

# Your prompts are failing for one reason.

Three elements fix it every time.

## ✗ WEAK

"Write me an email about the project delay."

Claude guesses everything. Generic output.

## ✓ STRONG

"You are a PM. Our launch is delayed 2 weeks.  
Write a reassuring client email under 150 words.  
Tone: warm but professional.  
End with one clear next step."

Role + context + task + format. Ready to send.

*"The output is only as good as the briefing."*

### THE THREE ELEMENTS

#### CONTEXT

01

Tell Claude who you are and what's happening.

"You are a PM. Launch delayed 2 weeks. Vendor API issue."

**No context = no relevance.**

#### TASK

02

Be specific. Vague task = vague output.

"Write a reassuring update. Under 150 words."

**Specific task = specific output.**

#### FORMAT

03

Tell Claude how it should look and feel.

"Warm but professional. No over-apology. Clear next step."

**Format = ready to use.**

### QUICK REFERENCE

ELEMENT	WEAK	STRONG
Context	"Write an email"	"You are a PM, launch delayed"
Task	"Help with this"	"Under 150 words, reassuring"
Format	(none)	"Warm tone, end with next step"