

A detailed CREATE process you can hand to anyone on your team. It's a thinking system that makes prompts clear, repeatable, and on-brand—so your AI produces assets you can ship with confidence.

## CREATE at a glance

- C = Context: Frame the job. What are we doing, for whom, and where does this asset live in the funnel?
  - R = Result: Define the exact deliverable, length, structure, and any must-include elements.
  - E = Explanation: Feed key facts, product details, proof points, constraints, and “do not include” boundaries.
  - A = Audience: Specify who it's for (role, pains, desired outcome, awareness stage, reading level).
  - T = Tone: Lock voice cues (3 tone words) and style rules (sentence length, jargon level, brand phrases).
  - E = Expand: Ask for options, improvements, and a quality check—then iterate.
1. Context
    - Purpose: Give the AI a “map” so it knows the objective and boundaries.
    - Include: project name, offer, funnel stage (awareness/consideration/decision), channel (web, email, social, video), any dependencies (landing page URL, brand kit).
    - Helpful questions: What problem are we solving? Where will this appear? What must it align with?
    - Example line: “You are a senior content strategist. We're creating a landing page for a new AI course; channel is paid social → landing page.”
  2. Result
    - Purpose: Tell the AI exactly what to deliver.
    - Include: asset type (post/blog/60–90s video script/landing section/email), target length, structural elements (H2/H3, bullets, CTA, hero line), format (table, bullets, outline).
    - Helpful questions: What does “done” look like? How long should it be? What sections must be present?
    - Example line: “Produce a 700-word blog with H2/H3s, one stat, one mini-case, and a single CTA at the end.”
  3. Explanation
    - Purpose: Supply the “meat”—facts and constraints that keep outputs accurate and useful.
    - Include: offer details, differentiators, proof (metrics, testimonials), links to source text, compliance/brand guardrails, “avoid” topics/claims.
    - Helpful questions: What facts must appear? What claims need caution? What must we avoid?
    - Example line: “Key points: one-login platform, 40+ AI apps, \$39/month. Avoid: promising guaranteed income. Cite that the chatbot is powered by our Knowledge Base.”
  4. Audience

- Purpose: Aim the message at real people with real needs.
  - Include: role/title, industry, pains, desired outcomes, objections, awareness stage, reading level.
  - Helpful questions: Who is this for? What do they want? What will make them trust us?
  - Example line: “Audience: small-business owners who want faster content and pages without hiring an agency; decision stage; reading level Grade 8–10.”
5. Tone
- Purpose: Keep voice consistent and on brand.
  - Include: 3 tone words (e.g., approachable, confident, practical), style rules (short sentences, plain English), brand phrases, do/don’t language.
  - Helpful questions: How should this sound? What would break brand voice?
  - Example line: “Tone: approachable, confident, practical. Use plain English and active voice; 12–18-word sentences.”
6. Expand
- Purpose: Produce options, improve quality, and finalize.
  - Ask for: 2–3 options (e.g., headline hooks), a QC checklist, and suggested improvements. Request a second pass (e.g., “Version A concise, Version B story-led”).
  - Helpful questions: What else should we try? What’s missing? How can we tighten this?
  - Example line: “Provide 3 headline hooks, then deliver Version A concise and Version B story-led. End with a QC checklist and 3 improvement suggestions.”

#### Master prompt template (copy/paste)

- Context: “You are a [role]. We’re creating a [asset] for [offer] at the [funnel stage] to use on [channel].”
- Result: “Deliver a [length] [asset] with [structure: headings/bullets/CTA/sections].”
- Explanation: “Key points to include: [facts/proof/differentiators]. Constraints: [guardrails/avoid].”
- Audience: “[role/industry], pains: [x], desired outcome: [y], awareness: [stage], reading level: [grade].”
- Tone: “[3 tone words], style rules: [sentence length, jargon level], brand phrases: [list].”
- Expand: “Give 3 hooks. Provide Version A (concise) and Version B (story-led). Add a QC checklist and 3 improvement ideas.”

#### QC checklist (use after every draft)

- Relevance: Does it solve the audience’s stated problem?
- Structure: Strong hook, logical flow, one CTA?
- Evidence: Is any stat/claim backed or marked “VERIFY”?
- Clarity: Plain English, active voice, skimmable heads/bullets?
- Tone: Matches the 3 tone words and brand phrases?
- Length/format: Matches the Result specs?

#### Asset-specific quick starts (plug into the template)

- LinkedIn post (300–600 words): ask for 3 hooks, 3 insights, one proof line, one CTA, 3–5 hashtags.
- Blog (800–1,500 words): H2/H3 outline, one stat, one mini-case, FAQ, meta title/description.
- 60–90s video script: hook in first 3 seconds; Problem → Promise → Proof → Next step; on-screen text cues.
- Landing page section: headline, subhead, 3-bullet benefits, proof line, single CTA; ask for 3 headline variants.
- Chatbot greeting: one friendly question that routes to a helpful next step (e.g., “What’s your goal today—video, page, or leads?”).

Bad → Better examples (how CREATE fixes drafts)

- Bad: “Write about our AI tools.”
- Better (CREATE): “You are a product marketer. Create a 700-word blog for small-business owners deciding on AI. Explain how one platform with 40+ tools replaces multiple subscriptions (\$39/month). Include one stat, a mini-case, and a single CTA. Tone: approachable, confident, practical. Provide 3 headline hooks; Version A concise, Version B story-led; include a QC checklist and 3 improvements.”

Common mistakes to avoid

- Vague goals (no Result). Fix: define asset, length, and structure.
- Missing audience. Fix: specify role, pains, and desired outcome.
- Fuzzy tone. Fix: lock 3 tone words and one sentence about style.
- No iteration. Fix: always use Expand to get hooks, options, and a QC pass.

How to turn CREATE into a team habit

- Save a prompt template in your Knowledge Base and reuse it for every asset.
- Paste approved facts/phrases so the AI stays accurate and on-brand.
- Ask for rationale (“explain why this headline works”) to improve team judgment over time.
- Keep a “best of” folder with your top hooks, CTAs, and structures to seed future prompts.