

# A SIMPLE AI PLAYBOOK

Howard Getson, CEO, Capitalogix

Good prompting isn't just about **better instructions**. It's about **better thinking**. The best users don't write perfect prompts. They:

- Start with Rough Ideas
- Collaborate with the Machine
- Iterate!

## THE PROMPT PIPELINE

### Step 1: Start Simple

| "Summarize this ..."

### Step 2: Add Structure

| "Summarize into 5 bullets with key insights"

### Step 3: Add Depth

| "What's missing? What would a critic say?"

### Step 4: Go Meta

| "How would you improve this prompt?"



Scan this to get more takeaways  
our Prompt Coach v1.2, and our  
weekly newsletters.

## THE MATURITY MODEL

1. **Can AI do it?**
2. **Can it do it well?**
3. **Can it do it consistently?**
4. **Can it do it without you?**

## **THE REAL MAGIC HAPPENS BACKSTAGE**

Many of my best prompts are long. But, the responses don't need to be. I give clear guidelines and guardrails in order for the front-stage to look effortless.

**PLAYBOOKS**  
**> PROMPTS**



## HIGH-LEVERAGE PROMPTS

Don't let AI take your Unique Ability. Instead, AI is great for extracting value from a conversation, anticipating 2<sup>nd</sup>- and 3<sup>rd</sup>-order consequences, stress-testing ideas, and automating time-consuming processes you trust to be handled without you.

Think of AI like a cunning genie, it's almost all-knowing, but without firm boundaries and a clear goal, you may not like the end result.

- It's not enough to have a good prompt.
- You need to know what prompt to use, when, and why it works ...
- The first prompt won't be great. That's the point. Improvement comes from cycles.

**ITERATE!**

Capitalogix®

blog.capitalogix.com