

# The Loop Blueprint

How to stop prompting AI and start building systems that do the thinking for you.

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This guide is for anyone who uses AI in their business. You do not need a tech background. You just need to know that the way most people use AI right now is the slow, hard way. This is the better way.

## PART ONE

### What is a loop and why does it matter?

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When you type a question into Claude or ChatGPT and it gives you one answer back, that is a prompt. You hope the answer is good. Sometimes it is. Sometimes it is not. Either way, you got one shot at it.

A loop is different. Instead of giving you one answer, it runs the same task multiple times, scores every single version against a standard you set, and only hands you the best one. You do not read ten bad answers. You only ever see the winner.

#### **The simple version**

A prompt is one question, one answer, fingers crossed. A loop is the same task run ten times, judged by the AI itself, with only the best version handed back to you.

## PART TWO

### What to watch out for before you start

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Before you run a single loop, understand these three things. Skipping them is how people waste credits and get frustrated.

#### **Loops cost more credits than prompts.**

Every time the AI runs a version, it uses credits. If you tell it to run something 20 times, you are using roughly 20 times the credits of a single prompt. Always set a limit. Ten iterations is a good starting point.

#### **Rubbish in, rubbish out.**

If your goal is vague, every version will be vague. The loop cannot fix a bad brief. The clearer you are about what you want, the better every version will be.

### **Do not leave it running.**

Set a hard limit on how many times it runs. Walk away, come back, read the winner. Do not sit there watching it go. That defeats the whole point.

#### PART THREE

## **How to write your goal properly**

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The goal is the most important part of your loop. Get this wrong and nothing else matters. A good goal has three things in it.

### **1. What you want the AI to produce**

Be specific. Not "write me a message." Instead: "Write a follow-up message for a patient who came in for a consultation but did not book a follow-up appointment."

### **2. The standard it should score against**

Tell the AI exactly how to judge its own work. Give it two or three simple criteria. For example: warmth, clarity, and whether it ends with a clear next step for the reader.

### **3. The limit**

Tell it how many versions to run and what to do with the results. For example: run this five times, score each version, and only show me the one with the highest combined score.

#### PART FOUR

## **The copy-paste loop prompt**

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This is the template. Change the parts in brackets to fit your business. This works in Claude and in ChatGPT.

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You are a communication specialist for [type of business].  
  
GOAL:  
Write a [type of message] for [describe the situation].  
  
Tone: [warm and professional / direct / reassuring].  
Length: [short / under 80 words / 2 to 3 sentences].  
Channel: [WhatsApp / email / SMS].  
  
SCORING:  
After each version, score it out of 10 on:  
- Warmth: does it feel human and genuine?  
- Clarity: does the reader know exactly what to do next?
```

- Brevity: is every word earning its place?

LOOP:

Write 5 versions of this message.

Score each one using the criteria above.

Only show me the version with the highest combined score.

Include the scores at the end so I can see why you chose it.

Real example for a clinic: replace the brackets with "medical clinic", "follow-up message for a patient who attended a consultation but did not rebook", "warm and professional", "under 80 words", and "WhatsApp". That is all you need to change.

## PART FIVE

# How to make your loop even smarter using Claude Projects

This is the part most people skip. Do not skip it. A loop running on its own is good. A loop running inside a Claude Project that already knows your business is far better.

- 1 Step 1: Create a Project in Claude**

Open Claude and click Projects. Create a new one and name it after your business. This is where your AI will live. Every loop you run inside this Project already knows everything you are about to add.
- 2 Step 2: Write your instructions**

Inside the Project, there is a section called Instructions. Write a short description of your business, who your customers are, what tone you use, and anything the AI should always remember. Keep it to one short paragraph. Clear beats long every time.
- 3 Step 3: Add your reference files**

Upload three examples of your best existing work. Your best follow-up message. Your best review request. Your best booking confirmation. The AI will use these as its quality benchmark. It will not just score against your written criteria. It will score against your own standard of what good looks like.
- 4 Step 4: Run your loop inside the Project**

Now paste your loop prompt from Part Four into a new conversation inside the Project. Because the Project already knows your business, your tone, and your best examples, every version it generates will already sound like you. The loop then filters those versions and hands you the best one.

### One last thing

Do not run a loop until you understand what you are asking it to do. Read the goal back to yourself. If you would not know what a good answer looks like, the AI will not know either. Get the goal right first. Then let it run.

Used properly, looping will change the way you use AI in your business. You stop being the one doing the work and start being the one approving the winner.