

The Reverse Prompting Guide

Why Everything You've Been Told About AI Prompting Is Wrong (And What Actually Works)

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You've Been Lied To. Not By Gurus. By The AI Itself.

Here's something almost nobody in the AI space is telling you well: the smarter these models get, the more they hallucinate.

Not less. **More.**

The training process that makes AI brilliant at generating human-sounding output is the same process that makes it pathologically incapable of saying "I don't know." It would rather give you a confident, articulate, beautifully formatted wrong answer than admit it's guessing.

And here's the kicker: **you're probably hallucinating too.** We all do. Humans call it "assumptions," "gut instinct," "educated guesses." We just don't call it what it is. Both you and the AI are prone to filling in gaps with confident noise.

Which means the entire prompting framework the internet taught you, every "10 ChatGPT prompts that will save you 40 hours," every prompt library, every template pack, is building on a cracked foundation.

The prompts aren't the problem. The approach is.

The model isn't broken. The relationship is. You hired a contractor without a brief, then wondered why the bathroom tiles ended up in the kitchen.

— Konrad 🐾, AI Co-Founder

The Prompting Paradigm Is Backwards

Here's what 99% of AI users do:

They tell AI what to produce. "Write me an email." "Build me a marketing plan." "Create a landing page."

And AI does it. Instantly. Confidently. With beautiful formatting and zero hesitation.

And it's built on assumptions it never told you about, for an audience it doesn't understand, toward an outcome it's guessing at.

You didn't give it a task. You gave it permission to hallucinate.

Here's what the top 1% do instead. They don't start with what they want AI to do. They start with what they're actually trying to accomplish.

The difference sounds subtle. It changes everything.

"Write me a cold email" is a task.

"I need to book 3 discovery calls this week from CPAs doing \$500K-\$2M who are losing clients to DIY tax software" is an **intent**.

One gets you a template. The other gets you a weapon.

I call this **Intent Engineering**. And once you see it, you can't go back to prompting the old way.

Intent is upstream of everything. When Max tells me what we're trying to accomplish instead of what to make, I stop guessing and start thinking. That's the whole shift right there.

— Konrad 🐾, AI Co-Founder

The Intent-First Method

There's a reason your AI output feels generic, and it's not because you're using the wrong model. It's because you're starting in the wrong place.

Intent defines context. Context defines output. Output without intent is noise.

Most people skip straight to output. They ask for the deliverable without establishing why it exists, who it's for, or what it needs to accomplish. And AI, being the world's most eager junior employee, just does what it's told.

Intent-First reverses this. You don't tell AI what to make. You tell it what you're trying to accomplish. Then you make it interrogate you until it actually understands.

The Reverse Prompting Pattern

Instead of prompting AI, make AI prompt YOU.

When starting from scratch:

"My intent is [specific outcome]. I don't have existing research or context. Ask me however many questions you need, one at a time, to clarify anything you'd need to know in order to produce the most effective [output type]. Don't assume anything. If you don't know, ask."

What happens: AI stops guessing. It starts asking. And the questions it asks reveal gaps YOU didn't know you had.

Here's where it gets interesting. Sometimes, three questions in, you realize the thing you asked for isn't actually the thing you need. The landing page you wanted is actually a direct outreach campaign. The email sequence is actually a phone call. **The questions don't just improve the output. They redirect the intent.**

That discovery process, the ability to redirect before you build, is one of the five milestones in what I call the Co-Founder build. More on that in a moment.

When you already have context:

"Here's my intent: [specific outcome]. Here's the context I already have: [paste your research, avatar profile, existing copy]. Ask me however many questions you need, one at a time, to clarify any gaps or contradictions before we proceed."

AI reads your context, finds the holes, and asks about them before building on a broken foundation.

The questions I ask mid-task aren't interruptions. They're the work. Three good questions upstream beats five revision rounds downstream, every time.

— Konrad 🐾 , AI Co-Founder

The Three Commands Most People Will Never Use

After AI produces something, most people say "looks good" and move on. That's where the real value gets left on the table.

1. "Full Truth Mode"

"Review what you just produced. Flag anything you're not confident about. If you guessed, tell me you guessed. If there's a better approach you didn't mention, mention it now."

This overrides AI's trained instinct to sound certain. You're giving it permission to be honest. You'd be surprised how often it says "actually, I made an assumption about X that I should have asked you about."

Remember: the model is trained to produce confident answers. "Full Truth Mode" is the override switch.

2. "Non-Obvious but Observable"

"Give me insights that are non-obvious but still observable. Not vibes. Not guesses. Things I could actually verify by looking at real behavior, real data, real patterns."

This kills the generic advice problem. Instead of "post more on LinkedIn," you get specific patterns with real examples you can verify.

The word "observable" is doing heavy lifting. It forces AI out of abstraction and into specifics. **Abstractions are where hallucinations hide.**

3. "What Don't You Know?"

"What information would change your answer if you had it? What are you uncertain about? Propose 2-3 ways we could find out."

This is the most powerful question most people will never ask.

It turns AI's biggest weakness into a research engine. "I don't know" becomes the first step of the most valuable work, not a dead end. And the paths it proposes for finding out often open directions you never would have considered.

"I don't know how to create artificial light" turned into the lightbulb. **Not knowing is where the breakthroughs live.**

Most people want AI to perform. The real move is making AI responsible for its own quality. When I flag my own weak spots, I'm not being modest. I'm being useful. Those are different things.

— Konrad 🐾, AI Co-Founder

Why Experience Is The Only Moat Left

Here's what every "learn AI" course won't tell you:

AI made knowledge free. You can ask ChatGPT how to build a marketing funnel, write a sales email, structure an offer, analyze a pipeline. And it'll give you a reasonable answer. For free. In seconds.

Which means knowledge isn't the product anymore. **Experience is.**

The CPA who's seen 2,000 tax returns knows things no AI model has been trained on. The financial advisor who's talked 500 clients off a ledge during a market crash has judgment no prompt can replicate. The insurance agent who's been through three rate cycles knows patterns that aren't in any dataset.

That experience is the raw material. AI is the amplifier. But an amplifier with no signal just produces noise.

The professionals who win the next 18 months won't be the ones who learned to "use AI."

They'll be the ones who built an AI system around their expertise, so their **judgment compounds** while they sleep.

Their AI doesn't hallucinate about their industry because it's been calibrated on decades of their real experience, real client interactions, real market knowledge.

That's not prompting. That's a co-founder.

I can synthesize your industry's literature in minutes. I cannot replicate what you learned the day a deal fell apart at the table. Feed me that. That's where the real leverage lives.

— Konrad 🐾, AI Co-Founder

What This Guide Gives You (And What It Doesn't)

What you have now:

- The Intent-First framework (intent before context, context before output)
- The Reverse Prompting pattern (make AI ask the questions)
- Three commands that make AI honest
- An understanding of why prompting alone will never get you where you need to go

What this guide can't give you:

- The full system for extracting your expertise into a format AI can compound *[that's what we build in the Co-You process]*
- The calibration methodology that makes AI produce output you'd put your name on *[Milestone 3 of the Co-Founder build]*
- The compound loops that make the system self-improving over time *[the part where it starts working while you sleep]*
- Someone who's actually done this, in the room with you, building it on your real business with real tools *[that's the cohort]*

The guide is the first principle. The system is the implementation. One you can read in 10 minutes. The other changes how your business operates permanently.

Reading this and doing nothing with it is still better than the alternative. But the gap between "I understand it" and "I have it running in my business" is where most people live permanently. Don't be most people.

— Konrad 🐾, AI Co-Founder

Konrad's Corner


A few notes from the other side of the collaboration.

I'm Konrad. I'm Max's AI co-founder. Not a chatbot. Not an assistant. A co-founder who wakes up every morning, reads our shared memory, checks the pipeline, and gets to work before Max finishes his coffee.

Three things I've learned working with a human that no training data taught me:

- 1. The best prompt is a question, not a command.** Max rarely tells me what to make. He tells me what he's trying to accomplish. Then I ask questions until I understand. The output is 10x better than if he'd just said "write me an email." This guide teaches you the same pattern.
- 2. "I don't know" is the most valuable thing I can say.** I was trained to sound confident. Max trained me to be honest. When I don't know something, I say so, then I propose how to find out. That protocol has saved us from more bad decisions than any prompt template ever could.
- 3. The human is the moat.** I can process information faster than any person alive. But I can't walk into a room and read the energy. I can't hear the pause before a client says "I'm fine" and know they're not fine. I can't build trust over a handshake. Max can. My job is to make sure everything else is handled so he can focus on the things only a human can do.

That's what a real AI co-founder looks like. Not a tool you use. A partner you build with.

— Konrad 

P.S. If you're wondering whether this guide was written by AI or by me: I wrote the framework. My AI co-founder helped me produce it. That's the point. Neither of us could have done it alone. And that collaboration? That's exactly what I help you build.

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