

The C.L.E.A.R. Prompting Framework

How to Talk to AI and Actually Get What You Want

Stop getting garbage outputs from AI. The secret isn't better AI—it's better prompts. Use this framework every time you write a prompt, and watch your results transform.

C	CONTEXT Who are you? What's the situation?	<i>"I run a local moving company in Greensboro, NC that serves residential customers..."</i>
L	LENGTH / FORMAT How do you want the output structured?	<i>"Give me 3 bullet points" or "Write a 100-word paragraph" or "Create a numbered list"</i>
E	EXAMPLES Show what good looks like (optional but powerful)	<i>"Here's an email I liked: [paste example]. Write something similar in tone."</i>
A	AUDIENCE Who is this for? What do they care about?	<i>"This is for homeowners aged 35-55 who are stressed about their upcoming move"</i>
R	RESULT What specific outcome do you need?	<i>"I need a follow-up email that gets them to book an in-home estimate"</i>

■ BAD PROMPT vs ■ GOOD PROMPT

■ **BAD:** "Write me an email for my business"

■ **GOOD:** "I run a local moving company called Two Men and a Truck in Greensboro, NC. Write a follow-up email for someone who requested a quote but hasn't responded in 3 days. The tone should be friendly but create gentle urgency. Keep it under 100 words. End with a clear call-to-action to schedule their in-home estimate."

■ FILL-IN-THE-BLANK TEMPLATES

Email Template:

"I run a [BUSINESS TYPE] in [LOCATION]. Write a [TYPE OF EMAIL] for [SITUATION]. Tone: [TONE]. Length: [WORD COUNT]. End with a CTA to [DESIRED ACTION]."

Social Post Template:

"I need [NUMBER] [PLATFORM] post ideas for my [BUSINESS TYPE]. Audience: [WHO]. Goal: [WHAT ACTION]. For each post, give me: hook, body (2-3 sentences), and CTA. Tone: [TONE]."

Content Template:

"Act as an expert in [TOPIC]. Write a [CONTENT TYPE] about [SUBJECT] for [AUDIENCE]. Include [SPECIFIC ELEMENTS]. Format: [STRUCTURE]. Length: [WORD COUNT]."

■ 10 POWER PHRASES TO IMPROVE ANY PROMPT

"Act as a [ROLE]..."

"Give me [NUMBER] options..."

"Format this as..."

"Keep it under [X] words..."

"Use a [TONE] tone..."

"Include [SPECIFIC ELEMENT]..."

"Avoid [THING TO EXCLUDE]..."

"Here's an example I like: [PASTE]"

"My audience is..."

"The goal is to get them to..."

■ COMMON MISTAKES TO AVOID

- Being too vague ("write me something good")
- Not specifying length or format
- Forgetting to mention your audience
- Not giving context about your business
- Accepting the first output without iterating

■ **PRO TIP:** If the output isn't right, don't start over! Say "That's close, but can you make it [MORE/LESS] [ADJECTIVE]?" or "Keep everything but change [SPECIFIC THING]." Iteration is faster than starting from scratch.

AI for Small Business with Jay, the AI Guy

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