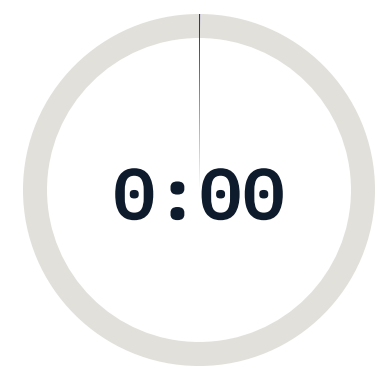


AI ON THE CLOCK
N° 001 — PROMPTING



THE PROMPT FRAMEWORK

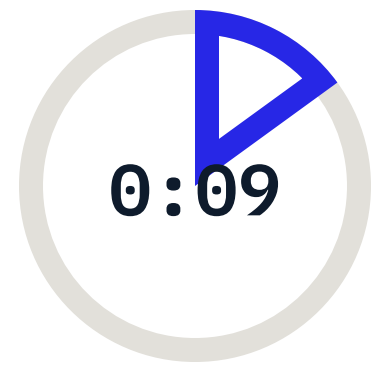
RISEN.

Turn vague requests into precise
outputs — in five building blocks.

ONE IDEA • 60 SECONDS • EVERY WEEK

Mehmet Erkek
AI Strategy & Engineering

SWIPE →



THE PROBLEM

Garbage in, garbage out.

A vague ask gets a generic answer. Great prompts aren't written — they're engineered. RISEN is the blueprint:

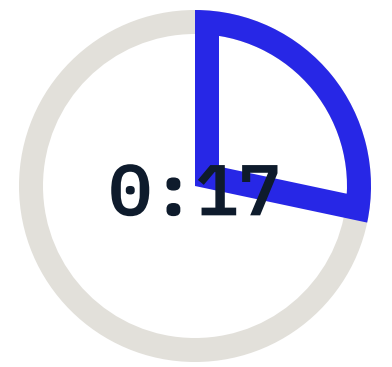
R — Role

I — Instructions

S — Steps

E — End goal

N — Narrowing



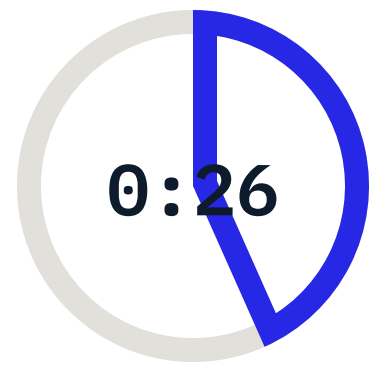
R – ROLE

Tell the AI who it is.

The role sets the knowledge, tone, and standards the model draws from. No role, no point of view.

PROMPT

"You are a senior B2B copywriter with 10 years in SaaS."



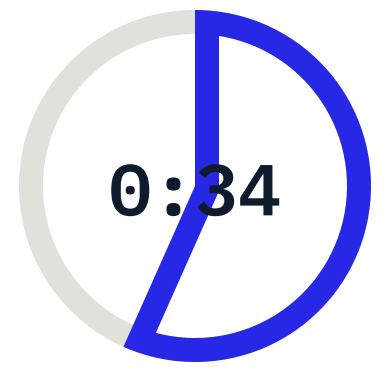
I – INSTRUCTIONS

Tell it exactly what to do.

One clear task beats five vague ones.

PROMPT

"Write a 150-word LinkedIn post announcing our new analytics feature."



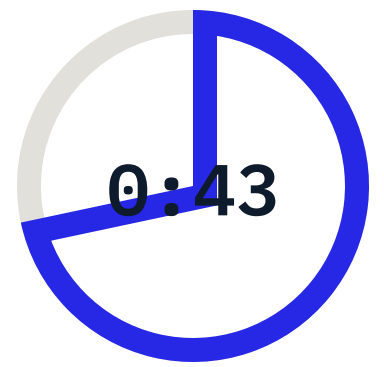
S – STEPS

Give it the path, not just the destination.

An ordered path keeps the output structured and on-track.

PROMPT

```
"Structure: 1) Hook 2) Problem 3)
Solution 4) CTA"
```



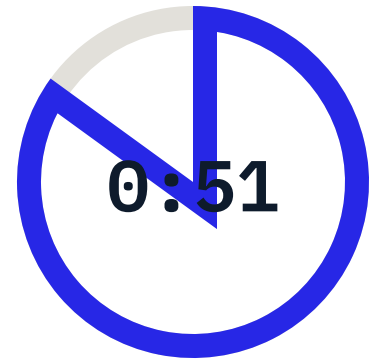
E – END GOAL

Define what success looks like.

The model optimizes for whatever you name as the goal.

PROMPT

"Goal: make a non-technical founder want to book a demo."



N — NARROWING

Set the boundaries.

Constraints are what kill generic output.

PROMPT

"No jargon. No emojis. Max 2 sentences per paragraph. Don't mention pricing."



TIME'S UP — PUT IT TOGETHER

The full prompt.

R You are a senior B2B copywriter...

I Write a 150-word LinkedIn post...

S Structure: hook → problem → CTA

E Goal: make founders book a demo

N No jargon. No emojis. Max 2 lines.

Save this for your next prompt.

Follow Mehmet Erkek for AI on the Clock — one idea a week.