

The FOCUS Framework

Five steps to write a clear AI prompt every time

F Function

What do you want the AI to do?

Name the action or task. Use verbs like create, summarize, explain, compare, draft, or generate. Skip role-playing language.

EXAMPLE

"Explain photosynthesis using simple words."

O Objective

What is the goal?

State what success looks like. What will you do with the result, and why does it matter?

EXAMPLE

"I need a handout I can give parents tonight."

C Context

What is the background?

Share the situation, subject, or setting AI needs to understand the prompt. Skip personal information.

EXAMPLE

"I teach 7th grade science. We are starting an ecosystems unit."

U User & Tone

Who is it for and how should it sound?

Identify the audience and the voice or reading level you want in the output.

EXAMPLE

"Write for 12-year-olds in friendly, clear language."

S Specifics

What are the constraints?

Add word limits, format, examples to include, anything to avoid, and the structure you want.

EXAMPLE

"Under 200 words. Three bullet points. One real-world example."

✗ BEFORE FOCUS · VAGUE PROMPT

"Tell me about plants."

✓ AFTER FOCUS · SPECIFIC PROMPT

"Explain how plants grow using simple words for an 8-year-old. One short paragraph. Include one real-world example."