

Module 2 - The Prompt Card

The four parts of a strong prompt

- Role - who AI should act as
- Context - background and who it's for
- Task - exactly what you want done
- Format - length and shape

Constraints that lift quality

- Audience: 'for a non-technical client'
- Length: 'max 90 words / 5 bullets'
- Tone: 'warm but professional, UK English'
- Do/Don't: 'no jargon, no exclamation marks'

Two power moves

- Few-shot: paste 1-2 examples of 'good', then ask for more in that style.
- Make it interview you: end with 'ask me anything you need before you start.'