

FILMCON SAN DIEGO · JULY 17, 2026

STORYTELLING STILL WINS.

The Field Kit

Five tools from the workshop, ready to use on a real project:

1. The Five-Layer Prompt
2. The Three Tests
3. Keep · Delegate · Reject · Verify
4. The Application Card
5. The Lived · Earned · Chosen Inventory

Alex Guillen · Amplify AI · amplifyai.to

THE FIVE-LAYER PROMPT

WHAT ONLY YOU CAN BRING

1 IDENTITY

Who is directing, and what expertise, experience, role, voice, and responsibility do they bring?

2 WORLD

What context, audience, culture, relationships, history, source material, and production reality define the work?

3 TASK

What are we trying to make true, accomplish, communicate, or change?

4 EXAMPLE

What demonstrates the intended quality, feeling, taste, or standard?

5 CONSTRAINT

What must not be invented, imitated, flattened, disclosed, delegated, or allowed to drift?

1

INTERCHANGEABILITY

Could anyone using
the same tool have
produced this?

2

TRACEABILITY

Where can you point
to your source material,
judgment, or standards?

3

DRIFT

Did AI amplify, flatten,
imitate, or replace
what you brought?

A polished result can still be interchangeable.

INTENT-PRESERVING ITERATION

KEEP

What changes the meaning, representation, or responsibility?

DELEGATE

What can AI organize, compare, transform, or prepare?

REJECT / REDIRECT

What is generic, flattened, misleading, outside the brief, or based on the wrong premise?

VERIFY

What could harm someone, violate an agreement, mislead an audience, or enter the public record?

More output is not the goal. More of your intention, value, and point of view is the goal.

APPLY IT TO ONE CURRENT TASK

1 What am I trying to make true, and for whom?

2 What can only I or my team bring?

3 What must I add, reject, or protect before using AI?

Is AI making what only I can bring more visible—or making the work more interchangeable?

LIVED

experience
identity
culture
relationships
access

EARNED

craft
expertise
taste
method
intellectual property

CHOSEN

conviction
point of view
audience promise
boundary
stake

A specific combination that changes this work

Your unique value is not a slogan.
What is your Bach layer?

USE IT ON ONE REAL PROJECT THIS WEEK.

Pick one task you were already going to use AI for. Run the three questions on the Application Card before you prompt anything. Then decide what to Keep, Delegate, Reject, and Verify.

*Is AI making what only you can bring more visible,
or making the work more interchangeable?*

Questions, or want to work through it on your own project?

alex@alexguillenmusic.com • amplifyai.to