

The Jonesi Consultancy | Houston, TX

AI LITERACY · EVERYDAY USE WORKSHEET

ANATOMY OF A GREAT PROMPT



Six Ingredients. One Pass. Better Output.

Include all six ingredients and the first draft comes back close to usable.

A great prompt is not a lucky guess. It is a short brief with six parts. Include all six and the first draft comes back close to usable. Skip them and you spend your afternoon re-asking.

1 Objective *What You Want The AI To Do*

- › Lead with a clear verb: create, analyze, compare, rewrite.
- › Name the deliverable, not just the topic.
- › One primary ask per prompt.

2 Context *The Background That Matters*

- › Who you are and what you are working on.
- › The situation, constraints, and what is at stake.
- › Any source material the model should work from.

3 Audience *Who The Output Is For*

- › Their role, seniority, and prior knowledge.
- › What they care about and what they will do next.
- › Reading level and tone expectations.

4 Constraints *The Guardrails*

- › Length, structure, and level of detail.
- › Brand voice, terminology, and what to avoid.
- › What the model may not invent or assume.

5 Examples *Show, Do Not Just Tell*

- › Paste one strong sample of the output you want.
- › Point out what makes it work.
- › A counter example is often just as useful.

6 Output Format *How The Answer Should Be Structured*

- › Table, checklist, outline, memo, or draft email.
- › Name the sections you expect.
- › Specify length in words, bullets, or slides.

A ONE PAGE MARKETING PLAN

- › **OBJECTIVE:** Create a one page marketing plan.
- › **CONTEXT:** We are launching project management software for small businesses. It helps teams plan, track, and deliver work.
- › **AUDIENCE:** Small business owners and operations managers looking to improve team productivity.
- › **CONSTRAINTS:** One page. Plain language. Focus on benefits rather than features. Friendly, helpful, professional voice.
- › **EXAMPLES:** Similar in positioning to how Asana and Trello talk about time savings and easier collaboration.
- › **OUTPUT FORMAT:** One page with four sections: Target Audience, Key Message, Channels, Success Metrics. Bullets and short headings.

OBJECTIVE

What should the AI produce?

CONTEXT

Situation, constraints, stakes

AUDIENCE

Who reads it and what they do next

CONSTRAINTS

Length, tone, what to avoid

EXAMPLES

What good looks like

OUTPUT FORMAT

Structure, sections, length

THE BETTER THE PROMPT, THE BETTER THE OUTCOME

Clear brief, better understanding, stronger response, results you can actually defend. Two minutes writing the brief saves twenty minutes fixing the draft.

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