

The CLEAR Prompting Framework

Better AI results usually start with better communication.

You do not need magical prompt words. CLEAR is a simple checklist for giving AI enough direction and context to help. CLEAR is a reference, not a formula.

C

Character

Who should AI be? Who are you? Describe the role or perspective that would help.

L

Landscape

What is happening? What context matters? Explain your audience, situation, and purpose.

E

Examples

What should it reference, imitate, or avoid? Provide useful samples when available.

A

Ask

What exactly do you want? Specify the task and desired output.

R

Requirements

What needs to be included, excluded, or constrained? Add format, tone, length, and review needs.

EXAMPLE: NONPROFIT FUNDRAISING

“Act as a communications partner to a neighborhood nonprofit (Character). We are preparing a short appeal for returning donors after our community food program expanded (Landscape). Use the warm, direct tone of the draft below, but avoid inflated claims (Examples). Draft a 150-word email asking supporters to renew their gift (Ask). Include a clear subject line and call to action; do not invent numbers or testimonials (Requirements).”

Sometimes a simple request is enough. Use more context when the task becomes more complex, important, or dependent on information the AI cannot know unless you provide it.

BETTER CONTEXT > BETTER RESULTS > BETTER HUMAN REVIEW