

Lesson 3: Purpose

Telling the AI why the work matters changes what it decides to include.

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The Big Idea

The **Purpose** explains why the work matters and what it is ultimately for. A task tells the AI *what to do*. The purpose tells it *what you are trying to accomplish* — and those are not the same thing.

Task vs. Purpose

Task Alone	Task + Purpose
"Write a guide to budgeting."	"Write a guide to budgeting so first-time renters can take control of their monthly spending. "
The AI guesses what matters.	The AI knows what to prioritize: rent, bills, and simple tracking.

Why It Works

When the AI knows the goal, it can make better choices on its own — what to emphasize, what to leave out, and which examples fit.

Try It

Add a purpose to your budgeting prompt: "*The goal is to help ___ do ___.*" Compare the result with your earlier version. What did the AI decide to include that it didn't before?

Learn the principle. Then practice it.