is doing the work, and who is it for?
- What exactly does done look like?
- What does the AI need to know that it cannot guess?

NOTES

RTF. Role, Task, Format.

The ten-second prompt. Three pieces, one sentence each. Use it for the everyday work that does not deserve a blank stare at the cursor: quick drafts, summaries, rewrites, lists.

Role

Who should the AI act as? A role pulls the right knowledge and judgment to the front.

Task

What exactly should it do? One clear verb. Draft, summarize, rewrite, compare, list.

Format

What shape should the output take? Length, structure, bullet vs. paragraph, table, email.

EXAMPLE: HVAC COMPANY, ESTIMATE FOLLOW-UP

Role: Act as the office manager of a residential HVAC company known for being straightforward and friendly. **Task:** Draft a follow-up email to a homeowner who received our estimate nine days ago and has gone quiet. Do not pressure. Offer to answer questions and mention our schedule fills up in July. **Format:** Under 120 words, plain language, one clear next step at the end.

BEST FOR

- Emails, replies, and short drafts.
- Summarizing notes or a document.
- Rewriting something in a different tone.
- Brainstorming lists and first options.

WATCH OUT FOR

- Complex tasks. If the job has steps, RTF is too thin. Use RISEN.
- Generic roles. "Act as an expert" adds little. "Act as a bookkeeper for trade contractors" adds a lot.

MY RTF PROMPT FOR A REAL TASK THIS WEEK

NOTES

RISEN. For work with steps.

When the task has an order of operations, the prompt should too. RISEN is built for process work: SOPs, onboarding flows, project plans, anything where skipping a step costs you.

<p>Role</p> <p>Who the AI is acting as for this job.</p>	<p>Instructions</p> <p>The main directive. What you want produced.</p>	<p>Steps</p> <p>The sequence to follow, in order. Number them.</p>	<p>End goal</p> <p>What success looks like when it is done.</p>	<p>Narrowing</p> <p>Constraints. Length, scope, what to leave out.</p>
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EXAMPLE: TURNING A RECORDING INTO AN SOP

Role: Act as an operations consultant who writes clear SOPs for small service teams. **Instructions:** Turn the meeting transcript below into a step-by-step SOP for new client onboarding. **Steps:** 1. Read the transcript. 2. List every action mentioned, in order. 3. Flag anything unclear or contradictory as an open question. 4. Write the SOP with numbered steps, owners, and tools used. **End goal:** A new hire could follow this without asking questions. **Narrowing:** One page. Do not invent steps that were not mentioned. Put open questions in a separate list at the end.

BEST FOR

- Writing or cleaning up SOPs and checklists.
- Project and rollout plans.
- Breaking a big messy job into stages.
- Anything where "do not skip ahead" matters.

THE POWER MOVE

- "Flag anything unclear as an open question." This single line stops the AI from confidently inventing the parts you never told it.

A PROCESS IN MY BUSINESS WORTH A RISEN PROMPT

NOTES

CO-STAR. When tone is the job.

Some words just need to be correct. Others need to land. CO-STAR is the full-detail framework for client-facing communication, marketing, and anything where how it sounds matters as much as what it says.

<p>Context</p> <p>The background and situation.</p>	<p>Objective</p> <p>What this piece of writing must accomplish.</p>	<p>Style</p> <p>The writing style. Plain, polished, technical.</p>	<p>Tone</p> <p>The emotional register. Warm, firm, apologetic.</p>	<p>Audience</p> <p>Who reads it and what they care about.</p>	<p>Response</p> <p>The output format and length.</p>
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EXAMPLE: RESPONDING TO A TOUGH REVIEW

Context: We run a plumbing company. A customer left a 2-star review saying we showed up late and the invoice was higher than quoted. The lateness is true. The invoice included parts we explained on site. **Objective:** Respond publicly so future customers see we own mistakes and deal fairly. **Style:** Plain and direct, no corporate phrases. **Tone:** Accountable and calm, not defensive. **Audience:** The reviewer, and every prospect who reads reviews before calling. **Response:** Under 100 words. Apologize for the lateness, briefly clarify the invoice, invite them to call the owner directly.

BEST FOR

- Review responses and difficult emails.
- Proposals, marketing copy, and web pages.
- Announcements with a mixed audience.

STYLE VS. TONE, IN ONE LINE

- Style is how it is built. Tone is how it feels. "Professional but warm" is a tone. "Short sentences, no jargon" is a style. Give both.

A CLIENT-FACING MESSAGE I WILL RUN THROUGH CO-STAR

NOTES

Let the genie sharpen the wish.

The fastest way to a better prompt is to make the AI write it with you. Metaprompting means using AI on the prompt itself before you use it on the task. Three copy-and-paste patterns cover most situations.

1. THE IMPROVER: WHEN YOU HAVE A DRAFT PROMPT

"Here is a prompt I plan to use: [paste your prompt]. Rewrite it to be clearer and more specific. Then tell me what important information is still missing that only I can provide."

2. THE INTERVIEWER: WHEN YOU ONLY HAVE A ROUGH IDEA

"I need help with [describe the task in one or two sentences]. Before you do anything, ask me up to five questions that would make your answer significantly better. Wait for my answers before starting."

3. THE CRITIC: WHEN YOU GOT AN OUTPUT AND WANT IT PRESSURE-TESTED

"Review the output above against these standards: accurate to the facts I gave you, right tone for [audience], nothing invented, clear next step. List what fails and fix only those parts."

WHEN TO METAPROMPT

- High-stakes output: proposals, pricing, anything legal-adjacent.
- Tasks you will repeat. Improve the prompt once, reuse it forever.
- When you cannot articulate what you want yet. The Interviewer will pull it out of you.

THE HABIT THAT COMPOUNDS

- Every time the Improver tells you what was missing, that is a lesson in what AI needs from you. After a few rounds you will write better first drafts without it.

NOTES

Context is the real lamp.

A great prompt with no context still makes the AI guess about your business. Context engineering is giving it the background once, in a reusable form, so every prompt starts smarter. Build a Context Pack: five short documents that travel with you.

<p>Identity</p> <p>Who you are, who you serve, what you sell, what makes you different. Half a page.</p>	<p>Voice</p> <p>Two or three samples of writing that sounds like you. AI imitates examples better than adjectives.</p>	<p>Process</p> <p>The SOP or steps for the work at hand. How you actually do the thing.</p>	<p>Proof</p> <p>FAQs, past examples of good output, common objections and your answers.</p>	<p>Boundaries</p> <p>What AI must never say, promise, or invent. Pricing rules, claims, guarantees.</p>
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WHERE THE PACK LIVES

- Custom instructions: the always-on layer in ChatGPT or Claude. Put Identity and Boundaries here.
- Projects or spaces: per-topic workspaces that hold files. Put Voice, Process, and Proof here.
- A simple "context doc" you paste at the start of a chat works too. Start there.

RULES OF THE PACK

- Use plain headers so AI can navigate it. Markdown is enough.
- Keep it current. Stale context produces confident, outdated answers.
- No sensitive client data, ever. The risk rules from Section 6 apply here double.

FIRST ITEM I WILL WRITE FOR OUR CONTEXT PACK

WHO KEEPS IT CURRENT

Frameworks shape the wish. Context tells the genie who is asking.