

The Prompt Guide

Search terms get search results. Give Claude the same brief you would give a sharp new hire.

THE FOUR-PART FRAMEWORK Every strong prompt has these four. Skip one and the output drifts.

01

Role

Tell it who to be. "You're my SDR manager" beats a blank slate every time.

02

Context

Hand it the deal, the account, the thread. It can only work with what it knows.

03

Constraints

Set the rules. Length, tone, what to avoid, what good looks like.

04

Output

Name the format you want back. A table, three bullets, a ready-to-send email.

WHAT GOOD LOOKS LIKE

One real prompt, part by part. Researching a prospect before a discovery call.

ROLE	You're my sales research analyst.
CONTEXT	I have a discovery call tomorrow with Marcus Reyes, VP of Sales at Cascade Packaging, a 250-person packaging manufacturer. Attached are the account details and my notes from our last call.
CONSTRAINTS	Use the attached notes, fill any gaps from public sources only, and flag what you can't verify.
OUTPUT	Give me a one-page brief: their role and priorities, the company's three most recent moves, four discovery questions to ask, and one risk to watch.

FIVE TIPS TO A GREAT PROMPT

- 01 **Be specific.** Vague in, vague out. Name the exact thing you want.
- 02 **Assign a role.** "You're a VP of Sales who closes \$75K deals." It shapes the whole answer.
- 03 **Have a conversation.** Don't one-shot it. Push back, refine, ask for another pass.
- 04 **Get interviewed.** Tell it to ask you questions before it answers, so it fills its own gaps.
- 05 **Supplement AI with human intelligence.** Your industry, your judgment, the way you know it should sound. You're the operator.