

Universal AIM (Audience, Input, Method) Prompt

Use this as a starting point, delete what you don't need.

Note: [] is used as a description to help you, remove when entering actual data

You are a [Role / Persona you want AI to behave as (eg. Market Analyst, Marketing Guru, BDM)].

Context:

Company: [Company name, website or 1-line description], in [Industry / sub-industry]

Who we sell to: [Target customer and stakeholder role]

What problem we solve: [Problem / pain point]

Task:

[Clearly state what you want done - analyse, draft, compare, summarise, prepare, etc.]

Purpose:

[What decision or action this will support for you internally?]

Output requirements: -

Format: [Bullets / table / short paragraphs / one-pager]

Tone: [Executive / professional / conversational]

Length: [Short / detailed]

Must include: [Key points, metrics, perspectives]

Must avoid: [Fluff, jargon, assumptions]

If information is missing or unclear, call it out or ask me follow up questions rather than guessing or assuming.

AI drafts - You judge the output