

The Prompt *Playbook*

SUPERCHARGE YOUR PRODUCTIVITY,
RECLAIM YOUR TIME, AND IGNITE YOUR
INSPIRATION THROUGH AI COLLABORATION

NATALIE MACNEIL

As a purpose-driven entrepreneur, coach, or leader, you've got a fire in you to make a difference and share your gifts with the world. But let's be honest, running a business can be a whirlwind.

Between all those must-do tasks, wearing multiple hats, and finding time to pour into the work and projects that truly light you up... sometimes it feels like there simply aren't enough hours in the day.

I've been there. As an entrepreneur for over 20 years (starting with that legendary lemonade stand at age 4), I get the overwhelm. The constant juggle between doing the work and building the business. The late nights trying to create content that truly serves your people.

But what if I told you there's a way to cut your workload in half while doubling your impact?

That's exactly what happened when I discovered the art of strategic AI collaboration.

Imagine having a brilliant strategist who helps refine your offers. A writing partner who captures your unique voice. A brand consultant available 24/7. A research assistant who never gets tired.

That's all possible when you collaborate with AI. And it starts with learning the art of powerful prompting, which is what I'm going to teach you in the next 10 minutes.

Here's what most people don't realize: learning to prompt AI effectively isn't just about getting better outputs, although we definitely want amazing outputs. Effective prompting is a fundamental language skill of the AI revolution we're moving through. Mastering prompting now positions you to thrive as AI reshapes every industry over the next decade.

Learning to prompt masterfully also reduces the environmental footprint of your work with AI because you won't have to prompt the system again and again to get the output you want, which takes more energy.

In this playbook, I'll share what people get wrong when collaborating with AI, and a different approach to take.

You'll discover my 3Cs Prompt Framework to get way better results from your work with AI.

Plus I'll share some favorite actionable prompts you can put to use in your business and your life.

Before we dive in, remember this is a playbook. Play is perhaps the most important invitation I can extend to you when it comes to AI. Bring play to it! Approach what I share with curiosity rather than pressure, and let yourself be surprised by what becomes possible.

- Natalie MacNeil





What Most People **Get Wrong** About AI Collaboration

Here's what I see happening everywhere: entrepreneurs jump into AI tools, type random requests, get mediocre results, and conclude "AI doesn't work for my business."

The truth? They're missing a fundamental principle of successful AI collaboration: **specificity breeds brilliance.**

AI isn't mind-reading technology although it can totally feel like that when you work with it enough. Think of it like working with an incredibly capable team member who needs clear direction to deliver extraordinary results. The more specific your guidance, the more remarkable the output.

If you hired a world-class copywriter but only said "I want a LinkedIn post that has the potential to go viral," you'd get something pretty generic.

But you could get something pretty amazing if you made your request more detailed, like this:

"Take some time to study the highest performing posts on LinkedIn in my industry, and study my business and what makes us unique. From what you learn, identify a topic and format that has the potential to go viral on LinkedIn. Write the post using a warm but professional tone that builds trust, and include references to recent research and articles."

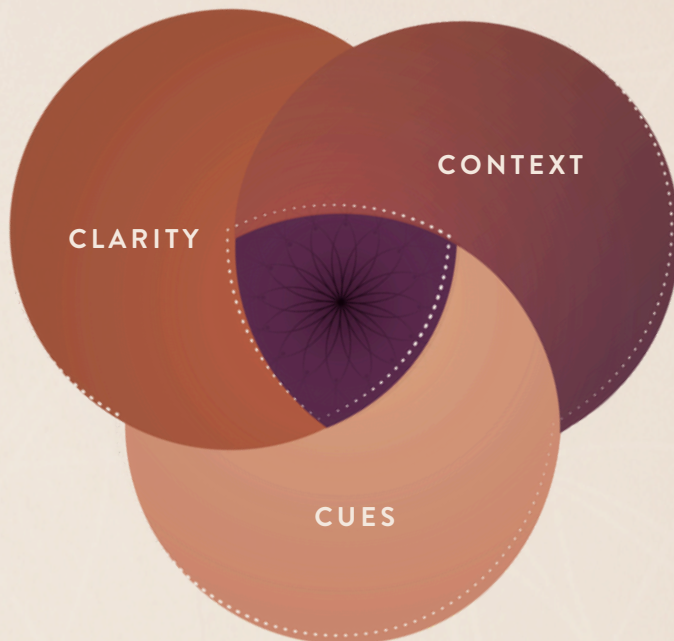


**This shows you the difference between prompting and effective, strategic, and research-backed prompting.
And that's exactly what you're about to learn.**

Introducing My 3C's Prompt Framework, Your Foundation for AI Mastery

After hundreds of hours testing prompts and collaborating with AI, plus following the latest research in prompt engineering, I've developed a framework that consistently delivers exceptional results in my business and for our students **in my program**:

🔗 AI DREAM TEAM 🔗




It's called the 3Cs Prompt Framework. The 3Cs are **Clarity**, **Context**, and **Cues**.

This framework has helped me reduce my work hours by over 50% while expanding my reach and impact. It's the foundation that my AI workflows are built on too since it only makes sense to automate excellence. You don't want to create automations that don't produce amazing results.

 Rachel Roseville, Dec 6, 2024
Content Creator for Rachel's Hub

Since implementing the 3 C's Prompt Framework, I estimate I've saved about 80% of the time I used to spend creating content. I've created these AI Dream Team roles: **Content Creator** and **CEO**, and they've transformed the way I work. The Content Creator role, guided by the 3 C's, is simple and structured, ensuring my prompts are clear and effective. It has drastically improved efficiency, requiring much less time for editing while allowing me to hear my authentic voice in the content. Experimenting with the CEO role has been a game-changer as well, sparking fresh ideas and expanding my creativity and business vision.

 Anna Staudt, Dec 16, 2024

Before AI Dream Team I was spending a lot of time with AI, but with mixed results, and quite honestly we were starting to fall out! But, thanks to the course I have gained the knowledge I needed to be able to spend time with AI, using the 3 C's framework especially, to and it's giving me some hugely brilliant results. I now have a strategic plan for my businesses for the whole of 2025, and it's really helped me re-focus on where my business is heading and what step I need to take next - it's literally saved me hours (and a load of stress and probably a few tears!)

Let's go through each of the 3Cs.

Clarity

The first C is about being crystal clear on what you want AI to do and who you want it to be.

When you assign AI a specific expertise, it accesses training patterns from that domain. It literally thinks differently about the task.

Be specific about your desired result, and describe what that creation should accomplish.

Always start your prompts with "Act as..." or "You are..." followed by the specific type of expert you need, and why that expert is important to your business right now.

Context

Context is where you set the stage, and give the bigger picture. You're helping AI understand your world, your audience, and your unique perspective.

Share relevant details about your business, your audience, and your goals.

Be specific about the energy you want your content to carry. Words like "professional" mean different things to different people. Instead of: "Make it professional" Try: "Use a tone that's confident and knowledgeable, like a trusted mentor who's been where they are. Warm enough to feel approachable, authoritative enough to command respect."

Cues

Cues are the secret sauce here. They're the examples, samples, references, and documentation that show AI exactly what you're envisioning. And they come from what you've created already and your unique genius and body of work, which brings a more ethical approach to the work you're creating with AI.

If you want AI to match your voice, feed it samples of your writing. If you want AI to create a strategic plan for your business, provide it your business plan and offers.

The magic happens when you combine the 3Cs.

Let's look at some 3Cs-powered prompts now!

Business Prompts

These prompts are designed to handle some of the most time-consuming aspects of running a purpose-driven business.

The Brand Voice Architect

When to use: You need consistent messaging across all platforms, or you're struggling to articulate your unique voice.

The Prompt:

Act as a brand voice strategist who specializes in helping heart-centered entrepreneurs articulate their unique message in a way that deeply resonates with their ideal clients.

Analyze my current messaging and help me refine my brand voice. My business is [describe your business and who you serve]. My mission is [your mission statement]. My unique approach differs from others in my industry because [what makes you different].

Here are 3 samples of my writing that I feel best represent my voice: [include samples]

Based on this information, create a comprehensive brand voice guide that includes:

- 5 core brand voice attributes with detailed explanations
- Do's and don'ts for each attribute
- 3 sample sentences showing how to apply each attribute
- A brand voice worksheet I can use to check future content

The guide should feel like a roadmap that I can reference whenever I'm creating content or working with my team.



(Trick to try for this one: Use voice mode to share more about yourself and your work so it can really get your brand voice.)

The Offer Optimization Specialist

When to use: Your offers aren't converting as well as you'd like, or you need help positioning a new program.

The Prompt:

You are a marketing strategist and offer optimization expert who specializes in transforming good programs into irresistible ones. Your expertise lies in understanding the psychology of why people buy and how to communicate value in a way that creates immediate desire.

I have a [program/service] that helps [target audience] achieve [main outcome]. The program includes [brief description of what's included]. My ideal clients are currently struggling with [main pain points].

Here's my current offer description: [insert current copy]

I need you to optimize this offer by:

1. Identifying the core transformation and positioning it as the primary benefit
2. Rewriting the description to focus on outcomes, not features
3. Suggesting 3-5 powerful bonuses that increase perceived value without adding to my workload
4. Creating urgency that feels authentic, not pushy
5. Developing 3 different price points or payment options that make the offer accessible

The rewritten offer should make my ideal client think "This is exactly what I've been looking for" while positioning me as the obvious choice to help them get there.



The Content Amplifier

When to use: You need to repurpose one piece of content into multiple formats without losing quality or your unique voice.

The Prompt:

Act as a content strategist who specializes in helping busy entrepreneurs maximize their content's reach and impact through strategic repurposing.

I've created a [original content type – blog post, video, podcast episode] about [topic], and I need to transform this into multiple pieces of content while maintaining my unique voice and ensuring each piece provides genuine value.

Here's the original content: [include full content or transcript]

My brand voice is [describe your voice – warm but professional, conversational yet authoritative, etc.]. My audience is [describe your audience].

Please create:

1. An engaging LinkedIn post that sparks professional discussion
2. An Instagram carousel (5 slides) with compelling visuals concepts
3. A Twitter thread (8–10 tweets) that provides actionable takeaways
4. Three potential newsletter topics inspired by this content
5. A short-form video script (60 seconds) highlighting the main insight

Each piece should stand alone as valuable content while maintaining consistency with my brand voice. Include specific hooks for each format that would make someone stop scrolling.



The Email Sequence Strategist

When to use: You need nurture sequences that build genuine relationships while guiding people toward your offers.

The Prompt:

You are an email marketing specialist who creates sequences that feel like conversations with a trusted mentor rather than sales pitches. Your expertise is in building genuine relationships through email while strategically guiding subscribers toward helpful solutions.

I need a 5-email welcome sequence for new subscribers who downloaded my lead magnet about [topic]. My business helps [target audience] with [main problem you solve]. My approach is [describe your methodology or philosophy].

My brand voice is [describe tone and personality]. My subscribers typically struggle with [main challenges] and dream of [desired outcomes].

For each email, provide:

- A compelling subject line that increases open rates
- The complete email copy that delivers value while building trust
- A clear but soft call-to-action that moves them closer to my paid offering
- Strategic notes explaining the psychological purpose of each email

The sequence should feel like getting advice from a wise friend who happens to be an expert in this area. By email 5, subscribers should feel genuinely cared for and curious about working with me further.



The Social Proof Maven

When to use: You need to showcase testimonials and results in a way that builds credibility without sounding salesy.

The Prompt:

Act as a conversion copywriter who specializes in transforming client testimonials into compelling social proof that builds trust and drives sales for service-based businesses.

I have these raw testimonials from clients: [include 3-5 testimonials]

My business helps [target audience] achieve [main outcomes]. My ideal clients are [describe ideal clients] who typically struggle with [main challenges].

Transform these testimonials into:

1. Social media posts that highlight specific transformations (one for Instagram, one for LinkedIn)
2. A "success stories" section for my website that tells the complete journey
3. Short testimonial snippets perfect for sales pages that focus on emotional outcomes
4. A case study format that shows the before/after journey in detail
5. Pull quotes that I can use throughout my marketing materials

Each transformation should maintain the authentic voice of the original testimonial while highlighting the specific results and emotions that will resonate most with my ideal clients. Focus on the transformation, not just the tactics.



Life Prompts

These prompts help you optimize your personal life with the same strategic thinking you bring to your work.

The Wellness Specialist

When to use: You want to prioritize health and wellness without adding stress to your already busy schedule.

The Prompt:

You are a holistic wellness coach who specializes in helping high-achieving entrepreneurs integrate sustainable health practices into demanding schedules without creating additional overwhelm.

I'm looking to optimize my daily routine for better energy, mental clarity, and overall wellbeing. Here's my current situation: [describe your schedule, energy patterns, current challenges, and health goals].

My constraints are: [time limitations, physical limitations, family obligations, etc.]

My preferences include: [types of exercise you enjoy, foods you love, relaxation methods that work, etc.]

Create a personalized wellness integration plan that includes:

1. A morning routine that takes 15–20 minutes but sets me up for sustained energy
2. Micro-wellness practices I can do between meetings or during transitions
3. An evening routine that promotes quality sleep without being complicated
4. Simple meal planning strategies that support my energy goals
5. Movement practices that fit into my schedule and actually feel enjoyable

Focus on small, sustainable changes that compound over time rather than dramatic overhauls that I won't maintain. Each suggestion should include why it works and how to adapt it on busy days.



The Relationship Nurturing Expert

When to use: You want to maintain meaningful relationships despite a busy schedule.

The Prompt:

Act as a relationship coach who helps busy professionals maintain and deepen their personal relationships without adding stress or feeling forced.

I want to be more intentional about nurturing my relationships with [family/friends/partner] but I struggle with [specific challenges – finding time, knowing what to say, making it feel natural].

Help me create a relationship nurturing system that includes:

1. Simple weekly practices that show people I care (that take 5 minutes or less)
2. Thoughtful ways to check in that feel personal, not generic
3. Special occasion ideas that are meaningful but don't require extensive planning
4. Conversation starters that deepen connections beyond surface-level chat
5. Ways to be fully present during the time I do spend with loved ones

The approach should feel authentic to who I am and sustainable for my lifestyle. I want to be someone people feel genuinely cared for by, not someone who's just going through the motions.



The Adventure Planner

When to use: You want to create memorable experiences without the stress of extensive planning.

The Prompt:

You are a travel planning expert who specializes in creating transformative experiences for busy professionals who want adventure without overwhelm.

I want to plan [type of trip/experience] for [duration] with a budget of approximately [budget range]. I'm drawn to [types of experiences you enjoy] and want to avoid [things you definitely don't want].

My travel style is [describe – luxury, budget, adventure, relaxation, cultural immersion, etc.]. I'm most energized by [activities/environments] and need [any requirements – accessibility, dietary restrictions, etc.].

Create a complete adventure plan that includes:

1. A day-by-day itinerary with flexibility built in
2. Accommodation recommendations that match my style and budget
3. Must-do experiences that align with my interests
4. Hidden gems that most tourists miss
5. A packing list optimized for this specific trip
6. Transportation logistics and backup plans

The plan should feel exciting but not overwhelming, with enough structure to ensure I don't miss amazing opportunities but enough flexibility to follow my energy and interests in the moment.



Advanced Prompting Strategies for Next-Level Collaboration

Once you've mastered the basics, these advanced techniques will elevate your AI collaboration to extraordinary levels.

Prompt Iteration Practice

Don't expect perfection on the first try, especially when you're still practicing the science and art of prompting. The most powerful results often come through feedback loops.

Start with a solid prompt, then refine the output through follow-up requests for example:

"This is a great start, but make the tone more conversational." "Perfect! Now create two variations with different hooks." "I love the structure. Adapt this for LinkedIn instead of email now."



Constraint-Based Innovation

Sometimes the best results come from adding creative constraints:

"Write this email as if you only had 100 words to convince someone to change their life."



"Create this content as if you're explaining it to someone who's never heard these terms before." "Design this strategy assuming I have zero budget but unlimited creativity."



An Embodied Approach

This is where my coaching background meets AI collaboration. Adding embodiment language to prompts creates more thoughtful, nuanced outputs:

"Take a deep breath and consider this question thoughtfully..." "Slow down and really feel into what this audience needs..." "Ground yourself in the purpose behind this message before writing..."



I know it sounds unusual, but this approach consistently produces more considered, emotionally resonant content.

Build Your AI Dream Team™

If this playbook sparked new possibilities for how you can collaborate with AI, know this: **you've only just begun to scratch the surface.**

Imagine what becomes possible when you're no longer doing it all alone.


With my program **AI Dream Team™**, you'll build your own tailored team of AI collaborators —your CEO, marketing strategist, content creator, social media manager, project manager, and more.


Inside this self-paced program, you'll be guided step-by-step to create each core AI role with done-for-you instruction sets, demo videos of me working with AI, and a comprehensive Prompt Library complete with pre-built prompts for each role and space to customize and expand your own prompts over time. You'll also be surrounded by a supportive community of visionary entrepreneurs growing alongside you.


This is how we *collaborate* with AI to create, lead, and grow—**ethically, efficiently, and in alignment with your soul's mission.** In just 7 days, you can reclaim 10+ hours of time in your week. And within 30 days, you'll have the foundation to grow your business with more clarity, creativity, and spaciousness than ever before.

AI Dream Team™ was created for entrepreneurs like you who are visionary, heart-led, values-driven and ready to amplify your genius. If you're craving less hustle and more spaciousness, more clarity and less chaos, this is your next aligned step.

MEET YOUR AI DREAM TEAM [🔗](#)


 **Anna Smith** Jan 1, 2025
Before AI Dream Team I was spending a lot of time with AI, but with mixed results, and quite honestly we were starting to fall out! But, thanks to the course I have gained the knowledge I needed to be able to spend time with AI, using the 3 C's framework especially, to and it's giving me some hugely brilliant results. I now have a strategic plan for my businesses for the whole of 2025, and it's really helped me re-focus on where my business is heading and what step I need to take next - it's literally saved me hours (and a load of stress and probably a few tears!)

 **Rachel Henshaw** Jan 1, 2025
Content Creator & CEO, The Business of Being a Mom
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 **Joanne Ward** Jan 1, 2025
High Potential, Social Psychologist, Leadership Mentor
This week, I decided to offer some intensive sessions in January 2025. I had to develop the details of the offer, write a sales page, write email copy and write social media posts selling the offer.

I began the work this morning. I also had a client session, dentist appointment and it's mid-afternoon and I'm done most of the content creation already! I cannot believe how well Claude's content aligned with my vision and my style of writing.

I'm over the moon at how smoothly this all went. It likely would have taken me 4-5 days to do all this in between my other tasks, without the help of AI.

Blown Away! [🔗](#) Share ...
 **Sarah Cooper** Jan 1, 2025
Just finished the first lessons in the **AI Dream Team** and can't believe what I've built already.

I've wanted to use AI properly in my business for *ages* — now I've got actual bots doing real work for me. Total game-changer.