

FREE STARTER KIT

The No-Hype AI Starter Kit

10 prompts that actually save you time.
Copy, paste, done.

Copy-paste ready

Works in any AI

No fluff



You are a ruthless copy editor. Cut this by 40%...

START HERE

Most AI advice is noise. This isn't.

You don't need a course, a certification, or a 40-tab browser to get real value out of AI. You need a handful of prompts that work — and the judgment to know when the output is good. This kit gives you both.

Every prompt on the next pages is something we actually use. They're built the way good prompts should be: a clear role, a specific goal, real constraints, and a defined output. Swap the words in **[brackets]** for your own, paste into your AI of choice, and you're done.

1

Fill the brackets

Anything in **[brackets]** is a blank for you. Replace it with your topic, audience, or text before you send.

2

Pick a model

ChatGPT, Claude, or Gemini all work. Page 9 has a quick cheat-sheet for which one fits which job.

3

Judge the output

The first answer is a draft, not gospel. Push back, ask for a redo, tighten it. That's where the real gains are.



One honest rule for this whole kit: the difference between a useless answer and a great one is almost always the prompt, not the model. Sharpen the input and average tools start producing above-average work.

01

WRITING

The Ruthless Editor

Turns a bloated draft into a tight one.

PROMPT

You are a ruthless copy editor. Cut this text by 40% without losing a single fact or changing my meaning. Keep my voice. Flag any sentence that is vague or makes a claim I have not backed up. Return the trimmed version first, then a 3-bullet list of what you cut and why.

TEXT:

[paste your draft]

WHY IT WORKS A hard word-count target plus a reason-list forces real cuts, not cosmetic ones.

SWAP THIS Change 40% to 25% for a lighter pass, or add "for a LinkedIn post" to fix the format.

02

WRITING

The Subject Line Lab

Ten options and a verdict, not a wall of mush.

PROMPT

Write 10 email subject lines about [topic]. Audience: [who]. Goal: [open / reply / click]. No clickbait, no emojis. Mix curiosity, benefit, and specificity. After the list, tell me which one you would send and why – in one sentence.

WHY IT WORKS Asking for the model's pick forces it to apply judgment instead of just generating.

SWAP THIS Add "under 6 words" to force punch, or "for a cold audience" to shift tone.

03

WORK & EMAIL

The Inbox Untangler

A messy 8-reply thread becomes one clean response.

PROMPT

Here is an email thread I need to reply to. Write a reply that states my decision clearly, answers every open question, stays polite but not soft, and ends with one clear next step. Keep it under 120 words. My position: [what you want to happen].

THREAD:

[paste the thread]

WHY IT WORKS Naming your position up front stops the AI from hedging and guessing.

SWAP THIS Add "Tone: warmer" or "Tone: firmer" to dial the temperature.

04

WORK & EMAIL

The Meeting-to-Action Machine

Notes in, owners and deadlines out.

PROMPT

Turn these raw meeting notes into: (1) a 3-sentence summary, (2) a table of action items with Owner and Deadline columns, and (3) any decision that was made but never assigned. Do not invent owners – if it is unclear, write UNASSIGNED.

NOTES:

[paste your notes]

WHY IT WORKS The "do not invent" rule stops the AI from filling blanks with fiction.

SWAP THIS Add "flag anything that needs my approval" to surface the bottlenecks.

05

BUSINESS

The Cold Email That Gets Read

Sounds like a human, not a template.

PROMPT

Write a cold email to [type of person] at [type of company]. I offer [what]. Four sentences max: a specific opener that proves I did my homework, one line on the problem they likely have, one line on what I do, one soft ask. No “I hope this finds you well.” No buzzwords.

WHY IT WORKS The sentence cap and banned phrases kill the usual sales-bot tone.

SWAP THIS Paste their LinkedIn “About” text to make the opener razor-specific.

06

BUSINESS

The Offer Clarifier

A fuzzy offer becomes one clean sentence.

PROMPT

I sell [product/service] to [audience] for [price]. Rewrite my offer in one sentence using this structure: I help [who] achieve [outcome] without [the pain they expect]. Then give me 3 variants that change only the emphasis – one on speed, one on simplicity, one on results.

WHY IT WORKS A fixed structure removes the guesswork; the variants give you something to A/B test.

SWAP THIS Add “for a homepage hero” or “for an ad” to match where it will live.

07

SEO

The SEO Meta Writer

Title and description that match the actual search.

PROMPT

Write an SEO title (under 60 characters) and a meta description (under 155 characters) for an article about [topic], targeting the keyword '[keyword]'. Match search intent – is the searcher trying to learn, compare, or buy? Tell me which intent you assumed. No clickbait, no ALL CAPS.

WHY IT WORKS Forcing it to state the intent makes the copy land for the right reader.

SWAP THIS Ask for 3 versions, then keep the one that fits your brand voice.

08

LEARNING

The Honest Explainer

Matches the depth to where you actually are.

PROMPT

Explain [concept] at three levels: (1) like I am 12, (2) like I am a smart adult with no background in this, (3) like I work in the field and want the nuance. Keep each level to 3 sentences. End with the one thing most people get wrong about it.

WHY IT WORKS Three levels expose what you do and don't understand — fast.

SWAP THIS Add "with one real-world example per level" to make it stick.

09

THINKING

The Decision Pressure-Test

Stress-tests a choice instead of rubber-stamping it.

PROMPT

I am deciding whether to [decision]. Do not tell me what to do. Instead: steelman the case FOR, steelman the case AGAINST, list the 2 risks I am probably underweighting, and finish with the single question that – if I answered it honestly – would settle this.

WHY IT WORKS Banning a recommendation forces genuine analysis on both sides.

SWAP THIS Add your real constraints (budget, time, team) so the risks are real, not generic.

10

META

The Prompt Sharpener

Fixes a weak prompt before it wastes your time.

PROMPT

Here is a prompt I wrote. Before answering it, rewrite it to be clearer and more specific – add a role, a goal, constraints, and an output format. Show me the improved prompt, explain in 2 lines what you changed, then run it.

MY PROMPT:

[paste your prompt]

WHY IT WORKS The model often knows what it needs better than you do — let it tighten the ask.

SWAP THIS Pin this one. It quietly makes every other prompt on this list work better.

3 rules that make any prompt 2x better

Memorize these and you can write your own prompts that beat 90% of what people copy off the internet.

01 Give it a role and a goal

"You are a senior financial analyst. Your goal is to find the weakest assumption in this plan."
That single line beats a bare question every time — it tells the model who to be and what success looks like.

02 Set constraints and a format

Word counts, banned phrases, tables, "verdict first." Constraints don't limit the output — they focus it. "In under 100 words, no jargon, as a 3-row table" gets you something usable on the first try.

03 Show, don't just describe

Paste one real example of what "good" looks like. One sample of the tone, format, or style you want teaches the model more than three paragraphs of instructions ever will.

“ Stop asking AI to "write something good." Tell it who to be, what to make, how long, and what to avoid. Specific in, specific out.

Which AI for which job

You don't need ten subscriptions. For most people, one general model plus one research tool covers everything below. Pick by the job, not the hype.

THE JOB	BEST FIT TODAY	WHY
Long writing & nuance	Claude	Holds tone and long context well; strong at editing.
Fast drafts & brainstorm	ChatGPT	Quick, flexible, huge ecosystem of tools.
Live facts & research	Gemini / Perplexity	Pull current info from the web, with sources.
Code & debugging	Claude / ChatGPT	Strong step-by-step reasoning on logic.
Images from text	Midjourney / Leonardo	Best raw visual quality for non-designers.



The honest caveat: these models leapfrog each other every few months. Don't marry a tool. The skill that lasts is writing a sharp prompt — that transfers to whatever wins next.

Don't just read it. Run it.

A prompt you saved but never used is worth nothing. Here's a 7-day plan to turn these ten into a habit — one small win a day.

Today Run prompt 10 (The Prompt Sharpener) on a prompt you already use. Watch it improve.

Day 2 Paste your last email draft into prompt 01. Send the shorter version.

Day 3 Turn your messiest meeting notes into actions with prompt 04.

Day 4 Write one cold email with prompt 05. Actually send it.

Day 5 Pick a topic you half-understand and run prompt 06 (three levels).

Day 6 Use prompt 09 to pressure-test a real decision you've been sitting on.

Day 7 Save your 3 favorites somewhere you'll see them. Make them a habit.

By day 7 you'll have a feel for what AI is genuinely good at — and you'll want more than ten prompts on hand. That's exactly what we built next. →

FROM THE LOOKTOAI.COM LIBRARY

Liked these 10? There are 990 more.

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