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Helping you work smarter, not harder with AI

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# The Perfect Prompt Formula for Instant AI Results

Your 80/20 framework for exceptional AI outputs every time

Turn Hours Into Minutes With AI

**Important Note:** Prompt engineering is more art than science. This formula is designed to guide you on what elements to include for effective communication with AI, rather than providing a rigid structure that must be followed exactly. As you gain experience, you'll develop your own prompting style and intuition for what works best in different situations.

### BEFORE:

"Write me an email to get more clients for my small local business."

**Result:** Generic, shallow content with vague messaging and no clear target audience

### AFTER:

"You are a small business marketing specialist who focuses on local customer acquisition. Write an email to send to local homeowners about my residential plumbing services. Emphasize our 1-hour emergency response time, 20 years of experience, and free estimates. Include a compelling subject line and a clear call to action to schedule an appointment. Keep it under 200 words with a friendly, trustworthy tone."

**Result:** Precisely targeted, persuasive email with specific benefits and clear next steps

## Quality In = Quality Out

**The #1 secret to amazing AI results:** The quality of your prompt directly determines the quality of your output.

AI systems can't read your mind or fill in missing context. By following this simple framework, you'll get exceptional results in seconds rather than struggling through multiple frustrating attempts.

### When to Use This Framework:

- Before asking AI to create any type of content
- When you need to analyze information or data
- If you're trying to generate creative ideas
- When previous AI responses have missed the mark
- Any time you need specific, high-quality outputs

## The 5-Part Prompt Formula

### 1 ROLE

Tell the AI who it should be or what expertise it should have.

*"You are an experienced marketing consultant specializing in digital campaigns..."*

**Why it matters:** This activates the right knowledge patterns in the AI, focusing its "attention" where you need it.

### 2 GOAL

Clearly state what you're trying to accomplish and why.

*"I need to create an engaging email sequence to launch our new product to existing customers..."*

**Why it matters:** AI performs better when it understands your end objective, just like humans do.

### 3 INSTRUCTIONS

Provide specific directions for what you want the AI to do.

*"Create 5 email subject lines that highlight our product's key benefits using persuasive language. Include power words and create curiosity..."*

**Why it matters:** Clear instructions eliminate guesswork and get you exactly what you need.

### 4 EXAMPLES

Provide samples of what you're looking for when possible.

*"Here are two examples of effective subject lines from our previous campaigns: 'Your 30-Day Transformation Starts Here' and 'The Secret Ingredient We Finally Revealed'"*

**Why it matters:** Examples create a clear pattern for the AI to follow, dramatically improving accuracy.

### 5 FORMAT

Specify how you want the information presented and structured.

*"Present each subject line in a numbered list. For each one, include: the subject line, a brief explanation of the psychology behind it, and when best to use it."*

**Why it matters:** This ensures you receive the information in the most useful way for your needs.

## Quick Start Template

Copy and paste this template to get started immediately:

COPY & PASTE TEMPLATE

ROLE: You are a [type of expert] who specializes in [specific expertise].

GOAL: I need to [describe what you're trying to accomplish and why].

INSTRUCTIONS: [Provide detailed directions about exactly what you want the AI to do].

EXAMPLES: [If possible, provide 1-2 examples of what you're looking for].

FORMAT: [Specify how you want the information presented and structured].

## Real-World Examples

### Example 1: Content Creation Beginner

**ROLE:** You are a professional health and wellness writer who specializes in creating approachable content for beginners.

**GOAL:** I need to create an engaging blog post that will encourage people who feel intimidated by fitness to try yoga for the first time.

**INSTRUCTIONS:** Write an introduction for a blog post about the mental health benefits of yoga for beginners. Acknowledge common fears and anxieties that newcomers face, emphasize that yoga is for everybody regardless of flexibility or fitness level, and highlight 2-3 mental health benefits that can be experienced from the very first session.

**EXAMPLES:** Previous successful introductions have mentioned: "Remember, everyone was a beginner once" and "Yoga isn't about touching your toes – it's about what you learn on the way down."

**FORMAT:** Keep it under 150 words, use a warm and encouraging tone, and end with a question to engage readers. Make sure the language is accessible with no technical jargon.

### Example 2: Team Management Intermediate

**ROLE:** You are an experienced people manager who specializes in building high-performing teams and improving workplace communication.

**GOAL:** I need to create a performance improvement plan for a team member who has strong technical skills but struggles with meeting deadlines and communication.

**INSTRUCTIONS:** Develop a 30-day improvement plan that addresses these issues while maintaining the employee's morale and leveraging their technical strengths. Include specific, measurable goals, regular check-in points, and support resources I can provide as their manager.

**EXAMPLES:** Successful improvement plans have included statements like: "By focusing on your exceptional problem-solving abilities while developing stronger project timeline management, we can help you become even more valuable to the team" rather than negative framing like "Your missed deadlines are causing problems."

**FORMAT:** Structure the plan with: 1) A positive opening statement acknowledging strengths, 2) Three specific improvement areas with measurable success criteria, 3) A weekly check-in schedule with talking points, 4) Resources for development, and 5) Clear expectations for what success looks like after 30 days.

## Common Prompt Pitfalls

Mistake	Example	Better Approach
Too Vague	"Give me marketing ideas"	"Give me 3 Instagram marketing ideas for a local bakery targeting millennials"
Missing Context	"Analyze this data"	"Analyze this sales data to identify which product category grew fastest in Q2"
Asking Multiple Questions	"How do I increase sales and improve customer satisfaction and reduce costs?"	Break into separate prompts, one focused goal per prompt
No Format Specified	"Tell me about project management methods"	"Compare 3 project management methods in a table with pros, cons, and best-use scenarios"

## Troubleshooting Quick Fixes

If Your Response Is...	Try This Fix
Too Generic	Add more specific criteria and examples
Too Complex	Ask for simpler language or a specific reading level
Missing Key Points	List exactly what elements must be included
Too Long/Short	Specify word count or size parameters
Off-Topic	Clarify the core focus and add constraints

## 3-Step Prompt Improvement Process

1. **Start Simple:** Begin with the 5-part framework
2. **Analyze Results:** What's missing or could be better?
3. **Refine Specifically:** Make targeted changes to address gaps

### The Golden Rule of Prompting

If a colleague would be confused by your instructions, your AI will be too. Be clear, specific, and provide context.

## NEXT STEP: Ready to turn hours into minutes with AI?

This cheat sheet is just the beginning! Subscribe now to receive:

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**Remember:** The quality of your prompt directly determines the quality of your results!

The Perfect Prompt Formula – Version 1.0

This cheat sheet was created using the same AI prompt techniques taught inside. Another example of how the right prompts can turn hours of work into minutes.

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