Creative Prompt Craft: Companion Sheet

Free with the book, by Axel Verne. Tool names and claims checked as of late 2026 — verify current names, prices, and terms before relying on any of them.

The Five Dials (Chapter 2) — the core framework

Turn only the dials a job actually needs. Most strong prompts turn two or three, not all five.

Dial	Question it answers	Example word
Subject	What, exactly, specifically?	"a scruffy terrier mix, three years old, one floppy ear"
Style	What qualities, not whose name?	"photograph, natural light, handheld"
Mood	What feeling should land?	"warm and inviting, not a plea"
Constraints	What rules must it follow?	"subject fills most of the frame, space at top for text"
Audience	Who sees it, and where?	"scrolling fast on a phone"

The thank-you-card example, assembled

> "A scruffy terrier mix, three years old, one floppy ear, sitting and looking at the camera. A photograph, natural light, not a posed studio portrait. Warm and inviting, like an invitation, not a plea. The dog is the largest thing in frame, with open space at the top for text. For someone scrolling quickly on a phone."

Five short decisions, one per dial, combined into one paragraph. That shape works for writing, images, music, and video — only the words on each dial change.

Borrowing a voice without stealing it (Chapter 3)

Never name a living artist, author, or brand to get a style. Describe the *qualities* instead:

Instead of naming	Describe
A musician	Tempo, instruments, vocal style, production warmth
An author	Sentence length, vocabulary level, pacing, tone
A photographer	Camera angle, light quality, composition, color grade
A filmmaker	Camera movement, cut speed, color grading, shot length

Stuck? Ask the AI itself: *"I like things that feel [vague description]. What words would describe that?"* Use the words it gives back.

Writing: brief, draft, pick (Chapter 4)

1. **Brief** — subject, audience, length, one thing it must do.

2. **Draft** — ask for it once.
3. **Pick** — ask for three versions of the one weak part, not a full rewrite. Say what to keep.

Images: camera, light, composition, detail (Chapter 5)

Four words cover almost every image prompt: a **camera** word (close-up, wide shot), a **light** word (golden hour, soft overcast), a **composition** word (centered, rule of thirds), and one **specific detail** nobody else would think to include.

Music and voice: four words (Chapter 6)

Genre. Tempo. Instruments. Emotion arc. Say "no" to rule things out — "no vocals," "no distorted guitar" — as often as you say what you want.

Video: shot, action, move (Chapter 7)

One shot. One action. One camera move. "A medium shot of a terrier in a doorway, tail wagging slowly, camera slowly pushing in." Longer, multi-event prompts fail more often than they succeed — plan a sequence as separate short clips instead, then edit them together.

The revision conversation (Chapter 8)

Never re-roll blindly. Every revision request has two parts:

> "Keep **[what's working]**. Change **[the specific problem]**, this way: **[what you want instead]**."

Your prompt notebook (Chapter 9) — four lines per entry

1. What it was for.
2. The prompt, exactly as typed.
3. What you'd change next time.
4. Where the result lives.

Organize by project, not by tool.

Honest limits (Chapter 10)

- **Disclose AI involvement** anywhere someone would feel differently knowing it was used.
- **Never clone a real voice** without that person's clear consent.
- **Never submit AI work as your own original creation** in a contest or credential that requires it.
- **State facts and prices with a date attached** — "as of [when I checked], this cost about this much."

Tool names mentioned in this book (as of late 2026 — check current status before use)

Writing: most general chat AI tools. Images: tools from OpenAI, Midjourney Inc, Google, and others. Music: Suno, Udio, and others. Video: Runway, Kling AI, Google's Veo line, and others — note that OpenAI's Sora was discontinued as a consumer product in 2026, which is exactly the kind of change this book is built to survive.

None of these specific names are required reading — the five dials and the other frameworks in this book transfer to whichever tool you're actually using.

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