MANUAL 03 · AI + PROMPT ENGINEERING MANUAL

One Person, Thirty Products.

AI is leverage, not magic. With the right prompt frameworks, one operator can run a 30-product catalog, write every caption, draft every script, and never look generic.

The Core Mental Model

A model is not a search engine. It is a collaborator that has read almost everything and remembers nothing about you specifically. Every great output starts the same way: tell it **who you are**, **who it is**, **what you want**, **what good looks like**, and **what to avoid**. Skip any of those five and you'll get the average answer the model would give anyone.

The Universal Prompt Frame

This is the structural skeleton I lay over every prompt. Fill in each slot. The output quality is roughly proportional to the care you put into these five slots.

ROLE	Tell the model who to *be*. "You are a senior brand strategist who has launched 50 streetwear drops."
CONTEXT	Tell it what *you're working on*. The brand, the audience, the constraint, the platform.
TASK	Tell it the *specific* output. "Write 10 hook options for a 60-second Reel about..."
STANDARDS	Tell it what *good looks like*. Tone, length, examples to imitate, examples to avoid.
OUTPUT	Tell it the *shape* of the answer. Markdown table? Numbered list? CSV? Don't leave it to chance.

Six Frameworks I Reuse Every Day

01 · The Voice Capture Frame

Train the model on you. Run this once at the start of every new session and paste it before any writing task. Your future captions will sound like you instead of like ChatGPT.

```
You are studying my voice. Read the writing samples below
and produce a voice profile with these sections: signature phrases,
sentence rhythm, tone, what I never say, what I always say.

Then: stay in this voice for the rest of the session unless I tell
you otherwise. Output the profile first.

WRITING SAMPLES:
"""
[paste 3–6 of your most representative posts, captions, or DMs]
"""
```

02 · The Drop Naming Frame

For shirts, capsule drops, product lines, episode titles. The constraint is what makes it work — without it the model returns generic slogans.

```
You are a brand naming specialist. I'm naming a [drop / product /
episode] in this brand: [one sentence describing the brand].

Audience: [who it's for, their vibe].
Theme of this specific drop: [the one feeling, idea, or word at its
core].
Constraints: max 3 words. No clichés (list of clichés to avoid: ___).
Must be ownable as a search term.

Output: 25 candidate names in a numbered list, with a 1-line
rationale per name. Then mark your top 3 with ★.
```

03 · The Image-to-Design Frame

For Midjourney / DALL·E / Firefly and any image model. The order matters: subject, modifiers, environment, style references, technical.

```
[SUBJECT], [3–5 modifiers], [environment / setting],
in the style of [style reference 1] meets [style reference 2],
[medium], [lighting], [color palette],
[camera / lens if photographic], ultra-high detail, --ar 4:5

Example:
A vintage boombox wrapped in marathon-runner finishing tape, gold
leaf flaking off the speakers, on a cracked Crenshaw sidewalk,
in the style of late-90s Polaroid meets editorial fashion photo,
cinematic, golden hour, warm amber and inkblack palette, 50mm lens,
ultra-high detail, --ar 4:5
```

04 · The Caption Multiplier Frame

One idea, many platforms. Use this when you've shot a video and need the captions, hooks, and shorts cuts in one pass.

```
You are my content repurposing engine. Stay in my voice
(profile loaded above).

I just published this piece: [paste the long-form transcript or post].

Produce, in this exact format:
1. Three Instagram caption variants — each under 200 chars, hook first.
2. One TikTok / Reels hook — 7 words max — designed to stop the scroll.
3. One LinkedIn post — 700 chars, no emojis, one strong line break per
idea.
4. One X / Twitter thread — 5–8 posts, each under 240 chars.
5. One YouTube title + description — title under 60 chars,
   description with 3 timestamps (estimated).
```

05 · The Script-from-Idea Frame

For Reels, TikToks, and Shorts. Hook is everything. The model is coached to write the hook first and write 5 alternatives.

```
You are a short-form video writer. The video is 45–60 seconds.

Idea: [one sentence — the single thing this video teaches or proves].
Audience: [the person watching, what they want, what they fear].
Goal: [the single action they take after watching].

Write:
1. Five hook options (7 words or fewer each), ranked.
2. The full script using the chosen hook, formatted as:
   [HOOK — 0:00] · [TENSION — 0:05] · [PROOF — 0:15] ·
   [PAYOFF — 0:35] · [CTA — 0:50]
3. On-screen text suggestions for each beat.
4. A B-roll shot list.
```

06 · The Critique Frame

Use this when you have a draft and you want it sharper. The trick is to ask for the harshest version first, then negotiate.

```
You are a brutally honest senior editor. Read this draft and
return three things, in this exact order:

1. The single line that is doing all the work — quote it.
2. The three weakest sentences — quote them and explain why each is
weak.
3. A rewrite of the draft that is 30% shorter and twice as sharp.
   Stay in my voice (profile loaded above).

Draft:
"""
[paste draft]
"""
```

The Tools Stack

TOOL	USE IT FOR	WHY
Claude / ChatGPT	Long-form thinking, voice, scripts, captions	Best at staying in a voice once trained
Midjourney / Firefly / Ideogram	Shirt designs, hero images, campaign visuals	Image quality and style control
Runway / Sora / Kling	Animated B-roll, mood pieces, doc inserts	Video generation from prompts or stills
ElevenLabs	Voiceovers, narration for the documentary	Voice cloning + emotional control
Descript / CapCut	Editing, auto-captions, repurposing long-form	Speed; one-source-many-output workflow
Canva (with AI)	Insert cards, lookbooks, social templates	Brand consistency at speed

The 30-Product Catalog Workflow

This is the exact sequence to run a 30-shirt catalog with one operator. Block 8 hours per batch of 5 shirts.

1. **Theme the batch.** Pick a unifying mood for 5 shirts so the drop hangs together visually. Use the Drop Naming Frame.
2. **Generate 5 design variants per shirt** using the Image-to-Design Frame. Pick the best one. Total: 25 variants rejected, 5 kept.
3. **Mock the shirt** on a flat-lay or model template. Most POD platforms include this.
4. **Generate names + descriptions** with the Drop Naming Frame and a separate description prompt.
5. **Generate the script** for each shirt using the Script-from-Idea Frame. Aim for 45-60 sec.
6. **Film the 5 scripts back-to-back.** Same outfit, same lighting, same lens. Batch.
7. **Run the Caption Multiplier Frame** on each finished video to get all four platforms covered.
8. **Schedule the drop calendar** — one product per week is sustainable. Five products = 5 weeks of content from one batch.

> **THE "VOICE FILE" THAT PAYS FOR ITSELF**
>
> Save your voice profile (output of Frame 01) as a single text file. Paste it into every new session before you do anything else. This single habit is the difference between content that sounds like you and content that sounds like everyone else who uses AI.

Guardrails: What AI Should Not Do for You

1. **Never let it write the manifesto.** Worldview must be human. It can edit, never originate.
2. **Never let it interact with customers in your voice without review.** One bad DM costs you trust faster than 100 good ones build it.
3. **Never publish AI-generated images of real people without consent.** Especially yourself in unrealistic scenarios.
4. **Never trust facts without verification.** Models hallucinate confidently. Check stats, names, dates.
5. **Never paste private customer data into public model APIs.** Use the privacy-protected endpoints if you must.

Your 7-Day AI Onboarding

1. **Day 1:** Build your voice profile (Frame 01) and save it.
2. **Day 2:** Generate 25 candidate brand-line names.
3. **Day 3:** Generate 5 shirt design variants. Pick 1.
4. **Day 4:** Write your first 60-second script with Frame 05.
5. **Day 5:** Film the script. Run Frame 04 on the transcript.
6. **Day 6:** Post to all four platforms.
7. **Day 7:** Critique the post with Frame 06. Note what to do differently next batch.

What Comes Next

AI lets you produce. The next manual is about *where* the production goes — how to monetize each platform without splintering your voice. Read Manual 04: Personal Brand & Monetization Guide.