



THE INNER DETAIL

A FIELD MANUAL FOR BETTER WORK

250

AI MOVES

Short, reusable instructions for creators, builders, and operators who want AI to help them decide, build, publish, and ship — curated and reorganized for The Inner Detail audience.

DECIDE

BUILD

PUBLISH

DELIVER

DESIGN

How to use this manual

01

Name the move

Choose the command that matches the job: decision, offer, story, workflow, or visual.

02

Add the edges

Replace brackets with your audience, facts, constraints, examples, and deadline.

03

Make it earn trust

Ask for assumptions, evidence, and a next action. Do not accept polished vagueness.

04

Run the loop

Use the output as a draft. Review it, add what the model could not know, then run it again.

A SIMPLE STACK

- `/briefme [task]` — get the missing context
- `/redteam [draft]` — find the weak spots
- `/next3 [project]` — choose the next actions

Within each chapter, moves are now sorted alphabetically by command so you can scan and find the right tool fast — instead of hunting through an unordered list.

01 MAKE THE CALL

Decisions, context, and better questions · 34 moves · sorted A–Z

/askbetter [question]

Tell me what I am really trying to decide and rewrite the question.

/assumptionmap [idea]

List the assumptions underneath this idea and rank them by danger.

/basecase [plan]

Give me the ordinary outcome for a plan like this and what improves the odds.

/branches [scenario]

Play out the likely, upside, and downside paths. Give me the next signal to watch.

/briefme [task]

Ask for the context that would change the answer, then wait for my reply.

/choose [A] vs [B]

Score both options on upside, reversibility, effort, and regret. Pick one.

/commit [decision]

Turn this decision into an owner, deadline, first step, and public commitment.

/constrainededge [limit]

Use this limitation as a design input. Give me five moves it makes possible.

/countercase [belief]

Argue the opposite belief with equal force. Tell me where the argument breaks.

/decisionmemo [choice]

Write a one-page memo: situation, options, decision, why now, and review date.

/dissent [proposal]

Make the strongest case against this proposal, then separate valid points from taste.

/firstmove [goal]

Find the smallest action that creates useful evidence within seven days.

/killlist [project]

Name the work, assumptions, or features to stop so the important part can ship.

/metricmenu [goal]

Offer a short menu of measurable definitions for this goal and recommend one.

/next3 [project]

Choose the three actions that move the project forward and list what to ignore.

/nobull [advice]

Remove vague advice and replace every line with a concrete action or a hard question.

/northstar [business]

Pick one outcome metric and three input metrics. Remove vanity metrics.

/onepage [idea]

Compress the idea into problem, user, mechanism, proof, next step, and open risk.

/preflight [launch]

Run a launch readiness check across promise, proof, delivery, and failure points.

/redteam [plan]

Attack this plan from a skeptical operator's point of view. Name the weak links.

/reversible [choice]

Separate the reversible parts from the expensive-to-undo parts.

/reviewdate [choice]

Set a sensible review date and the evidence I should collect before then.

/risklist [project]

List the risks by likelihood, impact, and how early I can detect them.

/roleplay [stakeholder]

Respond as this stakeholder. Push back on my idea until the real concern appears.

/scorecard [outcome]

Build a five-criterion scorecard and define what a strong result looks like.

/secondorder [move]

Map what happens after the obvious result, including the cost of success.

/signalnoise [data]

Sort these observations into signal, noise, missing evidence, and distraction.

/simpler [system]

Reduce this system until a busy person can use it without a tutorial.

/smallest [idea]

Turn this idea into three cheap tests with a scale rule and a stop rule.

/stack [goal]

Combine these prompts into a repeatable sequence from diagnosis to final output.

/stoprule [experiment]

Define the evidence that means stop, change direction, or keep going.

/teachback [topic]

Explain the topic, quiz me with five questions, and correct only what I miss.

/tradeoff [decision]

Show what I gain, give up, delay, and risk with this choice.

/why5 [goal]

Ask why five times, then state the underlying outcome in one plain sentence.

02 BUILD THE OFFER

Turn a useful capability into a clear offer · 30 moves · sorted A–Z

/casestory [result]

Structure the story as starting state, intervention, evidence, and what changed.

/compete [category]

Compare the alternatives buyers use today, including doing nothing.

/customerpain [audience]

List the pains this audience already spends time, money, or attention trying to remove.

/deliverables [project]

Define outputs by format, owner, acceptance test, and handoff requirement.

/discovery [service]

Write ten questions that uncover bottleneck, urgency, constraints, and ownership.

/fitcheck [prospect]

Create a fit checklist that says when to proceed, pause, or decline.

/funnel [offer]

Sketch the shortest path from attention to trust to a next step.

/guarantee [offer]

Design a fair risk reversal that protects both sides and does not promise magic.

/job [product]

Describe the practical, emotional, and social job people hire this product to do.

/keepbuyers [product]

Find why a customer might leave and design one useful intervention for each reason.

/kpi5 [business]

Pick five metrics that show health, delivery, demand, cash, and learning.

/leadmagnet [audience]

Propose five useful entry resources ranked by build effort and buyer intent.

/moat [business]

Find the assets that get stronger with use and the parts competitors can copy quickly.

/nichecut [broad idea]

Narrow the idea into seven specific audiences with a reason each might care now.

/objections [offer]

List the objections a thoughtful buyer will have and answer each without hype.

/offerpage [service]

Outline a landing page that earns belief before asking for contact.

/offerstack [core offer]

Add useful components that improve the outcome, not decorative bonuses.

/pilot [system]

Design a narrow pilot with one user, one workflow, one measure, and one decision gate.

/positioning [offer]

Write three positions: audience, old way, new way, and the believable promise.

/priceframe [offer]

Give three price frames and state the risky assumption behind each.

/promise [service]

Turn this service into one outcome-led promise with a clear boundary.

/proofmap [claim]

List the proof needed to make this claim credible and where each proof can come from.

/proposal [project]

Draft a one-page proposal with outcome, approach, timeline, exclusions, and ask.

/quarterbet [business]

Choose one high-leverage bet for the next quarter and name what must wait.

/referral [service]

Write a referral ask that describes the right person without sounding generic.

/scope [project]

Turn this vague request into included work, excluded work, assumptions, and change triggers.

/segment [market]

Split this market by urgency, ability to pay, access, and ease of proving value.

/testimonial [buyer]

Ask for a specific testimonial that captures before, after, and the useful detail.

/tiers [service]

Create lean, standard, and hands-on versions with a reason the middle one wins.

/timeline [outcome]

Work backward from the outcome and show the smallest credible sequence of milestones.

03 PUBLISH AND DISTRIBUTE

Make useful thinking easy to notice and share · 32 moves · sorted A–Z

/anglegrid [topic]

Give me ten angles from practical, contrarian, personal, proof-led, and beginner lenses.

/authorityproof [expertise]

Design posts that demonstrate the process and evidence behind the expertise.

/beforeafter [change]

Frame the transformation around the decision or system that created the change.

/bio [handle + niche]

Write five bios that say who I help, how I help, and why to follow.

/calendar [niche]

Build a 30-day plan with format, idea, proof point, and one next action per day.

/caption [idea]

Write three captions: direct, story-led, and practical. Make the first line earn attention.

/carousel [topic]

Plan an eight-slide carousel: promise, tension, model, example, and useful close.

/comment [topic]

Give me seven post endings that invite a real response instead of a hollow comment.

/cta [goal]

Write ten low-pressure calls to action that name the exact next step.

/dmstart [context]

Write five DM openers that reference the real context and make replying easy.

/engage [niche]

Design a 15-minute daily routine for thoughtful comments, replies, and observation.

/evergreen [niche]

List ten concepts that can be refreshed quarterly with new examples.

/faqpost [offer]

Turn the questions buyers ask into posts that clarify and qualify.

/hookbench [topic]

Write twelve opening lines with a clear promise and rank them by stop power.

/idea100 [niche]

Generate 100 ideas in ten buckets. Optimize for range first, polish later.

/launch [thing]

Plan a seven-day sequence from context to proof to invitation to close.

/mythcheck [niche]

List seven common myths and replace each with a grounded, specific correction.

/pillarplan [brand]

Set four durable content pillars with five recurring questions under each.

/pinned [brand]

Design the first pinned post a stranger needs before deciding to follow.

/poll [audience]

Create ten polls whose answers teach me something useful about the audience.

/postautopsy [post]

Diagnose the post by hook, relevance, format, proof, and next action.

/proofpost [review]

Turn this review into a quote, a story, and a lesson without overclaiming.

/replykit [niche]

Write twenty short replies that add a useful idea, example, or question.

/repurpose [asset]

Find ten native ways to reuse this asset without copying the same sentence everywhere.

/savepost [topic]

Create five reference posts: checklist, decision tree, mistakes, template, and glossary.

/series [topic]

Create a repeatable series with a name, episode structure, and reason to return.

/sharepost [topic]

Write five useful posts people can share because they explain something cleanly.

/storypost [lesson]

Frame the lesson as a first-person moment, a mistake, a shift, and a takeaway.

/thread [idea]

Turn the idea into a short sequence where each post adds a reason to keep reading.

/trendadapt [trend]

Adapt the trend to my point of view without borrowing its personality.

/voiceguide [samples]

Extract five rules from these samples, then write one new post following them.

/welcomedm [follower]

Draft a warm welcome with one useful resource and one genuine question.

04 SHOW THE WORK

Use video to make the idea tangible · 28 moves · sorted A–Z

/adspot [offer]

Script a 15-second ad with one pattern break, one proof point, and one action.

/broll [script]

List simple, filmable B-roll that supports each spoken beat.

/clipmine [long video]

Find six short-worthy moments and write the hook for each clip.

/coldopen [idea]

Write five openings that earn the next ten seconds without an introduction.

/contentbrief [video]

Write a production brief: audience, promise, proof, beats, assets, and success signal.

/demo [product]

Show the useful moment first, then explain the steps that led there.

/endscreen [goal]

Write three endings, each with exactly one next action.

/hookmix [topic]

Write one hook as question, mistake, result, story, challenge, and demo.

/liveplan [topic]

Structure a 20-minute live with opening question, segments, prompts, and close.

/onscreen [script]

Create concise text overlays that clarify instead of repeating the voice track.

/podcast [guest]

Write twelve questions that move from lived detail to operating insight.

/react [content]

Give five reaction angles that add analysis rather than applause or outrage.

/reel [topic]

Script a 45-second reel with hook, three beats, payoff, and on-screen text.

/retention [script]

Mark likely drop-offs and add a re-hook, example, or visual change at each one.

/scriptcut [draft]

Cut 30 percent while protecting the core idea, example, and payoff.

/seriesformat [channel]

Pitch five repeatable formats with a title pattern and episode template.

/shotlist [story]

Turn the story into a practical shot list that can be filmed on a phone.

/soundbite [message]

Compress the message into five memorable lines under twelve words.

/storyboard [concept]

Map eight frames with shot, action, text, and sound for each frame.

/talkinghead [message]

Write a natural 60-second script that sounds spoken, not typed.

/thumbline [video]

Give eight thumbnail phrases of three words or fewer with a clear visual idea.

/trailer [launch]

Build anticipation around the change, not a list of features.

/tutorial [skill]

Teach the outcome in five steps and include one mistake to avoid at each step.

/ugcsprint [product]

Write a 30-second honest product story: friction, discovery, use, result, next step.

/videotitles [topic]

Write twelve titles across curiosity, outcome, stakes, and specificity.

/vlogspine [day]

Find the narrative spine, three moments of tension, and a closing beat.

/voiceover [footage]

Write a calm, specific voiceover that explains what the viewer is seeing.

/youtube [topic]

Outline a 10-minute video with a promise, chapters, examples, and an open loop.

05 WRITE AND REFINE

Make the message clearer, sharper, and more human · 30 moves · sorted A–Z

/active [text]

Rewrite passive sentences in active voice and flag any claim that still needs evidence.

/case [result]

Turn the result into a case note with starting state, intervention, evidence, and lesson.

/claimcheck [text]

Find every claim a skeptical reader could challenge and soften or support it.

/closers [piece]

Write five endings: callback, challenge, question, quiet truth, and practical next step.

/counterdraft [draft]

Write the strongest opposing version, then tell me which original points survived.

/cut [text]

Reduce this by 40 percent. Remove throat-clearing, repeats, and decorative sentences.

/drafrules [topic]

Give ten rules for drafting fast, each under ten words and easy to apply.

/editpass [text]

Edit in three passes: structure, sentence, and word. Return the final plus key changes.

/expand [note]

Grow this note into dense prose where every paragraph adds a new piece of value.

/glossary [niche]

Create a 15-term glossary with definitions I could say out loud comfortably.

/halve [text]

Cut this to half length. Show the preserved idea and the reason for every major cut.

/headlines [article]

Create 25 headlines in five distinct families. Pick the clearest winner.

/liststory [topic]

Write a lessons-style piece where every lesson contains a small real-world scene.

/metaphors [concept]

Offer seven fresh metaphors. Avoid journeys, bridges, icebergs, and rocket ships.

/microcopy [button]

Write ten options of four words or fewer. Clarity beats cleverness.

/mimic [sample + topic]

Extract three voice rules from the sample and use them on the new topic.

/newsletter [topic]

Draft an issue with a personal opening, one idea, one action, and one recommendation.

/openers [piece]

Write seven first lines using action, confession, number, contrast, question, scene, and claim.

/outline [topic]

Build the argument spine: thesis, three moves, evidence slots, counterpoint, close.

/plain [text]

Rewrite this for a smart teenager: short words, short sentences, no unnecessary jargon.

/punch [text]

Keep the meaning and raise the energy with stronger verbs and more concrete images.

/quotable [idea]

Turn the idea into ten short lines that can stand alone on a slide.

/reader [text]

Read as a distracted person. Mark where attention dips, confusion starts, or curiosity returns.

/rhythm [text]

Fix the read-aloud rhythm by varying sentence length and paragraph shape.

/specific [text]

Replace vague claims with a number, example, named detail, or an input request.

/storyarc [event]

Structure this event as normal world, disruption, struggle, insight, and new normal.

/subjects [email]

Write twelve subject lines under 45 characters with no clickbait debt.

/titlemenu [working title]

Give ten alternatives, then recommend the one that makes the promise clearest.

/unjargon [text]

Replace every buzzword with the plain thing it is trying to say.

/voice [text + tone]

Shift the tone while keeping my vocabulary and sentence rhythm recognizable.

06 SELL AND DELIVER

Turn the promise into a reliable client or customer experience · 34 moves · sorted A–Z

/annual [business]

Compress the year into three goals, three constraints, and a quarterly focus.

/bonuscheck [offer]

Suggest bonuses that reduce friction or speed time-to-value, not random extras.

/callquestions [service]

Write discovery questions that reveal urgency, owner, current workaround, and desired change.

/capacity [team]

Map current capacity, committed work, buffer, and the next safe intake date.

/changeorder [request]

Turn the extra request into impact, options, price or time change, and approval ask.

/churn [product]

Find five reasons people leave and one retention move that respects the real cause.

/clientred [behavior]

Assess whether this behavior signals a delivery risk and write the boundary-setting reply.

/coldnote [prospect]

Write a 90-word note that leads with their likely bottleneck and a small relevant idea.

/dealprep [deal]

Prepare the agenda, my goals, their likely goals, and the question to ask first.

/delegate [task]

Write a delegation brief with outcome, examples, boundaries, check-ins, and handoff.

/feedback [work]

Ask for feedback that separates outcome, process, communication, and next improvement.

/followups [context]

Create three follow-ups where each message adds information instead of pressure.

/funneltest [offer]

Choose the one funnel step most worth testing and define the learning target.

/handoff [work]

Write a handoff with decisions, open threads, next steps, owners, and watch-outs.

/invoice [project]

Write a clear invoice note with what was delivered, amount due, date, and payment path.

/kickoff [project]

Prepare a kickoff page with outcome, roles, cadence, decisions, and first milestone.

/margin [offer]

Estimate delivery cost, contribution margin, and the one variable that changes the result.

/objectionmap [offer]

Map each objection to its source: trust, fit, timing, money, effort, or priority.

/partner [brand]

Pitch a small collaboration where each side gets a clear, testable benefit.

/pitchdeck [business]

Outline ten slides with one idea per slide and the proof moment placed early.

/qualitycheck [deliverable]

Create a final QA checklist for accuracy, clarity, completeness, and handoff.

/rateupdate [client]

Draft a rate change note with value recap, new rate, date, and no apology.

/renewal [client]

Prepare a renewal conversation around outcomes, lessons, next bottleneck, and scope.

/revstreams [skills]

List seven revenue paths ordered by speed to first dollar and delivery complexity.

/riskreverse [offer]

Write three fair ways to reduce buyer risk while keeping the delivery boundary intact.

/scopeguard [project]

Write three polite responses to scope creep using yes, impact, and next choice.

/scorehire [role]

Build a hiring scorecard with five outcomes, three competencies, and interview probes.

/sop [process]

Turn this process into steps, inputs, owner, failure points, and done definition.

/statusnote [project]

Write a concise update: shipped, in progress, blocked, decision needed, next date.

/terms [situation]

Draft payment and change terms that protect the work in plain language.

/tierlogic [service]

Explain the practical difference between three tiers in time, depth, and support.

/tradeables [deal]

List concessions that cost me little but could matter a lot to the other side.

/upsell [product]

Find the natural next purchase and write the three-sentence transition to it.

/walkaway [deal]

Set my walk-away point, acceptable range, and the signal that changes the range.

07 RUN THE WEEK

Build a calmer operating layer around the work · 32 moves · sorted A–Z

/actionmine [meeting]

Extract every commitment with who, what, when, and any vague edge.

/automatescan [workflow]

Separate what software can do, what a human must decide, and what should disappear.

/backlog [project]

Sort the backlog by impact, urgency, dependency, and evidence needed.

/braindump [notes]

Sort the dump into do, schedule, delegate, delete, and one question if needed.

/checklist [task]

Create pre-flight, in-flight, and post-flight checks for the task.

/decisionlog [choice]

Record context, options, choice, reasoning, confidence, and review date.

/deepweek [priority]

Plan three deep-work blocks, protected time, and one deliberate no-meeting block.

/energy [day]

Map energy across the day and match hard tasks to the best available hours.

/errands [list]

Order the errands efficiently and flag what can happen online.

/focusreset

Give me a five-minute reset: close loops, choose one task, start the first action.

/habit [new habit]

Attach the habit to an existing routine with trigger, tiny version, and reward.

/inbox [email types]

Design five inbox rules so only messages requiring judgment reach the main view.

/learnplan [skill + weeks]

Build a learning plan with practice, resource limits, and one shipped proof.

/meetingaudit [meetings]

Decide which meetings should shrink, become async, or stop.

/monthly [systems]

Audit what broke, what stopped being used, and the smallest useful upgrade.

/notes [raw notes]

Turn notes into key points, decisions, actions with owners, and open questions.

/quit [commitments]

Choose what to quit, wind down, or renegotiate and write the exit message.

/readqueue [articles]

Triage the list into read, skim, or skip with a one-line reason.

/sayno [request]

Write warm, neutral, and firm ways to decline while protecting the relationship.

/shutdown [open items]

Capture, park, plan tomorrow's first task, and close the workday cleanly.

/skillgap [goal]

List the skills the goal demands, score the gaps, and choose one to close first.

/summary [document]

Summarize in three layers: one sentence, one paragraph, and key details.

/sunday [next week]

Choose three outcomes, block the calendar, and pre-empt one predictable problem.

/systemmap [workflow]

Map inputs, decisions, actions, outputs, and the points where work gets stuck.

/template [recurring work]

Find the reusable structure, variable fields, and examples hiding in the work.

/timebox [tasks + hours]

Fit the work into the available hours with buffers and a clear cut line.

/today [tasks]

Choose the three tasks that move the day and identify what can wait without guilt.

/travel [trip]

Create a prep list grouped by must-have, nice-to-have, and buy-there.

/twominutes [project]

Extract every two-minute action so I can batch them in one focused session.

/unstuck [task]

Diagnose why I am avoiding the task and create a ten-minute starter version.

/waiting [delegated]

Build a waiting-on tracker with owner, since when, and nudge threshold.

/weekreview [week]

Review wins, leaks, unfinished loops, and one operating change for next week.

08 DESIGN THE ASSET

Give the idea a visual system people can recognize · 30 moves · sorted A–Z

/advisual [offer]

Propose three static ad concepts with scroll-stopper, text zone, proof, and CTA.

/aerial [location]

Plan a top-down view with pattern, geometry, and one human-scale reference.

/beforeafterimg [change]

Plan a matched before/after frame where the system change is visually obvious.

/blueprint [object]

Describe a technical blueprint with line weight, measurements, labels, and a legend.

/carouselart [topic]

Define the grid, type scale, accent behavior, illustration language, and slide rhythm.

/character [description]

Create a reusable character sheet for consistent appearance across scenes.

/film [scene]

Give the scene a restrained analog look with grain, muted colors, and controlled imperfection.

/flatlay [items]

Plan a top-down composition with hierarchy, texture, spacing, and a consistent palette.

/icons [brand]

Describe a ten-icon family with stroke, corner, grid, and metaphor rules.

/imagebrief [subject]

Write an image brief with subject, setting, light, lens feel, mood, and must-avoid list.

/infographic [data]

Plan hierarchy, chart form, annotation, and the one number that should dominate.

/iso [scene]

Describe a clean isometric illustration with geometry, shadows, and limited colors.

/lifestyle [product + place]

Place the product in a believable moment with natural light and human scale.

/lightshift [scene]

Rework the scene for warm low light, long shadows, and restrained atmosphere.

/logo [company]

Write a logo brief with personality sliders, references, must-haves, and must-avoids.

/macro [subject]

Make texture the story: extreme close-up, shallow focus, and one visual anchor.

/mockup [design + object]

Place the design in a real setting with believable perspective, light, and material.

/moodboard [brand]

Describe nine images that establish palette, texture, subject, and emotional register.

/negative [image goal]

List the artifacts, clutter, anatomy errors, and mood mismatches to exclude.

/palette [vibe]

Create a five-color palette with hex values and a role for each color.

/papercraft [scene]

Build the scene from layered paper with visible depth, edges, and soft shadows.

/pixel [scene]

Convert the scene to crisp pixel art with a limited palette and clear silhouette.

/portrait [person]

Prompt a portrait with expression, light direction, camera feel, and honest detail.

/poster [idea]

Design a minimal poster with one object, strong negative space, and two colors.

/productshot [product]

Describe a clean studio product image with background, key light, and subtle surface detail.

/promptfix [failed prompt]

Diagnose the failed image brief and rewrite it around subject, action, and constraints.

/sketch [subject]

Describe an ink-and-wash sketch with visible marks, white space, and one focal detail.

/soft3d [object]

Prompt a soft 3D render with rounded forms, studio light, and believable material.

/stylelock [references]

Turn three reference words into a reusable visual suffix with clear boundaries.

/thumbart [video]

Plan a thumbnail with one subject, a clear tension, and reserved space for type.



The last page is a starting line.

Pick three moves. Run them today. One to make a decision.
One to improve the work. One to make the next step easier for
someone else.

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