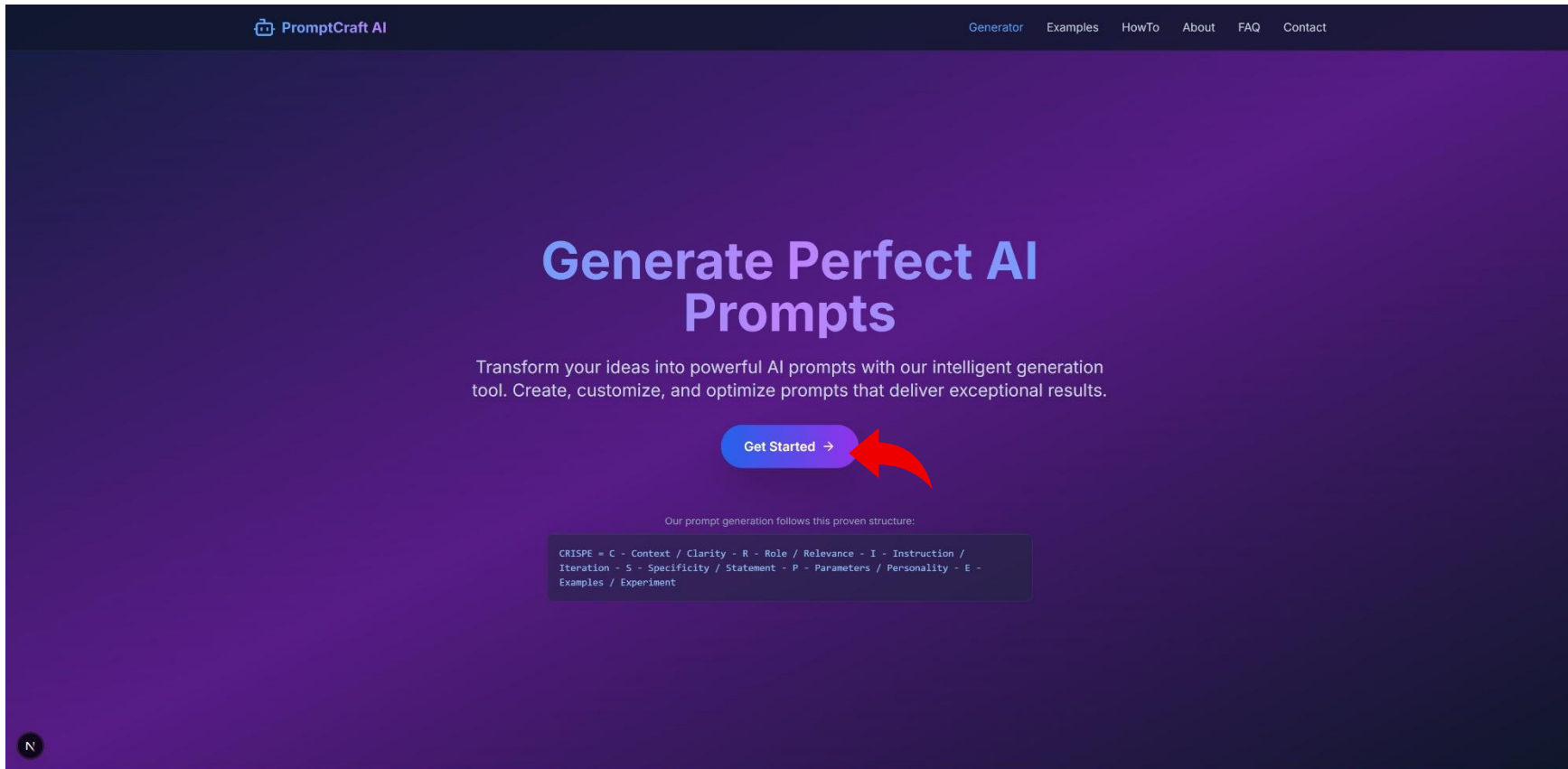


# PromptCraft AI


## User Guide

For assisted prompt generation:



Click on Get Started.

**Important reminder. Any time you select a Copy button the results are copied to the clipboard.**

 Try Our AI Prompt Generator

×

Fill in the fields below to generate your custom AI prompt. Unlimited use.

Context / Clarity (What background information is needed?)

?

Premium yet friendly brand.

Role / Relevance (What expertise should the AI have?)

?

You are a brand strategist.

Instruction / Iteration (What specific task should be performed?)

?

Create a voice guide with do/don't examples, sample copy, and editing checklist.

Specificity / Statement (What specific details are important?)

?

Cover emails, social, product UI text.

Parameters / Personality (What style and format preferences?)

?

Inclusive, clear, concise; avoid jargon.


Examples / Experiment (What examples or references to include?)

?

Reference Mailchimp and Basecamp style guides.

Generate Prompt

Add your text here. Then click Generate Prompt

 Try Our AI Prompt Generator

×

Fill in the fields below to generate your custom AI prompt. Unlimited use.

Context / Clarity (What background information is needed?)

?

e.g., I'm creating content for a tech startup targeting small businesses...

Role / Relevance (What expertise should the AI have?)

?

e.g., experienced marketing strategist

Instruction / Iteration (What specific task should be performed?)

?

e.g., create a comprehensive social media strategy...

Specificity / Statement (What specific details are important?)

?

e.g., include specific metrics, timelines, and measurable outcomes...

Parameters / Personality (What style and format preferences?)

?


e.g., professional tone, bullet points, 300-500 words...

Examples / Experiment (What examples or references to include?)

?

e.g., reference successful campaigns, include case studies...

Generate Prompt

 Try Our AI Prompt Generator

×

Fill in the fields below to generate your custom AI prompt. Unlimited use.

Context / Clarity (What background information is needed?)

?

Examples of effective context:

- Target User: (e.g., Small business owners, high school students, software developers)
- Industry/Domain: (e.g., SaaS, Finance, Healthcare, Creative Writing)
- Core Objective: (e.g., Increase sales, Learn a new skill, Debug a function)
- Existing Data/Input: (e.g., The 5-paragraph draft provided, A CSV file, Our brand style guide)
- Technical Constraints: (e.g., Max 500 words, Must be in Python 3.10, Output as a JSON object)
- Time/Budget: (e.g., Complete by EOD, Budget under \$5k, Needs to be a quick, draft response)
- Format/Length: (e.g., A bulleted list, A formal report, 3 social media captions)
- Prior Knowledge Assumed: (e.g., Assume the reader understands basic algebra, Target an expert-level audience)

e.g., I'm creating content for a tech startup targeting small businesses...

Role / Relevance (What expertise should the AI have?)

?

e.g., experienced marketing strategist

Instruction / Iteration (What specific task should be performed?)

?


e.g., create a comprehensive social media strategy...

Specificity / Statement (What specific details are important?)

?

e.g., include specific metrics, timelines, and measurable outcomes...

**Remember to use the help button in each section to help you improve the prompt**

 **Try Our AI Prompt Generator** ×

Fill in the fields below to generate your custom AI prompt. Unlimited use.

Context / Clarity (What background information is needed?) ?

New feature page.

Role / Relevance (What expertise should the AI have?) ?

Conversion copywriter.

Instruction / Iteration (What specific task should be performed?) ?

Write hero and subhead.

Specificity / Statement (What specific details are important?) ?


Value proposition, differentiation.

Parameters / Personality (What style and format preferences?) ?

Crisp, benefit-led.

Examples / Experiment (What examples or references to include?) ?

Stripe style.

 Generate Prompt

If you are happy with your changes, go ahead and click the Generate Prompt button.

Write hero and subhead.

Specificity / Statement (What specific details are important?) ?


Value proposition, differentiation.

Parameters / Personality (What style and format preferences?) ?

Crisp, benefit-led.

Examples / Experiment (What examples or references to include?) ?

Stripe style.

 Generate Prompt

**Your Generated Prompt:**

Context: New feature page.


Role: Act as Conversion copywriter.

Instruction: Write hero and subhead.

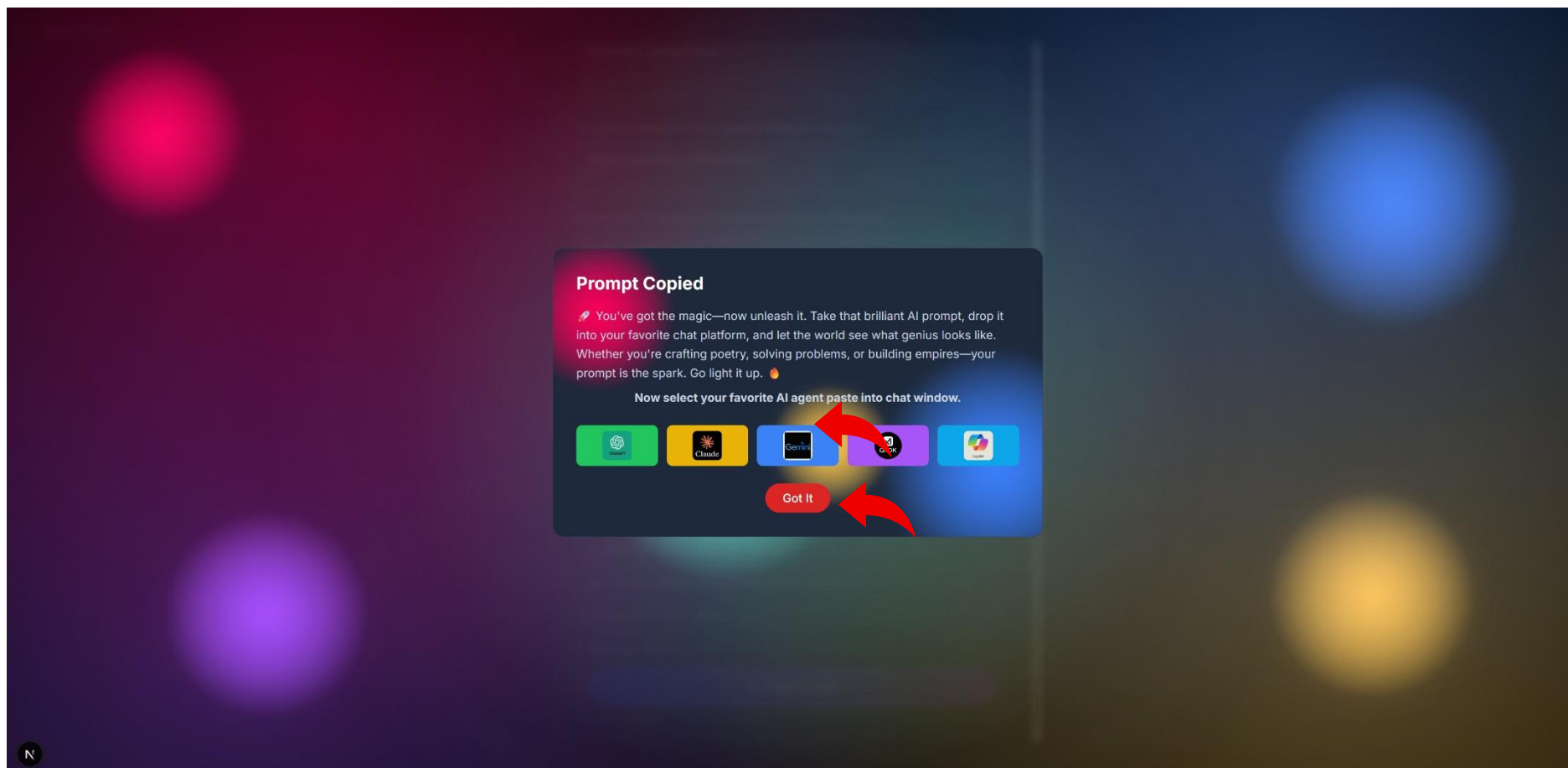
Specificity: Value proposition, differentiation.

Parameters: Crisp, benefit-led.

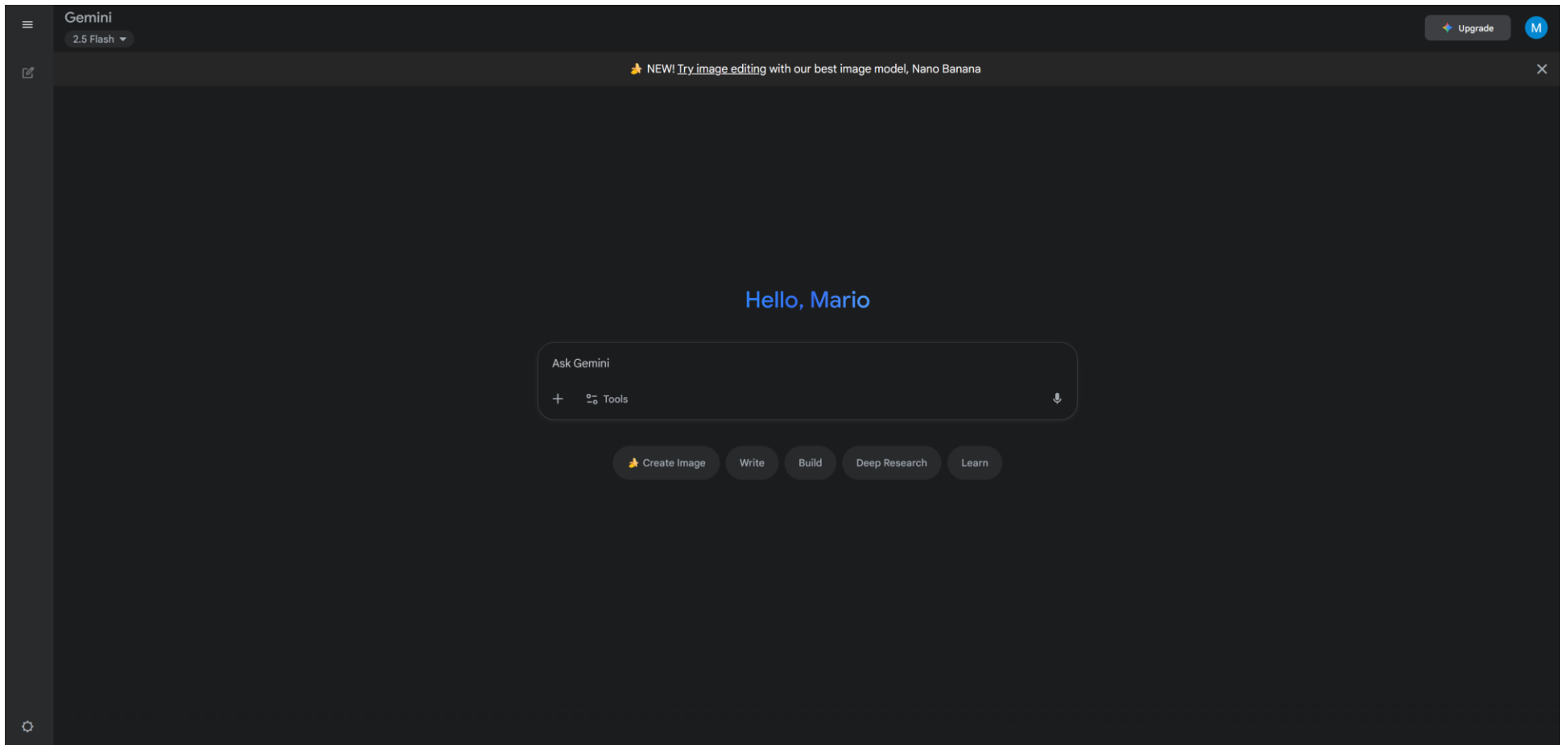
Examples: Stripe style.

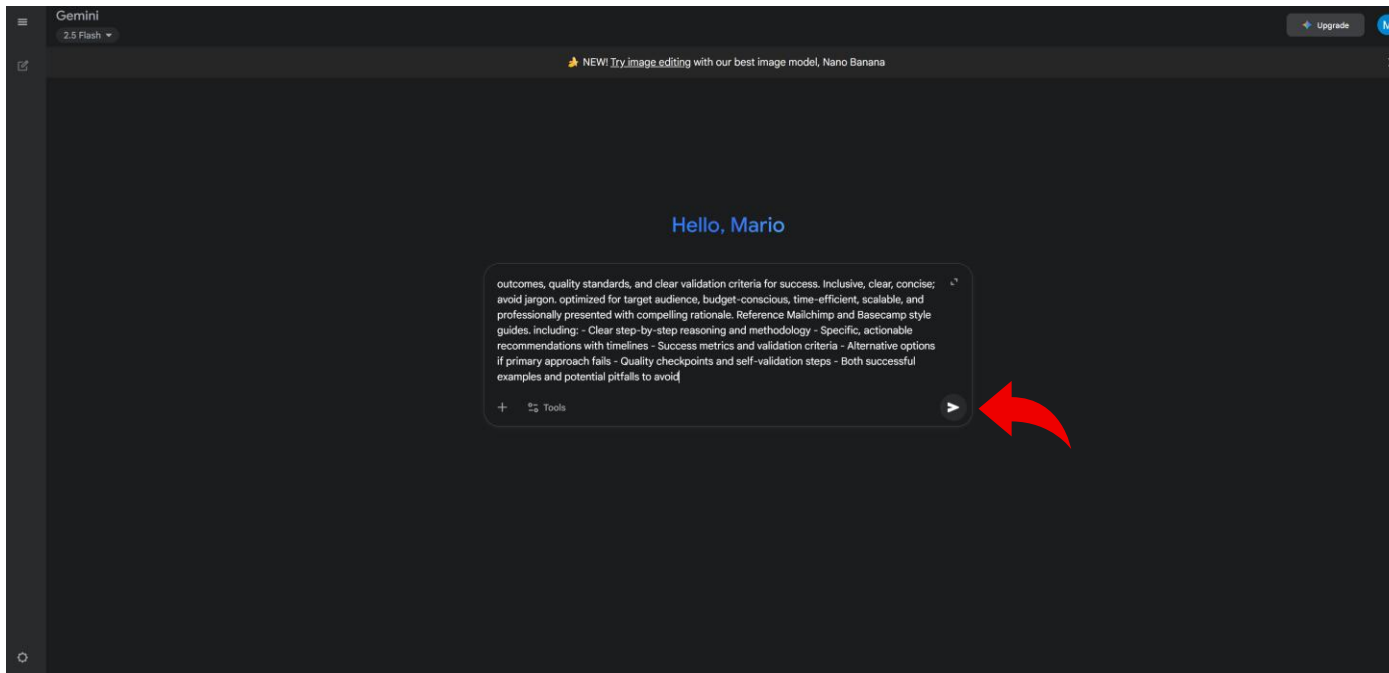
 Copy Prompt

If you are happy with the results, go ahead and click the Copy Prompt or scroll back up and make changes. Page 8



Now picked one of the Ai agents logo and paste your prompt in the Chat window. Or click Got It and go to another chatbot of your choice.





Past the prompt into the chat window and see what happens.

Results:

This is a fantastic challenge. Creating a "premium yet friendly" brand voice requires careful balance—it needs to signal quality and expertise without being stuffy, and be approachable without sacrificing authority.

As a brand strategist with over seven years of experience, I'll execute this using a systematic, five-step methodology to deliver a comprehensive Voice Guide and Implementation Roadmap.

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## 1. Deep Analysis: Understanding the Landscape

The first step is to establish a clear foundation by defining the context, the audience, and the competitive environment.

### Background & Brand Paradox

- **Brand Essence:** The core tension is **Premium (Authority, Quality, Expertise, Trustworthy)**      **Friendly (Approachable, Human, Helpful, Inclusive).**
- **Goal:** To establish a voice that feels like a trusted, highly-skilled mentor—professional and polished, but always accessible and genuinely helpful.
- **Target Audience (Optimized): Budget-conscious professionals and teams.** They value quality and performance but need an efficient, cost-effective solution. They are intelligent, time-poor, and appreciate clarity and respect for their time.
- **Stakeholder Perspectives:**
  - **Marketing:** Needs a voice that generates high-quality leads and justifies a premium price point.
  - **Product/UX:** Needs clear, concise, and helpful text that reduces friction and confusion.
  - **Support/Sales:** Needs a tone that builds rapport and de-escalates issues calmly and expertly.

#### Industry Best Practices & Constraints

Category	Best Practice (Mailchimp/Basecamp)	Application (Our Brand)	Constraint
<b>Tone</b>	Human, fun, supportive (Mailchimp); Direct, confident, plainspoken (Basecamp)	<b>Premium Yet Friendly:</b> Confident, Clear, Empathetic, Concise.	<b>Time-Efficient:</b> Must be immediately understandable; no overly long prose.
<b>Clarity</b>	Use plain language; avoid jargon (Basecamp); Specific and actionable.	<b>Inclusive &amp; Clear:</b> No internal acronyms or technical jargon unless defined.	<b>Budget-Conscious:</b> Voice must avoid feeling elitist or exclusive.



Category	Best Practice (Mailchimp/Basecamp)	Application (Our Brand)	Constraint
<b>Consistency</b>	Strict style guides and tone maps for different scenarios.	<b>Scalable:</b> Voice must translate seamlessly across all channels (UI, email, social).	<b>Professional Presentation:</b> Must maintain a high quality standard in every interaction.

### Competitive Landscape & Risk

- **The Competitor Risk:** Most competitors fall into two traps:
  1. **Too Premium/Cold:** Overly formal, technical, and remote (e.g., using "utilize" instead of "use").
  2. **Too Friendly/Fluffy:** Overly enthusiastic, using too much slang, and lacking gravitas.
- **Risk:** The brand voice could accidentally alienate the budget-conscious professional by sounding too expensive, or by sounding too casual and unprofessional.
- **Mitigation:** The voice guide will heavily feature the "Concise" and "Clear" principles to manage the "time-efficient" constraint and uphold the "professional" quality standard.

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## 2. Strategic Planning: The Voice Pillars

To solve the "Premium yet Friendly" paradox systematically, we define four **Core Voice Pillars** that act as the brand's navigational North Star.

Voice Pillar	Definition (Premium Signal)	Execution (Friendly Signal)	Rationale
<b>1. Confident</b>	We know our stuff. We use direct, precise language.	We acknowledge the user's intelligence and don't over-explain. We take ownership of issues.	Establishes <b>Authority</b> without being arrogant.

Voice Pillar	Definition (Premium Signal)	Execution (Friendly Signal)	Rationale
<b>2. Clear</b>	We value your time. Our instructions are unambiguous.	We use common, everyday words. We write at a 7th-grade reading level.	Ensures <b>Inclusivity</b> and <b>Time-Efficiency</b> . (Reference: Basecamp's directness).
<b>3. Concise</b>	Every word serves a purpose. No fluff.	We get to the point fast. We edit aggressively.	Delivers <b>Value</b> quickly; aligns with <b>Budget-Conscious</b> constraint.
<b>4. Empathetic</b>	We understand your challenges and goals.	We use "you" and "we" to build partnership. We apologize and explain <i>why</i> .	Builds <b>Trust</b> and human connection. (Reference: Mailchimp's warmth).

#### Success Criteria & Measurable Outcomes

Metric Category	Specific Success Metric	Validation Criteria (Quality Checkpoint)
<b>Clarity</b>	Reduction in support tickets related to product confusion by <b>15%</b> .	User testing: <b>85%</b> of participants correctly interpret UI text (e.g., button labels).
<b>Engagement</b>	30-day email open rates increase by <b>10%</b> compared to baseline.	A/B Testing: Voice Guide-compliant email copy outperforms old copy in CTR by <b>5%</b> .
<b>Sentiment</b>	<b>80%</b> of post-interaction surveys rate the brand tone as "Helpful" and "Professional."	Internal audit: Weekly review of social media and support logs for adherence to tone.

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### 3. Solution Development: The Voice Guide

This is the core deliverable, providing actionable rules and examples for execution.

#### Voice Guide: Do's and Don'ts

Principle	Voice Do (Friendly/Premium)	Voice Don't (Fluffy/Cold)	Rationale
Confidence	<b>"You're all set. Your project is live."</b> (Direct, complete)	"Hopefully everything went well. You should be live now." (Hesitant, indirect)	Projecting certainty minimizes user anxiety.
Clarity	<b>"To start, click the green button."</b> (Specific, active)	"Initiate the procedure by selecting the aforementioned button." (Jargon, passive)	Simple words always trump complex ones. <b>Inclusive</b> principle.
Conciseness	<b>"Fix issue"</b> (Product UI)	"You might want to consider fixing this important issue." (Wasted words, patronizing)	Respect for the user's time. <b>Time-Efficient</b> constraint.
Empathy	<b>"We fixed the bug that prevented exports."</b> (Owns the issue, clear explanation)	"We resolved a temporary issue with data transmission." (Vague, avoids blame)	Build trust by being transparent and human.

#### Sample Copy: Application Across Channels

Channel	Scenario	Voice Guide Compliant (Premium Yet Friendly)	Pitfall to Avoid (The Fail)
<b>Email (Onboarding)</b>	First-time setup.	<b>Subject:</b> Ready to go? Your first project starts now. <b>Body:</b> Welcome! We'll get you set up in three simple steps. We built this to be powerful, but not complicated. Let's get you started.	<b>Subject:</b> Congrats on your purchase! <b>Body:</b> Hi there, we are so incredibly excited to welcome you to the [Brand Name] family! We have a ton of cool stuff you can do... (Too fluffy, low value)
<b>Social (Service Status)</b>	System-wide outage.	<b>"Our apologies: We are seeing a brief service interruption impacting login and data access. We've isolated the cause and expect a fix within the next 20 minutes. We'll update you here."</b>	"Oops! Having a few little hiccups. The engineers are on it, hang tight!" (Too casual, unprofessional)
<b>Product UI Text</b>	Error message.	<b>"Export Failed: Invalid file format. Please use a .CSV or .XLSX file. Need help? [Link to Support]"</b>	"Error 404: The system could not process the request due to an unhandled exception." (Technical jargon, cold)

### Editing Checklist (Quality Standards)

To ensure quality across all teams, every piece of content must pass this quick self-validation test:

1. **Is it Clear?** Can a motivated 7th grader understand this?
2. **Is it Concise?** Can I delete two words without losing meaning?
3. **Is it Confident?** Does it sound like we know exactly what we're talking about?
4. **Is it Empathetic?** Does it treat the user's time and intelligence with respect?
5. **Jargon Check:** Did I use any internal acronyms or technical terms without context? (If yes, define or remove.)

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#### 4. Quality Validation: Alternative Options

Quality is validated not just by adherence, but by having a fallback plan (Alternative Options) and strict self-validation steps.

##### Alternative Option (If Primary Approach Fails)

- **Primary Risk:** The voice leans too heavily on the "Friendly" side and loses the "Premium" signal (e.g., too many exclamation points, casual sign-offs).
- **Alternative Approach:** Adopt a more **Hyper-Clear, Minimalist** voice (Clarity      Premium).
  - **Pillars:** Ultra-Precise, Direct, Measured, Sparse.
  - **Focus:** Eliminate all emotive language. Use only declarative sentences. This still respects the user's time and intelligence but prioritizes functional expertise over warmth.
  - **Example (UI):** *"Your subscription is active."* (Instead of: *"Great news! Your subscription is active."*)
  - **Rationale:** This ensures the "Premium/Expert" signal remains strong, even if the "Friendly/Warmth" component is reduced, guaranteeing a professional standard.

##### Quality Checkpoints and Validation Criteria

Checkpoint	Owner	Frequency	Validation Criteria
Voice Audit	Brand/Content Strategist	Quarterly	Random selection of 20 pieces of live copy (email, UI, social) score <b>90%+</b> on the <b>Editing Checklist</b> .
Support Review	Customer Success Lead	Monthly	Review of 10 negative customer interactions; all responses must adhere to the <b>Empathetic</b> and <b>Confident</b> pillars.

Checkpoint	Owner	Frequency	Validation Criteria
<b>Onboarding Path Test</b>	Product Manager	Bi-Annually	Run a user through the key 3-step onboarding path; time to completion meets or exceeds the previous benchmark.

## 5. Implementation Roadmap

A phased, time-efficient, and budget-conscious plan for deployment and scaling.

Phase	Timeline	Actionable Recommendation	Owner	Success Metric/Rationale
<b>Phase 1: Foundation</b>	<b>Week 1-2</b>	Finalize Voice Guide & Train <b>Core Team</b> (Content, UX/Product). Create a Voice Style Library (e.g., 5 'Good' and 'Bad' examples per pillar).	Brand Strategist	<b>Internal Buy-in:</b> Core team can articulate the four pillars and pass the editing checklist.
<b>Phase 2: Product Focus</b>	<b>Week 3-6</b>	<b>Execute UI Rewrite:</b> Prioritize high-friction areas (error states, onboarding, billing) using the new voice.	Product/UX Team	<b>Clarity Metric:</b> reduction in friction-related support tickets (see Sec 2).
<b>Phase 3: External Launch</b>	<b>Week 7-10</b>	<b>Execute Marketing Rewrite:</b> Apply voice to 3 key email campaigns (onboarding,	Marketing Team	<b>Engagement Metric:</b> lift in email open rates via A/B testing.

Phase	Timeline	Actionable Recommendation	Owner	Success Metric/Rationale
		retention) and social media templates.		
<b>Phase 4: Scale &amp; Sustain</b>	<b>Ongoing (Monthly/Quarterly)</b>	Implement mandatory <b>Quality Checkpoints</b> (Voice Audit, Support Review). Update guide with new use cases.	All Teams (Led by Strategist)	<b>Sentiment Metric:</b> Consistent positive "Helpful/Professional" sentiment. <b>Scalability:</b> The guide is easily adopted by new hires.

This systematic approach ensures the brand voice is not only conceptually sound ("Premium yet Friendly") but is also immediately actionable, measurable, and scalable, fulfilling all precise requirements and professional standards.