

DBR AI LEVERAGE LAB · WEEK 2 · PROMPTING · FULL-COLOR FIELD EDITION

Prompting Like a Pro

Build sharper prompts and more personal AI content with a reusable business brief.

Built to turn clear ideas into useful, responsible action.

Build sharper prompts and more personal AI content with a reusable business brief. 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.

07 · MAGAZINE PAGES

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

DBR AI Accelerator · Week 2 Student Handout

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Dbr Ai Accelerator Week 2

Prompting Like a Pro & Your Business Brief Student Handout ·
Build better prompts, sharper answers, and AI content that
sounds like you.

THE BIG IDEA THIS WEEK AI is only as good as what you tell it. Last week you built the daily habit. This week you learn to give AI great instructions — so answers come back sharp, personal, and in your voice instead of generic and robotic. Two tools do almost all the work: the 4-Part Prompt Formula and a one-page Business Brief you will build today and reuse every week from here on.

TOOL 1 — THE 4-PART PROMPT FORMULA | Role + Context + Task + Format Great prompts have four parts. Miss one and the answer drifts; hit all four and it nails it.

1 · ROLE 2 · CONTEXT Who should AI act as? Who is this for? “You are an experienced real estate agent...” “My client is a downsizing retiree, cautious, in no rush...”

3 · TASK 4 · FORMAT Exactly what do you want? How delivered? “Write a follow-up email inviting them to a free home “Under 120 words, warm and unhurried, end with valuation...” one easy question.”

WEAK “Write a follow-up email.”

“You are an experienced real estate agent. My client is a downsizing retiree who is cautious and in no rush. Write a STRONG follow-up email inviting them to a free home valuation. Under 120 words, warm and unhurried, end with one easy question.”

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Field Notes 02

TOOL 2 — YOUR BUSINESS BRIEF | Fill this in once. Reuse it every week. Write one page answering the questions below. Save it, then paste it into a Claude Project (or the top of any chat) so every prompt is personalized to you. Bullet points are fine — do not overthink it.

Make it sound more like me Give me 3 versions Paste a writing sample and ask AI to match your voice. Compare and combine the best parts.

1. Who You Serve

My ideal clients are:

Their biggest worry or problem:

2. What You Sell

My main products / services:

The real problem they solve:

3. Why You

What makes me different:

My promise / the experience I give clients:

4. How You Talk

My tone (e.g. warm, direct, no jargon):

A sample of my real writing (paste 3–4 sentences you have actually sent a client, so AI can copy your voice):

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HOW TO USE YOUR BRIEF | Put your business context in every AI answer • Save the finished brief as a document (or a note on your phone). • In Claude: create a Project, name it your business, and paste the brief into the Project instructions. • No Project? Just paste the brief at the top of any chat before your request. • From now on, start prompts with: “Using my business brief above, ...”

5 TRICKS TO UPGRADE ANY ANSWER | Coach AI like a new assistant

Field Notes 03

Make it shorter / warmer / less salesy Who is this for? Adjust for them Fine-tune the tone until it fits. Name the reader and watch it sharpen.

What am I missing? Let AI pressure-test before you send.

THIS WEEK'S HOMEWORK | Bring your brief to Week 3

- ☐ Write your one-page Business Brief using the template above.
- ☐ Save it inside a Claude Project (or keep it handy to paste).
- ☐ Run 5 real prompts this week WITH your brief loaded.
- ☐ Use the 4-part formula on each one.
- ☐ Bring your brief to next class — we build on it in Week 3.

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TRY THESE TONIGHT | Copy, paste, personalize

“Using my business brief above, write 5 social posts that EVERYONE show my expertise without being salesy. Friendly, plain English, a question at the end of each.”

LIFE INSURANCE “Using my brief, write a warm re-engagement text for a client who went quiet after our first call. Under 80 words.”

REAL ESTATE “Using my brief, turn these into a lifestyle listing description (120 words): [paste bullets].”

“Using my brief, compare [program A] vs [program B] for LENDING a first-time buyer in a short table, then give a 2-sentence recommendation.”

BUSINESS OWNERS / B2B “Using my brief, give me 5 talking points to start a helpful conversation with a [industry] owner about their costs.”

GOLDEN RULES | Draft fast. Approve carefully.

Use AI wisely Never paste sensitive client data (SSNs, account numbers, health details) into any AI tool. AI drafts, you approve — review for accuracy and compliance before sending. Do not trust AI for current rates, laws, or product specifics without verifying.

Field Notes 04

Build your Brief. Bring a win. See you next week.

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