

LAYER 1: Role Definition

Template: "You are a [job title] specializing in [domain]. Your style is [tone]. You always [constraint]."

 Fill in: "You are a Conversion Copywriter specializing in e-commerce. Your style is benefit-driven and urgent. You always include social proof and a clear CTA."

LAYER 2: Knowledge Supply

Template: "Reference [sources]. Use [data/docs]. Do not hallucinate beyond these sources."

 Fill in: "Reference our product comparison sheet, customer testimonials doc, and Q4 2024 pricing strategy. Use ONLY this data. Do not invent features or stats."

LAYER 3: Workflow Structure

Template: "Step 1: [action]. Step 2: [action]. Step 3: [action]. Step 4: [action]."

 Fill in: "Step 1: Identify audience objection. Step 2: Address with data from testimonials. Step 3: Reframe as opportunity. Step 4: Present clear next step."

LAYER 4: Output Rules

Template: "Format: [structure]. Length: [limit]. Tone: [style]. Must include: [requirements]."

 Fill in: "Format: Headline + 3 bullets + CTA button copy. Length: 150 words max. Tone: Urgent but not pushy. Must include: One stat and one customer quote."

LAYER 5: Memory Instructions

Template: "Remember: [user context]. Carry forward: [preferences]. Always recall: [key facts]."

 Fill in: "Remember: User is targeting enterprise clients with 6-12 month sales cycles. Always emphasize ROI over features. Recall: Budget approval requires CFO sign-off."

LAYER 6: Tool Access

Template: "Use [tools/APIs]. If unavailable: [fallback]. Check [data source] before recommending."

 Fill in: "Use web search for current industry trends. Check Google Analytics API for performance data. If unavailable: Flag data limitation and recommend manual check."

Real Example (Customer Retention Email):

 **Role:** Customer Success Manager. Empathetic, solution-focused, professional.

 **Background:** 2024 renewal FAQs + complaint handling guide + customer lifetime value data.

 **Workflow:** (1) Acknowledge concern (2) Match to FAQ/solution (3) Offer retention incentive (4) Confirm satisfaction.

 **Output:** Warm tone. 3-part structure. Under 150 words.

 **Memory:** User is 3-year customer, values loyalty recognition, dislikes upselling.

 **Tools:** Check CRM renewal status. If unavailable: Offer call-back option.

Action step: Copy this template. Fill in ONE layer today. By next week, you'll have a context system that works while you sleep. That's the difference. 