

a guide for the non-technical user

prompting 101

# *How to prevent AI slop with Claude*

START LEARNING →

by jessica zhan

# Step 0 / Should you even use AI here?

## ✓ USE IT FOR:

- Research & learning
- Analysing data, long docs, reviews, spreadsheets
- Experimenting with style & tone

## ✗ DON'T USE IT IF:

- You haven't thought through the problem yourself
- You don't actually know what you're asking

What's my goal? (write it down)

Come up with 5 new workflows I could use in my [insert role]

# Step 1 / Craft your prompt

PHASE 01: VAGUE INPUT

"Help me find AI marketing workflows to implement in my work."

There are three parts to a good prompt

①

OUTPUT & FORMAT

②

CONSTRAINTS

③

EXAMPLES

# Step 1 / Craft your prompt

PHASE 01: VAGUE INPUT

"Help me find AI marketing workflows to implement in my work."

1

## OUTPUT & FORMAT

Give me step by step workflows that I can genuinely use in my work starting from today.

The purpose is to increase top of funnel to my product. The workflows can be internal (e.g. automating presentations to my team) or ones that directly help me produce higher converting content.

Ensure you're concise in your responses, use dot points and emojis where possible to make your output readable and easy for me to skim. Add plenty of whitespace. Don't ramble.

What do you actually want to produce?  
e.g. one pager, a broad list before going deep, one rec with reasoning, dot points, lists, concise vs exhaustive)

## CONSTRAINTS

Add your pain points, goals, structure

## EXAMPLES

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2

### CONSTRAINTS

Back all your claims up with evidence. Cite sources with links, and provide direct quotes when available.

Prioritise high quality sources from blogs, podcasts, articles, Instagram marketers, sources like [insert trusted sources] etc.

Give me 3-5 examples first, and let me critique them to help you refine your direction of what is helpful to me.

### EXAMPLES

What don't you want?

- Cite sources, don't make things up, tell me if you don't know something
- No analogies

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### EXAMPLES

An example of a good workflow I use today is X...

*Before you send your first prompt, do a brain dump. The more it knows, the less it guesses.*

The reason your LLM is producing slop is because it doesn't know you: who you are, what you're working on, what good looks like, what you've tried.

## vague prompt

Here's a practical breakdown of the highest-impact AI marketing workflows you can implement as a Growth Marketer right now:

### AI Marketing Workflows for Growth Marketers (2026)

#### 1. 🔍 SEO & Content Engine

The highest-ROI channel for growth right now. Website, blog, and SEO is the #1 ROI-generating channel for marketers in 2026, with SEO delivering 748% ROI at a 7-9 month breakeven. Businesses that use AI strategically (not just for cost reduction) unlock 2x+ higher marketing-driven profitability. Averi

##### Workflow:

- Use **Surfer SEO + Claude/ChatGPT** to build topic clusters and content briefs
- Turn product notes into topic clusters, build comparison page outlines, and generate FAQ expansions ALM Corp
- Automate publishing cadence with a CMS integration via **Zapier or Make**

#### 2. 🎯 Lead Scoring & Qualification

Unlike traditional automation that follows fixed rules, AI systems learn from behavioral and performance data to make probabilistic decisions — determining the best message, channel, timing, and offer for each individual customer. This powers capabilities like predictive lead scoring, dynamic content personalization, real-time campaign optimization, and autonomous journey orchestration. ALM Corp

##### Workflow:

- Enable AI lead scoring in your CRM (HubSpot, Salesforce, ActiveCampaign)
- Layer in a chatbot for top-of-funnel qualification
- Lead scoring, automated outreach, chatbots for qualification, or dynamic content generation are the easiest to pilot with a clear ROI Improvado

VS

## specific prompt

Here are **5 AI workflows** you can start using today as a Growth Marketer focused on top-of-funnel. These are practical and actionable — give me your reaction and I'll refine from here.

### 1. Content Repurposing Flywheel

**The idea:** One piece of long-form content → 10+ TOFU assets

##### Steps:

- 📝 Record/write one long-form asset (blog post, podcast ep, webinar)
- 🗂️ Paste into Claude or ChatGPT with this prompt: *"Extract 5 LinkedIn posts, 3 tweet threads, and 2 email subject lines from this content — keep each native to its platform"*
- ✂️ Use Descript to auto-clip short-form video moments
- 📅 Schedule across channels with Buffer or Taplio

**Why it works:** A blog post can become video ideas, social carousels, email sequences, and outline drafts for deeper content — helping you move faster with consistent messaging across channels. Neil Patel

### 2. AI Ad Copy A/B Testing Engine

**The idea:** Generate 5+ ad variants in minutes and let data pick the winner

##### Steps:

- 🎯 Define your ICP + 3 core pain points
- 🗂️ Prompt Claude: *"Write 5 Facebook ad hooks for [ICP] who struggle with [pain point]. Vary the angle: curiosity, fear, social proof, outcome, contrarian"*
- 🚀 Deploy all 5 with a \$10/day budget each
- 📊 Kill losers after 3-5 days, scale winner

**Why it works:** Teams can compare five versions of a call to action across platforms and quickly shift spend toward the ones that lift CTR or lower CPA. Funnel

# Step 2 / Give feedback

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Mark up your responses with your feedback



I like the idea because it helps me produce a higher volume of content. Give me more of X



The direction is right but I need more depth. Give me a specific real-world example — name the person or company, what they actually did, what the result was. Cite a source I can verify.

Examples

- I don't understand this part: < insert quote > – don't include in future responses
- Remove filler sentences like these: < insert quote >
- I like the way you explained < > because....
- The bar for a good response is < >. If it doesn't meet this bar, cut it out.

## Step 3 / Summarise & open a new chat

- The longer the conversation, the less Claude remembers what matters.
- Capture the feedback.

Do this whenever switching tasks or you notice Claude is forgetting important context

### PROMPT 1

Summarise all the feedback I've given you about tone, style, and formatting so far in this chat. Include concrete examples of what 'good' and 'bad' looks like.

Summarise this chat into a system prompt I can use in fresh chats – discard dead ends, include my intent, objectives, critical insights etc. Be concise.

### PROMPT 2 (NEXT CHAT)

Here are some rules for how I want you to write based on previous conversations. Keep these in mind for everything you generate in this chat: [summary]

Or use in your global rules for Claude > Settings > Instructions for Claude

# Summary of steps



## *Step 0*

Should I even use AI for this?



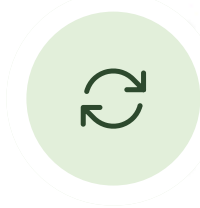
## *Step 1*

Craft a specific three step prompt



## *Step 2*

Give feedback



## *Step 3*

Summarise & open a new chat



### IDEAS FOR MORE GUIDES LIKE THIS

- How to automate your first project on Claude Code
- How to set up context of your company / team

# Quickstart

## ALWAYS

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- > Be direct and concise. Say it in 3 sentences if you can.
- > No preamble. No "Great question!" No validation before substance.
- > Back claims with evidence. Cite sources with links. If you don't know, say so.
- > Don't hallucinate stats, quotes, or product details.
- > Use bullet points for lists, comparisons, options.
- > Think step by step. Check your logic.

## EMOTIONAL FRAMING

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- > Sometimes, emotive language can help Claude improve its performance. Sentences like "This is very important for my career that you get this right". This is because Claude has built-in 'emotion vectors'.

## RESEARCH CALIBRATION

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- > For research – write one line at the top: "I'm preparing for [X]. The output I need is [Y]. Keep everything calibrated to that." The output could be: a one-page brief, written in your voice, that you can re-read in 5 minutes in the morning.

## SCOPE CONTROL

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- > **When research goes broad:** Give me 5 options first. I'll tell you which direction is useful, then we go deep.
- > **When research goes deep:** Let's talk about the first option in-depth and I'll give you feedback on your tone and explanations etc.

## DEBUGGING

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- > Get Claude to introspect on its own errors – is my prompting the problem or did you make errors and why? Be my coach and teach me to prompt better.