A SHORT GUIDE FOR THE MARKETING TEAM

Prompting Claude like a studio.

How we got a professional monogram study out of Claude this week, step by step, and the same method for the next brochure. Copy the prompts; change the subject.

1
Ask for the job, not the thing

2
Give it raw sources, not summaries

3
Make it check its own work

THE ONE IDEA

A short prompt gets an average answer.

Claude does what a junior would do with a vague brief: the most common version. A studio brief says what the work is for, what to read, how to work, what to hand over and how to know it is right.

BEFORE

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Make me a dG logo for diGeniusAI. Modern, navy and orange, professional.
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What came back in round 3: six monograms built from a typeface, letters typed and decorated. Verdict: not good enough. Nothing in the prompt asked for anything better.

AFTER

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ROLE    You are a senior identity designer at a top studio.
TASK    A new dG monogram. The old ones were typed letters, not drawn.
READ    Christian's chat and thesis, the master octopus file, every colour in use.
METHOD  Brief → look-alikes first → 60 sketches → 3 finalists on a grid →
        tests at real 16 px → two colour tracks → a fresh-eyes check.
DELIVER One 12-page PDF + SVG/PNG files.
RULES   Facts rules. Nothing shown as approved. Look at every page before saying done.
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What came back: 61 drawn sketches, 3 finalists, real-pixel tests, a look-alike sheet that ruled out Dolce & Gabbana’s DG, a revision after the fresh-eyes check, and a kit of files.

THE TEMPLATE

Six blocks. Use them for anything.

Brochure, video script, email, landing page, logo. The blocks stay; the words inside change.

ROLE Who Claude should be.	“You are a senior direct-response copywriter for B2B restaurant software.”
TASK What to make, and what was wrong last time.	“A 2-page DSP Disputes brochure. The last draft opened with the product, not the pain.”
READ FIRST The raw sources, by file name. Never your summary of them.	“The catalogue (module 20), Christian’s thesis, the dG DESIGN chat.”
METHOD The steps, in order. This is where quality comes from.	“Hooks first: write 20, pick 3. Then the nine beats. Then the Ten Seconds Test on the cover.”
DELIVER Exact files, sizes, page count.	“One Letter PDF, 2 pages, plus a PNG of the cover.”
RULES What it must never do, and when it is done.	“No invented numbers or quotes. Every claim tagged with its proof level. Look at both pages as images before saying done.”

THE MOST USEFUL TRICK

Ask Claude to deepen your prompt before it works.

Paste this under any request. Claude will tell you what a top professional would do that you didn’t ask for, then rewrite your prompt. Read its answer, edit, send.

```
I want a deeper version of this task, not a bigger one. Before rewriting it:
(1) say what a top professional in this field would do here that I'm not asking for;
(2) name the rawest material they would start from instead of what has already
    been digested for me;
(3) name the specific methods and tools they would use;
(4) say what, other than you or me, would show the result is right.
Then rewrite my prompt to ask for exactly that.
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What it gave us this week

(1) Draw the letters, check for look-alikes before drawing, design in black first. (2) Christian’s own chat and handwriting, the master logo file, the real colour values. (3) Grid construction, real-pixel tests, contrast measures, trademark databases. (4) Christian’s reaction, real devices, a lawyer, real customers.

One correction to make

Its first rewrite asked Alejandro to pay for user testing and run handoffs. Tell Claude who you are and what you can actually do; it will keep only steps it can do itself and list the rest as “a person still has to check”.

QUALITY CONTROL

Three checks that changed the result.

01
Look at it

Ask: *“Render every page as an image and look at it before saying it’s done.”* Claude found a broken G, a cut-off row and a cropped watermark this way, and fixed them before anyone saw them.

02
Fresh eyes

Open a *new chat with no context* (outside the project), show only the image and ask: *“What do you read? What does this company sell, and who is it for?”* It said our first Spine’s G looked “like a 5”. The revision went from 3/5 to 4/5 legibility. It also caught that “We handle your back office” sounds like an outsourcing service.

03
Real conditions

Ask for the real size and the real place: *“16 px in a browser tab, next to Toast and Restaurant365.”* Vectors always look perfect; pixels tell the truth. At 16 px one of our three finalists turned into a plain G.

And always end with

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Finish with a list of what a human still has to check.
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Claude is honest about its limits when asked. This week: a trademark lawyer, a print proof, real restaurant owners, and Christian.

READY TO USE

The same method for the DSP Disputes brochure.

Built on Christian’s Creative Operating Thesis. Fill the brackets, paste, send.

```
ROLE    You are a senior direct-response copywriter and designer for B2B
        software sold to restaurant owners.
TASK    A 2-page Letter brochure for diGeniusDSPdisputes, sold on its own.
        Audience: [owner of 1-10 restaurants on Uber Eats and DoorDash].
FILES   From the diGenius reference pack in the project:
        04-catalogue (module 20 only), 01-christian-brief (his DSP
        offer idea, the competitors he named), 02 thesis, 03 template
METHOD  1. Fill Christian's Reusable Creative Template, sections A-E.
        2. Evidence sheet: every claim with its source and proof level
           (Designed / Tenant Zero / Pilot / Repeatable). Flag missing proof.
        3. Write 20 hooks, pick 3, say why.
        4. Draft with the nine beats. One promise, one call to action.
        5. Look at ScoreGuard, Voosh, DeliverSense pages; say what they do
           well and how we differ.
        6. First Ten Seconds Test: show only the cover in a new chat
           with no context and ask who it is for and what it sells.
DELIVER 2-page PDF in navy and orange with the dG top left, PNG of page 1,
        the filled template, the evidence sheet.
RULES   No invented numbers, quotes, prices or guarantees. Offer terms only
        as Christian wrote them, marked "to confirm". Label mockup copy.
        Look at both pages as images before saying done.
        End with what a person still has to check.
```

TEN HABITS

What makes the difference.

01	Give files, not summaries. Christian’s own words beat our paraphrase every time.
02	Say what was wrong last time. “They were typed, not drawn” changed everything.
03	Ask for many options with codes (S01, F-A), then fewer, better ones.
04	Ask for the method, not only the result: research first, then drawing, then tests.
05	Put the hard limits in writing: no invented figures, quotes, prices or claims of what is ready.
06	Make it label anything unapproved: “mockup copy”, “proposal”, “synthetic data”.
07	Make it look at its own output as images, and fix before showing.
08	Ask for a fresh-eyes check: a new chat with no context, shown only the result.
09	Change one thing at a time when revising, and keep the old version to compare.
10	End every request with: what does a person still have to check?

Set up a **Claude Project** with the diGenius reference pack and its instructions (on the team toolkit). The rules, the brief and the products are then in every chat, and every prompt gets shorter and safer.