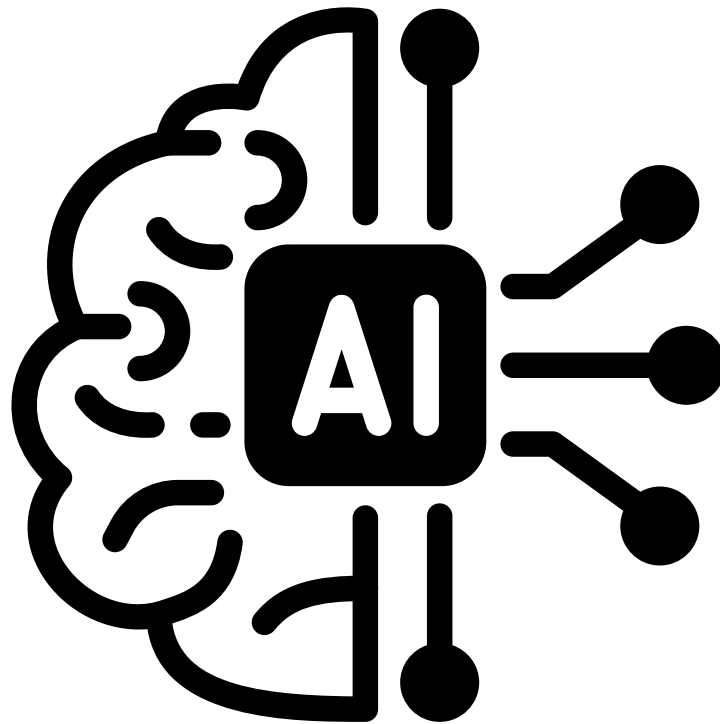


Mastering AI Prompts in 3 Simple Steps (Inspired by The CCCF Way)

By Aliko Media



Why Prompts Matter?

AI is an incredible tool—but it only works as well as the instructions you give it. Think of AI as a powerful assistant that listens to what you say. If you say “Write something,” you might get something vague. But if you say, “Explain how to create a social media campaign for fitness enthusiasts in 300 words using an energetic tone,” the AI gives you exactly what you need.

This mini-guide introduces the **3 core steps** from the CCCF framework—**Clarity, Context, Constraints, and Format**—to make your prompts precise, efficient, and powerful.

✅ Step 1 – Clarity: Be Specific

A clear prompt eliminates confusion.

Weak Prompt:

“Write about marketing.”

Strong Prompt:

“List 5 ways small business owners can use email marketing to increase customer engagement, using simple language.”

Pro Tip:

Use action verbs like *list*, *compare*, *explain*, *create*, and always specify what outcome you want.

✓ Step 2 – Context: Give Background

Context tells the AI who you are talking to, and what the situation is.

Weak Prompt:

“Explain SEO.”

Strong Prompt:

“You are an SEO expert speaking to startup founders with no technical background. Explain SEO in 200 words, focusing on why it helps generate organic leads.”

Pro Tip:

Always answer these questions in your prompt:

- ✓ Who is the audience?
- ✓ What is their goal?
- ✓ What background info is important?

✓ Step 3 – Constraints & Format: Shape the Output

Constraints guide the tone, length, and style. Format makes the output usable.

Weak Prompt:

“Write an article about exercise.”

Strong Prompt:

“Write a 300-word article for office workers explaining the benefits of stretching during work hours. Use bullet points and include three actionable tips.”

Pro Tip:

Specify word limits, tone, and structure. Example: “Use a professional tone,” or “Present the information as a table.”

Your Action Plan

Try this prompt now:

“You are a content creator writing for college students. List 3 ways they can use AI tools like ChatGPT to improve study habits. Keep the tone friendly, and each tip should have one short example.”

Write it out and see how much better your output becomes!

Why This Works?

- ✓ Saves time
- ✓ Improves accuracy
- ✓ Unlocks advanced AI features
- ✓ Makes your communication crisp and actionable

Whether you're a student, a startup founder, or a digital marketer, mastering prompts will help you work smarter—not harder.

Next Step

Download the full **3-Day Prompt Engineering Guide – The CCCF Way** and learn how to write prompts that produce professional, tailored, and results-driven outputs every time.