



NO. 02 CLAUDE EDITION

The Claude Prompt Playbook

How to get dramatically better answers from Claude — a simple formula, six habits that match how Claude works best, and a library of copy-and-paste prompts for everyday business work.

THE CLAUDE FORMULA

ROLE

Who it
should be

+

TASK

What to do

+

CONTEXT

The background

+

FORMAT

How to deliver

+

CONSTRAINTS

The limits

Use it for every
prompt

= BETTER RESULTS

INSIDE THIS PLAYBOOK

- | | | | |
|---------------------------------------|------|---|------|
| 01 Six habits of great prompts | p. 2 | 02 Copy-and-paste prompt library | p. 4 |
| 03 Prompt chaining (advanced) | p. 6 | 04 The best prompt of all | p. 7 |

SECTION 01 SIX HABITS OF GREAT PROMPTS

Stop asking. Start briefing.

X INSTEAD OF

Write me a blog post about SEO.

✓ USE THIS

You're an SEO strategist. I'm writing for small business owners who are new to marketing, so keep it jargon-free. Write a 1,200-word blog post explaining local SEO with H2 and H3 headings, real examples, and 5 actionable tips at the end. Tone: professional but approachable.

1 Brief Claude like a brilliant new hire

Claude is sharp but knows nothing about your business. Test every prompt: could a capable coworker with zero background follow it?

BAD Create a marketing plan.

GOOD You're the CMO of a 10-person software startup that sells to dental offices. Create a 90-day marketing plan for a [BUDGET] budget and one part-time marketer.

GIVE IT A ROLE: "YOU'RE A..."

Marketing Director

CEO

Web Developer

HR Manager

Attorney

Accountant

Project Manager

Customer Support Manager

SEO Consultant

2 Explain the why, not just the rule

Claude generalizes from your reasons. Give background on the things below and it fills the gaps the way you would.

BAD Never use jargon.

GOOD Avoid jargon – this goes to clients who aren't technical and stop reading the moment they get lost.

Audience

Industry

Company size

Goals

Obstacles

Past
conversations

HABITS 3 – 6

Shape the answer you get back

3 Organize with tags

Claude reads labeled sections especially well. Wrap each part of your prompt in a simple tag so instructions never get mixed up with your material.

```
<instructions>
Summarize this contract for a non-
lawyer.
</instructions><contract>
[PASTE CONTRACT]
</contract>
```

Any tag names work — just use them consistently.

4 Show examples

Examples steer tone and format better than any description. A few varied ones work best — and tag them so Claude knows they're samples.

Rewrite descriptions in this style:

```
<example>
Fast website hosting with daily
backups.
</example>
```

Now rewrite: "Our system stores files securely and can be accessed from multiple locations."

5 Let Claude think first

For tricky decisions, analysis or math, give Claude room to reason before it answers. Use extended thinking where it's available, or just ask:

```
Think this through carefully before
you answer. Weigh the options, then
give me your recommendation and
why.
```

AND SAY WHAT YOU WANT

INSTEAD Don't use bullet points.

TRY Write in flowing paragraphs.

6 Iterate — don't start over

Keep the conversation going and steer with short, direct follow-ups. Ask for the change, not a suggestion:

- > Make it shorter.
- > Rewrite it to be more persuasive.
- > Make it clearer for non-technical readers.
- > Give me 10 alternatives.
- > What would make this better?

SECTION 02 PROMPT LIBRARY

Copy, paste, fill in the blanks

[LIKE THIS] = your details

<tags> = labels for Claude

The “Make This Better” Prompt

Paste almost anything.

You’re a professional editor.

Review the following content and improve:

- clarity
- readability
- engagement
- persuasiveness
- grammar

Then explain the key improvements you made.

<content> [PASTE CONTENT] </content>

The Universal Business Prompt

For any decision, problem or opportunity.

You’re a senior business consultant.

Analyze the following situation and provide:

1. Key issues
2. Risks
3. Opportunities
4. Recommended actions
5. Priority order

<situation> [PASTE HERE] </situation>

Email Prompt Template

Fill in each line — add why it matters.

Write an email to [AUDIENCE].

Goal: [GOAL]

Tone: [FRIENDLY / PROFESSIONAL / FORMAL]

Length: [SHORT / MEDIUM / DETAILED]

Include: [SPECIFIC POINTS]

Why: [WHAT’S RIDING ON IT]

Meeting Summary Prompt

Turn messy notes into a clean recap.

Summarize the meeting notes below.

Provide:

- Key discussion points
- Decisions made
- Open questions
- Action items
- Responsible parties
- Deadlines

<notes> [PASTE NOTES] </notes>

SECTION 02 PROMPT LIBRARY • CONTINUED

More prompts for everyday work

[LIKE THIS] = your details

Long Document Q&A

Paste the document first. Ask your question last.

`<document> [PASTE THE FULL DOCUMENT]`
`</document>`

First, pull out the quotes most relevant to my question. Then answer using only those quotes, and say if the document doesn't cover it.

Question: [YOUR QUESTION]

Coding Prompt

Ask for the safety checks up front.

You're a senior software developer.

Create: [FEATURE]

Requirements: [DETAILS]

Provide:

- Complete code
- Comments
- Error handling
- Security considerations
- Explanation

Research Prompt

A briefing you can actually skim.

Research the following topic. If you're unsure about something, say so.

Provide:

- Executive summary
- Key findings
- Advantages
- Disadvantages
- Best practices
- Sources

Topic: [TOPIC]

Excel Prompt

Formulas explained like a patient coworker.

You're an Excel expert. I'm comfortable with basic formulas but not macros.

Explain how to:

[TASK]

Provide:

- Formula
- Step-by-step instructions
- Common mistakes
- Alternative approaches

Website Audit Prompt

A FAVORITE FOR ANY SITE OWNER

You're a UX, SEO, and conversion optimization expert.

Audit this website:

[URL]

Provide:

1. First impressions
2. UX issues
3. SEO issues
4. Accessibility issues
5. Conversion issues
6. Quick wins
7. High-impact improvements

SECTION 03 ADVANCED

Prompt chaining

Most people ask one giant question. Power users break the job into stages — and the results are usually much better.

STEP 1

Create an outline for a guide about local SEO.



STEP 2

Expand section 1.



STEP 3

Add examples.



STEP 4

Create a checklist from the guide.



STEP 5

Turn that checklist into a client worksheet.

THE MAGIC QUESTION

“Ask me questions first.”

Before a big task — or when an answer misses the mark — let Claude interview you. It will tell you what's missing.

Before you start, ask me any questions that would help you give a significantly better result. Wait for my answers before you begin.



Claude tip: stop re-explaining yourself

Set up a Project for work you repeat. Add your instructions and reference files once, and every chat in that Project starts with that background.

SECTION 04 IF YOU ONLY REMEMBER ONE

The best prompt of all

KEEP THIS ONE HANDY

WORKS FOR ALMOST ANY TOPIC

You're an expert in **[FIELD]**.

```
<goal> [WHAT YOU WANT] </goal><audience>
[WHO IT'S FOR] </audience><context>
[BACKGROUND + WHY] </context>
```

Think it through before you answer: what would an expert recommend, and what mistakes should be avoided?

Then provide:

1. Recommendations
2. Rationale
3. Examples
4. Actionable next steps

If anything is unclear, ask me first.

DON'T

- ✗ Be vague
- ✗ Stack rules with no reasons
- ✗ Put your question above a long document
- ✗ Accept the first answer every time

DO

- ✓ Give context
- ✓ Assign a role
- ✓ Explain the why
- ✓ Use tags & examples
- ✓ Refine as you go
- ✓ Let it think

The Frank Deardurff Rule

Talk to Claude the way you'd brief a contractor. If you'd need to explain it to a human to get a good result, you need to explain it to Claude.

The quality of your prompt is the biggest predictor of the quality of the answer. Thirty seconds of context goes a long way.



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