

1-Page Perfect Prompt Framework

Structured AI prompting for business owners · Get expert-quality outputs every time

Why structured prompts beat vague questions: Telling an AI "help me with my business" returns generic advice. Telling it your role, your problem, your audience, and your format returns work you can use today. This 7-block template works for any task — tenders, LinkedIn, WHS documents, grant applications, marketing copy.

7 The Universal Business Prompt Template — 7 Building Blocks

- 1 **ROLE** Tell the AI what expert to be.
Act as a world-class **[Expert Role]**
Example: e.g. Business Strategist, WHS Consultant, Tender Writer, LinkedIn Coach, Financial Advisor
- 2 **CONTEXT** Give it your specific situation and business.
I am the owner/operator of **[Business Name]**, a **[trade/industry]** business based in **[location]**. We have operated for **[years]** and serve **[customer types]**.
Example: Include revenue range and team size for more targeted output.
- 3 **TASK** Define the exact deliverable — be specific.
I need you to **[specific deliverable]**.
Example: e.g. write a capability statement / create a 12-month marketing plan / identify 5 tender opportunities
- 4 **AUDIENCE** Say who will read or use the output.
The output will be used for **[audience/purpose]**.
Example: e.g. a Tier 1 contractor prequalification portal / a LinkedIn profile / an internal team document
- 5 **TONE** Set the communication style.
The tone should be **[tone description]**.
Example: e.g. Professional and direct / Plain language for a trades audience / Confident and credible
- 6 **CONSTRAINTS** Set your limits — length, language, format restrictions.
Keep it **[constraints]**.
Example: e.g. under 400 words / in plain English, no jargon / suitable for printing on one A4 page
- 7 **OUTPUT FORMAT** Specify the exact structure you want back.
Please format the response as **[format]**.
Example: e.g. numbered list / bullet points / a formal document with headings / a two-column table

WORKED EXAMPLE — CAPABILITY STATEMENT

Act as a world-class **tender writer and procurement consultant** with deep knowledge of North Queensland construction. I run **ABC Earthmoving**, a civil earthmoving business in Townsville, operating for 12 years with 15 staff. I need you to **write a 250-word Capability Statement** for a Tier 1 prequalification portal. Audience: **procurement manager at a major infrastructure prime contractor**. Tone: **professional, direct, evidence-based — no marketing fluff**. Constraints: **under 300 words, plain English, no jargon**. Format: **intro paragraph, 3 capability bullet points, 3 achievement bullet points, 1-line closing statement**.

THREE TIPS FOR BETTER RESULTS

1. Iterate, don't rewrite After your first output, follow up: "Make it shorter" / "Add two examples" / "Rewrite for a less technical audience."	2. Paste your real content Paste your existing capability statement or LinkedIn About section and say "Improve this using the prompt framework above."	3. Save your best prompts Once a prompt gives great output, save it in a Notes file. Swap the variables next time. You now have a personal prompt library.
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COMPATIBLE AI PLATFORMS

Claude (Anthropic) claude.ai Recommended for Australian business context and nuanced writing.	ChatGPT (OpenAI) chatgpt.com Strong general-purpose performance. GPT-4o recommended.	Google Gemini gemini.google.com Good for research, summarisation, and Google Workspace integration.
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