

SCORE

5 Steps for Better Prompts



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S Specify

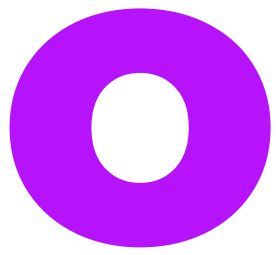
- Start by telling the model who it's supposed to be. Don't assume it knows. Say something like, "You're a senior UX strategist with 10 years of experience," This sets the tone and narrows the focus.
- Be specific about what you want. Skip vague instructions like "help me with this." Spell out the goal. For example: "Summarise these five customer interviews into key insights we can act on."
- Give it expert-level input to work with. If you have a framework, process, or best practice you want it to follow include that.
- Tell the model what matters most. For example: "Prioritise insights that relate to customer retention," or "Focus on the tone and clarity more than word count."



C Context

- Include: The business challenge (“We’re trying to re-engage lapsed users”) The target audience (“Busy HR managers at mid-size tech firms”) The tone and style (“Make it friendly but direct like Basecamp’s writing”)
- Give examples. AI learns fast from patterns. A few strong examples can guide tone, structure, and detail better than long explanations.
- Invite it to ask questions. End your prompt with, “Let me know if you need more details,” or “Ask me any clarifying questions if you’re unclear before you answer.” This encourages smarter responses.





Output

- Say how you want the output. Whether it's a bulleted list, a table, a one-page summary, or a JSON file be clear.
- Set the limits. Define length, tone, must-haves, and deal-breakers. Say, "Keep it under 300 words," or "Don't use corporate buzzwords."



R Reasoning

- Ask for the “why.” For tasks with reasoning, ask it to show short thinking steps especially for decisions or recommendations.
- Request sources when facts matter. If accuracy is key, ask for citations or links. Also allow space for uncertainty: “If you don’t know, say so.”



E Edit

- Ask the model to review its own work. Before it hands over the final version, have it critique what it wrote. Prompt it with: “What would you improve?”
- Refine until it’s sharp. Don’t stop at the first draft. Keep iterating. A few nudges can dramatically improve quality.
- Save what works. Turn good prompts into reusable templates. That way, you’re not starting from scratch every time.



SCORE

Want better results from AI?

Use the **SCORE** method. If your prompts are getting vague, off-target responses, the problem isn't the model it's the input.

Use **SCORE** to structure your prompts, and the quality of your responses improves fast.

One strong input = one strong output.

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