



You Don't Need to Code. You Need to Conduct.

The Maestro Prompt Blueprint • By Felipe Maestro

THE 4-PILLAR MAESTRO FRAMEWORK

01

THE WHAT

02

THE WHAT NOT

03

THE HOW

04

THE WHY



Felipe Maestro • Founder, Maestro Academy



You've Been Talking to AI Wrong.

Most people treat AI like a search engine. They type a vague question, get a vague answer, and assume 'AI isn't that good yet.' The truth? The AI is fine. The instructions aren't.

The Maestro Method is built on one idea: precision in = precision out. When you give AI a structured, intentional prompt, you stop getting generic responses — and start getting professional-grade results you can use immediately.

"Step into the role of a structural architect of intelligence. The conductor doesn't play every instrument — they direct the musicians who do." — Maestro Academy

Vague Results

You type a question and get something generic you could have Googled.

Left Behind

Others automate hours of work per week while no one explains the system.

Jargon Overload

Everywhere you look it's technical language. You just want AI to work.

THE SOLUTION: The Maestro Method — a 4-part framework that structures every AI interaction for professional results.



AI working in concert — directed by you.

The 4 Pillars of the Maestro Method

Every powerful AI prompt is built on four components. Miss one and your results suffer. Use all four and you conduct AI like a professional.

01 THE WHAT

What exactly do you want AI to produce?

"Write a 150-word LinkedIn post for [audience] about [topic]."

02 THE WHAT NOT

What should AI avoid, exclude, or never do?

"Do NOT use jargon. Do NOT exceed 150 words. Do NOT start with In today's world."

03 THE HOW

What process, tone, and format should it follow?

"Confident tone. Lead with a hook. Max 2 sentences per paragraph. End with CTA."

04 THE WHY

What context and purpose drives this request?

"I run Maestro Academy. My audience is non-technical. Build trust, not hype."

01

The What

Define the exact output you need.

This is your destination. It must be crystal clear. Most people stop here — and that's the problem. The What alone isn't enough, but without it nothing else works.

WHAT IT MEANS

You are defining the deliverable. Think of it as writing a job description for AI. The more specific the role, the better the output. Vague input = vague output. Always.

ASK YOURSELF:

- What specific thing do I need created?
- What format should the output be?
- What length or scope is appropriate?
- Who is the audience?

WEAK

Write me a LinkedIn post about AI.

STRONG

Write a 150-word LinkedIn post for small business owners about how AI can save them time on customer emails. Use a conversational tone.

PRO TIP

If you cannot describe the output clearly yourself, AI cannot either. Clarity of thought comes before clarity of output. Spend 60 seconds defining The What before you ever open a chat window.

HOW IT SOUNDS IN A REAL PROMPT

"Write a [FORMAT] about [TOPIC] for [AUDIENCE]. It should be [LENGTH] and ready to [USE CASE]."

Combine all 4 pillars — and your AI results transform overnight.

02

The What Not

Set the boundaries AI must respect.

Most people forget this entirely. They tell AI what to do but never what NOT to do. The result? AI fills in the gaps with assumptions that completely miss the mark.

WHAT IT MEANS

The What Not is your quality filter. Every exclusion you add is one fewer revision you'll make after. The more specific your boundaries, the closer AI gets to publish-ready on the first pass.

ASK YOURSELF:

- Tone to avoid (no corporate speak, no emojis)
- Content to exclude (no statistics, no jargon)
- Format limits (no more than 3 paragraphs)
- Assumptions to override

MISSING

"Write me a LinkedIn post about AI productivity." — No boundaries given. AI invents everything.

COMPLETE

Do NOT use buzzwords. Do NOT exceed 150 words. Do NOT use formal tone. Do NOT start with "In today's world."

PRO TIP

The more specific your What Not, the less editing you do after. This single pillar alone can cut your revision time in half. It is the most underused part of any prompt.

HOW IT SOUNDS IN A REAL PROMPT

"Do NOT use [list]. Do NOT exceed [X] words. Do NOT start with [phrase]. Avoid [style/format]."

Combine all 4 pillars — and your AI results transform overnight.

03

The How

Give AI a methodology, not just a mission.

The How is your process instruction. It tells AI not just what to create — but how to think about creating it. This is where amateur prompts and professional prompts completely diverge.

WHAT IT MEANS

Think of The How as the director's notes. Same script, different performance. Your tone, format, and framework instructions transform a generic output into something that sounds unmistakably like you.

ASK YOURSELF:

- Tone & voice (conversational, authoritative)
- Format & structure (hook + 3 points + CTA)
- Process & approach (AIDA, problem-first)
- Persona (write as a seasoned advisor)

' NO HOW

"Write a post about AI for business owners." — AI decides all of this itself.

' WITH HOW

Write in a confident, direct tone. Lead with a surprising statement. Max 2 sentences per paragraph. End with a low-pressure CTA.

PRO TIP

Combine The How with a persona for dramatic results. "Write as a seasoned marketing director with 15 years of B2B experience" — the output quality jumps immediately.

HOW IT SOUNDS IN A REAL PROMPT

"Write in a [TONE] tone. Structure it as [FORMAT]. Lead with [OPENER]. End with [CTA]. Follow [FRAMEWORK]."

Combine all 4 pillars — and your AI results transform overnight.

04

The Why

Context is the secret ingredient most people never use.

The Why is the context layer. It tells AI the purpose behind the request — and purpose changes everything. Without the Why, AI guesses. With it, AI aligns perfectly to your world.

WHAT IT MEANS

Context transforms generic output into targeted output. When AI knows who you are, who you're talking to, and what this needs to accomplish — it stops being a text generator and becomes your strategic partner.

ASK YOURSELF:

- Audience context (who is reading this?)
- Purpose context (what must this achieve?)
- Background context (who are you?)
- Brand voice (how do you sound?)

NO WHY

"Write a LinkedIn post about AI for business owners." — AI has zero context about you.

WITH WHY

I run Maestro Academy, an AI education platform. My audience is non-technical entrepreneurs. Brand voice: confident, approachable, jargon-free. Goal: build trust.

PRO TIP

Save your background context as a reusable Maestro Profile. Paste it at the start of every AI session. AI will sound like you from the very first word — without repeated instructions.

HOW IT SOUNDS IN A REAL PROMPT

"I am [WHO YOU ARE]. My audience is [DESCRIBE]. This will be used for [PURPOSE]. My brand voice is [DESCRIBE]."

Combine all 4 pillars — and your AI results transform overnight.

The Full Maestro Prompt

A complete 4-pillar prompt you can use today.

SCENARIO: LinkedIn post about AI tools for small business owners

[THE WHAT]

Write a LinkedIn post (120-150 words) for small business owners about how AI tools can save them 5+ hours per week on repetitive tasks.

[THE WHAT NOT]

Do NOT use corporate buzzwords. Do NOT list specific tools by name. Do NOT use more than 3 short paragraphs. Do NOT start with 'In today's world.'

[THE HOW]

Write in a confident, direct tone — like a trusted advisor. Lead with a surprising statement. End with a low-pressure CTA. Max 2 sentences per paragraph.

[THE WHY]

I run Maestro Academy, an AI education platform for regular people. My audience is skeptical of AI hype but curious about practical value. Brand voice: confident, approachable, jargon-free. Goal: build trust, not hard-sell.

' This single prompt produces a post you can publish. No editing. No second prompt. No guesswork.

MAKE IT YOUR OWN — SWAP THE BRACKETS:

CONTENT TYPE

LinkedIn post ! blog intro, email,
YouTube script, product description...

AUDIENCE

Small business owners ! freelancers,
coaches, students, executives...

GOAL

Save 5+ hours ! generate leads, build
trust, teach a concept, sell...

5 Maestro Templates

Copy. Fill the brackets. Use immediately.

1. SOCIAL MEDIA POST

[WHAT] Write a [platform] post about [topic] for [audience] — [word count] words.

[WHAT NOT] No [tone/format to avoid]. Do not start with [phrase].

[HOW] [Tone] tone. Structure: [format]. Lead with [opener]. End with [CTA].

[WHY] I am [who you are]. Goal: [what this must achieve].

2. EMAIL

[WHAT] Write a [type] email to [recipient] about [topic] — max [X] words.

[WHAT NOT] No formalities. No more than [X] sentences per paragraph.

[HOW] Subject + 3-sentence opener + [X] points + CTA.

[WHY] Context: [situation]. Goal: [outcome I need].

3. VIDEO SCRIPT

[WHAT] Write a [length]-minute script for [platform] about [topic].

[WHAT NOT] No jargon. No filler. No passive voice.

[HOW] Hook + [X] tips + strong CTA close.

[WHY] My channel teaches [topic] to [audience]. Build credibility first.

4. BLOG POST

[WHAT] Write a [word count] blog post titled "[title]" for [audience].

[WHAT NOT] No fluff. No passive voice. No generic conclusions.

[HOW] Hook + [X] sections with subheadings + strong CTA.

[WHY] Published on [platform]. Goal: [SEO / authority / leads].

5. PRODUCT DESCRIPTION

[WHAT] Write a [word count] description for [product] in [context].

[WHAT NOT] No hyperbole. No technical specs in opening paragraph.

[HOW] Lead with the transformation. Then features. Then CTA.

[WHY] Helps [audience] achieve [outcome]. Tone: [describe brand voice].

YOU HAVE THE BLUEPRINT. Now Get the Full System.



This framework will immediately improve your AI results. But the Maestro Method goes much deeper.

In AI Maestro 101, you'll find the complete 19-lesson curriculum: persona architecture, format design, the full Maestro Mindset, and the advanced techniques that separate professionals from casual users.

WHAT'S INSIDE AI MAESTRO 101

- ' 19 focused lessons
- ' 3 structured chapters
- ' The complete Maestro Framework
- ' The Maestro Mindset shift
- ' Persona architecture system
- ' Format design for any output
- ' 30-day satisfaction guarantee
- ' Instant access — start today

Enroll in AI Maestro 101

The complete system for conducting AI like a professional.

aimaestro.academy/101

\$97 — One-time payment

30-day satisfaction guarantee. If it doesn't deliver, we refund in full.



Felipe Maestro

Founder, Maestro Academy