

AI is not a search engine. It's an intern with amnesia. An intern doesn't need a question; they need a **brief**.

Every good prompt has five parts, in this order:

- **C — Context.** Who you are and what's happening. "I'm a tenant whose heating broke 3 days ago in winter."
- **R — Role.** Who the AI should act as. "Act as a firm but polite tenant-rights advocate."
- **A — Action.** ONE specific task. "Write a repair-request email." (Not three tasks — one.)
- **F — Format.** Exactly how the output should look. "Under 120 words, plain English, ends with a 48-hour deadline."
- **T — Tune.** Tell it how you'll refine. "I'll ask you to make it firmer or softer after v1."

Before (4 words):

Write an email to my landlord.

After (C.R.A.F.T.):

Context: I'm a tenant whose heating broke 3 days ago in winter.
Role: Act as a firm but polite tenant-rights advocate.
Action: Write a repair-request email to my landlord.
Format: Under 120 words, plain English, references the lease's repair clause, ends with a clear 48-hour deadline.
Tune: Show me v1, then I'll tell you firmer or softer.

The second prompt takes 45 extra seconds to write and saves you a 15-minute rewrite. That trade is the entire premise of this guide.

Vague in, vague out. Brief in, useful out. Every fix in this guide is a variation on that rule.

Shortcut: when you truly can't be bothered writing a brief, end your short prompt with: *"Before you answer, ask me up to 3 questions that would help you give a much better answer."* The AI interviews you, then performs far better.

THAT'S FIX #1 OF 10

Want the other nine?

This sample gave you the single most important fix — the C.R.A.F.T. brief. The full guide adds:

- The memory fix — make AI remember your project across chats (the #1 complaint)
- Consistency locks — same great result every time
- The instruction-obedience tricks
- Hallucination-proofing & the verification pass
- Writing in YOUR voice (the 3-sample method)
- Playbooks for resumes, emails, marketing, SEO, study & code
- The ChatGPT / Claude / Gemini chooser
- Midjourney prompting basics
- The one-page troubleshooting flowchart
- 25 copy-paste templates

Get the full Prompt Fix Guide for \$4.99 at asksmarter.byjameso.com

Instant PDF download · Secure Stripe checkout · 14-day refund guarantee.
Share this sample with anyone whose AI "never works" — that's what it's for.