

The Coach's Intelligence Suite

QUICK START GUIDE · C.R.A.F.T. FRAMEWORK

01 · OVERVIEW

What Is The Coach's Intelligence Suite?

The Coach's Intelligence Suite is a prompt generation tool built specifically for professional coaches. It uses the **C.R.A.F.T. Framework** — Context, Request, Action, Format, Tone — to create deeply structured AI prompts tailored to your coaching practice.

Rather than asking an AI tool a vague question and receiving a generic response, the Suite generates prompts with genuine psychological depth — prompts that produce intelligence you can use in your marketing, your program design, and your client conversations.

The core principle: The quality of your AI output is determined entirely by the quality of your prompt. This tool handles the prompt architecture so you can focus on applying the intelligence it generates.

02 · GETTING STARTED

How To Use The Tool

Using the Suite takes less than two minutes. Follow these five steps:

- 1 Choose your Intelligence Module**
Select the area you want to explore — client psychology, program viability, market differentiation, or curriculum design.
- 2 Select your prompt**
Choose the specific question you want answered. Prompt titles are written in plain language.
- 3 Complete the input fields**
Fill in your Area of Coaching Expertise and Ideal Client Avatar. Additional fields appear automatically based on your prompt selection.
- 4 Choose your intelligence depth**
Practitioner Mode for a sharp focused prompt, or Deep Intelligence Mode for the full C.R.A.F.T. framework. See Section 04 for guidance.
- 5 Generate, copy, and paste**
Click Generate, copy your prompt, and paste directly into ChatGPT, Claude, Gemini, or your preferred AI tool.

03 · THE MODULES

Your Four Intelligence Modules

Client Transformation & Psychology	Understand who your ideal client really is at an identity level — their limiting beliefs, transformation journey, psychological archetypes, and the internal narratives driving their decisions.
Program Viability & Market Fit	Assess the commercial reality of your coaching niche — real demand indicators, competitive landscape, market trends, and a realistic path to sustainable practice.
Market Differentiation & Authority	Analyse how established coaches are positioning themselves, identify the gaps they're not filling, and develop a differentiation strategy that creates immediate separation.
Curriculum Design & Enrollment	Validate your program concept, design a curriculum built around identity shift rather than information transfer, and develop an enrollment approach that creates committed clients.

04 · INTELLIGENCE DEPTH

Practitioner Mode vs Deep Intelligence Mode

Every prompt is available in two depth settings. Choose based on how much time you have and how deep you need to go.

<p>PRACTITIONER MODE</p> <h3>Sharp & Focused</h3> <p>A concise, well-structured prompt that generates clear, actionable intelligence quickly.</p> <p>Use when:</p> <ul style="list-style-type: none">• You need a fast answer to a specific question• You're exploring a topic before going deeper• You want to test output before committing time	<p>DEEP INTELLIGENCE MODE</p> <h3>Full C.R.A.F.T. Framework</h3> <p>A comprehensive, psychologically sophisticated prompt with a 7-point action framework.</p> <p>Use when:</p> <ul style="list-style-type: none">• You're developing core strategy for your practice• You need depth rather than breadth• You want intelligence to build a program around
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RECOMMENDED APPROACH

Start with Practitioner Mode to get an overview. If the output surfaces something significant, switch to Deep Intelligence Mode on the same prompt to go further. The two modes work well in sequence.

05 · KEY INPUT

Writing Your Ideal Client Avatar

The single most important input in the tool is your **Ideal Client Avatar & Core Struggle**. The specificity of this field determines the quality of everything the AI returns.

A strong avatar combines *who they are* with *the specific tension or contradiction they're living with*. Vague input produces generic output. Specific input produces intelligence that feels written for your practice.

Avoid: "Professionals who want to grow" · **Use instead:** "Senior leaders who are technically excellent but feel like an imposter in the boardroom and can't understand why their team doesn't respond to them"

10 EXAMPLES TO INSPIRE YOUR OWN

These examples demonstrate the level of specificity that generates the most powerful output:

01	High-achieving corporate women who have built successful careers but feel hollow inside and don't know who they are outside their job title
02	Men in their 40s and 50s facing redundancy or career transition who fear they've left it too late to reinvent themselves
03	Entrepreneurs who have hit six figures but feel more trapped than when they had a job — working harder for less freedom than they imagined
04	New mothers returning to work who've lost their professional identity and confidence after time away
05	Senior leaders who are technically excellent but struggle to inspire their teams and feel like an imposter in the boardroom
06	People who have 'done all the work' — therapy, books, courses — but keep hitting the same ceiling and can't understand why nothing sticks
07	Recently divorced professionals rebuilding their identity and confidence after a relationship that slowly eroded their sense of self
08	First-generation professionals who feel caught between two worlds — not quite fitting in at work, not quite fitting in at home anymore
09	Coaches and therapists who are brilliant at helping others but deeply stuck in their own practice growth
10	Ambitious women in their 30s who look successful from the outside but privately feel they're one bad day away from walking away from everything they've built

06 · WORKED EXAMPLE

Seeing It In Practice

A complete example showing how your inputs translate into a focused, deployable prompt using Practitioner Mode.

EXAMPLE INPUTS	
Module	Client Transformation & Psychology
Prompt Selected	What Limiting Beliefs Are Keeping Them Stuck?
Coaching Expertise	Executive leadership and performance coaching
Ideal Client Avatar	Senior leaders who are technically excellent but feel like an imposter in the boardroom and can't understand why their team doesn't respond to them
Mode	Practitioner Mode

WHAT HAPPENS NEXT

Click Generate, copy the prompt, paste into your AI tool. The output will map 10 specific limiting beliefs operating in this client archetype — with origin patterns, daily behaviour signatures, and language you can use to name each belief in a way that creates recognition rather than resistance.

07 · GETTING THE BEST RESULTS

Four Principles For Powerful Output

BE SPECIFIC IN EVERY FIELD

Every input field rewards specificity. 'Life coaching' produces generic output. 'Supporting high-achieving women through identity transitions after career setbacks' produces intelligence you can build a practice around.

USE THE OUTPUT AS A STARTING POINT

The AI response is intelligence to be refined, not a document to be published. Read it critically, identify what resonates, and ask follow-up questions in your AI tool to go deeper.

RUN THE SAME PROMPT ACROSS MULTIPLE AI TOOLS

Different AI tools have different strengths. Running the same prompt in both ChatGPT and Claude often surfaces complementary perspectives. The prompt quality stays constant — the tool's angle varies.

RETURN TO THE SAME PROMPT AS YOUR PRACTICE EVOLVES

Your ideal client avatar will sharpen over time. A prompt run six months ago with a broad avatar will produce significantly richer output once you've refined your understanding of who you're really serving.

The Coach's Intelligence Suite · C.R.A.F.T. Framework Prompt Generator

Paste your generated prompts into ChatGPT, Claude, Gemini, or any AI tool of your choice.