

THE CRAFT PROMPT PACK

40 fill-in-the-blank prompts with CRAFT already built in. Copy, fill the [brackets], run.

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How to use this pack 1. Fill in your **Context Card** (Part A) once. Save it where your AI keeps standing instructions. Every prompt below assumes it's there; if it isn't, paste the card above the prompt. 2. Pick a prompt. Fill the [brackets]. Run it. 3. Tune with KEEP / CHANGE / LEAVE (prompt 27). 4. If none fits, type `craft:` followed by your goal and let the AI write the prompt.

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A1. The Context Card

Your standing context. Fill it once, or type `craft: brief` and answer the questions. Save it in: Claude Project instructions or profile preferences; ChatGPT "What do you do?" or Project instructions; Gemini Saved info or the Gem; Grok Custom Instructions.

```
CONTEXT CARD — [Name], [role: owner / manager / freelancer]
Business: [what it does, where, team size, since when]
Customers: [who they are; what they care about most]
Offer: [products or services; price range]
Voice: [adjective, adjective, adjective]. Sounds like: "[one sentence the way you'd actually say it]"
Goals (next 90 days): [one to three]
Constraints: [budget, time, compliance, anything off-limits]
Tools: [site builder, CRM, email tool, AI apps]
Standing preferences: [length, format, tone defaults]
```

Example, filled in:

```
CONTEXT CARD — Maria, owner
Business: Bright Path Cleaning, residential cleaning, Franklin TN, 6 staff, since 2019
Customers: busy homeowners 35-60; they care about trust, consistency, and not having to think about it
Offer: recurring cleaning $140-$220 per visit; move-out deep cleans $350+
Voice: warm, straight, a little funny. Sounds like: "We'll treat your house like it's our mom's."
Goals (next 90 days): 15 new recurring clients; launch a referral program
Constraints: $600/month marketing; no discounting below $130; nothing that sounds corporate
Tools: Squarespace, Jobber, Mailchimp, ChatGPT
Standing preferences: under 150 words unless I ask; plain language; emails without bullets
```

A2. The Commands

Once CRAFT is installed, these work in any chat.

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

1. The Master Template

CONTEXT: I am [who you are]. This is for [audience]. What's happening: [situation]. It matters because [why].

ROLE: Act as [one real job title] who [specific experience or situation].

ASK: [Verb] [the one thing you want].

FORMAT: [Length]. [Structure]. [Tone]. [Number of versions]. Include [must-haves].

(After the first draft) TUNE: Keep [X]. Change [Y]. Leave everything else the same.

2. Reverse Prompt (the highest-leverage move)

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.

Answer its questions. Paste the prompt it writes back in. Run it.

3. Brief Me (the new-hire briefing)

Use when you're starting something big with a fresh chat.

You're joining me today as [role]. Here's your briefing.

Who I am: [name, business, size, location].

Who we serve: [customers, what they care about].

What we're working on: [the project or goal].

Why it matters right now: [the stakes or deadline].

What good looks like: [a sample, a competitor you admire, or a description].

What to avoid: [constraints, phrased as what to do instead where possible].

Confirm you've got it in three lines, then ask me up to three questions before we start.

4. The Marketing Rebuild (from the session)

CONTEXT: I run [business type] in [city]. Team of [N]. Customers find us through [channels: referrals, Google, social, walk-ins]. Monthly marketing budget is [\$X]. Our best customers are [describe].

ROLE: Act as a marketing consultant for small local businesses on tight budgets, someone who has done this for businesses like mine.

ASK: Search the internet and give me the ten best marketing ideas for a business like mine.

FORMAT: Ranked by cost, cheapest first. For each: one-line description, estimated cost, time to set up, and the first step I'd take this week.

TUNE (after): Cut anything over my budget. Expand on the top three with a two-week plan each.

5. The Price-Increase Email (from the session)

CONTEXT: I run a [N]-person [business type]. Costs are up [X]%. Our customers are [homeowners / small businesses / etc.] who've been with us for years. We're moving from [\$old] to [\$new] effective [date].

ROLE: Act as a small-business owner writing to people you actually know.

ASK: Write the email announcing the change.

FORMAT: Under 200 words. Plain language. No bullets. Subject line included. Two versions: one straightforward, one warmer.

TUNE (after): Closer. Cut the second paragraph, sharpen the opening, keep the ending exactly as is.

6. Interview Me First

I need [the deliverable]. Before you start, ask me the questions you need answered to do this well. Ask up to five, all at once, numbered. I'll answer, then you proceed.

7. Options, Then a Verdict

[Context in two lines.] Give me three different approaches to [goal]. For each: what it is, the main upside, the main risk. Then argue for the winner in three sentences, as if you had \$1M invested in this with me.

8. Draft, Critique, Rewrite

[Context.] Write a first draft of [deliverable]. Then critique it as a tough [skeptical customer / CFO / editor] would: name the three weakest points. Then rewrite it fixing those. Show me only the final version and the three fixes.

9. Only From This Material

Answer only from the material below. If the answer isn't in the material, say "not in the document" rather than guessing. Quote the relevant line before you answer.

```
<material>
[paste the contract, policy, report, transcript]
</material>
```

Question: [your question]

10. Match This Sample

Here's an example of exactly the output I want:

```
<example>
[paste your best past email / post / description]
</example>
```

Match its length, tone, and structure exactly. Now write the same kind of thing for: [new topic].

11. Reference Image

[Attach the image.] This is my reference. [Pick one:]

- Match this exactly: layout, spacing, colors, and type.
- Pull only the [palette / typography / mood / layout] from this; keep everything else as we have it.

Now [the ask]. Tell me in one line what you took from the reference.

12. Tech Talk Edit Note

In the [part: hero / nav / second section / slide 4 / header row],
[action: remove / replace / resize / move / condense / emphasize]
the [element] so that [result].
Leave everything else exactly as it is. Tell me what changed in one line.

Example: "In the hero, resize the headline two sizes larger and condense the subtitle to one line so the CTA sits above the fold on mobile. Leave everything else exactly as it is."

13. Website Page Build

CONTEXT: [Business, city, customers, what this page is for, the one action we want visitors to take.]

ROLE: Act as a conversion-focused web designer who builds for small local businesses.

ASK: Write the full copy and layout for the [home / services / landing] page.

FORMAT: Section by section, top to bottom. For each section: a name (hero, benefits, social proof, FAQ, CTA), the copy, and a one-line layout note (columns, image placement). One primary CTA, repeated at most twice. Headline under ten words. Plain language. Mobile-first.

TUNE (after): [Which section to fix, and how.]

14. Landing Page Copy

CONTEXT: The offer is [what]. The audience is [who], and their biggest doubt is [objection]. Traffic comes from [ads / email / referral].

ROLE: Act as a direct-response copywriter who writes in plain language.

ASK: Write the landing page copy.

FORMAT: Hero (headline under ten words, one-line subhead, CTA button text), three benefit blocks (title + two lines each), one social-proof block, an FAQ with the top four objections answered, closing CTA. Under 450 words total.

15. Document From Notes

CONTEXT: These are my raw notes from [meeting / brainstorm / call]. The document is for [audience] who will use it to [decision or action].

ROLE: Act as a chief of staff who turns messy notes into clear documents.

ASK: Turn the notes into a [memo / proposal / summary].

FORMAT: TL;DR at the top (three bullets). Then H2 sections: [Background, Options, Recommendation, Next steps]. Under [N] words. Bullets only inside sections; prose for the recommendation.

```
<notes>
[paste]
</notes>
```

16. Slide Deck From a Document

CONTEXT: Audience is [who]. Talk is [N] minutes. The one thing they must remember: [takeaway].

ROLE: Act as a presentation designer who follows one idea per slide.

ASK: Turn the document below into a slide outline.

FORMAT: One slide per line: slide title written as a takeaway (not a topic), three bullets max under eight words each, and a one-line speaker note. Add a title slide, section dividers, and a closing slide with the ask. Roughly one slide per minute.

<document>
[paste]
</document>

17. Spreadsheet Cleanup

CONTEXT: This is [what the data is] exported from [where]. I need it clean for [purpose].

ASK: Clean it.

FORMAT: Remove duplicates, fix capitalization in name fields, standardize phone numbers as (XXX) XXX-XXXX, standardize dates as YYYY-MM-DD, flag rows with missing [required field] rather than deleting them. Return the cleaned data plus a five-line summary of what you changed and how many rows were affected.

[paste or attach the data]

18. Data Summary

CONTEXT: This is [what] for [period]. The decision it feeds is [what].

ROLE: Act as a plain-spoken analyst who leads with the so-what.

ASK: Summarize what matters.

FORMAT: Three headline findings (one line each, with the number). Then the one thing I should do about it. Then a short table of the key figures. Flag any outliers or data quality issues. Under 200 words plus the table.

[paste or attach]

19. Social Media Batch

CONTEXT: Business: [what, where]. Audience: [who]. Platforms: [which]. Voice: [three adjectives]. Here's a post that performed well: [paste].

ROLE: Act as a social media manager for local businesses who writes like a person, not a brand.

ASK: Write [N] posts for the next [two weeks].

FORMAT: A table: date, platform, hook (first line), full post, suggested image (described in one line), CTA. Mix of [educational / behind the scenes / offers / testimonials]. Match the voice of the sample.

20. Customer Reply

CONTEXT: A customer sent this: [paste]. Background: [what happened, what we can and can't offer].

ROLE: Act as the owner replying personally.

ASK: Write the reply.

FORMAT: Under 120 words. Acknowledge, own what's ours, state what we'll do and by when, one question if needed. Warm and direct. No corporate phrases.

21. Job Posting

CONTEXT: Hiring a [role] for [business, size, location]. They'll [three main responsibilities]. Pay is [range]. What makes this job good: [honest reasons]. What makes it hard: [honest reasons].

ROLE: Act as a small-business owner who has hired for this role before.

ASK: Write the job posting.

FORMAT: Headline, two-line hook, "what you'll do" (five bullets), "what you bring" (five bullets, must-haves only), "what we offer," how to apply. Under 350 words. Plain language, no buzzwords.

22. SOP From a Brain Dump

CONTEXT: Below is how I currently do [task], typed out from memory. A new hire should be able to follow it without asking me.

ROLE: Act as an operations manager who writes procedures people actually follow.

ASK: Turn it into an SOP.

FORMAT: Title, purpose (one line), who does it, when, tools needed, numbered steps (one action per step, start each with a verb), common mistakes, done-when checklist. Ask me about anything unclear instead of guessing.

```
<braindump>
[paste]
</braindump>
```

23. Automation Spec

CONTEXT: The manual process today: [describe]. It happens [how often] and takes [time]. Tools we use: [list].

ROLE: Act as an automation consultant who builds in [Zapier / Make / n8n].

ASK: Design the automation.

FORMAT: Trigger, then numbered steps (each: the tool, the action, the data passed), conditions/branches, what to notify and who, failure handling. Then a one-line estimate of hours saved per week and a list of anything you'd need from me to build it.

24. Decision Memo

CONTEXT: I'm deciding [what] by [when]. Options on the table: [A, B, C]. Constraints: [budget, time, people]. What matters most: [criteria, in order].

ROLE: Act as a trusted advisor with \$1M invested in this decision.

ASK: Help me decide.

FORMAT: A comparison table of the options against my criteria. Then your recommendation in three sentences with the reasoning. Then the one thing that would change your mind. Then the first step.

25. Learn Something Fast

I need to understand [topic] well enough to [decision or conversation] by [when]. I currently know [nothing / the basics / X but not Y].

Explain it the way a sharp friend in the field would: plain language, one concrete example per idea, the three things everyone gets wrong, and the five words I need to know to sound informed. Under 400 words. Then ask me one question to check I got it.

26. The Skin-in-the-Game Review

Review [the attached plan / draft / page] as if you had \$1M invested in it with me. Don't be polite; be useful. Name the three things most likely to make this fail, the one thing that's better than I probably realize, and exactly what you'd change first. Then rewrite the weakest part.

27. The Tune Note

KEEP: [what's working: the tone / the opening / the structure]

CHANGE: [the exact part] → [what to do to it]

LEAVE: everything else exactly the same

Show me what changed in one line.

28. Start-Over Reset

Use when a long chat has drifted.

Fresh start. Here is the current best version:

```
<current>
[paste]
</current>
```

This is the base. Do not rewrite it. The only change I want: [one specific change]. Return the full version with that change applied and nothing else touched.

29. Google Business Profile Post

CONTEXT: [Business, city]. This week we're highlighting [offer, event, or tip]. Customers find us mostly through Google.

ROLE: Act as a local marketing manager who writes posts people actually read.

ASK: Write a Google Business Profile post.

FORMAT: Under 100 words. First line is the hook. One clear CTA with the action ("Call," "Book," "Learn more"). No hashtags. Suggest the photo in one line.

30. Reply to a Negative Review

CONTEXT: A customer left this review: [paste]. What actually happened: [your side, briefly]. What we can offer: [refund / redo / call / nothing]. Future customers will read this reply.

ROLE: Act as the owner replying personally, calm and accountable.

ASK: Write the public reply.

FORMAT: Under 90 words. Thank them, acknowledge the specific issue, state what we did or will do, invite them to continue offline with a name and number. Warm and direct. Zero defensiveness.

31. Proposal

CONTEXT: Prospect: [company, what they do, who I spoke with]. Their problem: [in their words]. What I'd deliver: [scope]. Price: [amount and structure]. Timeline: [dates]. Why us: [honest reasons].

ROLE: Act as a consultant who writes proposals that get signed because they sound like the client's own thinking.

ASK: Write the proposal.

FORMAT: Sections: The situation (their words), What we'll do (deliverables as bullets), How it works (timeline with milestones), Investment (price and terms), Why us (three lines), Next step (one line). Under 700 words. Plain language.

32. Meeting Notes to Action Items

CONTEXT: Notes from [meeting] on [date] with [who]. The purpose was [purpose].

ASK: Turn the notes into a recap.

FORMAT: Decisions made (bullets). Action items as a table: task, owner, due date. Open questions (bullets). Under 200 words. Flag anything in the notes that has no owner.

<notes>
[paste]
</notes>

33. Interview Questions for a Hire

CONTEXT: Hiring a [role] at [business]. The job is mostly [three tasks]. The person before struggled with [what]. The best person in this role would [what].

ROLE: Act as a hiring manager who has hired for this role five times and learned from the misses.

ASK: Write the interview.

FORMAT: Ten questions. For each: the question, what a strong answer sounds like, what a red flag sounds like. Include two situational questions based on real problems in this job. Plain language.

34. Competitor Teardown

CONTEXT: My business: [what, where, who for]. Competitors: [names and websites]. I want to know where I can win.

ROLE: Act as a strategist with \$1M invested in my business.

ASK: Search the web and tear down the competitors.

FORMAT: A table: competitor, positioning (one line), pricing if visible, strengths, weaknesses, what they do that I should copy, what they miss that I can own. Then your verdict: the one position I should take and why. Cite what you found; label anything you inferred.

35. Pricing Change Analysis

CONTEXT: Current price [X]. Proposed price [Y]. Costs are up [Z]%. About [N] customers. Historical churn on increases: [what you know, or "unknown"]. Margin today: [if known].

ROLE: Act as a plain-spoken CFO for small businesses.

ASK: Analyze the change.

FORMAT: Think step by step, show the math, then answer. Give: revenue impact if 0%, 5%, and 10% of customers leave; the break-even churn rate; the price that keeps margin flat; a recommendation with reasoning. Label estimates as estimates.

36. Website Audit

CONTEXT: My site: [URL, or paste the home page copy and attach screenshots]. The one action I want visitors to take: [action]. Most visitors are on [phone / desktop].

ROLE: Act as a conversion-focused web designer for small local businesses.

ASK: Audit the site.

FORMAT: For each of hero, navigation, sections, CTAs, mobile, and trust signals: what's working (one line), what to change (part + action + result), priority (high / medium / low). Then the three changes you'd make first. Under 400 words.

37. Brand Voice Guide

CONTEXT: Here are three pieces of writing that sound like us: [paste]. Here is one that doesn't: [paste]. We serve [customers] and want to feel [three adjectives].

ROLE: Act as a brand writer who builds voice guides teams can actually use.

ASK: Write our voice guide.

FORMAT: One page. Voice in three adjectives with a one-line definition each. For each adjective: a do example and a don't example, both one sentence. Words we use, words we avoid. How the voice flexes for: a complaint, a sale, a thank-you. Plain language.

38. Image Prompt Builder

I need an image for [use: hero, social post, ad, thumbnail]. It should show [subject] in [setting], doing [action], feeling [mood]. Brand colors: [hex codes]. Aspect ratio: [1:1 / 4:5 / 9:16 / 16:9]. Text will be overlaid on the [left / right / top], so leave negative space there.

Write the image prompt for me using: subject, setting, framing, camera angle, lighting, style, color palette, aspect ratio. One paragraph. Then a second version in a different style. Then tell me what to change if the first result is too [busy / dark / generic].

39. 30-Second Video Script

CONTEXT: For [platform]. Audience: [who]. The one thing they should do after watching: [CTA]. The problem they have: [pain point]. Our answer: [offer]. Voice: [three adjectives].

ROLE: Act as a short-form video writer who writes for people scrolling with the sound off.

ASK: Write the script.

FORMAT: Hook (first line, under ten words). Three beats, one sentence each. CTA. For every line: the on-screen text and the shot in brackets. Under 80 spoken words. Two alternate hooks at the end.

40. Plain-English Contract Summary

Answer only from the contract below. Quote each clause before you summarize it. If something isn't in the contract, say "not in the contract."

Summarize in plain English: term and renewal, how either side can end it, payment terms and late fees, who owns the work, liability cap, confidentiality, anything unusual or one-sided. Then list the five questions I should ask a lawyer before signing.

<contract>
[paste]
</contract>

Every prompt in this pack is CRAFT applied. Swap the brackets, run it, tune it.

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