

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.

Example: "Emerging — 'AI-assisted meal planning for gut health.' Angle: 'I let AI plan my meals for 30 days — here's what happened.'"

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]

Identity:

- 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.

Example: "Your audience loves 'tools' content but you've never covered the decision process — try a 'How I choose my tech stack' breakdown."

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

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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.
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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

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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."
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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."*

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.

Example: "best email tools for small newsletters" — Commercial — Comparison post with personal recommendations"

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/surprise)

2-3 short paragraphs, clear takeaway, closing question for comments.

Short sentences. No jargon. Under 1,300 characters. Write like a human, not a "th

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, fragmented sentences.

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 go.*

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

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

5 · Repurposing

5.1 — Blog to Newsletter

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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.

Example: A 10-minute transcript becomes a 1,500-word post with sections, keeping the creator's casual tone.

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 mentioned, 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 (one per slide)
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] about [topic]. Open with a specific compliment about their work. State the idea. Explain what's in it for them. Under 150 words. End with a low-commitment next step. Write 2 versions: email and LinkedIn message.

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 media links, 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 discussi
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-

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 trans

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 | Comments]
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.

Example: "Winners share a pattern: personal case studies with numbers in the title. Double down."

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 [target], top 3 content types last quarter [list], what didn't work [list], upcoming dates [list].
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.