

# AI Prompting That Actually Works

## How to use avatar, style, personality, and product documents to get better results from AI

### Quick recap

The meeting focused on discussing AI prompting strategies and creating client avatar documents. Eben guided participants through developing four key context documents (avatar, style, personality, and product) to improve AI prompting effectiveness. The group discussed techniques for refining these documents, with participants sharing their experiences using AI to generate package names and marketing hooks. Anthony and Ali shared specific strategies, including using personality assessments and working backwards from future articles to create context documents. The conversation also covered practical applications, with Ali discussing a potential focus-on-demand program for newly promoted employees and exploring ways to leverage this concept for business development.

### Summary

#### AI Prompting and Client Offers

Eben led a discussion on effective AI prompting techniques and client offer creation. He explained his approach of using separate "living documents" for avatar, style, personality, and product/service information when working with AI, rather than storing everything in AI memory. The group discussed personality assessment methods, with Eben recommending a 10-15 minute basic version or a more detailed 25-30 question version for deeper insights. Eben also introduced a "balance scale" metaphor for creating compelling client offers, emphasizing the need to stack sufficient value, convenience, and proof against the costs, risks, and time commitments on the other side.

## **Result-Based Coaching Package Development**

Eben discussed the importance of focusing on client problems rather than personal credentials when making offers. He emphasized creating "branded results packages" where the package name directly reflects the desired outcome, such as "Lose 20 Pounds in 90 Days" instead of "Health Coaching Package." The team was tasked with using their ideal client avatar documents to develop result-based coaching package ideas, with plans to discuss and refine these concepts further during Friday's implementation session.

## **AI Prompting Progress Discussion**

The group discussed progress on AI prompting exercises, with Hristo and Stuart sharing their approaches to generating and refining responses. Anthony shared his experience modifying prompts to create personality profiles and understand client perspectives better, and Eben suggested gathering and analyzing client feedback to gain deeper insights. Hristo asked for advice on marketing a client's remarkable blood test results, and Eben recommended creating compelling ads or content while ensuring compliance with legal requirements. The conversation ended with Eben encouraging the group to continue working on their prompts and sharing ideas with each other for feedback.

## **Claude Avatar and Memory Features**

Hristo asked about updating files when using Claude's avatar feature, and Ali clarified that once a file is accessed in a conversation, Claude retains that information for subsequent interactions within the same chat. Ali also suggested using specific prompts to help Claude distinguish between names suitable for marketing hooks versus actual offer names. Stuart shared information about Claude's new system memory feature, which allows for memory transfer between different LLMs like ChatGPT, though Hristo noted this was already known after Claude's recent implementation of memory capabilities.

## **AI Package Naming Challenges**

Stuart discussed challenges with generating specific and meaningful package names using AI tools, finding many of the suggestions too broad or obtuse. He expressed a preference for more hard-hitting, punchy titles that clearly convey value to potential clients. Ali suggested using a style document to guide the AI's recommendations more effectively, and recommended treating the AI as a participant rather than an editor when refining existing documents.

### **Client Avatar Documentation Strategy**

Ali explained his approach to creating and evolving his client avatar documentation, emphasizing the importance of starting with a clean foundation and updating specific aspects based on real-world experiences rather than AI-generated content. He described how he refines the avatar by editing key characteristics like age, lifestyle, and motivations while keeping core values and inner beliefs consistent across different segments. Ali clarified that while the messaging and specific details may change based on the target demographic, the fundamental needs and pain points remain the same, allowing for a versatile and reliable avatar document.

### **Customer Avatar Strategy Refinement**

The group discussed refining customer avatar strategies, with Hristo and Ali exploring differences in messaging for various age groups, particularly around longevity and career focus. Eben provided guidance on clarifying the core offer as "Focus on Demand: Perform without burning out in 90 days" with the measurable outcome of "going home early every day." The conversation evolved into developing a strategy targeting recently promoted employees, with Eben suggesting a cold outreach approach to companies and proposing the creation of a book or audio content as a lead magnet. Anthony offered additional suggestions including using LinkedIn to identify recently promoted individuals and leveraging platforms like Spotify for content distribution, while also offering to connect Ali with HR contacts once the concept is further developed.