

# Module 2

# Prompting Fundamentals

Read 5 min · Watch 30 min · Practice 15 min

## Watch First — Two Courses

### 1. Claude 101: "Getting better results" (~15 min)

[anthropic.skilljar.com/claude-101](https://anthropic.skilljar.com/claude-101)

Shortest path to "my prompts work better now."

### 2. AI Fluency: Framework & Foundations (~60 min)

[anthropic.skilljar.com/ai-fluency-framework-foundations](https://anthropic.skilljar.com/ai-fluency-framework-foundations) — free, certified

The **4D Framework** — Delegation, Description, Discernment, Diligence. Deeper mental model.

## Why It Matters at WEO

Prompting is the skill that separates:

- *"Claude saves me an hour a **week**"*

from

- *"Claude saves me an hour a **day**"*

The WEO bar is the second one. Two extra minutes structuring the prompt = 10 minutes saved editing mediocre output.

# The RCTF Pattern

Standard for all WEO work:

	<b>What it does</b>
<b>Role</b>	Who Claude should "be" — sets tone, expertise, vocabulary
<b>Context</b>	Background — client, audience, constraints
<b>Task</b>	What you want Claude to do — clear and specific
<b>Format</b>	How the output should be structured

Module 3 has 25 RCTF examples across 5 roles.

## RCTF — Before (naive)

Write me a homepage headline for a dental practice.

Generic. Wastes two revisions. Reads like every other dental homepage.

## RCTF — After

Role: Senior dental marketing copywriter specializing in family practices.

Context: Smile Springs Family Dental, Columbus OH. Target: families with kids + adults 35-55. Voice: warm, plainspoken, trustworthy – not clinical.  
Differentiator: Saturday appointments, no-wait booking.

Task: Write 5 homepage headline variations.

Format: Max 8 words each, numbered list, no emojis,  
no "world-class" or "state-of-the-art."

90 sec to write. 5x more useful output.

## Three Iteration Moves

When the first response isn't right — **don't retype:**

1. **Steer** → *"Make #3 punchier. Cut 'quality.'"*
2. **Pivot** → *"Too corporate. Try three that feel like a family talking to another family."*
3. **Edit and resend** → Click edit on your original, change, resend.

**Rule:** 3+ revisions and still not there? Edit the original. You missed Context or Format.

## Common Mistakes

- **No Role** → generic "helpful assistant" voice
- **No audience in Context** → writes for everyone = nobody
- **Vague Task** → *"Write something about implants"* ✗
- **No Format** → Claude picks randomly
- **Prompting in isolation** when context should live in a Project (Module 4)

## Try It (15 min)

1. Do Claude 101 "Getting better results" (~15 min).
2. Take one vague prompt you'd write yesterday. **Rewrite with RCTF.**
3. Run **both** in claude.ai. Compare outputs side-by-side.
4. Save the RCTF version. **First entry in your prompt library.**
5. **Exercise Set 2 — Fix These Prompts** — five more reps.

# **Next: Module 3**

**Role Playbooks (the WEO value-add)**