

THE

AI Femme Edit

BY THE AI EXECUTIVE EDIT

02



MODULE 02 • PROMPTING

Ask Better, Get Better

How to ask AI for exactly what you need

Free guide

About 70 minutes

Start after Module 01

With Heather

Welcome back.

In Module 01 you had your first conversations with AI. You probably noticed that some answers were useful and some were bland.

Most of the time the difference comes down to the question, not the tool.

This module gives you one simple way to ask: four parts you can remember without notes.

By the end you'll have a set of your own prompts, saved and ready to reuse.

How to use this guide

About 70 minutes: six short lessons (5 to 12 minutes each) and a 20-minute exercise.

You'll need: the AI tool you picked in Module 01, and a notes app.

COPY THIS PROMPT

Paste it straight into your AI tool.

TRY THIS

A quick action to do now.

CHECK YOURSELF

A quick question to see what's stuck.

NEW • PROMPT BUILDER

A card to screenshot and keep on your phone.

Your learning path

10 modules, from first steps to strategy · 01–05 free

- ✓ AI Foundations DONE
- 02** **Prompting** YOU ARE HERE
- 03 Everyday AI
- 04 Creating with AI
- 05 AI for Business & Income
- 06 AI at Work
- 07 Automation
- 08 AI Workflows
- 09 Agentic AI
- 10 Advanced AI Strategy

LEARNING OBJECTIVES

By the end of this module, you'll be able to:

- 1 Write a prompt using four parts: Task, Context, Format, Check
- 2 Give AI the background it needs without oversharing
- 3 Get answers in the length, layout and tone you want
- 4 Show AI an example so it matches your style
- 5 Improve an answer in two or three follow-ups instead of starting again
- 6 Save your best prompts so you never write the same one twice

01

Think of a capable new colleague

Imagine a capable new colleague on their first day. They're quick and willing, but they don't know your customers, your manager, or how you like things done.

If you said “write the newsletter”, you'd get something. It just wouldn't be what you had in mind.

AI is the same. It starts every conversation knowing nothing about your situation. A prompt is a brief. The better the brief, the better the work.

Why vague prompts get vague answers

When you leave something out, AI fills the gap with the most average, most likely option. That's why vague prompts produce answers that sound like everyone else's.

× “WRITE A POST ABOUT MY BAKERY.”

Who for? *guess*

Saying what? *guess*

How long? *guess*

Tone? *guess*

→ Something generic.

CHECK YOURSELF

Why does a vague prompt give a bland answer?

Decide first. The answer is upside down.

Answer: AI fills every gap with the most typical option, so you get the average.

02

The four-part prompt

1

TASK

What do you want it to do?

Start with an action: write, summarise, plan, explain.

2

CONTEXT

Who is it for, and why?

The background it can't know.

3

FORMAT

How should it look and sound?

Length, layout, tone.

4

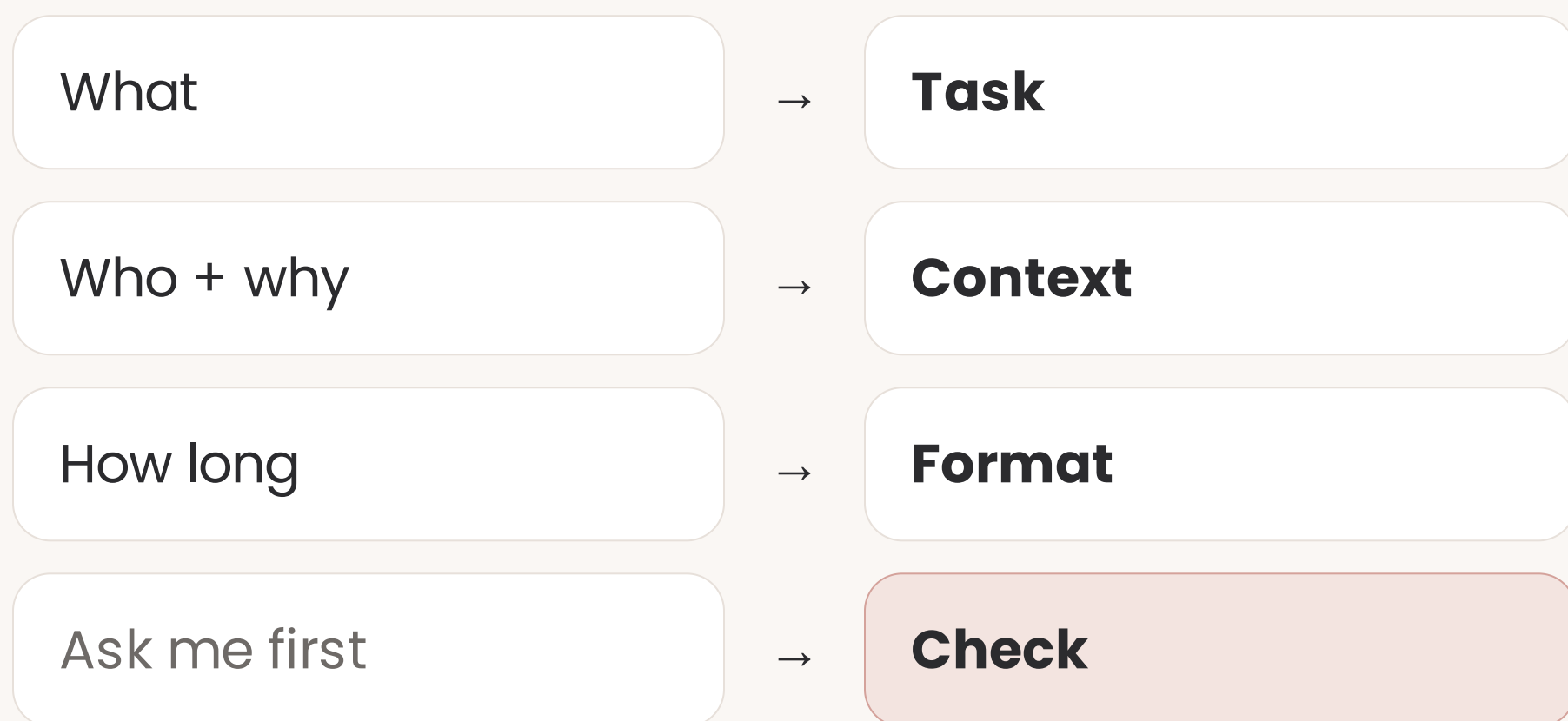
CHECK

What should it ask you first?

Get it to ask questions, or flag anything it's unsure of.

You've already met this

In Module 01 you learned to tell AI **who, what, why and how long**. The four-part prompt is the same idea, organised so you don't forget a part.



You met this in Module 01 (“Ask me 3 questions...”). Now it's built into every prompt. It's different from checking the answer: you still check facts yourself.

Build a prompt, one part at a time

TASK

“Write a thank-you email to a customer.”

→ Polite but generic.

+ CONTEXT

“She's ordered from my candle shop four times this year. I want her to feel noticed, not sold to.”

→ Warmer and more personal.

+ FORMAT

“Under 100 words. Friendly and a little informal. No discount codes.”

→ The right length and tone.

+ CHECK

“If anything's unclear, ask me before you write it.”

→ It replies with two questions: her name, and what she usually buys. You answer them, and then it writes the email. Read it before you send.

Paste all four parts as one message.

KEEP THIS

Prompt builder

Screenshot this page. Fill in the [brackets].

1 • TASK

I want you to [write / plan / summarise / explain] [what].

2 • CONTEXT

It's for [who], because [why]. Background: [what it needs to know].

3 • FORMAT

Make it [length], as [bullets / an email / a table]. Tone: [warm / direct / formal].

4 • CHECK

Before you start, ask me up to 3 questions if anything's unclear.

Paste all four as one message. It will usually reply with questions first. Answer them, and then it writes.

Do I need all four every time?

No. For a quick question (“What's a good substitute for buttermilk?”) the task alone is fine.

For anything you'll **send, share or act on**, use all four. It takes an extra minute and usually saves you rewriting it.

How long should a prompt be? As long as it needs to be. Three to six sentences is normal for a good one.

TRY THIS • 5 MIN

Think of something you need to write this week. Fill in the prompt builder and paste it into your AI tool.

03

Good context answers these

- **Who's it for?** “Parents at my child's school.” “My finance director.”
- **What's it for?** “To get volunteers for Saturday.”
- **What does it need to know?** Key facts, dates, what's already happened.
- **What have you tried?** “I've sent one reminder already and had no replies.”
- **Any limits?** “No jargon.” “Must mention the deadline.”

You can paste in material too: notes, an email you received, a job advert. Start with **“Here's the background:”**

Share enough, not everything

The traffic light from Module 01 still applies. Give AI the situation, not the identities.

× **INSTEAD OF**

“Reply to Jane Smith at Smith & Co about invoice 4471 for £12,400.”

✓ **TRY**

“Reply to a long-standing client about a late invoice. Friendly, but clear that payment is now overdue.”

Same useful answer, no private details. Add the real ones back yourself before you send.

CHECK YOURSELF

You want help replying to a difficult email from a colleague.

What do you paste in?

Decide first. The answer is upside down.

Answer: the situation and the tone you want, with names and identifying details taken out. At work, use your approved tool.

04

Tell it how you want it

LENGTH

“Under 100 words”

“One paragraph”

“5 bullet points”

LAYOUT

“As an email”

“As a table”

“As a checklist”

TO NE

“Warm and informal”

“Direct and professional”

READER

“For someone new to this”

“For a busy manager”

A number beats an adjective. “Short” means different things to different people. “Under 80 words” doesn't, though AI word counts are approximate.

Show it an example

The quickest way to get your style is to show it.

COPY THIS PROMPT

“Here's a post I wrote that did well: [paste it]. Write a new post about [topic] in the same style and length. Don't copy any sentences.”

This works for emails, product descriptions, social captions and reports: anything where you already have a version you like.

What about “Act as...”?

You'll see prompts that start “Act as a marketing expert” or “You are a career coach”.

This can help set the angle, especially for feedback:

COPY THIS PROMPT

“Act as a hiring manager. Tell me what's weak in this CV, and be specific: **[paste]**”

It isn't magic. A job title with no context still gets a generic answer. Context does more of the work than the title.

05

Don't accept the first draft

Within one chat, AI remembers what you've said, so you can steer it. Improving an answer is usually quicker than starting again.

COPY THESE FOLLOW-UPS

"Give me 3 different versions so I can choose."

"Keep the first paragraph. Rewrite the rest to be more direct."

"What's the weakest part of this? Fix it."

"Make it sound more like me: less formal, shorter sentences."

Carry on, or start a new chat?

CARRY ON

when you're improving the same piece of work.

START A NEW CHAT

- when you're switching to a different topic
- when the answers keep going round in circles
- when it holds on to something you've told it to drop

When you start fresh, paste in the best version so far and say what you want changed.

06

Build your prompt bank

Once a prompt works, keep it. Make a note called **“My prompts”** on your phone or computer. For each one, save:

CUSTOMER THANK-YOU

“Write a thank-you email to a customer who [what they did]. Under 100 words, warm, no discount codes. Ask me if anything's unclear.”

Use: after a repeat order or a kind review.

A name • the prompt, with the parts that change in [brackets] • when to use it. Next time: copy, fill in, done.

Common mistakes, and the fix

× Asking for five things in one prompt

✓ One task per prompt, or number them.

× Leaving out who it's for

✓ Name the reader for anything you'll send.

× Saying “make it better”

✓ Say what better means: shorter, warmer, clearer.

× Accepting the first answer

✓ Ask for 3 versions, then choose.

× Pasting in private details

✓ Describe the situation, not the people.

How people use it

Illustrative examples

Aisha · job hunting

Before: “Write a cover letter.”

After: “Write a cover letter for this job advert [pasted]. I have 8 years in retail management and I'm moving into HR. Under 250 words, confident but not boastful. Ask me anything you need first.”

Claire · dog groomer

Before: “Reply to this review.”

After: “Reply to this 3-star review [pasted]. Thank her, acknowledge the wait, and mention we've added Saturday slots. 3 sentences, warm.”

How people use it

Illustrative examples, continued

Rachel · project manager

Before: "Summarise these notes."

After: "Summarise these meeting notes for my director. Five bullets: decisions, risks, next steps. She'll read it on her phone."

Rachel uses her company's approved tool for work notes.

Nicola · organising a party

Before: "Birthday party ideas."

After: "Plan a birthday party for eight 7-year-olds at home, 2 hours, budget £60. Give me a timed schedule and a shopping list."

Your prompt library

Add “Ask me if anything’s unclear” to any of these. Fill in the [brackets].

01 · EMAIL

“Write an email to [who] about [what]. Background: [facts]. Under [100] words, [warm / direct]. Ask me if anything's unclear.”

02 · SOCIAL POST

“Write a [platform] post for [audience] about [topic]. Here's one I liked: [paste]. Match the style. Give me 3 versions.”

03 · SUMMARY

“Summarise this for [who]. They need to know [what]. [5] bullets, plain English: [paste]”

04 · PLAN

“Help me plan [task] by [date]. I have [time / budget]. Give me a step-by-step plan as a checklist.”

Your prompt library

Save the ones you use to your prompt bank.

05 · FEEDBACK

“Act as [a hiring manager / a customer]. What's weak in this [CV / page]? Be specific and honest: [paste]”

06 · EXPLAIN

“Explain [topic] to [someone new to it] in under [150] words, with one everyday example.”

07 · IDEAS

“I'm [context]. Give me 10 ideas for [thing]. Include 3 that are low-cost and quick.”

08 · IMPROVE

“Here's my draft: [paste]. Make it [clearer / shorter / warmer]. Keep my voice. Show me what you changed.”

Rebuild a prompt

This shows you how much each part adds.

- 1 Pick one thing you'd genuinely use AI for this week (two more if you have time).
- 2 Write it the lazy way first, in one line. Run it and keep the answer.
- 3 Rebuild each one with Task, Context, Format and Check. Run it in a **new chat**.
- 4 Score both answers out of 5: **could I use this without rewriting it?** Then use one follow-up from Lesson 5 on the rebuilt answer, and score it again.
- 5 Save the best rebuilt prompt to your prompt bank.

Write it down

Lazy prompt · score ___ / 5

Four-part prompt · score ___ / 5

What made the biggest difference

Prompt I saved to my bank

You're done when at least one rebuilt prompt scores 4 or 5, and it's saved.

TRY THIS • 10 MIN A DAY

The 5-day prompting challenge



DAY 1

Use the prompt builder for an email you need to send.



DAY 2

Paste in something you wrote and ask AI to match your style for a new piece.



DAY 3

Ask for 3 versions of something, and pick the best.



DAY 4

Get feedback: "Act as [your reader]. What's unclear in this?"



DAY 5

Save three prompts to your prompt bank.

Share your best before-and-after with **@theaiexecutiveedit**
#TheAIFemmeEdit

Key takeaways

- 1 A prompt is a brief. The better the brief, the better the work.
- 2 Use four parts: Task, Context, Format, Check.
- 3 Name the reader. Say what it's for.
- 4 A number beats an adjective: “under 80 words”, not “short”.
- 5 Show an example when you want your style.
- 6 Improve the first answer. Don't settle for it.
- 7 Save prompts that work, and reuse them.

Quick knowledge check

1. Which prompt will get the most useful answer?

- A) “Write about our event”
- B) “Write a warm invite to the school fair”
- C) “Write a 3-sentence invite to parents for Saturday's school fair, 10am to 1pm, warm and upbeat”

2. You asked for “a short summary” and got 400 words. Best fix?

- A) Ask for “a short summary” again
- B) Say “5 bullet points, under 80 words”
- C) Say “much shorter please”

3. What does the CHECK part of a prompt do?

- A) Gets AI to ask you questions before it answers
- B) Tells AI to double-check its own facts
- C) Asks AI to rate your prompt

Quick knowledge check

4. You want a new post in your own style. What's quickest?

- A) Describe your style in detail
- B) Say “write like me”
- C) Paste an example you wrote and ask it to match it

5. After 10 messages the answers are going round in circles. What now?

- A) Keep going, and repeat your request more firmly
- B) Ask it to start again from the beginning in the same chat
- C) Start a new chat, paste in the best version, and say what to change

6. Which is safest to paste into a free AI tool?

- A) A client's email, with her name and invoice number
- B) The situation, with names and figures taken out
- C) A screenshot of the client's email

Answers on the next page.

Answers

- C** **Q1.** It has the task, the audience, the details, the length and the tone.
- B** **Q2.** A number is clearer than “short”.
- A** **Q3.** It fills the gaps before AI guesses.
- C** **Q4.** Showing works better than describing.
- C** **Q5.** A fresh chat clears the clutter. Keep the best bits.
- B** **Q6.** The situation, not the identities. Add the real details back yourself.

5 or 6 right? You're ready for Module 03.

Fewer? Q1 or Q3: Lesson 2 · Q2 or Q4: Lesson 4 · Q5: Lesson 5 · Q6: Lesson 3.

Words you'll hear

Prompt

The message you give AI. Think of it as a brief.

Context

The background AI needs: who, why, the facts.

Format

How the answer should look: length, layout, tone.

Iterate

Improve an answer step by step with follow-ups.

Role prompt

Starting with “Act as...” to set an angle.

Prompt template

A saved prompt with [brackets] for the parts that change.

Chat memory

Within one chat, AI remembers earlier messages. A new chat usually starts fresh, unless your tool's memory setting is on.

NEXT STEPS

You can now ask AI for what you actually need.

That's the skill everything else in this course builds on.

NEXT • MODULE 03 • EVERYDAY AI

Take small jobs off your plate

Emails, planning, decisions and admin, at home and at work.

[Get Module 03 free at theaiexecutiveedit.com](https://theaiexecutiveedit.com)

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WANT TO GO FURTHER?

The Full Edit, with ready-made prompt packs, projects and step-by-step workflows, is available now at theaiexecutiveedit.com.
Already have it? Open your Module 02 Prompt Pack next.

See you in Module 03.

Heather • The AI Executive Edit

