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PROMPT LIBRARY · GUIDE 02

Roles That Work

A useful working perspective, no fictional biography

Pick a useful working perspective without writing a fictional biography.

For busy small business owners. Standalone guides that complement AI Basics.

IN THIS GUIDE

- Write a one-sentence working role for a real job in your business
- Turn dramatic persona prompts into practical, honest ones
- Test whether a role actually helps your task before you rely on it

ABOUT THIS GUIDE

CRIT (Context, Role, Interview, Task) is Geoff Woods' prompt framework. We teach it in AI Basics and build on it here.

Practical guidance reviewed November 2026. Start simple and test on your own tasks. No guaranteed results.

Keep customer data private. Use placeholders or anonymized facts in an approved AI tool. Check facts, figures, promises and tone before anything leaves the business.

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START HERE

01

A role points the work. It is not a credential.

Telling AI to help as an estimator points its attention toward that kind of work. It does not give it a license, a job history or verified expertise.

Start with one short, specific role. Then add your business context and the result you want. Only add more detail to the role if the drafts still miss.

A NOTE ON HONESTY

Be careful with big promises about roles. A role does not always make answers more accurate, and a longer biography does not make them more reliable. The only way to know what helps is to compare results on your own tasks.

FICTIONAL BIOGRAPHY

You are a world-famous estimator with 30 years of experience and an award-winning track record...

WORKING ROLE

Help as an estimator for a small landscaping company, focused on a clear scope the homeowner can understand.

BUILD ONE

02

A useful role in one sentence

Three parts are enough: the function, the setting and the priority.

PART	ASK YOURSELF	EXAMPLE
Function	What kind of work is this?	Estimator, customer-service editor, operations planner, content editor
Setting	Does the business or reader change the work?	For a small HVAC company, for homeowners
Priority	What matters most in this job?	Clear scope, calm replies, fewer handoff errors

ONE-SENTENCE ROLE PATTERN

Help as a [function] for [setting], focused on [priority].

Keep facts, limits and the output format in their own fields of the brief. A role stuffed with prices, rules and word counts gets hard to read and hard to reuse.

A full brief with a one-sentence role

OFFER CLARITY, NOT PRESSURE

Context:	I own [service business]. Here is our approved service description, price and exclusions: [facts]. Our typical customer is [audience].
Role:	Help as an offer editor for a local service business, focused on clear expectations.
Task:	Find three places a customer might be confused. Then draft a clearer version in 120 words or fewer.
Rules:	Keep every price and exclusion unchanged. Do not invent testimonials, credentials, scarcity or guarantees. If something is missing, ask before writing it.
Output:	A three-row issue table, followed by the draft for my review. Do not publish.

REWRITE THE HYPE EXAMPLE 03

Turn dramatic personas into practical jobs

> Plenty of popular prompts open with a dramatic character. Keep the useful job inside and drop the story.

DRAMATIC PERSONA	PRACTICAL JOB INSTEAD
A secret-wealth genius	A resource planner. Lists underused equipment or skills from your own inventory, with costs and risks to check. No income promises.
A burned-out star ghostwriter	A content editor for local customers. Builds only from experiences you approve. No invented stories or viral claims.
A roundtable of famous advisors	Three labeled perspectives: operations, customer and cash. Compares tradeoffs without pretending to be real people.
A mind-reading profiler or sales king	A workflow interviewer or an offer-clarity editor. No diagnosis, pressure, fake credentials or false urgency.

● A PRACTICAL THREE-PERSPECTIVE REVIEW

I am considering [change] in my [business]. Here are the facts and constraints: [notes].

Review it from three perspectives: day-to-day operations, customer experience and cash requirements. These are angles of analysis, not real people or independent expert opinions.

Ask up to three essential questions, one at a time, if needed. Then give one benefit, one risk and one fact to verify for each perspective. Finish with a small reversible test I could approve. Do not invent figures or make the decision for me.

TEST IT PRACTICE 04

One job, three role choices

> The only fair test keeps everything else the same and changes the role.

1. Write a brief with context, task, rules and output.
2. Run it three times: with no role, with a generic role ("a helpful assistant") and with a short task-specific role.
3. Try one ordinary case and one awkward case.
4. Judge each draft on the scorecard below.

SCORE 1 TO 3	NO ROLE	GENERIC	SPECIFIC
Useful details			
Factual errors (fewer is better)			
Missed assumptions			
Editing time			

> A longer role is not a prize. Keep the shortest version that reliably helps your real task.

A NOTE ON SCOPE

A role is not legal, medical, accounting or financial advice. When the stakes call for it, ask a qualified professional to review the work.

WORKSHEET PRACTICE 05

Role cards and a five-minute exercise

> In CRIT (Geoff Woods' framework) Role follows Context. Interview finds the gaps and Task names the work.

JOB	FILL-IN ROLE
Customer messages	Help as a customer-service writer for [business], focused on [calm, clear replies].
Estimating support	Help as an estimator's assistant for [trade], focused on [a clear scope and exclusions].
Process planning	Help as an operations planner for a [size] business, focused on [fewer handoff errors].
Teaching content	Help as an educational content editor for [audience], focused on [one practical point].

Your five minutes: write one role, run one safe draft, note what you had to edit

> Next step: use your role inside a full Prompt Recipe or a Small Business starter, not as a standalone magic sentence.

If this feels like a lot, you don't have to work through it alone. We help owners and small teams build these skills step by step. Book a free 20-minute call at thelayeredfuture.com/book.