

DBR AI LEVERAGE LAB · CORE LAB · MASTER PROMPT · FULL-COLOR FIELD EDITION

The Master Prompt

Teach AI your business once and make every answer more personal, consistent, and useful.

Built to turn clear ideas into useful, responsible action.

Teach AI your business once and make every answer more personal, consistent, and useful. This edition preserves and organizes the supplied training material into an easy-to-study magazine experience.

01 · FIND THE SIGNAL

Use the source guidance to identify the ideas, prompts, examples, and decisions that can improve your next workweek.

02 · APPLY WITH JUDGMENT

Review all client-facing language, validate relevant facts, and keep human responsibility in every important decision.

03 · TURN IT INTO A HABIT

Take one useful idea from this guide and make it part of a repeatable rhythm rather than a one-time experiment.

10 · MAGAZINE PAGES

Designed for online reading, printing, discussion, and action inside the DBR AI Leverage Lab library.

The Master Prompt DBR AI Accelerator

The Master Prompt DBR AI Accelerator

THE MASTER PROMPT Teach AI everything about you — once. What it is, why it matters, the interview that builds it, and a fill-in template. DBR AI Accelerator — Power Tool Guide

Page 1

The Master Prompt DBR AI Accelerator

What Is a Master Prompt? A Master Prompt is a single, reusable block of context that teaches AI everything it needs to know about YOU — your business, your clients, your goals, and the way you talk — so every answer comes back personalized, on-brand, and ready to use. Think of it like onboarding a brilliant new assistant. On day one you'd tell them who you are, what you sell, who you serve, and how you like things done. You wouldn't re-explain all of that every single morning. The Master Prompt is that onboarding — written once, loaded forever.

★ The Business Brief from Week 2 was your starter version. The Master Prompt is the full, grown-up edition: deeper, more specific, and built to power every task you'll ever hand to AI.

Field Notes 02

Why It Matters AI is only as good as what you tell it. The same tool gives a stranger generic mush and gives YOU gold — the only difference is context. Here's what a strong Master Prompt does:

- Turns generic into personal. Every email, post, and script sounds like you, for your client — not like a robot.
- Saves you from re-explaining. Stop typing your background into every chat. Load it once and reference it.
- Raises quality instantly. With real context, the first draft is 10x closer to send-ready.
- Compounds across everything. Prospecting, follow-up, content, client prep — they all get sharper from the same foundation.
- Keeps you consistent. Your whole team can sound on-brand because the voice lives in the prompt, not in one person's head.

Bottom line: the Master Prompt is the highest-leverage hour you'll spend in this whole program. Build it well and everything downstream gets easier.

Page 2

The Master Prompt DBR AI Accelerator

What Goes Into a Great Master Prompt Six building blocks. Cover all six and AI understands you like a long-time teammate.

Block What it tells AI

1. Who you are Your name, role, industry, experience, and what you're known for.
2. Your business What you sell, the problems you solve, and what makes you different.
3. Your ideal client Who you serve best, their situation, and what keeps them up at night.
4. Your goals What you're trying to grow, this quarter and this year.
5. Your voice & style Tone, words you love, words you avoid, and a real writing sample.
6. Your rules Dos and don'ts — compliance lines, formatting, and what to never do.

Page 3

The Master Prompt DBR AI Accelerator

The Master Prompt DBR AI Accelerator

The Interview: Questions That Build the Perfect Master Prompt

The secret to a great Master Prompt is great answers. Use these questions like an interview — answer them out loud or in writing, then hand your answers to AI and ask it to assemble your Master Prompt (prompt for that is on the next page).

Answer honestly and specifically; vague in means vague out.

1 · WHO YOU ARE establish the expert ► Who are you, and what's your role and industry? ► How long have you done this, and what are you genuinely great at? ► What do clients and colleagues say you're known for? ► What's your "why" — what gets you up in the morning about this work?

2 · YOUR BUSINESS what you actually sell ► What products or services do you offer? ► What real problem does each one solve for the client? ► What makes you different from the competition down the street? ► What's your signature offer or the thing you most want to sell more of?

3 · YOUR IDEAL CLIENT who you serve best ► Describe your ideal client in one sentence (for B2B: industry, size, role). ► What's their biggest worry, pain, or goal? ► What event or moment makes them need you right now? ► What objections do you hear most, and how do you handle them?

4 · YOUR GOALS where you're headed ► What are you trying to grow this quarter? This year? ► What does a great week of business look like for you? ► What's the #1 task you wish you could hand off or speed up?

Field Notes 04

5 · YOUR VOICE & STYLE so AI sounds like YOU ► How would you describe your tone? (warm, direct, funny, no-nonsense...) ► What words or phrases do you love using? Which do you refuse to use? ► Paste 3–5 sentences of something you've actually written to a client. ► Do you prefer short and punchy, or warm and detailed?

6 · YOUR RULES the guardrails ► What must AI NEVER do or say on your behalf? ► Any compliance lines for your industry (guarantees, claims, disclaimers)? ► How do you like things formatted? (bullets vs. prose, length, sign-off) ► What sensitive info should never be entered into AI tools?

Page 4

The Master Prompt DBR AI Accelerator

Build It With AI in 5 Minutes Don't write the Master Prompt from scratch. Answer the interview, then let AI assemble it. Paste this: "You're helping me build a Master Prompt that I'll reuse to give you context about me and my business. Here are my answers to an interview: [paste all your answers]. Turn them into a clear, organized Master Prompt I can paste at the top of future chats so you always know who I am, who I serve, my goals, my voice, and my rules. Keep it tight and easy to scan." Read what it produces, fix anything that doesn't sound like you, and save it. That's your Master Prompt.

★ Even faster: paste the interview questions into Claude and say "Interview me one question at a time, then build my Master Prompt from my answers." It'll walk you through it like a coach.

Field Notes 05

How to Use Your Master Prompt 1. Save it where you can grab it fast — a note, a doc, or a Claude Project. 2. Best option: create a Claude Project, name it your business, and paste the Master Prompt into the Project instructions. Every chat in that Project already knows you. 3. No Project? Paste the Master Prompt at the top of any chat before your request. 4. Then start tasks with: “Using my Master Prompt above, write...” and watch the quality jump. 5. Update it every few months as your business and goals evolve.

Page 5

The Master Prompt DBR AI Accelerator

Field Notes 06

What “Good” Looks Like (Example) Here's a short Master Prompt for a life insurance agent — yours can follow the same shape for any industry: “You are my expert assistant. I'm Maria, a licensed life insurance agent with 8 years' experience; clients know me for making a confusing topic simple and pressure-free. I help young families and small-business owners protect their income with term and whole life; my edge is patient education, not hard selling. My ideal client is a 30–45-year-old new parent or owner who's been putting off coverage and feels overwhelmed. This quarter I want more referrals and faster follow-up. My voice is warm, plain-English, and encouraging — I never use scare tactics or jargon.

Sample of how I write: ‘Hey John, no pressure at all — just wanted to make sure your family's covered the way you'd want. Got 10 minutes this week?’ Rules: never guarantee returns, never quote specific rates without confirming, never enter client SSNs or health details, keep messages short and friendly, and always let me review before anything is sent.”

Notice it covers all six blocks in a few sentences: who, business, client, goal, voice (with a sample), and rules. Yours can be a bit longer — but keep it scannable.

Field Notes 07

Pro Tips & Golden Rules • Be specific. “I help people” is weak; “I help new parents protect their income” is gold. • Always include a real writing sample — it’s the single biggest driver of “sounds like me.” • Keep it scannable. A tight one-pager beats a rambling essay. • Never put sensitive client data (SSNs, account or health details) in your Master Prompt or any AI tool. • Revisit it quarterly. Your business grows; your Master Prompt should too.

Teach it once. Reap it forever.

Page 6

The advantage appears when the lesson becomes a habit.

Choose one idea from this guide, put it into a real workflow this week, and review it in your own voice and judgment.

ONE DECISION · ONE ACTION · ONE BETTER WEEK