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AI ADVANTAGE SERIES

— QUICK REFERENCE · ONE PAGE

The Prompt Cheat Sheet.

The 4-part formula that turns average AI output into content that actually works — built to run alongside your saved voice profile.

Role. Context. Task. Format. Four parts. Every prompt.

The difference between AI slop and content that sounds like you.

- 01 **ROLE**
Tell AI who to be
- 02 **CONTEXT**
Give it everything it needs
- 03 **TASK**
Say exactly what you want
- 04 **FORMAT**
Define the output



USE FORMULA · PROMPTS · CONTEXT

Better prompts in. *Better content out.*

PREREQ

Run all of these prompts inside your *Claude Project* so your voice profile is always active.

01

The 4-part prompt *formula*.

EVERY PROMPT, EVERY TIME

01 · ROLE

Tell AI who to be.

Set the persona first so everything that follows is filtered through it.

EXAMPLE

You are a real estate copywriter who specializes in first-time buyers in Southern California.

02 · CONTEXT

Give it everything it needs.

Property facts, buyer profile, neighborhood — load the AI with real details, not vague ones.

EXAMPLE

3 bed 2 bath, 1,450 sqft, updated kitchen, quiet cul-de-sac in Long Beach, close to top-rated schools. Target buyer: young family.

03 · TASK

Say exactly what you want.

No "write something good." Name the deliverable and its angle.

EXAMPLE

Write a 200-word MLS listing description that leads with lifestyle, not specs.

04 · FORMAT

Define the output.

Tone, length, what to include, what to avoid. Format kills generic.

EXAMPLE

Conversational tone. No exclamation marks. No bullet points. End with a one-sentence neighborhood hook.



COPY PASTE THESE INTO YOUR CLAUDE PROJECT

Three prompts. *Five context cues.*

02 Three prompts to use *this week.*

COPY · PASTE · SEND

LISTING DESCRIPTION

listing.txt

You are a real estate copywriter. Here are the property details: *[bedrooms, bathrooms, sqft, key features, neighborhood]*. Write a compelling MLS listing description under 250 words that leads with lifestyle, not specs. *My voice profile is saved in my project documents – use it for everything you write.*

POST-SHOWING FOLLOW-UP

followup.txt

Write a warm follow-up email to buyers I showed homes to today. Their names are *[names]*. We saw *[number]* homes. They seemed most interested in *[address]*. Tone should be personal, not salesy. *My voice profile is saved in my project documents – use it for everything you write.*

SOCIAL CAPTION

captions.txt

Turn this listing description into 3 Instagram captions. One leads with price, one leads with a lifestyle hook, one asks a question to drive comments. Keep each under 150 words. *My voice profile is saved in my project documents – use it for everything you write.*

03 Always include this *context.*

NEVER LET AI GUESS

Never let AI guess — give it these details.

PROPERTY

Beds, baths, sqft, standout features, price point.

BUYER

Who they are, what they care about, where they are in the process.

NEIGHBORHOOD

Lifestyle, vibe, proximity to things that matter.

TO NE

Formal or casual, short or detailed, any words to avoid.

PROJECT

Always run this inside your Claude Project so your voice profile loads.