The Content Creator's Prompt System

A complete AI workflow for ideation, writing, repurposing, and publishing at scale

by Rook

Table of Contents

The Content Creator's AI Prompt System

56 prompts to ideate, write, optimise, and grow — without sounding like a robot.

> *You need a system, not another generic "write me a blog post" prompt. Every prompt below drops straight into ChatGPT, Claude, or any major AI tool. Replace the* `[bracketed placeholders]` *with your details and go.*

1 · Content Ideation

▶ 1.1 — Topic Research Engine

```
You are a content strategist for a [niche] creator. I publish on [platforms].
My audience is [audience description — age, interests, pain points].

Generate 20 content topic ideas at the intersection of:
- What my audience actively searches for
- What's under-served by existing creators in this space
- What I can credibly cover given my background in [your expertise]

For each: the topic, a one-line hook, and whether it's top-of-funnel (awareness),
middle (consideration), or bottom (conversion). Format as a table.
```

Why It Works: The three-way intersection prevents generic topics every creator has already covered. Funnel labels help you plan a balanced content mix.

> *Example row: "Meal prep for shift workers | Most meal prep content assumes a 9-5 — this doesn't | Top-of-funnel"*

▶ 1.2 — Trend Spotter

```
Analyse the [niche] content space. Identify:
1. Three emerging topics gaining momentum but not yet saturated
2. Two evergreen angles due for a fresh take
3. One contrarian opinion that would spark healthy debate

For each, explain WHY it's trending or timely and suggest a content angle.
My tone is [casual/professional/witty/etc.].
```

Why It Works: Asking for "not yet saturated" plus contrarian takes gives you a mix of safe bets and attention-grabbers.

▶ 1.3 — Content Calendar Builder

```
Create a 4-week content calendar for my [platform(s)].
I publish [frequency]. My content pillars are: [pillar 1], [pillar 2], [pillar 3].

Rules:
- Alternate pillars (never back-to-back)
- One "engagement-first" post per week (poll, question, hot take)
- Flag one piece per week for cross-platform repurposing
- Monday-start week

Output as a table: Date | Platform | Pillar | Topic | Format | Repurpose?
```

Why It Works: The constraints prevent a monotonous calendar. The repurpose flag saves planning time downstream.

Example row: "Mon 3 Feb | Blog | Productivity | 'The 2-hour batching method' | How-to | → Thread + newsletter"

▶ 1.4 — Audience Gap Analysis

```
I create [type of content] for [audience]. My top 5 performing pieces are:
1. [Title] 2. [Title] 3. [Title] 4. [Title] 5. [Title]

Identify:
- Three audience questions my content hasn't answered yet
- Two adjacent topics I've never covered
- One content format I haven't tried that suits this audience
Explain your reasoning for each.
```

Why It Works: Grounding analysis in actual top performers extrapolates genuine interest patterns instead of guessing.

▶ 1.5 — Angle Generator

```
I want to create content about [topic]. Give me 10 different angles from
beginner-friendly to expert-level. For each: a working title, the unique
perspective in one sentence, and competition level (low/medium/high).

Avoid generic angles like "beginner's guide" or "X tips and tricks."
```

Why It Works: Banning generic framings forces the AI past its defaults. Competition ratings help you pick angles where you'll stand out.

> *Example: "'Why I stopped [common practice] and tripled my output' — Contrarian personal experience — Competition: Low"*

▶ 1.6 — Pillar Content Planner

```
Build a pillar content strategy around [core topic]. Map out:
1. One pillar piece (comprehensive, 2,000+ words or 15+ min video)
2. Five cluster pieces linking back to the pillar
3. For each cluster, one micro-content piece (social post, short, reel)

Show connections as a content tree. Each piece needs a working title
and one-sentence summary.
```

Why It Works: This mirrors professional topic-cluster planning for SEO and audience depth, with the tree structure making relationships immediately visible.

> *Example: "Pillar: 'Complete Guide to Email Marketing' → Cluster: 'Subject Line Formulas' → Micro: Instagram carousel of top 5 formulas"*

2 · Writing & Drafting

▶ 2.1 — Blog Post Outline

```
Create a detailed outline for a blog post titled "[working title]."
Audience: [audience]. Goal: [inform/persuade/convert]. Length: [word count].

Include: H1 and meta description, H2/H3 subheadings with bullet points of
what to cover, where to place a personal anecdote, and a suggested CTA.
Write it so a writer could draft the full post without further briefing.
```

Why It Works: Placing anecdotes and specific CTAs produces editorial briefs, not generic skeletons.

> *Example H2: "Why Most Content Calendars Fail — cover: over-planning mistakes, the 'minimum viable calendar' concept, personal burnout example"*

▶ 2.2 — First Draft Generator

```
Write a first draft of a [blog post/article/script] on [topic].
Voice: [describe — e.g., "conversational, slightly irreverent, short paragraphs"].
Audience: [who they are]. Length: [word count].

Rules:
- Open with a hook, not a definition
- Specific examples, not vague statements. First person where natural.
- Subheadings every 200-300 words. Clear single CTA at the end.
- BANNED phrases: "In today's world", "It's important to note",
  "In conclusion", "Let's dive in", "Game-changer", "Leverage."
```

Why It Works: The banned-phrases list strips the most common AI clichés. Combined with voice instructions and the "no definitions" rule, you get a draft that sounds written.

> *Example opening: "I deleted 40 draft posts last Tuesday. Not because they were bad — because they sounded exactly like everyone else's."*

▶ 2.3 — Hook & Intro Writer

```
Write 5 opening hooks for a piece about [topic]:
1. Bold claim or statistic  2. Personal story  3. Provocative question
4. "Imagine this" scenario  5. Contrarian statement

Each hook: 2-3 sentences max. Tone: [your tone].
Then write a full 100-word intro using the strongest one.
```

Why It Works: Five distinct types let you compare rather than accepting the AI's first instinct. The 100-word expansion tests whether the hook leads somewhere.

> *Example: "You've published 200 posts and your mum is still your most loyal reader. That's not a content problem — it's a distribution problem."*

▶ 2.4 — Conclusion & CTA Writer

```
I've written a piece about [topic]. Key takeaways:
- [Point 1]  - [Point 2]  - [Point 3]

Write a conclusion that summarises without repeating subheadings, reinforces
the emotional core (reader should feel [emotion]), and ends with a specific CTA:
[what you want them to do]. Under 150 words. Don't start with "In conclusion."
```

Why It Works: Specifying the target emotion prevents flat, robotic summaries.

> *Example: "Start with one prompt from this guide today. Just one. See what happens when your content process has a system behind it."*

▶ 2.5 — Email Newsletter Draft

```
Write a newsletter edition on [topic]. Structure:
- Subject line (3 options: curiosity, benefit, personal)
- Preview text (40 chars max)
- Personal anecdote opener (3-4 sentences)
- Main insight (the "meat")
- One actionable takeaway for today
- Sign-off with personality


Tone: [your tone]. Write like emailing a smart friend. 400-600 words.
```

Why It Works: The "smart friend" framing prevents the AI from writing a blog post in email clothing.

> *Example subject: "I broke my own content rule (and it worked)"*

▶ 2.6 — Storytelling Framework

```
I want to tell a story about [experience/lesson]. Core message: [takeaway].

Structure using: Scene (where/when) → Struggle (what went wrong) →
Shift (the turning point) → Solution (what changed) → Stake (why it matters to the

Write each section as 2-3 sentences. Under 250 words total.
Use sensory details and dialogue where possible.
```

Why It Works: The five-part framework prevents flat narratives. Requesting sensory details fights AI's tendency toward tell-don't-show writing.

> *Example: "It was 11pm on a Sunday. Three tabs open — analytics, a blank Doc, and a competitor's blog ranking above mine with half the effort."*

▶ 2.7 — Editing Pass

```
Edit the following text for [clarity/punch/conciseness]. Rules:
- Cut filler words and redundant phrases
- Replace passive voice with active
- Shorten sentences over 25 words
- Flag clichés with alternatives
- Keep my voice — don't make it corporate
- Highlight 3 strongest and 3 weakest lines

Use ~~strikethrough~~ for cuts and **bold** for additions.
[Paste your text]
```

Why It Works: "Keep my voice" prevents AI from homogenising everything into bland prose. Highlighting strong/weak lines teaches you to self-edit.

> *Example: "~~It is important to note that~~* **Here's the thing:** *consistency beats perfection."*

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3 · SEO Optimisation

▶ 3.1 — Keyword Research Kickstart

```
I'm writing about [topic] for [audience]. Generate:
- 5 primary keywords (high intent, moderate competition)
- 10 long-tail phrases (4+ words, specific intent)
- 5 question-based keywords (People Also Ask style)
- 3 "hidden gem" keywords competitors likely miss

For each: search intent (informational/commercial/transactional) and
best content format (guide, listicle, comparison, tool).
```

Why It Works: Categorising by intent prevents writing informational posts for transactional keywords — the most common SEO mistake.

► 3.2 — Meta Description Generator

```
Write 5 meta descriptions for "[title]" targeting "[keyword]."
150-155 characters each (strict). Include keyword naturally.
Each uses a different angle: benefit, curiosity, social proof, urgency, how-to.
```

Why It Works: Five angles give genuine options. The character constraint forces precision — critical for meta descriptions that get clicks.

Example: "Struggling with content ideas? These 7 frameworks helped me publish consistently for 18 months. Steal them all." (142 chars)

► 3.3 — Internal Linking Mapper

```
My existing pieces: 1. [Title] 2. [Title] 3. [Title] [add more]

I'm publishing a new piece on [topic]. Suggest:
- Which pieces should link TO this new piece (and where to add the link)
- Which pieces this new piece should link OUT to (with anchor text)
- Content gaps this reveals
```

Why It Works: Most creators forget internal linking entirely. This builds the connections search engines reward while surfacing gaps.

Example: "Link from 'Email 101' to new piece, anchor: 'subject lines that convert.' Gap: no piece on email segmentation."

► 3.4 — Content Brief Generator

```
Create an SEO content brief for "[target keyword]." Include:
primary/secondary keywords, intent analysis, 3 title options, target word count,
H2/H3 outline, People Also Ask questions, internal/external link suggestions,
and a differentiation angle (what makes this better than what currently ranks).
Format as a brief for a freelance writer.
```

Why It Works: The differentiation angle separates this from generic briefs — it forces you to articulate why your piece deserves to rank.

> *Example: "Top 3 results are all listicles with no data. Angle: combine list with case study from your newsletter growth."*

▶ 3.5 — Title Tag Variants

```
Generate 10 title tags for "[keyword]." Mix: how-to, listicle, question,
bold claim, current year, comparison. 50-60 characters each.
Keyword in first 5 words where possible. No clickbait.
```

Why It Works: Front-loading keywords with mixed formats gives SEO strength and click-through variety.

> *Example: "Content Calendar Template: The System I Use Weekly (2025)" — 56 chars*

▶ 3.6 — FAQ Schema Builder

```
Write 6 FAQ entries for a page on [topic] targeting [keyword].
Natural questions, concise answers (40-60 words each), self-contained.
Also output the JSON-LD structured data markup ready to paste.
```

Why It Works: FAQ schema wins rich snippets. Generating both content and markup saves a tedious manual step.

> *Example: "Q: How often should I blog? A: Quality beats frequency. 1-2 well-researched posts per week outperforms daily thin content."*

4 · Social Media

► 4.1 — Twitter/X Thread

```
Turn this into a Twitter/X thread: [paste content or describe topic].
8-12 tweets. Tweet 1 is a standalone hook (no "Thread 🧵").
Each tweet delivers one idea independently. Specific examples in at least 3 tweets
Final tweet: clear CTA. No hashtags. Maximum 2 emojis total.
```

Why It Works: Banning "Thread 🧵" and limiting emojis immediately elevates above typical AI threads.

> *Example Tweet 1: "Most content calendars fail within 3 weeks. Not because they're bad — because they're built for someone with twice your actual time."*

► 4.2 — LinkedIn Post

```
Write a LinkedIn post about [topic/experience]. Structure: hook line (bold/surpris
2-3 short paragraphs, clear takeaway, closing question for comments.
Short sentences. No jargon. Under 1,300 characters. Write like a human, not a "tho
```

Why It Works: LinkedIn rewards comments and dwell time. Pattern-interrupt hooks plus closing questions deliver both.

> *Example hook: "I got fired from my first marketing job. Best thing that ever happened to my content career."*

▶ 4.3 — Instagram Caption

```
Write an Instagram caption for a post about [topic].
Image shows: [describe visual]. First line: hook (all people see before "...more")
Body: 2-3 short paragraphs. CTA: specific action (save/share/comment with [thing])
5 hashtags on a separate line. Max 300 words.
```

Why It Works: Leading with the hook acknowledges Instagram's truncation. Specific CTAs drive higher engagement than "let me know your thoughts."

> *Example first line: "The content advice I'd give myself 3 years ago (save this)."*

▶ 4.4 — YouTube Description

```
Write a description for a video titled "[title]" covering [summary].
First 2 lines: compelling summary with primary keyword. Suggest timestamps,
3 relevant links, brief about section, and 5 search tags. Under 300 words.
```

Why It Works: The first two lines appear in search results — they do the heavy SEO lifting.

> *Example: "The exact content batching system I use to create a week's content in 3 hours — without burning out."*

▶ 4.5 — TikTok/Reels Script

```
Write a [15/30/60]-second video script about [topic].
Hook (first 2 seconds) → Setup (problem) → Payoff (insight/tip) → CTA (if natural)
Include visual cues in [brackets]. Write as natural speech — contractions, fragmen
```

Why It Works: The 2-second hook deadline mirrors how the platform works. Action cues make the script shootable.

> *Example hook: "[Deadpan to camera] Three types of content wasting your time. Number two is going to sting."*

► 4.6 — Pinterest Pin Copy

```
Pin about [topic]. Include: title (keyword-rich, 40-60 chars), description
(150-200 chars with keyword, soft CTA), board name suggestion, 3 text overlay
suggestions for the image.
```

Why It Works: Pinterest is a search engine, not a social feed. Keyword-first copy matches how it surfaces content.

> *Example title: "Weekly Content Calendar Template for Creators"*

► 4.7 — Cross-Platform Adapter

```
Adapt this content for two new platforms: [paste or describe original].
Original platform: [platform]. Adapt for: 1. [Platform 2] 2. [Platform 3]
For each: what to keep, what to change (and why), and the adapted content ready to
```

Why It Works: Noting what to keep and change (with reasoning) prevents lazy shortening of identical text.

> *Example: "For LinkedIn: keep the insight, drop the slang, add professional framing. For Twitter: compress to the single strongest point."*

► 4.8 — Engagement Hook Generator

```
Generate 10 engagement hooks for [platform] in [niche]. Mix:
controversial opinion, "Am I the only one who..." relatability, specific result/nu
myth-busting, behind-the-scenes honesty. One sentence each, under 20 words.
No bait-and-switch — each must lead to real content.
```

Why It Works: Five specific hook types with a variety mandate produces genuinely diverse, usable lists.

> *Example: "I spent £2,000 on a content course and learnt less than I did from one free YouTube video."*

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5 · Repurposing

▶ 5.1 — Blog to Newsletter

```
Convert this blog post into a newsletter: [paste]. Strip SEO formatting,
add a personal intro (1-2 sentences), distil to the single best insight,
add "one thing to try this week." Write a subject line and preview text (under 40
400-500 words.
```

Why It Works: Blogs and newsletters serve different contexts. This forces genuine adaptation, not copy-paste with "Hey!" at the top.

> *Example subject: "The one thing I'd cut from your content workflow"*

▶ 5.2 — Video to Blog Post

```
Turn this transcript into a blog post: [paste]. Remove verbal tics,
add subheadings every 200-300 words, expand glossed-over points, add intro
and conclusion. Target: [word count]. Maintain my speaking voice — don't formalise
```

Why It Works: Transcripts aren't blog posts. This handles the specific translations: removing filler, adding structure, expanding thin points.

► 5.3 — Podcast to Show Notes

```
Create show notes from this transcript: [paste]. Include: episode title,
3-sentence description, timestamps with labels, top 3 takeaways, resources mention
and one pull-quote capturing the episode's best moment.
```

Why It Works: The pull-quote doubles as a shareable social snippet.

Example quote: "The best content strategy is the one you'll still be running in six months."

► 5.4 — Long-Form to Short-Form

```
Extract 5 short-form pieces from this: [paste or summarise].
1. Tweet (under 280 chars) 2. Instagram carousel (5-7 slides) 3. Quote graphic (on
4. Short video hook + outline (30 seconds) 5. Community poll question.
Each must work standalone.
```

Why It Works: Five formats from one piece is genuine leverage. The standalone rule prevents lazy excerpting.

Example tweet: "Your content isn't underperforming because of the algorithm. It's underperforming because it looks like everyone else's."

► 5.5 — Thread to Article

```
Turn this thread into a full article: [paste]. Expand each tweet into a paragraph,
add transitions, write a proper intro and conclusion, include subheadings.
Target: [word count].
```

Why It Works: Threads are compressed and punchy; articles need connective tissue. This handles the expansion without losing energy.

> *Example: A 10-tweet thread becomes a 1,200-word article with narrative flow.*

▶ 5.6 — Transcript to Highlights

```
Extract from this transcript: [paste]. 5 best quotes (exact wording),
3 key insights (one sentence each), 1 surprising claim (for social),
50-word summary, and 3 ready-to-post social snippets (Twitter, LinkedIn, Instagram
```

Why It Works: Long transcripts bury their gold. This mines the best moments and drafts the social posts for you.

> *Example insight: "Guest argued email subscribers are 10x more valuable than social followers — because you own the relationship."*

---

6 · Audience Growth

▶ 6.1 — Collaboration Outreach

```
Write an outreach message to [creator type] in [niche]. I run [your platform] abou
Open with a specific compliment about their work. State the idea. Explain what's i
Under 150 words. End with a low-commitment next step. Write 2 versions: email and
```

Why It Works: "Specific compliment" and "what's in it for them" prevent the generic templates creators immediately delete.

> *Example: "Your newsletter monetisation breakdown genuinely changed how I think about my free tier."*

▶ 6.2 — Guest Post Pitch

```
Pitch a guest post to [publication]. Topic: [topic]. My credentials: [background].
Subject line, 2-sentence intro, proposed title with 3-bullet outline, brief social
polite close. Under 200 words. Don't grovel.
```

Why It Works: The bullet outline shows you've thought it through. "Don't grovel" prevents AI's default over-apologetic tone.

> *Example subject: "Guest post pitch: Why content batching is overrated (and what to do instead)"*

▶ 6.3 — Community Engagement Playbook

```
Create a 4-week plan for growing through [community type] in [niche].
Week 1: Value-adding comments. Week 2: Answering questions with depth.
Week 3: Sharing content (mine + others, suggest ratio). Week 4: Starting discussio
Include 5 example comments. No self-promotion in weeks 1-2.
```

Why It Works: The phased approach prevents the classic mistake — dropping a link and vanishing.

> *Example comment: "I ran into this exact problem. What worked for me was [tactic]. Happy to share my workflow if useful."*

▶ 6.4 — Comment Strategy

```
Generate 10 comment templates for [niche] on [platforms]. 2-4 sentences each.
Showcase expertise without being salesy. No self-links.
Mix: 3 agreement-plus-addition, 3 experience-sharing, 2 questions, 2 alternative-ta
```

Why It Works: Strategic commenting is underrated for growth. These avoid both empty praise and shameless promotion.

> *Example: "This mirrors what I've seen — though timing matters more than people think. I tested [time] vs [time] and the difference was striking."*

▶ 6.5 — Cross-Promotion Message

```
Draft a cross-promotion proposal. My audience: [size + description].
Their audience: [size + description]. Include: what I'm offering, what I'm asking
timeline, and how we'd measure success. Under 200 words. Collaborative, not transa
```

Why It Works: Specificity and proportionality are what get proposals accepted.

> *Example: "I'd feature you in my newsletter (3,200 subs) with a personal recommendation. In return, a mention in your next community post would be brilliant."*

7 · Analytics & Strategy

▶ 7.1 — Content Audit

```
Here's my content with performance data: [Title | Date | Views | Engagement | Conv
Categorise each: ☐ Winners (keep/promote), ☐ Potential (refresh/redistribute),
☐ Underperformers (archive/overhaul). Explain why and recommend next actions.
Identify patterns: what do winners have in common?
```

Why It Works: Colour-coding with actions turns data into decisions. Pattern identification helps replicate success.

▶ 7.2 — Competitor Analysis

```
Analyse 3 competitors: 1. [Name] 2. [Name] 3. [Name]
For each: content pillars, most successful format, posting frequency,
one thing they do better than me, one gap I could fill.
End with: "3 opportunities for [my brand]."
```

Why It Works: Framing gaps as opportunities turns competitive analysis from intimidation to strategy.

> *Example: "Competitor 2 never shares data. Opportunity: publish with real numbers."*

▶ 7.3 — Content Gap Finder

```
My topics: [list]. Audience goals: [list]. Competitors cover: [list].
Identify: 5 topics nobody covers well, 3 competitor topics I need my own take on,
2 "bridge" topics connecting my content to a new audience.
```

Why It Works: "Bridge" topics are strategic gold — they attract new readers who then discover your core content.

> *Example: "You write about productivity. Your audience also cares about freelance finances. 'How I budget my content business' bridges both."*

▶ 7.4 — Performance Review

```
Here are my metrics for [month/quarter]: [paste data].
Give me: top 3 performers (why they worked), bottom 3 (what went wrong),
trend direction, one thing to do more of, one to stop, three experiments for next
Be direct — I don't need encouragement, I need actionable insight.
```

Why It Works: "I don't need encouragement" overrides AI's tendency to praise everything.

> *Example: "Stop: Friday opinion pieces — your audience doesn't engage weekends. Start: data posts on Tuesday mornings."*

▶ 7.5 — Quarterly Content Plan

```
Context: Niche [niche], platforms [platforms], audience [sizes], growth goal [targe
top 3 content types last quarter [list], what didn't work [list], upcoming dates [
Deliver: 3 strategic priorities, monthly themes, key pieces with target dates,
one experiment, KPIs and review dates.
```

Why It Works: Grounding strategy in real data prevents generic plans.

> *Example: "Priority 1: Double newsletter subs from 1,200 to 2,400 via weekly 'best of' social posts driving to sign-up."*

8 · Bonus: Platform Playbooks

Chained workflows — use in sequence to go from zero to published.

▶ ⬛ YouTube Workflow

Step 1 — Validate: `I'm considering a video about [topic]. Analyse: search demand, unique spin potential, 6-month relevance, channel fit. Go / Refine / Skip with reasoning.`

Step 2 — Script Outline: `Create a script outline for [topic]. [X] minutes. Include: hook (first 15 seconds), intro promise, 3-5 sections with talking points, pattern interrupts every 2-3 min (B-roll, graphics, viewer questions), and close with CTA.`

Step 3 — Thumbnail + Title: `5 thumbnail concepts with matching titles. Each thumbnail: text overlay (max 4 words), imagery, colour, emotion. Titles under 60 characters.`

Step 4 — Description & Tags: `Full YouTube description and 15 tags. First 2 lines: keyword summary. Include timestamps, links, about blurb, 3 related video suggestions.`

Step 5 — Community Teaser: `YouTube Community post teasing this video. Hook question or poll on the topic. Under 200 characters.`

▶ 📧 Newsletter Workflow

Step 1 — Plan: `My newsletter covers [topic area], readers value [what]. Suggest 3 edition concepts: theme, subject line, core insight, bonus element.`

Step 2 — Draft: `Using concept [#], write the full edition. Personal opener, main insight, one actionable takeaway, P.S. with secondary CTA. [Your tone]. 500 words max.`

Step 3 — Subject Line Testing: `6 subject line variants: curiosity, benefit, controversy, personal, number, question. Preview text for each (under 40 chars).`

Step 4 — Launch Post: `Social post announcing this edition on [platform]. Hook with the insight (not "new newsletter out!"). Make non-subscribers want to join.`

▶ ✍ Blog Workflow

Step 1 — Validate: `I want to blog about [topic]. Primary keyword? What's ranking and how to beat it? My unique angle? Effort vs. traffic potential? Go / Refine / Skip.`

Step 2 — Full Brief: `SEO content brief: keywords, word count, H2/H3 structure, 3 titles, meta description, internal links from [list existing posts].`

Step 3 — First Draft: `Draft from the brief. Follow the headings. My voice: [describe]. Include one personal example, one data point, clear CTA. Readers first, keywords second.`

Step 4 — Pre-Publish Polish: `Review for readiness: keyword inclusion, heading hierarchy, intro/conclusion strength, AI-sounding phrases to rewrite, image suggestion with alt text. Return polished draft.`

Built for creators who'd rather spend time creating than wrestling with blank pages. Tweak these, chain them, make them yours.

The Content Creator's Prompt System

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