

60 MINUTES

REUSABLE PROMPT

PROMPT WITH PURPOSE

A practical guide to moving from a blank screen to a professional, verified first draft.

THE RESULT

One prompt you can trust, reuse and improve.

Build prompts that define the task, control the source material, specify the audience and format, and require a verification routine before anything reaches a client.



CHANGE YOUR REAL ESTATE BUSINESS OVERNIGHT WITH AI

A 3-part training series for real estate professionals

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AI supports professional judgment. It does not replace experience, relationships, verification or accountability.

START HERE

What effective prompting looks like now

The old checklist treated prompting as one step among many. Modern AI work is better understood as a controlled collaboration: define, direct, inspect and improve.

1

PURPOSE BEFORE TOOL

Start with the business outcome. The right model, format and workflow follow from the job - not the other way around.

2

SOURCE BEFORE STYLE

Tell the AI what information is authoritative. Separate supplied facts from assumptions, suggestions and outside research.

3

CONSTRAINTS BEFORE POLISH

Define what must be included, excluded, preserved or verified before asking for persuasive language or design.

4

HUMAN REVIEW BEFORE RELEASE

Treat every output as a draft until a qualified person checks facts, compliance, privacy, tone and usability.

THE STANDARD

A good prompt makes the task easier to understand, the output easier to evaluate and the process easier to repeat.

CORE METHOD

The 7-part prompt framework

Use these seven elements in this order. Not every prompt needs equal detail, but every professional prompt should make each decision consciously.

1

TASK

State the job in one clear sentence. Use an action verb: analyze, draft, compare, summarize, calculate, rewrite or plan.

5

CONSTRAINTS

Set boundaries for length, tone, compliance, privacy, terminology, claims, dates and items that must remain unchanged.

2

CONTEXT

Explain the situation, business objective and what has already happened. Include the reason the output matters.

6

OUTPUT

Specify the exact deliverable: email, report, checklist, table, script, infographic brief or step-by-step workflow.

3

AUDIENCE

Identify who will use or read the result, what they know and what action they should take next.

7

VERIFY

Require a final check for factual support, completeness, contradictions, privacy risks and unsupported claims.

4

SOURCE

Name the authoritative facts, files or links. Tell the AI not to invent missing facts and to flag uncertainty.

PROMPT ORDER

Task -> Context -> Audience -> Source -> Constraints -> Output -> Verify

QUICK RULE

If the AI could reasonably interpret your request in two different ways, add the missing decision to the prompt.

BEFORE YOU TYPE

Prompt planning checklist

A short pause before prompting prevents most wasted revisions. Use this page when the work will be client-facing, regulated, sensitive or reused.

DEFINE THE OBJECTIVE

- ☒ What business result should this create?
- ☒ Who is the intended audience?
- ☒ What should the reader understand or do next?
- ☒ What format is actually useful?

CONTROL THE SOURCE

- ☒ Which facts, files or links are authoritative?
- ☒ What information is missing or unconfirmed?
- ☒ Should outside research be used, avoided or cited?
- ☒ What dates, names and numbers must remain exact?

SET THE BOUNDARIES

- ☒ What confidential or personal data must be removed?
- ☒ What claims, promises or assumptions are prohibited?
- ☒ What tone and reading level fit the audience?
- ☒ What must a human approve before release?

DEFINE SUCCESS

- ☒ What would make the output immediately usable?
- ☒ How will accuracy and completeness be checked?
- ☒ What should be reusable next time?
- ☒ What follow-up asset or action comes next?

DECISION GATE

If the source, audience or approval path is unclear, stop and clarify before generating the final asset.

LIVE DEMONSTRATION

From vague request to professional prompt

The difference is not more words. It is better decisions made visible to the AI.

VAGUE

"Write an email updating my buyer about the loan."

Missing: transaction facts, audience needs, tone, source boundaries, next step and verification.

STRUCTURED

TASK	Draft a concise borrower update email.
CONTEXT	The buyer is under contract and the file is in underwriting.
AUDIENCE	A first-time homebuyer who wants clarity without technical jargon.
SOURCE	Use only the confirmed status notes pasted below. Do not infer dates or conditions.
CONSTRAINTS	Professional, reassuring and direct. Do not promise approval or closing. Keep under 180 words.
OUTPUT	Subject line, email body and a three-item next-steps list.
VERIFY	Confirm every status statement is supported and flag any missing fact in brackets.

WHY THIS WORKS

The prompt defines success before generation begins. That makes the first draft easier to evaluate, safer to use and faster to revise.

BEFORE RELEASE

The professional verification routine

AI can produce confident language that is incomplete, outdated or unsupported. Verification is part of prompting - not a separate optional step.

FACTS

- ☒ Names, dates and dollar amounts match the source.
- ☒ No unsupported assumptions were added.
- ☒ Calculations and comparisons were independently checked.

COMPLIANCE

- ☒ No promises, guarantees or prohibited claims.
- ☒ Required disclosures and licensing language are present.
- ☒ The output stays within professional role and authority.

PRIVACY

- ☒ Only necessary personal information is included.
- ☒ Sensitive data is not exposed in prompts or drafts.
- ☒ Links, attachments and recipients are correct before sending.

VOICE

- ☒ Tone fits the audience and relationship.
- ☒ Language is clear, specific and free of filler.
- ☒ The message sounds like the business - not generic AI copy.

USABILITY

- ☒ The next action is obvious.
- ☒ Formatting works on the intended device or platform.
- ☒ The final asset can be reused without hidden context.

RELEASE ONLY AFTER A QUALIFIED HUMAN APPROVES THE FINAL VERSION.

REPURPOSE WITH PURPOSE

One approved source can create many useful assets

The strongest AI workflow starts with one verified source, then adapts it deliberately for each audience and channel.

APPROVED SOURCE**Verified report, notes or data****CLIENT EMAIL**

Personalized summary and next step

AGENT UPDATE

Status, action items and timeline

SOCIAL POST

Educational insight without private details

INFOGRAPHIC BRIEF

Visual hierarchy, facts and CTA

FAQ

Common questions in plain language

FOLLOW-UP TASK

Owner, due date and completion standard

CONTROL POINT

Do not copy the same wording everywhere. Preserve the approved facts, then adapt the message, length, format and call to action for the specific audience.

PARTICIPANT PROMPT LAB

Reusable prompt worksheet

Fill in each field, then combine the answers into one structured prompt. Save the final prompt with a clear name and version date.

1. TASK

What should the AI do? Start with a clear action verb.

2. CONTEXT

What situation, objective or prior work does it need to understand?

3. AUDIENCE

Who will use the result, and what do they need?

4. SOURCE

What facts, files or links are authoritative?

5. CONSTRAINTS

What must be included, excluded, preserved or verified?

6. OUTPUT

What exact deliverable, length, structure and format are required?

7. VERIFY

What checks must happen before the result is released?

SAVE AS: [Business function] - [Audience] - [Deliverable] - v1

FINAL REVIEW

The Prompt With Purpose checklist

Use this one-page check before you save a prompt as a reusable business asset.

- 1** The task begins with a clear action verb.
- 2** The business purpose and audience are explicit.
- 3** Authoritative source material is identified.
- 4** Missing facts must be flagged rather than invented.
- 5** Privacy and compliance boundaries are stated.
- 6** The required output format is unambiguous.
- 7** Tone, length and terminology fit the audience.
- 8** A factual and professional verification step is required.
- 9** The final draft has a clear next action.
- 10** The prompt is named, dated and saved for reuse.

THE 3-PART PROGRESSION


Build the prompt. Build the client experience. Build the system.

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