

THE AI PROMPTING PLAYBOOK

Prompting *Claude*

Claude rewards structure and clarity more than any other model. Give it a real brief and it goes from helpful to genuinely sharp. Here's how to talk to it.

Opus 4.8

Sonnet 5

Fable 5

Haiku 4.5

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01 · PICK YOUR MODEL

Four models. *One job each.*

Anthropic now ships Claude in four sizes — including a new specialist model. Same brain, different weight class. Match the model to the moment instead of defaulting to the biggest one.



Opus 4.8 max capability

THE HEAVYWEIGHT

Top-tier reasoning for complex, multi-step work — strategy, hard problem-solving, long agentic tasks. Slower and pricier, so save it for when the thinking actually matters.



Sonnet 5 daily driver

YOUR DEFAULT

The workhorse, now sharper. Fast and handles ~80% of real work — writing, editing, analysis, code. Start every task here and only move up when you hit a wall.



Fable 5 creative + code specialist

THE SPECIALIST

Anthropic's newest model, built for creative depth and the hardest coding and long-running agentic work. Reach for it when Sonnet feels shallow but you don't need Opus's full weight.



Haiku 4.5 speed + volume

THE SPRINTER

Lightweight and quick for simple, high-volume jobs — quick rewrites, sorting, tagging, bulk tasks. When you need answers in bulk and fast, this is the one.

The rule: start on Sonnet 5. Climb to Opus when the problem is genuinely hard, or to Fable when it's creative or code-heavy. Drop to Haiku when you just need speed. Claude also reads ~1M tokens of context, sees images & files, searches the web, and saves your work in Projects & Artifacts.

02 · HOW IT THINKS

A literalist who loves *structure*.

Claude isn't guessing what you 'really meant.' Understand these three habits and your results jump overnight.

01 It takes you literally

Claude does what you actually wrote, not what you pictured. Want depth, nuance, or a longer answer? Say so. 'Go above and beyond — give me the version you'd be proud of' is a real instruction that changes the output.

02 It reads structure natively

This is the highest-impact upgrade you can make. Wrap the parts of your prompt in tags — `<context>` `<task>` `<example>` `<format>` — and Claude follows them with almost surgical precision.

03 It generalizes from the 'why'

Give the reason behind a rule and Claude applies it to cases you didn't spell out. 'Keep it tight because it's going on a story slide' beats a bare 'keep it short' every time.

03 · THE FRAMEWORK

Write it like a *contract*.

Six lines. Fill them in and almost any prompt gets dramatically better. This is the skeleton behind every great Claude result.

ROLE Tell it who to be. 'You're a direct-response copywriter.' Sets the lens for everything after.

CONTEXT The backstory + the why. Who's it for, what's the goal, what matters here.

TASK One clear job, stated as a verb. Got several? Chain them, don't cram them.

EXAMPLES Paste 1–3 samples of 'good.' Showing beats describing — this is the cheat code.

FORMAT Shape + length of the output. table, 5 bullets, under 100 words.

PERMISSION Add: 'If anything's unclear, ask before you write.' Kills confident guessing.

👑 PRO MOVE

Feeding Claude a long doc or transcript? Put the document first, your question last. With long inputs that single move can lift answer quality by up to 30%.

04 · COPY / PASTE

From throwaway to *take-action*.

X THROWAWAY

Write an Instagram caption about my new course.

+ DIALED IN

A direct-response copywriter, full brief, 3 options, exact format + word count, permission to ask first. (Built below.)

● **CR8 · CLAUDE PROMPT**

`<role>You are a direct-response copywriter for creators.</role>`

`<context>`

I run CR8 Consistency, a membership that helps creators finally post consistently. Audience: creators who start strong and stall. Tone: confident, warm, zero hype.

`</context>`

`<task>Write 3 caption options for a launch post.</task>`

`<format>`

Each: a scroll-stopping first line, 3-4 short lines, one clear CTA, under 100 words. Emojis only if earned.

`</format>`

If anything is unclear, ask me before you write.

The Repurpose Engine **REUSE**

Turn this transcript into 5 carousel hooks + one 60-second Reel script in my voice. Keep it punchy. (Paste transcript at the bottom.)

Strategist On Call **DECIDE**

Give me 3 ways to approach this, each with the single biggest tradeoff. Then tell me which you'd pick and why.

Voice-Safe Editor **EDIT**

Tighten this and cut ~30% without losing my voice. Show me what you changed and why in a short list.

05 · QUICK REFERENCE

The *pre-flight* check.

THE PRE-SEND CHECKLIST

- ✦ Did I give it a role?
- ✦ Context + the why?
- ✦ One task, stated clearly?
- ✦ An example of good?
- ✦ Format + length named?
- ✦ Long doc first, question last?
- ✦ Room to ask if unclear?
- ✦ Asked for its best work?

STOP DOING THIS

- ✗ 'Make it better' — better how? Name the target.
- ✗ Assuming it'll over-deliver. Ask for depth out loud.
- ✗ Burying the question under a wall of context.
- ✗ Cramming 5 tasks in one prompt. Chain them instead.

👑 ONE MORE THING

Save your best prompts as a **Project**. Claude keeps the context loaded so you're not re-explaining who you are every single time.

This is a taste. *CR8 is the vault.*

These Playbooks are a sample of what's inside CR8 Consistency — 500+ creator prompts, live AI + content classes weekly, and Atlanta Build Days. Founders rate is open now.

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FOUNDERS RATE OPEN

Guide 01 of 3 in The AI Prompting Playbook · grab the ChatGPT & Gemini editions too