



The  
10 SECOND  
PROMPTING  
CHECKLIST

YOUR "AM I ABOUT TO WASTE MY  
TIME?" DETECTOR.

# The 10 Second Prompting Checklist

Use this checklist before you hit enter on any AI prompt. If any box is missing, the output will underperform. This is how you eliminate generic, surface-level results and get strategic, usable output from the start.

## Step 1. Define Who AI Is Acting As

Have you told AI the role it should take?

**Example:** "You are an email conversion strategist..."

## Step 2. State Who It's For

Did you clearly define the audience or end user?

**Example:** "...writing to new online entrepreneurs overwhelmed by AI..."

## Step 3. Clarify Your Desired Outcome

Does AI know the purpose of what it's creating?

**Example:** "...so the reader understands why this playbook will help them get results and feels compelled to buy."

## Step 4. Define the Tone

Did you give tone instructions that match your style?

**Example:** "Tone: direct, confident, and casually conversational."

## Step 5. Give Format + Structure

Did you tell AI how to structure the response?

**Example:** "Format as short paragraphs with strategic transitions, avoid bullet overuse unless for clarity."

## Step 6. Include Critical Context

Does AI have the necessary background or direction?

**Example:** "This is part of Chapter 4 in a prompt engineering playbook."

## Step 7. Clarify What To Avoid

Did you list anything AI must NOT do?

**Example:** "Do not use em dashes. Do not sound robotic. Avoid generic filler phrases."

## Step 8. Define the Completion Style

Did you tell AI what you expect at the end?

**Example:** "End with a strong CTA leading to the next chapter."

## Step 9. Tell It to Think, Not Just Do

Did you include a thinking instruction if needed?

**Example:** "Before writing, explain how you'll approach this content."

## Step 10. Add the Purpose Reminder

Did you anchor AI's action to business impact?

**Example:** "...with the intention of reducing editing time and speeding up asset development."

## Final Prompt Build Formula

Use this formula as your starting point (adapt based on your task):

"You are [ROLE]. You are writing for [AUDIENCE]. Create [CONTENT TYPE] that achieves [OUTCOME]. Tone: [TONE]. Format: [FORMAT & STRUCTURE]. Context: [BACKGROUND OR PURPOSE]. Avoid: [RESTRICTIONS]."

### Optional add-on:

"Before writing, let me know if anything is unclear."

## After AI Responds

Always follow with one refinement step before accepting the output:

"Review what you just created and improve clarity, tone, and alignment with the stated purpose. Identify weak spots and rewrite before finalizing."