

# **HOW BETTER PROMPTS TURN AI FOR BUSINESS OWNERS INTO A REVENUE TOOL**



**STEVE SIPRESS' PLAYBOOK**

# The Smart Way to Turn Weak AI Results into Winning Output

Many entrepreneurs rush into using AI tools expecting instant results. They copy prompts, accept the first output, and assume the tech will think for them. The problem isn't the tool but how it's used. AI can multiply mistakes just as fast as it can multiply wins, and the difference lies in how you direct it. When guided with intention, it becomes the sharpest tool in your business turning effort into consistent progress.

In this live call of the Survive & Thrive Summit, host Daryl Urbanski sits down with marketing veteran Steve Sipress. Steve has helped thousands out-sell bigger competitors through smarter systems. He shares how AI becomes a true teammate when you treat it like an employee, not a magic button. His "Do Better" method turns lazy prompts into high-performing assets which actually drive profit.

AI is not here to replace you. It's here to reveal how good you are at leading. When you challenge it, refine it, and push for better, it mirrors the same excellence back into your work. This live call helps you master AI as a real partner. It shows how to create smarter marketing and stronger results each time you use it.

## **Follow Steve Sipress:**

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*If your goal is to save time, then you already should not be here anymore, because I'm not showing you how to save time. In fact, what I'm showing you is actually going to take more time with AI than anyone you could ever imagine will ever do with AI, because I am suggesting that you collaborate with AI. AI has the world of knowledge at its fingertips and can bring you lots of information.*

## **What You'll Learn From the Activity**

This guided workbook helps you apply the principles from “Frustrated That AI Gives You Crap? Here’s The One Simple Hack To Make It Do Better with Steve Sipress”. You’ll learn how to direct AI like a top performer instead of treating it like a shortcut. Every page turns Steve’s “Do Better” strategy into action steps you can use daily. By the end, you’ll understand how to make AI a true extension of your expertise.

Each section focuses on improving how you think, prompt, and refine. You’ll discover how the quality of your input shapes every output. These activities help you build habits pushing AI to think sharper and work smarter. Step by step, you’ll see how small shifts in approach lead to big improvements in performance.

Use this workbook to turn AI from a source of frustration into a consistent advantage. Learn how to guide it with clarity and confidence. As you work through the pages, you’ll uncover new ways to save time, boost creativity, and scale smarter. The goal is to help you think like a leader who gets results, not just responses. With practice, you’ll see the real power of AI starts with how you lead it.

## Activity 1: The “Do Better” Prompt Drill

Steve Sipress showed most people stop too early when working with AI. This exercise helps you build the habit of asking for more. Choose one AI task you do often, such as writing an email or ad headline. Enter your usual prompt, then push the AI three times using commands like Do better, Make it clearer, or Make it sound more human. Compare the results and note what changed each time. This drill helps you see how persistence raises the quality of every output.

### Prompt 1:

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### Prompt 2:

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### Prompt 3:

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### Best Takeaway:

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## Activity 2: Create Your AI Training Plan

Steve said AI performs like an employee, it only knows what you teach it. This activity helps you define what your AI must understand to represent your brand well. Think of it as an onboarding checklist.

Write down what your AI should learn, how you will train it, and why training matters. This turns random prompting into a repeatable system you can improve over time.

<b>What My AI Needs to Know</b>	<b>How I Will Teach It</b>	<b>Why It Matters</b>

### **Activity 3: The “Are You Sure?” Reflection**

During the live call, Steve shared how one question changed his entire mindset: *Are you sure this is the best you can do?*

Use this reflection to apply the same standard to your AI and yourself. Write where in your workflow you often settle for “good enough.” Then describe how you can challenge both you and your AI to deliver one level higher. This awareness builds the leadership mindset Steve teaches, expecting excellence instead of accepting average.

#### **Where I Settle:**

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#### **How I’ll Push Higher:**

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#### **What I Expect Next Time:**

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## Activity 4: Build the “WOW” Prompt Framework

Steve’s WOW Strategy starts with clarity: know who you’re speaking to and what they want most. This activity helps you write prompts which speak directly to your target audience. Fill in the table below with details about your audience, their problem, and the desired outcome. Then use the last column to write a refined AI prompt using those insights. This structure ensures every request you make produces relevant, high-value results.

<b>Audience (Who)</b>	<b>Problem They Face</b>	<b>Desired Outcome</b>	<b>Improved Prompt</b>