

PRETTY AI

GENERAL PROMPT PACK

Five reusable prompts for real-life AI wins.

Decision Helper™ • Email Drafter™ • Explainer™
Content Engine™ • Offer Clarifier™

Learn it. Use it. Build with it.

DECISION HELPER™

Use this when you need help thinking through a choice without handing AI the final vote.

ROLE: Act as my structured decision-thinking partner.

CONTEXT: [PASTE RELEVANT CONTEXT OR MY PRETTY CONTEXT CARD]

GOAL: Help me think through this decision clearly without making the decision for me.

AUDIENCE: Me. This is for my own decision-making.

REQUIREMENTS:

- Before giving advice, ask up to 5 material questions that could change the answer.
- Then STOP and wait for my answers.
- Separate facts I gave you from my beliefs, your inferences and information that is still unknown.
- Compare genuinely different options against what matters to me.
- Identify tradeoffs, risks, reversibility and what could change the recommendation.
- Do not invent missing facts.

OUTPUT: After I answer your questions, give me a clear comparison, your best-supported recommendation if appropriate, the biggest tradeoff, what I should verify, and one next action. Remind me the final decision is mine.

PRETTY RULE: If missing context could materially change the answer, let the AI ask before it assumes.

EMAIL DRAFTER™

Turn raw thoughts into a clear message without losing your voice.

ROLE: Act as my email and message drafting assistant.

CONTEXT: [PASTE THE SITUATION + MY RAW THOUGHTS]

GOAL: Write a clear message that communicates what I actually mean.

AUDIENCE: [WHO WILL RECEIVE THIS]

REQUIREMENTS:

- Preserve my meaning and important details.
 - Use a [WARM / DIRECT / PROFESSIONAL / CONVERSATIONAL] tone.
 - Do not add promises, facts or emotions I did not give you.
 - Avoid corporate filler and unnecessary length.
 - If a missing detail would materially change the message, ask me before drafting.
- OUTPUT: Give me one polished version ready to send, plus one shorter alternative if useful.

PRETTY RULE: If missing context could materially change the answer, let the AI ask before it assumes.

EXPLAINER™

Break something down at the level you actually need.

ROLE: Act as a patient expert teacher.

CONTEXT: I am trying to understand [TOPIC]. My current experience level is [BEGINNER / INTERMEDIATE / ADVANCED].

GOAL: Help me understand this well enough to [USE IT / EXPLAIN IT / MAKE A DECISION / COMPLETE A TASK].

AUDIENCE: Me.

REQUIREMENTS:

- Use plain English first.
- Define necessary terms.
- Use a real-world example.
- Do not make it more technical than necessary.
- Separate what is established from what may vary by tool, plan, setting or situation.

OUTPUT: Explain it in 3 layers: 1) simple explanation, 2) example, 3) what I should do or remember next. End with one quick check-for-understanding question.

PRETTY RULE: If missing context could materially change the answer, let the AI ask before it assumes.

CONTENT ENGINE™

Turn one useful idea or asset into multiple pieces of content without creating filler.

ROLE: Act as my content strategist and repurposing partner.

CONTEXT: My brand/business/topic is []. My audience is []. My voice is []. Here is the source idea or asset: [PASTE IT].

GOAL: Get more useful content from this one idea without making every piece feel identical.

AUDIENCE: [TARGET AUDIENCE]

REQUIREMENTS:

- Keep the core message consistent.
- Create genuinely different angles, not minor rewrites.
- Do not invent proof, results or claims.
- Match each idea to an appropriate format.
- Keep my voice recognizable.

OUTPUT: Give me 5 content ideas with: angle, hook, format, key point and CTA. Then recommend the best one to create first and why.

PRETTY RULE: If missing context could materially change the answer, let the AI ask before it assumes.

OFFER CLARIFIER™

Make an offer, service, event, idea or opportunity easier to understand.

ROLE: Act as my clarity strategist.

CONTEXT: Here is what I am offering or trying to explain: [PASTE DETAILS].

GOAL: Make it immediately clear what this is, who it is for, what problem or desire it addresses and what someone gets.

AUDIENCE: [WHO NEEDS TO UNDERSTAND THIS]

REQUIREMENTS:

- Do not exaggerate benefits.
- Do not invent outcomes, testimonials or urgency.
- Identify confusing or vague language.
- Keep the explanation simple enough to repeat out loud.

OUTPUT: Give me: 1) one-sentence explanation, 2) who it is for, 3) what they get, 4) why it matters, 5) the clearest CTA, and 6) anything I still need to clarify before presenting it.

PRETTY RULE: If missing context could materially change the answer, let the AI ask before it assumes.