

A better brief for your AI partner.

Use approved, non-sensitive information. Label facts separately from assumptions.

01 The job

What specific output do you need, and what decision or action should it support?

02 The audience and context

Who is this for? What do they know, need, or worry about at this moment?

03 The approved facts

Provide verified offer details, relevant evidence, and anonymized customer language.

04 The boundaries

Tone, format, length, required content, prohibited claims, and review owner.

PUT IT TO WORK

Ask the AI to name the missing information that would materially change the answer before it drafts.

Draft. Review. Learn.

A reusable instruction you can adapt, followed by a review you remain responsible for.

Using only the approved facts in my brief, create [output] for [audience] to help them [action]. Give me three distinct approaches and explain their tradeoffs. Flag missing facts. Do not invent quotes, statistics, features, or performance claims. Use [tone] and [format]. Finish with the assumptions a human reviewer should check.

Before you publish

- ☐ The facts and claims match approved source material.
- ☐ The message fits a specific audience and stage of the journey.
- ☐ The next action is clear and the destination works.
- ☐ The language sounds like the brand and avoids generic filler.
- ☐ A responsible person has reviewed the final output.

05 Did this workflow improve the work?

What saved time? What needed correction? What should change in the next brief?
