

CRAFT AI Prompt Framework

Transform generic AI outputs into precision-engineered content. **CRAFT** is a structured approach to prompt design that systematically eliminates ambiguity and maximizes relevance. Each element builds on the last, creating a framework that turns conversations with AI into predictable, high-quality results.



Character

Define who the AI is: expertise, tone, and perspective to give the AI context for the task



Request

Specify exactly what you need: format, length, constraints, and deliverables



Assets

Provide source material: paste data, upload docs, give additional context



Focus

Identify the end reader or goal: their priorities, context, and expectations



Tune

Create dialogue before output: ask AI to question assumptions first

The Master Template

Copy this template, paste it into your AI prompt window or a text editor, and fill in the brackets with your information.

****Role:**** [Insert Character/Job Title]

****Task:**** [Insert Specific Request & Format]

****Context:**** Please use the following text/documents as your source of truth: [Paste Assets]

****Audience:**** This content is specifically for [Insert Focus/Audience] who care about [Audience Goals].

****Tune:**** Ask me one question at a time until you have enough information to complete the task at hand.