Master Prompt Template

Based on the [interview](https://www.youtube.com/watch?v=_K_F_icxtrI) with Tiago Forte and Hayden Miyamoto.

Answer the following questions in a text document. Aim for 1-3 sentence responses per question to start. Then paste the entire document into the "Personal preferences" in Claude, or have it ready to add as a source in NotebookLM. We recommend those platforms because of their ability to share project folders with others across your team (which ChatGPT isn't able to do).

If you're not clear on any of the questions, ask the AI to help you figure it out.

## Personal

1. What's your name?
2. What's your role?
3. What's the name of your company?
4. How do you want to use AI?
5. What are your strengths?
6. What are your weaknesses?

## 2. Company

1. When was the company established?
2. How many employees does it have?
3. Who do you report to?
4. Who reports to you?
5. What markets do you serve?
6. Who is your ideal customer?
7. What is the outcome that you give your customers?
8. How is your offering different from your competitors?

## 3. Market

1. Who are your competitors and what do they do?

## 4. Team + KPIs

1. Who's on the team? (salaries optional)
2. For each person, what is their most important performance metric or target?

## 5. Products and services

1. What products or services do you offer?
2. What new products or services are you planning on offering in the future?
3. What does each one cost?
4. What are the features and benefits for each one?
5. How do you differentiate between offerings?

## 6. Culture

1. What are your core values as an organization?
2. What's your mission as an organization?
3. What's your biggest, most audacious long-term goal as an organization?

*Do you want support in building your Master Prompt and applying it to your organization? Learn more about our AI training program at* [*secondbrainenterprise.com*](http://secondbrainenterprise.com)