

CRAFT: QUICK REFERENCE

The one page to keep next to your keyboard.

From How to Talk to AI, Session 01 · Drake Wolfe & Dale Heim · Agentix

The one shift

Stop treating AI like a search engine. Start treating it like a brilliant new hire on day one: fast, capable, has read everything, knows nothing about your world until you brief it. No context in, average of the internet out.

CRAFT: the anatomy of a prompt

	What it is	Ask yourself	Example
C Context	Everything it can't see	Who am I? Who is this for? What's happening? Why does it matter?	"I run a 12-person HVAC company. Costs are up 9%. Customers are homeowners who've been with us for years."
R Role	The lens to think through	What real job should it think like?	"Act as a small-business owner writing to people you actually know."
A Ask	The task, led by a verb	What is the one thing I want?	"Write the email announcing the change."
F Format	What done looks like	Length? Structure? Tone? How many versions?	"Under 200 words. Plain language. No bullets. Subject line included. Two versions."
T Tune	The follow-up	What's working? What's wrong? What instead?	"Closer. Cut the second paragraph, sharpen the opening, keep the ending exactly as is."

Structure beats length. The best prompt is the shortest one that reliably works. Five sentences, ninety seconds. Fifteen if you talk-to-type.

The 10 prompt types (the moves)

1. **Zero-shot** — just ask. Fine for simple work.
2. **Few-shot** — show a sample, say "match this."
3. **Role** — a real job, not a costume.
4. **Chain-of-thought** — "think it through step by step."
5. **Constraint** — hard limits said out loud.
6. **Reverse / meta** — have the AI write the prompt.
7. **Clarifying** — flip the interview: it asks, you answer.
8. **Chunking** — one big ask becomes three small ones.
9. **Reflection** — make it critique its own draft, then improve.
10. **Grounded** — only from the material you give it. "If it's not in there, say so."

Biggest risk → **reach for:** generic → Role/Few-shot · wrong → Chain-of-thought/Grounded · wrong shape → Constraint/Few-shot · don't know what to ask → Reverse/Clarifying · too big → Chunking · must be excellent → Reflection.

Reverse prompting (photograph this)

I want to accomplish [goal]. Write the ideal prompt to get that. Use the CRAFT formula: Context, Role, Ask, Format, Tune. Whatever role you take, approach this as if you have skin in the game with me. Ask me anything you need first. Then explain your choices.

Then paste the prompt it writes back in and run it.

Six little tricks that compound

1. Make it show its work and defend the pick.
2. Give it skin in the game: “act like you have \$1M invested in this with me.”
3. Show it what good looks like: one strong example beats a paragraph.
4. Ask for options, then a verdict: “3 approaches, argue for the winner.”
5. Say what to do, not what to avoid: “keep sentences short” beats “don’t ramble.”
6. Change one thing at a time: same prompt, one tweak, compare.

Reference images

If you can picture it, don’t spend twenty prompts describing it. **Hunt** (search Pinterest, save what you like) → **Feed** (drop it into the chat; screenshots count) → **Say how exact** (“match this reference exactly” vs. “pull the palette and style only”).

Tech Talk: name the part, say the action, describe the result

Parts: hero · nav · header · footer · section · card · CTA · button · form · modal · headline · subhead · body · caption · margin (outside) · padding (inside) · whitespace · grid · column · font · weight · palette · hierarchy · contrast · slide title · speaker notes · header row · pivot table

Actions: remove · replace/swap · resize · move/align · condense · expand · emphasize · de-emphasize · reorder · merge · split · standardize · match

Scope: “only” · “everything else the same” · “throughout” · “in the second section”

“In the hero, make the headline bigger and cut the subtitle to one line.” That’s a note AI can execute on the first try.

Full vocabulary: the Tech Talk Dictionary in this pack.

The tune note

KEEP: [what’s working]
CHANGE: [the exact part, and what to do to it]
LEAVE: [everything else the same]

Pinpoint, don’t paraphrase. Screenshot it, quote it, number it.

The rebuild (from the session)

Round one: “Search the internet and give me the best marketing ideas for a small business.”

Round two, in CRAFT:

C: I run [business] in [city], [team size]. Customers find us through [channels]. Budget is [\$X/month].
R: Act as a marketing consultant for small local businesses on tight budgets.
A: Search the internet and give me the ten best ideas for a business like mine.
F: Ranked by cost, with time required and a first step for each.
T: (after) Cut anything over my budget. Expand on the top three.

That difference is the whole session.

The commands (once CRAFT is installed)

A live install greets you once per chat and on every command: *Thank you for using the CRAFT skill by Agentix.*

Type this	What you get
craft: [your goal]	Interview (up to 3 questions), then the ideal prompt in a code block
craft: audit + a prompt	Scorecard out of 25, fixes, upgraded prompt
craft: brief	Interview (up to 8 questions), then your Context Card
craft: talk + an edit note	Plain English translated into part + action + result
craft: tune + feedback	KEEP / CHANGE / LEAVE applied; only what you named changes
craft: teach	The moves it just used, explained
craft: pack + a task	The closest Prompt Pack template, filled from your context
craft: help	The command list
craft: quiet / craft: loud	Greeting and tune lines off / on
craft: off / craft: on	Pause / resume CRAFT for the chat
what's the CRAFT rule?	The handshake: <i>Brief it like a brilliant new hire: Context, Role, Ask, Format, then Tune. Structure beats length. (CRAFT Skill v1.0 by Agentix)</i>

The Context Card (fill once, save everywhere)

CONTEXT CARD – [Name], [role]
Business: [what, where, size, since]
Customers: [who; what they care about]
Offer: [products/services; price range]
Voice: [three adjectives]. Sounds like: "[one sentence]"
Goals (next 90 days): [1–3]
Constraints: [budget, time, compliance, off-limits]
Tools: [site, CRM, email, AI]
Standing preferences: [length, format, tone]

Save it: Claude Project instructions · ChatGPT “What do you do?” · Gemini Saved info · Grok Custom Instructions.

Install

Claude: upload craft.zip (Customize → Skills). ChatGPT, Gemini, Grok, any AI: paste from the PASTE files in the matching folder. Then confirm with: **what’s the CRAFT rule?**

Questions, or want AI working in your business? Book a free call: cal.com/agentix · drake@goagentix.com ·

dale@goagentix.com