

CLARITY — How to craft the perfect prompt

Why you need CLARITY

- Most prompts fail because they are vague or overloaded.
- CLARITY sets seven quick choices so outputs land ready to use and easy to check.

The CLARITY framework

Context	• Say who it is for and the situation.
Layout	• Specify the output shape (bullets, table, summary).
Action	• One clear job starting with a verb.
Role	• The hat to wear to set voice and judgement.
Inputs	• Facts, data and sources to rely on.
Tone	• Style and reading level. British spelling.
Yardstick	• Constraints and success criteria (word limits, must haves).

Worked example (mortgage)

(Context) UK mortgage brokerage in Colchester and London. Goal: more inbound enquiries in 90 days from first time buyers. Prioritise local SEO and Google Ads.

(Layout) Return: 1) ICP bullets 2) messaging matrix table (segment × pains × proof × CTA) 3) 7 day content plan for website blog and Google Business Profile 4) 5 Google ad headlines and 3 descriptions 5) landing page outline with sections FAQs and local SEO keywords for CO and EC postcodes 6) KPI plan with benchmarks and a UTM naming scheme.

(Action) Create a 90 day go to market mini plan the team can execute next week.

(Role) Act as an expert mortgage marketer with UK compliance awareness and strong local SEO skills.

(Inputs) Whole of market. Same day call backs. 4.8 Trustpilot. Budget £2,000 per month. Priority postcodes CO and EC. Warm clear brand no jargon.

(Tone) Plain English. British spelling. Professional and friendly. Short sentences.

(Yardstick) Max 400 words. Use bullets and one simple table. No specific rates or product advice.