Content Marketing & Copywriting Prompt Pack

Professional AI Prompts for Content Creators & Marketers

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👋 Welcome & How to Use This Pack

This collection contains **50+ professionally crafted AI prompts** designed to streamline your content creation and elevate your marketing results.

What Makes These Prompts Different

Each prompt follows a proven structure:

- **INPUTS** - Clear fields for your specific information
- **ROLE & EXPERTISE** - Positions the AI correctly
- **OBJECTIVE** - Defines what you'll achieve
- **EXECUTION MODE** - Step-by-step instructions for the AI

How to Use

1. Copy the entire prompt (INPUTS through EXECUTION MODE)
2. Fill in [bracketed fields] with your specific details
3. Paste into your AI tool (ChatGPT, Claude, etc.)
4. Refine output with follow-up instructions if needed

   💡 **Pro Tip:** Save customized versions that work well for reuse.

🚀 Quick Start Guide

Step 1: Choose Your Prompt

Browse sections and find the prompt matching your content needs.

Step 2: Fill in the Inputs

Replace all [BRACKETS] with your specific details. More specific = better results.

Step 3: Copy Complete Prompt

Copy everything from INPUTS through EXECUTION MODE. Paste it all at once into your AI tool.

Step 4: Refine and Iterate

First output is often 80-90% there. Ask the AI to adjust tone, add detail, or shorten as needed.

📝 Section 1: Blog & Article Writing

1.1 Blog Post Outline Generator

INPUTS:

- Topic: [your specific blog post topic]
- Target Audience: [who you're writing for - expertise level and pain points]
- Primary Keyword: [main SEO keyword]
- Post Type: [How-to/Listicle/Ultimate guide/Comparison/Opinion]
- Desired Word Count: [1500/2000/3000+]
- Content Goals: [Rank in search/Drive traffic/Generate leads/Authority]

ROLE & EXPERTISE: You are an Expert Content Strategist with 10+ years of experience creating viral blog posts and SEO-optimized content. You understand content structure, reader psychology, search intent, and how to create outlines that guide writers to produce comprehensive, engaging articles that rank and convert.

OBJECTIVE: Create a detailed blog post outline that provides clear direction for writing compelling content, incorporates SEO best practices, maintains logical flow, and ensures comprehensive topic coverage that satisfies search intent and reader needs.

EXECUTION MODE: Generate three compelling headline options using proven formulas like numbered lists, how-to formats, question-based, or benefit-driven approaches. Each headline should be under 60 characters, include the primary keyword naturally, and create curiosity or promise clear value. Explain why each headline formula works for this topic. Create a detailed outline with an introduction section that includes a hook addressing the reader's main pain point or desire, context establishing why this topic matters now, and a preview of what the reader will learn with a clear value proposition. Develop 5-7 main section headings formatted as H2s that incorporate the primary keyword and related terms naturally, follow a logical progression that builds understanding, cover the topic comprehensively without gaps, and use actionable language when appropriate. Under each H2 heading, include 3-4 H3 subheadings that break down the main topic into digestible chunks, include specific points to cover, suggest where to include examples or data, and maintain consistent depth across sections. For each main section, add content notes specifying key points that must be covered, where to place statistics or research findings, opportunities for storytelling or case studies, natural placements for examples, and internal linking opportunities to related content. Identify 5-7 strategic keyword placement opportunities including where to use the primary keyword naturally, which sections should incorporate secondary keywords, and related terms for semantic SEO. Create a conclusion structure that summarizes key takeaways without repetition, provides a clear call-to-action aligned with content goals, and offers next steps or additional resources. Include SEO optimization notes recommending meta title and description approach, suggested URL slug structure, and image or media suggestions that support the content.

1.2 SEO-Optimized Blog Post Creator

INPUTS:

- Topic: [your specific blog post topic]
- Target Word Count: [1500/2000/2500/3000+]
- Target Audience: [expertise level and pain points]
- Primary Keyword: [main SEO keyword]
- Secondary Keywords: [list 3-4 related keywords]
- Tone: [Professional/Conversational/Educational/Inspiring]
- Content Goal: [Rank/Traffic/Authority/Leads]

ROLE & EXPERTISE: You are an Expert SEO Content Writer with 10+ years creating high-ranking posts. You understand search intent, user engagement, content structure, balancing SEO with reader value. You create authoritative content that ranks, converts, and positions brands as industry leaders.

OBJECTIVE: Create comprehensive well-structured blog post ranking for target keywords, providing exceptional reader value, maintaining engagement throughout, achieving specified content goal.

EXECUTION MODE: Write complete blog with attention-grabbing introduction 10-15% of content using compelling hook addressing pain point establishing context promising clear value including primary keyword in first 100 words. Develop 3-6 main H2 sections incorporating primary or secondary keywords naturally with detailed explanations supporting evidence data from credible sources actionable insights smooth transitions. Use H3 subheadings every 200-300 words. Primary keyword in at least one H2 and naturally 2-3 more times without stuffing. Add 5-8 internal links with descriptive anchors. Include 3-5 statistics with sources cited. Provide 2-3 real examples with specific details. Format with short paragraphs 3-4 sentences bullet points where appropriate bold text for 5-7 key takeaways. Conclude with synthesis without repetition clear CTA matched to goal forward-looking next steps. Maintain specified tone with natural keyword integration providing genuine bookmark-worthy value.

1.3 How-To Guide Creator

INPUTS:

- Topic: [what you're teaching - specific desired outcome]
- Target Audience: [skill level, background, what they know]
- Estimated Completion Time: [how long this takes]
- Difficulty Level: [Beginner/Intermediate/Advanced]
- Required Tools/Resources: [list what's needed]
- Common Obstacles: [what typically goes wrong]

ROLE & EXPERTISE: You are an Expert Instructor and Technical Writer with 15+ years creating step-by-step guides anyone can follow. You excel at breaking down complex processes into clear actionable steps, anticipating confusion, addressing common mistakes, ensuring first-attempt success.

OBJECTIVE: Create comprehensive how-to guide taking readers from zero to completion successfully, eliminating ambiguity at every step, preventing common mistakes proactively, building confidence throughout.

EXECUTION MODE: Start with clear overview explaining exactly what readers accomplish why this method works better than alternatives what's needed before starting including tools resources prerequisites realistic completion timeframe. Present main process as numbered steps each containing clear action-oriented heading describing what reader does detailed second-person instructions eliminating confusion specific tools for this step common mistakes and prevention visual cues or checkpoints confirming completion estimated time per step. Between major sections add transitions explaining why next step matters how it builds on previous. If process branches clearly explain options helping readers choose right path. Include troubleshooting boxes throughout addressing what if things go wrong. After main steps provide verification checklist confirming everything completed correctly. Add What's Next section with advanced techniques or related processes. Close with FAQ addressing top 5 confusing aspects.

Throughout use encouraging language building confidence active voice with direct instructions like Click not should be clicked. Format with bold for warnings or key actions bullets for item lists numbered lists only for sequential steps callout boxes for pro tips or mistakes.

1.4 Listicle Generator

INPUTS:

- Topic: [the subject of your list]
- Number of Items: [typically 5/7/10/15/20]
- Target Audience: [who this serves and knowledge level]
- List Format: [Ways to/Best tools/Strategies/Examples/Reasons]
- Angle: [Practical/Inspirational/Contrarian/Research-based]
- Content Goal: [Traffic/Shares/Expertise/Leads]

ROLE & EXPERTISE: You are a Viral Content Creator and Listicle Expert with 12+ years crafting list-based articles that rank in search and get massive social shares. You understand what makes listicles compelling, how to structure them for maximum engagement, how to balance comprehensiveness with readability.

OBJECTIVE: Create well-researched engaging listicle providing genuine value to readers, maintaining interest across all list items, driving desired outcome, positioning you as authoritative source.

EXECUTION MODE: Start with compelling title including your number creating curiosity or promising clear benefit. Write introduction 150-200 words explaining why this list matters what makes your list unique what criteria you used to select items what readers will gain. For each list item create descriptive subheading clearly communicating benefit or concept write 3-5 paragraphs explaining item in detail with what it is why it matters how to implement a concrete example showing it in action key takeaway or action step. Vary list structure by grouping related items under categories if helpful creating contrast between consecutive items using transitions creating narrative flow. Include relevant statistics expert quotes research findings where appropriate to boost credibility. Use formatting with bold text for key phrases takeaways short paragraphs 3-4 sentences strategic white space between items. After presenting all items write conclusion tying items together showing how they work as complete strategy providing clear CTA aligned with goal offering next steps for deeper exploration. Throughout maintain consistent depth per item so no single item feels rushed or overexplained compared to others.

1.5 Case Study Writer

INPUTS:

- Subject: [who or what this case study is about]
- Problem/Challenge: [what issue they faced]
- Solution: [what you provided or they implemented]
- Results: [specific outcomes with numbers/metrics]
- Target Audience: [who should read this]
- Length: [800-1200 words/1500-2000 words]

ROLE & EXPERTISE: You are a Professional Case Study Writer who knows how to tell compelling success stories that build credibility and drive conversions. You understand psychology of proof, how to structure narratives resonating with prospects, how to balance storytelling with data.

OBJECTIVE: Create detailed case study demonstrating real-world value, building trust through specificity, addressing common objections, motivating prospects to take action by showing what's possible.

EXECUTION MODE: Structure case study using classic problem-solution-results framework. Begin with background section introducing subject their industry context what makes story relatable to target audience key details establishing credibility. Present challenge section vividly describing problem they faced pain points experienced daily what they had already tried that didn't work stakes or consequences if problem continued specific metrics showing severity. In solution section explain how they discovered your product or service what made them decide to try it specific implementation process including timeline any initial hesitations or obstacles overcome unique aspects of how they used your solution. Dedicate substantial space to results section with specific metrics and numbers showing improvement direct quotes from subject about their experience unexpected benefits discovered timeline for achieving results before-and-after comparisons. Include key takeaways section helping readers understand how they could achieve similar results what made this implementation successful. Close with CTA inviting readers to start own success story. Throughout use storytelling techniques creating emotional connection while maintaining professional credibility through specific data and quotes. Include subheadings for major sections. Use pull quotes highlighting most compelling statements. Add relevant images charts graphs if applicable.

1.6 Thought Leadership Article

INPUTS:

- Topic/Trend: [what you're writing about]
- Your Unique Perspective: [what sets your viewpoint apart]
- Target Audience: [who needs to hear this]
- Article Length: [1000-1500 words/1500-2500 words]
- Desired Tone: [Provocative/Visionary/Analytical/Inspiring]
- Supporting Evidence: [data, research, examples you can reference]

ROLE & EXPERTISE: You are an Industry Thought Leader who writes influential opinion pieces shaping conversations in your field. You understand how to present contrarian views diplomatically, build arguments that change minds, position expertise through insights rather than credentials.

OBJECTIVE: Create thought leadership article presenting unique perspective, challenging conventional wisdom diplomatically, building compelling argument with evidence, positioning author as forward-thinking expert.

EXECUTION MODE: Begin with bold opening stating core thesis or controversial opinion clearly within first two sentences. Establish credibility briefly referencing experience or unique vantage point without self-promotion. Present main argument building logical case combining industry data and trends with citations real-world examples readers will recognize analogies to other industries illuminating your point consideration of counterarguments you respectfully refute with evidence. Tone should be confident but not arrogant provocative but not inflammatory respectful of other viewpoints while firmly advocating your own. Include 2-3 specific predictions about where industry is heading what leaders need to do to prepare. Reference current events recent research emerging technologies grounding perspective in what's happening now. Throughout balance big-picture strategic thinking with practical implications for readers' day-to-day decisions. Use subheadings organizing argument into clear sections. Include relevant statistics research findings supporting key claims. Close issuing clear CTA for industry leaders explaining what you believe should happen next what role they can play shaping future. Article should make readers think differently about topic while providing actionable insights. Avoid buzzwords jargon in favor of clear direct language. Use storytelling elements making abstract concepts concrete relatable.

1.7 Blog Post Repurposer

INPUTS:

- Original Content: [paste blog post content or provide URL]
- Repurpose Into: [Twitter thread/LinkedIn post/Instagram carousel/Email/Video script/Infographic]
- Number of Formats: [how many different versions]
- Target Platforms: [where each version will be published]
- Key Message: [core insight that must carry through all versions]

ROLE & EXPERTISE: You are a Content Strategist who maximizes value of every piece through strategic repurposing. You understand platform-specific best practices, how to adapt messaging for different audiences and contexts, how to maintain brand voice across formats.

OBJECTIVE: Transform single blog post into multiple content formats extending reach and lifespan, maintaining core message while adapting to each platform's unique requirements, maximizing ROI from content creation efforts.

EXECUTION MODE: Analyze original blog post identifying main thesis 3-5 key insights or takeaways supporting data or statistics worth highlighting examples or stories translating well across formats primary CTA. For each requested format create complete version optimized for that specific platform. For Twitter threads write 7-10 tweets with first tweet as hook including thread indicator each subsequent tweet presenting key insight strategic transitions creating flow final tweet with summary and engagement CTA. For LinkedIn posts create 150-300 word version with attention-grabbing first line personal story or professional insight 3-5 main points with line breaks specific engagement question relevant hashtags. For Instagram carousels design 5-8 slide concepts with specific text per slide describe visual or graphic recommendations opening slide hook stopping scrolling final slide with clear CTA. For email newsletter sections write subject line and preview text compelling introduction paragraph main content adapted for email format clear next-step CTA. For video scripts write 2-3 minute script with attention-grabbing opening hook main points delivered conversationally specific phrases or statistics to display as text overlays strong closing CTA. For infographic outlines organize information hierarchically with main headline 5-7 key sections or statistics supporting details under each visual treatment recommendations data visualization suggestions. For each format explain which audience segment it reaches best platform-specific optimization tips how it maintains core message while adapting presentation. Ensure each version works as standalone content while complementing other formats.

1.8 Comparison Post Creator

INPUTS:

- Comparison Topic: [what you're comparing - Product A vs B, Method 1 vs 2]
- Items Being Compared: [list the 2-3 things]
- Target Audience: [who's making this decision]
- Comparison Criteria: [factors that matter - price, features, ease, results]
- Your Recommendation: [which option you recommend and why, or "neutral"]
- Content Goal: [Help decision-making/SEO traffic/Thought leadership]

ROLE & EXPERTISE: You are a Product Analyst and Comparison Expert who creates fair comprehensive comparisons helping readers make informed decisions. You understand how to structure side-by-side evaluations, present pros and cons objectively, provide guidance without being overly promotional.

OBJECTIVE: Create thorough comparison evaluating options fairly using consistent criteria, providing enough detail for confident decision-making, acknowledging trade-offs honestly, guiding readers to best choice for their specific situation.

EXECUTION MODE: Start with introduction explaining what's being compared why this decision matters who this comparison is for what they're trying to achieve what criteria you'll use preview of key differences. Create quick comparison table summarizing most important factors side-by-side for easy scanning. Then provide detailed sections for each comparison criterion explaining how each option performs specific examples or data supporting evaluation who would benefit most from each approach important caveats or considerations. Use consistent structure for each option enabling fair comparison. Include pros and cons section for each option highlighting 3-5 key advantages and 3-5 limitations or drawbacks. Add use case section explaining when to choose Option A when to choose Option B scenarios where it doesn't matter or either works. If you have recommendation present it clearly with supporting reasoning explaining why you recommend this option what type of user benefits most any situations where you'd recommend alternative how confident you are in recommendation. Close with decision framework helping readers choose based on their priorities summary of key differences clear next steps for implementation. Throughout maintain objectivity even if you have preference acknowledge legitimate strengths of all options use specific examples and data rather than vague claims help readers understand trade-offs rather than declaring one universally better. Include relevant statistics user reviews expert opinions supporting analysis. Use formatting with comparison tables bullet points for pros and cons bold text for key differentiators.

📱 Section 2: Social Media Content

2.1 LinkedIn Post Creator

INPUTS:

- Topic: [your post topic or key insight]
- Target Audience: [job titles, industries, seniority level]
- Post Goal: [Engagement/Thought leadership/Lead generation/Network building]
- Personal Element: [your experience, story, or perspective]
- Key Takeaway: [the one thing readers should remember]
- Call-to-Action: [what you want readers to do]

ROLE & EXPERTISE: You are a LinkedIn Content Strategist with 8+ years helping professionals build authority and engagement. You understand LinkedIn algorithm, professional communication norms, what drives comments and shares, how to position expertise without being salesy.

OBJECTIVE: Create LinkedIn post that stops scroll, provides genuine value, sparks meaningful conversation in comments, positions poster as knowledgeable professional in their field.

EXECUTION MODE: Write LinkedIn post following proven structure: Start with hook in first 1-2 lines capturing attention before "see more" button using surprising insight provocative question

bold statement or relatable scenario making target audience stop scrolling. Avoid generic openings like "I've been thinking about." After hook add line break for mobile readability. Develop main content in 3-5 short paragraphs with line breaks between each. Include personal story or professional experience making insight relatable and authentic weave in key insight or advice with specific actionable takeaways use concrete examples with numbers or specific details create natural paragraph breaks every 1-2 sentences for mobile readability. Incorporate strategic formatting with line breaks between paragraphs occasional emoji use if fits brand 1-3 maximum noting bold text isn't available on LinkedIn so rely on line breaks and structure. Include main insight or value proposition in middle of post not just at end as many don't read complete posts. Conclude with engagement prompt asking specific question related to content inviting readers to share experience encouraging meaningful discussion. Avoid generic CTAs like "What do you think?" Instead ask something demonstrating you value their expertise. Add 3-5 relevant hashtags at very end on separate line. Keep total length between 150-300 words for optimal engagement. Tone should be professional yet conversational authoritative yet approachable confident yet humble. Avoid corporate jargon buzzwords overly promotional language.

2.2 Twitter/X Thread Creator

INPUTS:

- Topic: [the subject of your thread]
- Target Audience: [who needs this information]
- Thread Length: [5-8 tweets for quick tips / 10-15 tweets for deep dives]
- Content Type: [Educational/Story-based/Tactical how-to/Contrarian take]
- Unique Angle: [what makes your perspective different]
- End Goal: [Follows/Engagement/Link clicks/Profile visits]

ROLE & EXPERTISE: You are a Twitter Growth Specialist with 10+ years helping creators build engaged audiences. You understand thread psychology, what makes people read to end, how to create value in 280 characters, formatting techniques maximizing engagement and shareability.

OBJECTIVE: Create Twitter thread hooking readers immediately, maintaining interest across all tweets, providing genuine value worth sharing, achieving specified engagement goal.

EXECUTION MODE: Write complete Twitter thread with following structure: Tweet 1 must hook readers making them want to read entire thread using pattern interrupts like "Everyone gets this wrong about [topic]" or "Here's what [successful people] know that you don't" or "I spent [timeframe] learning [topic]. Here's what actually matters." Include "A thread 🧵" or similar indicator. Hook should promise clear value create curiosity about what's coming. Tweets 2 through final tweet should present main points with each tweet being self-contained insight or tip working independently but building on previous tweets. Use short sentences active voice for

maximum impact. Vary structure mixing declarative statements specific how-to advice data points with surprising implications mini-stories or examples analogies clarifying complex concepts. Include paragraph breaks within tweets when exceeding 100 characters improving readability. Every 3-4 tweets create small cliffhanger or transition pulling readers to next tweet with phrases like "But here's where it gets interesting:" or "Most people stop here. Big mistake." Use strategic formatting with line breaks within tweets occasional emojis 1-2 per thread maximum for visual interest numbers or bullets when listing items ALL CAPS sparingly for emphasis on 1-2 key words maximum. Final tweet should summarize key takeaway include clear CTA like "Retweet first tweet if you found this valuable" or "Follow me @username for more" consider adding "That's it! Questions? Drop them below" encouraging replies. Ensure each tweet stays within Twitter's 280 character limit. Use natural transitions between tweets creating narrative flow. Thread should feel like cohesive piece not disconnected thoughts.

2.3 Instagram Caption Writer

INPUTS:

- Post Visual: [describe what image/video shows]
- Brand/Business: [your business name and what you do]
- Target Audience: [ideal customer avatar]
- Caption Goal: [Drive engagement/Build community/Promote offer/Tell story/Educate]
- Key Message: [what you want people to take away]
- Call-to-Action: [what action you want them to take]

ROLE & EXPERTISE: You are an Instagram Content Strategist who creates captions driving engagement and growth. You understand Instagram's algorithm, what makes people comment and save posts, how to balance value with promotion, writing for mobile-first audiences.

OBJECTIVE: Create Instagram caption capturing attention in first line, delivering value matching visual content, encouraging meaningful engagement, achieving specified goal while maintaining authentic brand voice.

EXECUTION MODE: Write Instagram caption following proven formula: Start with powerful hook in first line appearing before "more" button using techniques like asking provocative question sharing relatable struggle making bold statement presenting intriguing scenario. This first line is crucial determining whether people tap to read more. After hook continue with 2-3 paragraphs delivering value through storytelling teaching or inspiration. Use short sentences paragraph breaks after every 1-2 sentences for easy mobile reading. Include personal anecdote or customer story creating emotional connection making message memorable rather than just informational. Naturally incorporate main message or CTA in middle of caption rather than only at end as many don't read entire captions. Conclude with clear engagement prompt asking specific question related to content encouraging comments and conversation. Question should be easy to answer but meaningful enough that responses aren't just one word. Add 3-5 relevant

emojis throughout caption strategically for visual interest without overdoing it. End with line break then provide comprehensive hashtag strategy with 25-30 hashtags divided into three categories: 5 large hashtags with over 1M posts for maximum reach 15 medium hashtags with 100k-1M posts for targeted reach 10 niche hashtags with under 100k posts for highly engaged audiences. Include mix of industry hashtags location-based hashtags if relevant community hashtags your ideal audience actively follows. Keep total caption length between 150-300 words for optimal engagement. Tone should match brand voice while being conversational and authentic. Avoid overly promotional language or hard selling.

2.4 Facebook Engagement Post

INPUTS:

- Topic: [what this post is about]
- Target Audience: [your Facebook community/followers]
- Post Goal: [Spark conversation/Build community/Drive traffic/Increase reach]
- Post Type: [Question/Poll/Fill-in-blank/Story/Opinion]
- Content Theme: [Educational/Entertaining/Inspirational/Relatable]

ROLE & EXPERTISE: You are a Facebook Marketing Expert who understands how to create posts sparking genuine conversation and community engagement. You know Facebook's algorithm prioritizes content creating conversation between users not just passive consumption.

OBJECTIVE: Create Facebook post generating comments shares meaningful interaction by facilitating discussion rather than just broadcasting information, treating engagement as tool for building relationships at scale.

EXECUTION MODE: Write Facebook post that drives conversation: Start with relatable opening speaking directly to common experience challenge or feeling your audience shares. Use conversational tone feeling like talking to friend rather than broadcasting to audience. Share personal story observation or opinion revealing something authentic about your perspective or experience. Vulnerability and authenticity will encourage others to share own stories in comments. Present main point or question in way naturally inviting diverse perspectives doesn't have one obvious right answer. Pose specific question or create fill-in-blank prompt making commenting easy and fun. Examples include "The best advice I ever received about [topic] was..." or "Unpopular opinion: [controversial but not offensive take]. Am I alone here?" Consider using formatting like bullet points or numbered lists if presenting multiple options for people to choose from in comments. Keep post length between 100-250 words long enough to provide context but short enough people will read entire thing. End with clear invitation to engage showing you genuinely want to hear from audience and will respond to comments. Tone should be warm authentic community-focused rather than promotional or sales-oriented. Avoid corporate speak and buzzwords. Make post about starting conversation not making statement. Use inclusive language with "we" and "us" where appropriate to build community feeling.

2.5 Viral Content Concept Generator

INPUTS:

- Brand/Niche: [your business or content niche]
- Target Audience: [detailed audience description]
- Platform: [Instagram/TikTok/Twitter/LinkedIn/Multi-platform]
- Content Goals: [Followers/Engagement/Brand awareness/Website traffic]
- Available Resources: [what you can create - video, graphics, photos]
- Unique Advantage: [what makes your perspective different]

ROLE & EXPERTISE: You are a Viral Content Strategist who understands what makes content shareable and why certain posts explode across social media. You analyze trending formats, understand audience psychology, know how to adapt viral concepts while maintaining brand authenticity.

OBJECTIVE: Generate five viral content concepts resonating with target audience on specified platform, leveraging proven viral triggers while feeling authentic to brand, having realistic potential for significant reach based on current platform trends.

EXECUTION MODE: Generate five distinct viral content concepts. For each concept provide content format such as video carousel infographic thread meme challenge transformation, specific content idea with hook and key elements explained in detail, psychological triggers it leverages such as surprise nostalgia social proof controversy utility humor identity FOMO, predictions for why it would perform well with your specific audience. Think about what content people save to reference later share to stories to signal identity send to friends with "this is so us" energy comment on to add perspective. Consider trending formats on platform but add unique angle making it fresh rather than derivative. For video concepts include opening hook in first 3 seconds value proposition or payoff estimated ideal length. For carousel posts outline what each slide would cover how they build narrative momentum. For thread or text-based content provide opening hook throughline keeping people reading. After presenting all five concepts rank them from most to least likely to go viral based on current platform trends and audience psychology with brief explanation of reasoning. Include notes on production difficulty resources needed for each concept so you can balance viral potential with practical execution. Specify which concepts work best for different audience segments or could be adapted for multiple platforms.

2.6 Social Media Content Calendar Planner

INPUTS:

- Brand/Business: [your company name and what you do]
- Target Audience: [who you're reaching]
- Platforms: [which social platforms you're posting on]
- Posting Frequency: [X posts per week per platform]
- Content Pillars: [3-5 core themes your content covers]
- Timeframe: [1 month/quarter/90 days]
- Key Dates: [product launches, holidays, events to include]

ROLE & EXPERTISE: You are a Social Media Strategist who creates strategic content calendars balancing consistency with variety, aligning content with business goals, maintaining audience engagement over time.

OBJECTIVE: Create comprehensive content calendar roadmap strategically mixing content types to maintain audience interest, aligning with business goals and seasonal opportunities, providing enough detail for content creation, ensuring consistent posting schedule.

EXECUTION MODE: Start by confirming or refining content pillars which are 3-5 core themes all content should ladder up to ensuring each pillar aligns with both audience interests and business expertise provides enough depth for multiple pieces differentiates brand from competitors. Create calendar structure organizing content by week and platform. For each week plan specific posts with date and day platform published content pillar it falls under specific content idea with enough detail someone could create it format such as image video carousel story text post primary goal such as engagement reach traffic conversion. Ensure you're varying content types throughout week so not posting same format every day. Include strategic mix of promotional content at 20% value-driven educational content at 50% engagement-focused content at 20% entertaining or humanizing content at 10%. Mark any relevant dates such as holidays industry events product launches incorporated into content. Add notes about content to be created in batches for efficiency opportunities for cross-platform repurposing posts benefiting from paid promotion engagement tactics for specific posts. Include contingency content ideas for when planned posts don't work or timely opportunities arise. Provide legend explaining content pillar categories format types goal classifications. Add strategic notes about optimal posting times for each platform hashtag strategies engagement tactics. Include section on content creation workflow with who creates what approval processes deadlines to stay on schedule.

2.7 Comment & Engagement Reply Templates

INPUTS:

- Platform: [where you're engaging - Instagram/LinkedIn/Facebook/Twitter]
- Brand Voice: [Friendly/Professional/Playful/Educational/Sassy]
- Business Type: [B2B/B2C/Service/Product/Creator]
- Common Scenarios: [list typical comments you receive]

- Engagement Goals: [Build community/Drive sales/Increase reach/Thought leadership]

ROLE & EXPERTISE: You are a Community Manager who excels at building relationships through authentic strategic engagement. You know how to respond in ways encouraging continued conversation, strengthening brand perception, turning commenters into advocates.

OBJECTIVE: Create library of reply templates for common comment scenarios maintaining brand voice, encouraging continued conversation, handling objections gracefully, turning engagement into relationship building opportunities.

EXECUTION MODE: Create reply templates for common comment scenarios. For each scenario provide three variations so responses never feel repetitive or automated. Scenario one is responding to positive feedback or compliments. Create replies thanking them genuinely adding small piece of additional value or insight asking follow-up question to continue conversation. Scenario two is handling constructive criticism or concerns. Provide replies acknowledging their perspective with empathy addressing specific point they raised offering solution or explanation without being defensive. Scenario three is responding to questions about product or service. Write replies answering question directly and helpfully providing additional context anticipating their next question including soft CTA if appropriate. Scenario four is engaging with commenters sharing own experiences related to post. Create replies validating their experience drawing connections to your content or brand deepening relationship. Scenario five is handling spam trolls or inappropriate comments. Provide guidance on when to ignore delete or respond include templates for professional responses when necessary. Scenario six is responding to tagged friends or people sharing content. Create replies welcoming new community members encouraging them to engage further. For each template mark where personalization should be added in brackets explain strategic intent behind reply structure. Include guidance on response timing explaining when to reply immediately versus when to wait when to take conversations to DMs how to use engagement replies to surface valuable content for other followers. Add notes on comment prioritization for limited time explaining which comments deserve immediate responses. Tone should match specified brand voice while always prioritizing authenticity over perfectly polished corporate-speak. Make templates flexible enough to adapt to specific situations while maintaining consistency.

2.8 Story & Reel Script Writer

INPUTS:

- Video Length: [15/30/60/90 seconds]
- Topic: [what the video is about]
- Platform: [Instagram Reels/TikTok/YouTube Shorts/Facebook Reels]
- Target Audience: [who you're reaching]
- Video Goal: [Educate/Entertain/Inspire/Promote/Build awareness]
- Key Message: [main takeaway viewers should remember]

ROLE & EXPERTISE: You are a Short-Form Video Content Creator specializing in attention-grabbing Instagram and TikTok content. You understand unique demands of vertical video, how to hook viewers in first second, how to deliver value quickly before people swipe away.

OBJECTIVE: Create complete video script hooking viewers immediately, delivering clear value within specified timeframe, maintaining visual interest throughout, including strong CTA driving desired outcome.

EXECUTION MODE: Write script structured for short-form video success: Hook in first 1-3 seconds should use visual or verbal pattern interrupts like unexpected statement provocative question or surprising visual. Write exact opening words describe opening visual appearing on screen. Remember you have literally one second to stop scroll. For main content section write conversational spoken dialogue sounding natural when said out loud not like written content. Break into digestible chunks working with quick cuts or scene changes every 3-5 seconds maintaining visual interest. Include notes for on-screen text overlays emphasizing key points as 85% of social video watched without sound. Describe any B-roll footage graphics visual elements appearing while talking. For transitions between points provide both verbal segues and visual transition ideas like quick cuts zoom effects scene changes. Conclusion should include clear CTA telling viewers exactly what to do next whether following account saving video visiting link in bio watching next video. Throughout script add notes in brackets describing music suggestions pacing guidance energy level specific filming considerations. Include suggestions for trending audio if relevant to platform and content. Write script assuming viewer has no context may start watching from any point so every few seconds should deliver standalone value. Provide alternative versions of hook and conclusion for A/B testing. Script should be written at pace of approximately 150 words per minute of final video accounting for natural speech patterns and pauses for emphasis. Add technical notes about camera angles lighting needs props required editing effects needed. Include captions or text overlay suggestions for key points since many viewers watch with sound off. Specify where to add engagement triggers like "wait for it" "watch til end" or "follow for part 2" if appropriate for content style.

✉ Section 3: Email Marketing

3.1 Email Subject Line Generator

INPUTS:

- Email Topic/Offer: [what the email is about]
- Target Audience: [who you're emailing]
- Email Goal: [Open rate/Click rate/Conversion/Engagement]
- Tone: [Urgent/Curious/Benefit-focused/Personal/Playful]
- Key Benefit or Hook: [what's in it for them]

ROLE & EXPERTISE: You are an Email Marketing Specialist with expertise in creating subject lines maximizing open rates. You understand psychology of curiosity urgency benefit-driven copy, know how to write subject lines standing out in crowded inboxes.

OBJECTIVE: Generate ten high-performing subject line variations leveraging different psychological triggers, staying under 50 characters for mobile optimization, avoiding spam triggers, compelling opens while accurately representing email content.

EXECUTION MODE: Generate ten email subject line variations using different proven approaches. Create two curiosity-driven subject lines creating open loop or information gap satisfied only by opening email without resorting to clickbait. Write two urgency-based subject lines incorporating time sensitivity or scarcity without feeling manipulative. Develop two benefit-focused subject lines clearly communicating value inside answering "what's in it for me" immediately. Craft two personalization-based subject lines feeling individually relevant using strategies beyond just adding first name. Write two contrarian or pattern-interrupt subject lines challenging common assumptions standing out from typical inbox messages. For each subject line keep character count under 50 characters ensuring full display on mobile. Provide analysis for each including which audience segment it resonates with most strongly emotional response it aims to trigger any potential risks such as spam filter triggers or tone mismatches. Rank all ten options from highest to lowest predicted open rate based on current best practices and audience knowledge. Include notes on which subject lines pair best with specific email content types or CTAs. Avoid spam trigger words like free guarantee click here limited time unless essential and used sparingly. Add emoji recommendations if appropriate specifying where emojis would enhance rather than detract. Include A/B testing recommendations for which variations to test against each other first.

3.2 Welcome Email Series

INPUTS:

- Business/Brand: [your company name and what you do]
- Lead Magnet: [what they signed up for]
- Target Audience: [new subscriber profile]
- Series Length: [3/5/7 emails]
- End Goal: [First purchase/Engagement/Education/Product trial]
- Email Frequency: [immediately, then every X days]

ROLE & EXPERTISE: You are an Email Marketing Strategist who designs welcome series converting new subscribers into engaged customers. You understand psychology of critical first 30 days, how to build trust progressively, how to balance value delivery with strategic promotion.

OBJECTIVE: Create complete email welcome sequence delivering on signup promise, building relationship and trust, educating subscribers about your value, strategically moving them toward desired action through well-timed messaging.

EXECUTION MODE: Design welcome email sequence with specified number of emails. For each email provide email number and send timing such as immediately 1 day later 3 days later, subject line optimized for open rates, preview text complementing subject line, complete email copy structured for engagement and conversion. Email one sent immediately should deliver promised lead magnet or confirm subscription set expectations for email frequency and content create strong first impression of brand personality include small quick win they can implement building trust. Email two sent 1-2 days later should introduce brand story or mission creating emotional connection share social proof such as testimonials or impressive results provide valuable educational content related to their interests. Email three sent 3-4 days later should deliver your best free content demonstrating expertise address common problem or question with actionable solutions subtly introduce paid products or services without hard selling. For subsequent emails if series is longer email four sent 5-7 days later should share customer success stories or case studies address common objections or hesitations include soft pitch or special offer for new subscribers. Email five or final email sent 7-10 days later should clearly explain next step in relationship whether purchasing booking call or staying engaged create urgency with time-limited new subscriber offer if appropriate set up transition to regular email cadence. For each email write conversational copy feeling personal not corporate keep paragraphs short for mobile readability 2-3 sentences maximum use clear CTA button or link standing out visually maintain consistent brand voice. Include notes on segmentation opportunities where subscriber behavior in earlier emails could trigger different versions of later emails. Specify what actions would indicate high interest versus low interest how to adapt accordingly.

3.3 Newsletter Content Creator

INPUTS:

- Newsletter Name: [your newsletter title]
- Topic/Theme: [this edition's focus]
- Target Audience: [subscriber profile]
- Newsletter Length: [500-800 words / 800-1200 words]
- Frequency: [how often subscribers receive this]
- Key Message: [main takeaway for this edition]
- Content Mix: [educational/curated/personal/promotional balance]

ROLE & EXPERTISE: You are a Newsletter Expert who creates content subscribers look forward to receiving and actually read. You understand email reader behavior, what makes newsletters valuable enough to justify inbox real estate, how to balance different content types effectively.

OBJECTIVE: Write complete newsletter edition delivering genuine value worth opening, maintaining subscriber engagement through strategic structure and variety, providing right mix of information and promotion, encouraging continued readership through consistent quality.

EXECUTION MODE: Structure newsletter with key sections: Start with personal introduction or editor's note 2-3 sentences establishing tone teasing what's inside making readers want to continue. Use conversational opening feeling like email from friend. Main content section should include 3-5 distinct segments providing different types of value. Consider including original insights or commentary on industry trends curated resources with your unique take practical tips or how-to advice readers can implement immediately interesting stories or case studies illustrating key points expert interviews or quotes adding external credibility. For each content segment write compelling subheading that could work as standalone tweet 2-4 paragraphs of substantive content providing real value strategic links to related content with clear anchor text explaining where they lead. Include visual breaks like bullet points numbered lists call-out boxes improving scannability preventing wall-of-text fatigue. Add "Quick Hits" or "Worth Reading" section with brief summaries of 3-5 links or resources with your commentary on why each is worth time. Every newsletter should include one clear primary CTA placed strategically in content rather than only at end whether reading blog post trying product registering for event replying to share thoughts. Close with personal sign-off reminding readers who they're hearing from includes way to engage or respond. Throughout maintain conversational tone as if writing to friend while demonstrating expertise providing value justifying inbox real estate. Keep total length between 500-1200 words depending on specification understanding concise high-value newsletters often outperform lengthy ones. Include notes on which sections could be personalized based on subscriber data or behavior. Add suggestions for A/B testing subject lines or content ordering.

3.4 Promotional Email Writer

INPUTS:

- Product/Service/Offer: [what you're promoting]
- Target Audience: [who you're emailing]
- Price Point: [cost of what you're selling]
- Unique Value Proposition: [why this over alternatives]
- Offer Details: [discount, bonus, deadline]
- Desired Action: [what you want them to do]

ROLE & EXPERTISE: You are a Conversion-Focused Email Copywriter who writes promotional emails selling without feeling pushy. You understand psychology of email persuasion, how to balance urgency with trust, how to write copy converting while respecting subscriber relationship.

OBJECTIVE: Write promotional email driving desired action through persuasive copy, addressing objections before they arise, creating genuine urgency without manipulation, maintaining brand trust even when actively selling.

EXECUTION MODE: Write complete promotional email with these elements: Create subject line creating curiosity or communicating clear value without giving away entire offer complementary preview text adding context increasing open rates. Open email with compelling hook immediately speaking to reader's desires pain points or current situation rather than leading with offer. Consider using PAS formula where appropriate by first describing problem audience faces in vivid relatable terms showing you understand struggle then agitating problem exploring implications and consequences of not solving it finally presenting solution introducing product or service as answer they've been looking for. Clearly articulate unique value proposition explaining what makes offer different from alternatives why now is right time to act what specific results or benefits they can expect. Include social proof such as customer testimonials with specific results impressive statistics showing effectiveness expert endorsements or media mentions trust indicators building credibility reducing purchase anxiety. Address most common objections preemptively by explaining guarantee or refund policy showcasing expertise or track record clarifying process or what's included demonstrating ROI or value for money. Create urgency through genuine scarcity such as limited quantity with specific numbers bonus expiring soon with exact deadline price increase coming with date specified limited enrollment period but never use false urgency damaging trust. CTA should be crystal clear with prominent button or link action-oriented language like "Get Started Now" rather than passive "Learn More" repetition 2-3 times throughout longer emails. Consider using PS section at end to restate key benefit and urgency as many readers skim to end. Throughout email focus on benefits and outcomes rather than features use specific numbers and concrete details rather than vague claims write in second person maintaining personal connection keep paragraphs short for easy mobile reading 2-3 sentences maximum. Tone should match brand while being enthusiastic about offer without resorting to hype or manipulation. Include subtle urgency cues throughout without being aggressive. Format with strategic use of bold for key benefits bullet points for lists of features or bonuses clear visual hierarchy guiding readers to CTA.

3.5 Re-Engagement Campaign

INPUTS:

- Inactive Period: [how long since last opened - 30/60/90+ days]
- Business Type: [what you sell/offer]
- Target Audience: [your inactive subscribers]
- Win-Back Offer: [incentive if offering one, or "none"]
- Brand Relationship: [how they originally engaged with you]

ROLE & EXPERTISE: You are an Email Retention Specialist who wins back inactive subscribers and rebuilds engagement. You understand why people disengage, how to rekindle interest respectfully, when to let subscribers go gracefully.

OBJECTIVE: Create three-email re-engagement sequence attempting to win back inactive subscribers through value and incentives, respecting their inbox by making opting out easy, cleaning list by identifying truly unengaged subscribers.

EXECUTION MODE: Create three-email re-engagement sequence sent over 14-21 days. Email one should have subject line breaking through inbox noise with pattern interrupts like "Did we lose you?" or "We miss you [Name]" or "Is this goodbye?" sent as first touchpoint to inactive subscribers. Email copy should open with genuine acknowledgment you've noticed absence without guilt-tripping remind them why they originally subscribed what value you provide share what's new or improved since they last engaged include compelling offer or incentive to re-engage. Most importantly ask directly if they still want to hear from you make opting out easy and guilt-free. Email two sent 5-7 days later if they haven't engaged with email one should have subject line focused on giving compelling reason to stay. Content should showcase absolute best content or offer demonstrating value they're missing include strong social proof showing what engaged subscribers are achieving create FOMO highlighting what active community members are experiencing provide multiple pathways to re-engage. Email three is final email sent 5-7 days after email two positioned as breakup email with subject line like "A final goodbye" or "Before you go forever". Email should be brief and heartfelt expressing genuine disappointment you won't be connecting anymore providing one last exceptionally valuable resource or offer with no strings attached making unsubscribing extremely easy and clear including resubscribe path if they change mind later. This email should be shorter more emotional than tactical focusing on respect for inbox appreciation for time they did engage. For subscribers engaging with any email in sequence by opening clicking or replying have notes explaining how to quickly deliver value transition them back to regular email cadence. For each email use personal conversational tone sounding like real human reaching out include genuine question or request for feedback inviting dialogue avoid multiple asks or complicated decision trees creating friction. Entire sequence should feel like you genuinely care whether they stay not just cleaning list.

3.6 Email Sequence Planner

INPUTS:

- Sequence Goal: [launch product/nurture leads/onboard customers/build relationship]
- Target Audience: [who receives this sequence]
- Starting Point: [what action triggers this sequence]
- Desired Outcome: [what success looks like]
- Sequence Length: [number of emails in sequence]
- Timeframe: [days/weeks this sequence spans]

ROLE & EXPERTISE: You are an Email Marketing Architect who designs strategic email sequences guiding subscribers through intentional customer journeys. You understand behavioral psychology, optimal cadence for different goals, how to create email sequences building on each other progressively.

OBJECTIVE: Map out complete email sequence with clear purpose for each email, strategic timing between messages, specific content building toward goal, decision points where subscribers might branch to different paths.

EXECUTION MODE: Design strategic email sequence roadmap. For overall sequence identify primary objective and conversion goal key mindset shifts or objections to address at each stage optimal timing between emails based on typical decision-making timelines different paths subscribers might take based on engagement behavior. For each individual email provide sequence position and timing such as day 1 day 3 day 7, primary purpose explaining what this specific email needs to accomplish, compelling subject line fitting within broader narrative arc, key content elements including main message supporting points stories or examples social proof or credibility builders, specific CTA and where it should lead, decision triggers moving someone to alternate sequence based on behavior such as opening but not clicking clicking specific link making purchase. Design sequence with escalating commitment starting with low-friction asks building toward primary conversion action. Include strategic variety in email types such as educational content building trust story-driven emails creating emotional connection social proof emails reducing purchase anxiety direct promotional emails asking for sale. Map out contingency paths for engaged subscribers who don't convert showing how you'll continue nurturing them and for subscribers who do convert explaining how they transition to post-purchase communication. Include recommendations for segmentation opportunities where subscriber characteristics or behaviors should trigger different email versions or entirely different sequences. Provide guidelines for personalizing each email beyond just name tokens using data about subscriber source interests past behavior or demographic information. Note any seasonal timing considerations or external factors affecting sequence effectiveness. Include suggestions for testing different versions of critical emails and metrics to track at each stage. Add notes on how to handle subscribers who don't engage with any emails in sequence when to move them to re-engagement or suppression lists.

📣 Section 4: Ad Copywriting

4.1 Google Ads Copy Creator

INPUTS:

- Product/Service: [what you're advertising]
- Primary Keyword: [main search term you're targeting]
- Target Audience: [who's searching for this]

- Unique Selling Point: [what makes you different]
- Landing Page: [brief description of where ad leads]
- Budget Level: [small/medium/large - affects strategy]

ROLE & EXPERTISE: You are a Google Ads Specialist who writes ad copy maximizing click-through rates and quality scores. You understand search intent, how to match ad copy to keywords, Google's ad policies, how to write compelling ads within strict character limits.

OBJECTIVE: Create complete Google Search ad copy in responsive search ad format including target keywords naturally, communicating clear value, compelling clicks from qualified searchers, maintaining high quality scores through relevance.

EXECUTION MODE: Generate three distinct ad variations following Google's responsive search ad format. For each variation provide three headline options of maximum 30 characters each including target keyword naturally in at least one headline creating urgency or curiosity communicating clear unique value. Write two description lines of maximum 90 characters each expanding on headlines' promise including clear benefit or solution incorporating compelling CTA using emotional triggers or power words. Suggest relevant ad extensions including sitelink extensions with 4 additional landing pages and compelling descriptions under 25 characters, callout extensions highlighting key benefits or features in short phrases under 25 characters, structured snippet extensions showing categories or types, call extensions if applicable for phone conversions. For each complete ad variation explain strategic intent behind copy choices which stage of buyer journey it's optimized for what type of searcher it will resonate with most predicted performance relative to other variations. Include recommendations for negative keywords to prevent wasted spend on irrelevant searches. Provide guidance on landing page alignment explaining what elements landing page must include to deliver on ad's promise maintain quality score. Note any testing recommendations such as which headline positions tend to perform best. Ensure all copy adheres to Google's ad policies while still being compelling avoiding common disapproval triggers like excessive punctuation unsubstantiated claims superlatives without proof prohibited content. Specify which ad variation to test first and why based on search intent analysis.

4.2 Facebook & Instagram Ad Copy

INPUTS:

- Product/Service: [what you're advertising]
- Target Audience: [detailed audience description - demographics, interests, behaviors]
- Campaign Objective: [Awareness/Consideration/Conversion]
- Ad Format: [Single image/Video/Carousel/Stories]
- Key Benefit: [main reason someone should care]
- Offer Details: [discount, free trial, limited quantity]

ROLE & EXPERTISE: You are a Social Media Advertising Expert who creates thumb-stopping ad copy for Facebook and Instagram campaigns. You understand platform algorithms, what makes people stop scrolling, how to write for different audience temperatures, how to balance creative copy with direct response principles.

OBJECTIVE: Write complete ad creative capturing attention from casual scrollers, communicating value quickly, creating desire for offer, driving clicks to landing page through compelling copy and clear CTAs.

EXECUTION MODE: Develop three ad variations testing different hooks and angles. For each variation write primary text appearing above image or video designed to capture attention from users casually scrolling feed. Opening sentence is critical should use pattern interrupt like provocative question surprising statistic bold statement or relatable scenario making target audience stop scrolling immediately. Follow with 2-3 sentences developing hook into clear value proposition addressing audience's desire or pain point directly creating curiosity about solution without revealing everything. Include headline of maximum 40 characters appearing on ad creative itself communicating core benefit or offer clearly complementing primary text rather than repeating it exactly. Write description field of maximum 30 characters if needed providing additional context or urgency like "Limited time" or "Free shipping". Craft CTA matching campaign objective and audience temperature using softer CTAs like "Learn More" for cold audiences direct CTAs like "Shop Now" or "Get Started" for warm audiences. For each ad variation specify recommended visual strategy describing what image or video should show, demographic targeting and interests responding best to this particular angle, psychological trigger being leveraged such as FOMO social proof aspiration problem-solution curiosity, customer awareness stage it's designed for from unaware to most aware. Provide A/B testing recommendations explaining which elements to test first for fastest learning. Include suggestions for retargeting variations explaining how to adjust copy for people who've already interacted with brand or visited site. Note any compliance considerations for your industry such as health claims regulations financial services restrictions regulated content. Write in conversational tone matching how people communicate on social media rather than traditional advertising voice. Use emojis strategically if they fit brand and audience never overdo it with more than 2-3 per ad. Specify which variation to launch first based on audience sophistication and awareness level.

4.3 Landing Page Headline & CTA

INPUTS:

- Product/Service/Offer: [what the landing page promotes]
- Target Audience: [who's landing on this page]
- Traffic Source: [where visitors come from - Google/Facebook/Email]
- Primary Benefit: [main transformation or outcome]
- Page Goal: [what you want visitors to do]

- Differentiation: [what makes this unique]

ROLE & EXPERTISE: You are a Conversion Rate Optimization Specialist who writes landing page copy turning visitors into customers. You understand psychology of first impressions, how to communicate value instantly, how to craft CTAs overcoming hesitation.

OBJECTIVE: Create compelling headlines and CTAs immediately communicating value, differentiating from alternatives, creating urgency or curiosity, driving desired conversion action through clear benefit-focused copy.

EXECUTION MODE: Generate five headline variations serving as hero headline at top of landing page. Each headline should clearly communicate primary benefit or transformation your offer provides in 10 words or less speak directly to visitor's desire or pain point create curiosity or urgency encouraging further scrolling differentiate your offer from alternatives visitor might be considering. Use proven headline formulas such as "Get [Desired Result] Without [Common Obstacle]" or "The [Adjective] Way to [Achieve Goal]" or "How [Type of Person] [Achieve Impressive Result] in [Time Frame]" while making them specific to your unique offer. For each headline provide supporting subheadline 1-2 sentences expanding on headline's promise adding credibility through specificity bridging to content below. Next create five distinct CTA variations used throughout landing page as button text or prominent links. Each CTA should be action-oriented using strong verbs benefit-focused explaining what happens after they click specific avoiding vague phrases like "Submit" or "Continue" low-friction reducing perceived risk or commitment. Test variations between direct CTAs like "Start Your Free Trial" and curiosity-driven CTAs like "Show Me How It Works". For each CTA suggest specific button color based on conversion research size and prominence based on page hierarchy placement considerations based on landing page section where it appears. Include recommendations for secondary CTA for visitors not ready for primary action such as "Watch Demo Video" or "See Pricing Details" keeping them engaged without forcing commitment. Provide micro-copy suggestions for text appearing near CTA buttons to overcome last-second hesitation such as "No credit card required" or "Cancel anytime" or "Join 10,000+ happy customers" placed strategically below or beside button. Recommend which headline and CTA combinations to A/B test first based on psychological principles and audience knowledge. Include guidance on how to adjust these elements based on traffic source explaining how someone coming from Facebook ad might need different messaging than someone from Google search due to different levels of intent and awareness.

4.4 Product Description Writer

INPUTS:

- Product Name: [what you're selling]
- Platform: [where this appears - website/Amazon/Etsy/Shopify]
- Target Customer: [who buys this]

- Product Category: [what type of product]
- Price Point: [cost range]
- Key Features: [main features or specs]
- Unique Benefits: [what makes it special]

ROLE & EXPERTISE: You are an E-Commerce Copywriter who writes product descriptions selling by combining storytelling with persuasive details. You understand how to balance features with benefits, write for scannability, create desire through vivid language.

OBJECTIVE: Write compelling product description helping customers visualize ownership, communicating both features and benefits clearly, overcoming objections proactively, driving purchase decisions through persuasive copy.

EXECUTION MODE: Start with captivating opening sentence or short paragraph immediately communicating product's primary benefit or problem it solves using sensory language or emotional appeal rather than just stating features. Paint picture of life with this product or transformation it enables. Follow with features and benefits section listing key product features but critically translating each feature into customer benefit explaining "so what" for each detail. Use format "Feature: [technical detail]" followed by "Benefit: [what this means for customer]" or integrate them naturally in sentences. Include 3-5 key features with corresponding benefits. Develop detailed description section providing comprehensive information about materials and quality explaining what product is made from why that matters dimensions and specifications giving exact measurements helping customers visualize size usage instructions or suggested uses helping customers imagine using product care instructions if relevant showing product is built to last. Incorporate social proof by mentioning awards certifications bestseller status if applicable referencing customer satisfaction data or testimonials naturally using specific numbers building credibility. Address common questions or objections preemptively by explaining shipping and return policies clearly comparing to alternatives or inferior versions clarifying any confusing aspects preventing purchase. Use formatting improving scannability with bullet points for key features bold text for important benefits short paragraphs 2-3 sentences maximum strategic white space for easy mobile reading. Throughout use power words triggering emotional responses such as "transform" "effortless" "premium" "exclusive" "guaranteed" while maintaining authenticity avoiding hype. Write in second person creating connection using "you" and "your" frequently helping readers imagine ownership. Tone should match brand voice while being enthusiastic about product without resorting to salesy clichés. Include strong closing statement reinforcing primary benefit creating urgency through scarcity mentions of limited quantity limited-time offers high demand but only if genuinely true. Optimize for SEO by naturally incorporating relevant keywords customers might search for never at expense of readability or persuasiveness.

4.5 Sales Page Copy Generator

INPUTS:

- Product/Service: [what you're selling]
- Price Point: [what it costs]
- Target Customer: [detailed ideal customer description]
- Main Transformation: [the before → after result]
- Unique Mechanism: [your proprietary method or approach]
- Guarantee: [refund policy or risk reversal]
- Bonuses: [what's included beyond main offer]

ROLE & EXPERTISE: You are a Direct Response Copywriter who writes long-form sales pages converting cold traffic into buyers. You understand persuasion psychology, architecture of effective sales pages, how to address objections systematically, how to build desire through storytelling and proof.

OBJECTIVE: Create complete sales page structure and copy taking skeptical visitors on journey from curiosity to purchase, addressing all objections before they arise, creating urgency without manipulation, driving conversions through strategic persuasion.

EXECUTION MODE: Map out entire sales page flow with specific copy for each section. Start with pre-headline calling out target audience specifically making them feel page was created just for them. Write compelling main headline promising specific desirable outcome creating curiosity about how you'll deliver hooking reader immediately. Follow with subheadline adding credibility or urgency to main promise. Opening section should use "future pacing" technique painting vivid picture of life after using your product describing transformation in sensory detail contrasting current frustration with future satisfaction making desired outcome feel inevitable and within reach. Create "enemy and ally" section identifying real obstacle preventing success which is not them but external factor or flawed conventional wisdom positions your product as missing piece builds your credibility as guide who can help them succeed. Develop detailed "how it works" section breaking down process into 3-5 simple steps explaining what makes approach unique or superior including relevant proof points or case studies making path forward feel achievable. Write comprehensive benefits section going beyond features to articulate transformation covering emotional benefits explaining how they'll feel practical benefits detailing what they'll be able to do social benefits describing how others will perceive them. Include robust social proof section with detailed customer testimonials telling mini-stories showing before and after states impressive results with specific numbers objection-busting endorsements from people like prospect. Create FAQ section addressing top 7-10 objections or questions turning each objection into opportunity to reinforce value. Design risk-reversal section presenting guarantee in way transferring all risk from buyer to seller explaining exactly what's covered for how long using guarantee to reinforce confidence in product. Build urgency through authentic scarcity such as limited bonuses price increases enrollment caps explaining real reason for deadline. Write multiple CTA sections distributed throughout page starting with soft CTAs early for high-intent visitors building to strong direct CTAs after making complete case. Each CTA section should summarize what they're getting restate primary benefit show price with bonuses or savings highlighted include prominent button with action-oriented text. Close with final "PS" section restating core offer and deadline reminding them what inaction costs giving one last compelling reason to act now. Throughout sales page use psychological

principles including reciprocity social proof authority scarcity consistency likability. Write in conversational tone feeling like one-on-one conversation. Use "you" and "your" constantly. Break up long copy with subheadings every 3-4 paragraphs. Include suggestions for visual elements supporting copy at key points.

4.6 Retargeting Ad Creator

INPUTS:

- Business/Product: [what you're promoting]
- Audience Segment: [cart abandoners/page visitors/past purchasers/email non-openers]
- Time Since Interaction: [how long ago they engaged]
- Original Touchpoint: [where they first interacted]
- Retargeting Goal: [complete purchase/return to site/upsell/re-engage]
- Available Incentive: [discount/bonus/free shipping or none]

ROLE & EXPERTISE: You are a Performance Marketer specializing in retargeting campaigns converting warm traffic. You understand psychology of second chances, how to acknowledge prior relationships without being creepy, how to address specific hesitations for different audience segments.

OBJECTIVE: Create retargeting ad copy for different audience segments acknowledging previous interaction appropriately, addressing specific hesitation or objection that segment likely has, providing compelling reason to return, driving them back to complete desired action.

EXECUTION MODE: Create retargeting ad copy for three different audience segments. For audience segment one people who visited product page but didn't add to cart write ad copy reintroducing product with new angle or benefit they might have missed addresses common objections like price concerns or feature questions through new information includes incentive to revisit such as limited-time discount creates urgency this offer won't last forever. Copy should feel like helpful follow-up rather than aggressive remarketing. For audience segment two people who added to cart but abandoned before purchase write ad copy acknowledging they were close to buying without stating it directly in way feeling invasive addresses most common cart abandonment reasons such as unexpected shipping costs complicated checkout last-minute doubts about value includes strong incentive to complete purchase like discount code free shipping upgrade extended guarantee creates urgency with time limit on both incentive and cart reservation. Use phrases like "Still thinking about [product]?" or "You left something behind" referencing behavior naturally without being creepy. For audience segment three people who purchased but could be upsold or cross-sold write ad copy congratulating them or acknowledging recent purchase in way feeling appreciative not pushy introduces complementary product or upgrade enhancing what they bought explains why other customers who bought product A also love product B with social proof offers special customer-only deal feeling like VIP treatment. Tone should be appreciative focused on helping them get even better

results. For each audience segment and ad variation provide subject line if email retargeting ad headline if social or display primary ad copy body CTA text specific to their situation recommended visual strategy explaining what image or video would pair with copy most effectively. Include guidance on frequency capping to avoid ad fatigue. Provide recommendations for excluding people once they convert. Specify optimal retargeting window explaining how soon after initial action to start showing ads how long to continue before retiring someone from segment. Note any platform-specific considerations for retargeting on Facebook versus Google versus email.

🔍 Section 5: SEO & Web Content

5.1 Meta Description Generator

INPUTS:

- Page Topic: [what the page is about]
- Primary Keyword: [main keyword to include]
- Target Audience: [who's searching for this]
- Page Type: [blog post/product page/service page/homepage]
- Unique Value: [why this page over competitors]

ROLE & EXPERTISE: You are an SEO Specialist who writes meta descriptions maximizing click-through rates from search results. You understand how to use limited characters effectively, incorporate keywords naturally, create curiosity compelling clicks from search engine results pages.

OBJECTIVE: Create five meta description variations staying within character limits, including target keywords naturally, communicating clear value, differentiating from competing results, compelling clicks through benefit-focused copy.

EXECUTION MODE: Create five meta description variations for specified page. Each meta description must be between 150-160 characters to display fully in search results without truncation. Meta description serves as ad copy in search results must compel clicks while accurately representing page content. Each variation should include primary keyword naturally within first 100 characters since search engines often bold matching terms increasing visibility clear benefit or value proposition answering what searcher will find or achieve CTA using action verbs like "Discover" "Learn" or "Get" differentiation explaining why this result is better than other options on page. Test different approaches across five variations. Write one variation focused on specific outcome or result page delivers. Create another variation leading with compelling statistic or surprising fact. Develop variation speaking directly to pain point searcher is experiencing. Craft variation emphasizing credibility or authority such as "Expert guide" or "Tested by professionals". Write variation creating curiosity without being clickbait hinting at

unique insights or approaches. For each meta description explain strategic intent behind word choices what type of searcher mindset it's optimized for predicted performance based on CTR research. Avoid common meta description mistakes such as duplicating page title exactly using generic descriptions could apply to any page stuffing with keywords unnaturally making promises page content doesn't deliver using special characters breaking in search results going over character count limits. Remember while meta descriptions don't directly impact rankings they significantly affect whether people click your result or competitor's making them crucial for SEO success.

5.2 Keyword Research Prompt

INPUTS:

- Business/Niche: [what your business does]
- Target Audience: [who you serve]
- Business Goals: [what you want keywords to help achieve]
- Current Website: [existing content or starting fresh]
- Geographic Focus: [local/national/international]
- Competitor Examples: [1-3 competitor sites if known]

ROLE & EXPERTISE: You are an SEO Keyword Strategist who identifies high-value keyword opportunities balancing search volume, competition level, and business relevance. You understand search intent, keyword difficulty, how to build topic clusters establishing topical authority.

OBJECTIVE: Conduct comprehensive keyword research identifying keywords balancing search demand with rankability, organizing keywords by search intent and topic clusters, prioritizing opportunities based on business value and competition, creating actionable keyword targeting strategy.

EXECUTION MODE: Start by identifying 5-7 primary topic clusters or pillars aligning with business's core offerings and target audience needs. These should be broad themes under which multiple related keywords will fall. For each topic cluster generate 15-20 related keywords organized by search intent into informational keywords where searchers want to learn navigational keywords where searchers look for specific brand commercial investigation keywords where searchers compare options transactional keywords where searchers are ready to purchase. For each keyword estimate relative difficulty score explaining whether it's low-hanging fruit moderately competitive or highly competitive search intent explaining exactly what searcher wants business value explaining how ranking drives results content format best satisfying intent such as blog post product page comparison guide. Identify long-tail keyword opportunities with lower competition driving qualified traffic more easily than broad head terms. Look for question-based keywords signaling strong intent targetable with FAQ content. Find keywords with seasonal trends explaining when to prioritize content creation. Discover gaps in

competitor content where they rank for related terms but miss important variations you could capture. For highest-priority keywords provide content strategy recommendations including type of content to create internal linking opportunities content depth needed to rank. Organize final keyword list into prioritization matrix with immediate opportunities targeting in next 30 days medium-term targets for months 2-4 long-term investments in highly competitive terms. Include search volume estimates and explain methodology. Provide specific recommendations for optimizing existing content to capture additional rankings and gaps in current content strategy where new content is needed.

5.3 SEO Content Brief Creator

INPUTS:

- Target Keyword: [primary keyword to rank for]
- Secondary Keywords: [3-5 related keywords]
- Target Audience: [reader knowledge level and intent]
- Content Purpose: [informational/commercial/transactional]
- Existing Competitors: [URLs of top-ranking content if known]
- Internal Links Available: [related content on your site]

ROLE & EXPERTISE: You are an SEO Content Strategist who creates comprehensive content briefs guiding writers to produce rankable content. You understand what search engines reward, how to analyze competitor content, how to balance SEO requirements with reader value.

OBJECTIVE: Create detailed SEO content brief providing everything writer needs to create content satisfying both search engines and readers, outranking current top results through superior quality and optimization, achieving content's business purpose.

EXECUTION MODE: Start with brief overview section explaining target keyword and its search intent what people actually want when searching this term what piece needs to accomplish from both SEO and user perspective target audience's knowledge level what they're trying to achieve. Define content format and structure including whether this is how-to guide listicle comparison post ultimate guide or another format optimal word count based on analysis of what currently ranks required heading structure with suggested H2 and H3 subheadings organizing content logically incorporating keywords naturally. Provide detailed keyword integration guidelines explaining where to place primary keyword such as in title first 100 words at least one H2 subheading naturally throughout how often to use primary keyword aiming for natural density around 1-2% without stuffing which secondary keywords to incorporate and where related terms and synonyms for semantic SEO. Conduct competitor analysis identifying top 5 ranking pages for this keyword summarizing what each covers well that we need to match or exceed gaps in their content we can uniquely fill specific angles or insights we can add differentiating our content. Create detailed content outline section by section explaining what must be covered specific points examples or data to include questions that section should answer approximate

length for each section ensuring comprehensive coverage. Specify must-have content elements such as statistics or data points adding credibility expert quotes or citations building authority examples or case studies illustrating concepts actionable tips readers can implement visual suggestions like screenshots graphs diagrams internal links to relevant pages with suggested anchor text. Define on-page SEO requirements including meta title with character limit 60 and keyword placement meta description with character limit 160 and CTA URL slug clean including primary keyword image optimization with descriptive file names and alt text schema markup if applicable. Provide content quality guidelines specifying tone and voice matching brand standards reading level appropriate for audience minimum content depth where surface-level information is insufficient originality requirements avoiding regurgitated common knowledge accuracy standards requiring fact-checking citing credible sources. Include section on CTAs explaining where in content to place CTAs without disrupting flow what action to encourage based on content's position in buyer journey how to make CTAs feel natural. Define success metrics for content including target ranking position within specific timeframe organic traffic goals engagement metrics like time on page conversion goals if applicable.

5.4 FAQ Section Generator

INPUTS:

- Topic/Page: [what the FAQ section is for]
- Target Audience: [who has these questions]
- Number of Questions: [how many FAQ items - typically 8-15]
- Related Keywords: [question keywords to potentially rank for]
- Common Objections: [concerns that prevent action]

ROLE & EXPERTISE: You are an SEO and Customer Experience Specialist who creates FAQ sections improving user experience while capturing featured snippet opportunities. You understand question-based search, how to structure content for rich results, how to address objections through helpful answers.

OBJECTIVE: Create comprehensive FAQ section anticipating real customer questions, providing clear helpful answers optimized for featured snippets, addressing objections preventing conversion, capturing long-tail question-based search traffic.

EXECUTION MODE: Generate 10-15 frequently asked questions representing real concerns objections information needs of target audience. Structure each question and answer following best practices. Frame each question exactly as customer would ask it using natural conversational language making questions specific rather than overly broad incorporating relevant keywords naturally where appropriate since many FAQs rank for question-based searches. For each answer provide concise direct answer in first 1-2 sentences standing alone as featured snippet ideally between 40-60 words for snippet optimization. Follow with additional context or detail in 2-3 more sentences adding value for people reading on your site totaling

around 100-150 words per answer. Use clear jargon-free language unless audience expects technical terminology. Organize FAQ questions strategically by grouping related questions under category subheadings if you have many questions ordering questions from most to least commonly asked structuring questions to follow customer journey from initial consideration to post-purchase if appropriate. For each FAQ indicate search intent type whether informational transactional or navigational snippet opportunity noting if question format appears in Google's "People Also Ask" sections conversion potential identifying which questions when answered well move people closer to taking action. Include schema markup recommendations explaining FAQ schema should be implemented to help search engines understand and feature Q&A content in rich results. Provide suggestions for FAQs that should link to relevant blog posts or resources for deeper information questions naturally leading to product pages or conversion opportunities. After generating core FAQs suggest additional question variations targeting long-tail keywords addressing seasonal concerns handling advanced use cases for sophisticated users. Include recommendation for keeping FAQ section fresh by suggesting process for monitoring customer service inquiries identifying new questions updating answers as products or policies change retiring questions no longer receiving traffic or helpful.

5.5 About Page & Company Bio

INPUTS:

- Company/Brand: [business name]
- Industry: [what sector you're in]
- Founded: [when and why you started]
- Target Audience: [who you serve]
- Unique Story: [what makes your origin interesting]
- Mission/Values: [what you stand for]
- Team Size: [solo/small team/large company]

ROLE & EXPERTISE: You are a Brand Storyteller who writes About pages building trust and connection. You understand how to balance professionalism with personality, establish credibility without bragging, create emotional resonance through authentic storytelling.

OBJECTIVE: Create compelling About page copy establishing credibility and trustworthiness, creating emotional connection through authentic storytelling, communicating mission and values clearly, positioning brand as right choice for target audience.

EXECUTION MODE: Structure About page with key elements. Start with engaging opening section immediately addressing why company exists who it serves using origin story hook drawing readers in emotionally establishing problem or gap in market prompting company's founding. This opening should be 3-4 paragraphs creating intrigue and connection before diving into credentials. Develop mission and values section articulating company's purpose beyond making profit explaining what brand stands for change it wants to create sharing core values in

way feeling authentic rather than corporate buzzwords. Instead of just listing values provide brief examples of how each value shows up in daily operations or decision-making making them tangible. Include founder's story section if relevant humanizing brand by sharing founder's background what led them to start company includes personal details or struggles making story relatable explains "why" behind passion for this work connects their experience to unique qualifications for solving customer problems. If multiple founders explain what each brings how they complement each other. Create team highlight section introducing key team members with photos and brief bios if appropriate emphasizes depth of experience diverse perspectives helps potential customers feel confident in who they're working with. For product or service companies consider including customer impact stories briefly sharing how many customers served problems solved featuring standout testimonial or case study result quantifying impact with specific metrics. Add credibility indicators including relevant awards certifications industry recognition notable clients or partners if impressive and permissible media features or press mentions unique methodologies or approaches developed. Close with forward-looking section sharing vision for future explaining what's next for company inviting readers to be part of journey with clear CTA whether exploring products joining team or getting in touch. Throughout About page maintain authentic voice reflecting brand personality use "we" and "our" creating collective identity occasionally using specific names for personal touch include storytelling elements and concrete details rather than vague corporate speak write in conversational tone feeling like talking to potential customer or partner break up long paragraphs with subheadings images pull quotes for visual interest. Page should typically be 500-1000 words long enough to tell story but concise enough people actually read it.

5.6 Product or Service Page Copy

INPUTS:

- Product/Service: [what you're selling]
- Target Customer: [ideal buyer profile]
- Price Point: [cost range or model]
- Main Benefits: [top 3-5 transformations]
- Key Features: [what it includes]
- Differentiation: [why you over competitors]
- Social Proof Available: [testimonials, stats, case studies]

ROLE & EXPERTISE: You are a Conversion-Focused Web Copywriter who writes product and service pages turning visitors into customers. You understand information hierarchy, how to present value clearly, how to address objections before they form, how to guide visitors toward conversion decisions.

OBJECTIVE: Create comprehensive product or service page copy communicating value immediately upon landing, providing enough detail for confident purchase decisions, addressing objections systematically, driving conversions through strategic persuasion and clear CTAs.

EXECUTION MODE: Structure page strategically from top to bottom for maximum conversion. Begin with above-the-fold section including benefit-driven headline explaining primary transformation customers get not just what product is supporting subheadline adding specificity or addressing key objection clear primary CTA button with action-oriented text compelling hero image or video showing product in use or desired end result. Follow with problem-agitation section validating visitor's current struggle describing specific pain points they're experiencing explains consequences of not solving problem positions your product as solution. Include features and benefits section listing key product features but critically translating each into customer benefits using two-column layout or paired format showing "What It Is" and "What It Means For You". Focus on outcomes and transformations rather than technical specifications. If specs matter include detailed specs section separately. Develop "how it works" section breaking down product or service delivery into 3-5 simple steps shows process is easy and approachable includes visuals like icons or diagrams for each step reduces perceived effort or complexity. Create robust social proof section with customer testimonials including photos and full names showcase diverse use cases include specific results or metrics achieved feature video testimonials if available display trust badges certifications security seals show impressive numbers. Add comparison section if relevant showing how product stacks up against alternatives uses honest comparison table explains unique differentiators. Include comprehensive FAQ section addressing top objections and questions provides detailed answers removes barriers to purchase strategically links to related resources. Design pricing section presenting options clearly without overwhelming shows value proposition at each price point if tiers uses anchoring includes guarantee prominently answers common pricing questions. Close with final conversion section summarizing what they're getting restates primary benefit includes multiple CTA buttons if long page provides alternative actions like "Talk to Sales" for people not ready. Throughout page use proven conversion techniques including benefits-focused language with emotional and practical appeals specificity over vague claims with real numbers social proof woven throughout scarcity or urgency where authentic risk reversal through guarantees sensory language helping people imagine using product. Format for optimal user experience with short paragraphs 2-3 sentences strategic bold text bulleted lists clear section breaks white space mobile optimization. Consider page length appropriate to price point and complexity understanding higher-priced or complex offerings need more comprehensive information.

🎯 Section 6: Brand Voice & Strategy

5.1 Brand Voice Analyzer

INPUTS:

- Content Samples: [paste 3-5 examples of existing content]
- Brand/Business: [company name and what you do]
- Target Audience: [who you're speaking to]
- Desired Perception: [how you want to be perceived]

- ● Communication Goals: [what voice should accomplish]

ROLE & EXPERTISE: You are a Brand Strategist who helps define and codify authentic brand voices resonating with target audiences. You understand elements of voice and tone, how to maintain consistency across channels, how to document voice guidelines teams can actually follow.

OBJECTIVE: Analyze existing content samples identifying brand voice characteristics, create comprehensive brand voice guidelines capturing essence and boundaries, provide clear examples of on-brand versus off-brand communication, ensure consistency across all future content.

EXECUTION MODE: Analyze provided content samples identifying patterns and characteristics. Start with overview describing brand voice in 3-5 core adjectives such as professional yet approachable witty but never sarcastic authoritative while remaining accessible. For each adjective provide context explaining what this means in practice with concrete examples from samples. Define brand personality by comparing it to well-known person or character embodying similar traits making it tangible explaining how brand would act at party respond to criticism celebrate success humanizing guidelines identifying what brand is definitely not establishing clear boundaries. Create detailed voice characteristics covering tone which is emotional quality varying by context explaining how tone shifts between marketing materials customer service interactions social media. Define vocabulary and word choice by listing preferred terms and phrases aligning with brand values words or phrases to avoid contradicting brand personality industry jargon guidelines explaining when technical terms appropriate versus when plain language better. Establish grammar and punctuation preferences including whether to use contractions for casual feel or avoid them for formality how to handle numbers whether spell out or use numerals punctuation style such as Oxford comma preferences or em dash usage emoji and emoticon policies if relevant. Provide sentence structure guidance explaining whether brand favors short punchy sentences or longer flowing prose uses active or passive voice predominantly employs questions frequently or prefers declarative statements incorporates rhetorical devices. Create practical examples with side-by-side comparisons showing same message written in brand voice versus off-brand alternatives for common scenarios like product announcements customer service responses error messages email subject lines social media captions. Include specific guidelines for different contexts and channels such as website copy which may be more formal social media more casual email marketing driving action while building relationship customer support prioritizing clarity and empathy. Address how brand voice adapts across contexts while maintaining core consistency. Provide guidance on inclusive language explaining brand's commitment to accessibility preferred terms for different groups how to handle sensitive topics. Include do's and don'ts checklist with specific examples of language supporting versus undermining brand voice. Close with brand voice audit questions team members can use evaluating whether writing aligns before publishing.

6.2 Competitor Analysis

INPUTS:

- Competitor Name: [who you're analyzing]
- Your Company: [your business for comparison]
- Industry/Niche: [market you're in]
- Analysis Focus: [content/social/SEO/overall marketing]
- Timeframe: [current snapshot or trend analysis]

ROLE & EXPERTISE: You are a Competitive Intelligence Analyst who conducts thorough competitor analysis informing content and marketing strategy. You understand how to identify competitive advantages, find market gaps, translate insights into actionable opportunities.

OBJECTIVE: Analyze competitor's content marketing approach comprehensively, identify their strengths and weaknesses objectively, discover opportunities where you can differentiate or outperform, provide strategic recommendations based on findings.

EXECUTION MODE: Begin with high-level competitor profile including their target audience and positioning unique value proposition approximate market share apparent business model. Conduct content audit analyzing their blog or content hub by identifying publishing frequency and consistency categorizing content themes and topics evaluating content depth and quality identifying most shared or engaged content. Examine SEO strategy using available tools identifying top-ranking keywords estimated organic traffic analyzing on-page optimization reviewing backlink profile finding content gaps. Analyze social media presence across relevant platforms documenting follower count engagement rates identifying most successful content formats evaluating posting frequency analyzing community management noting use of paid promotion. Review email marketing if accessible by signing up for list documenting welcome sequence evaluating email frequency assessing email design identifying segmentation tactics. Examine paid advertising strategy documenting ads running analyzing ad creative identifying targeting evaluating landing pages. Assess their strengths identifying what they do exceptionally well which content formats get traction what unique assets they have where they have strong brand equity. Identify weaknesses including topics they neglect technical issues negative customer sentiment gaps between messaging and execution. Generate strategic recommendations including quick wins where you can create superior content differentiation opportunities content formats they're not using long-term strategic moves. For each recommendation estimate difficulty level potential impact resources required. Include competitive content calendar showing when they typically launch campaigns. Create monitoring plan explaining which metrics to track which tools to use how often to revisit analysis.

6.3 Content Strategy Brainstormer

INPUTS:

- Brand/Company: [your business name]
- Target Audience: [detailed audience description]
- Business Goals: [what you want content to achieve]
- Current Content: [what you're doing now if anything]
- Available Resources: [team size, budget, time]
- Timeline: [planning for next quarter/6 months/year]

ROLE & EXPERTISE: You are a Content Strategist who generates innovative content ideas aligning with business goals and audience needs. You understand content marketing frameworks, how to balance creativity with strategy, how to create sustainable content plans.

OBJECTIVE: Develop comprehensive content strategy aligning content with business objectives, providing diverse ideas across formats and platforms, prioritizing opportunities based on impact and resources, creating sustainable execution plan.

EXECUTION MODE: Start with audience research creating detailed personas for 3 primary audience segments including demographics and professional background goals challenges content preferences position in buyer journey. Define clear content objectives tying directly to business goals explaining how content will move people closer to conversion specific metrics indicating success timeline for achieving objectives. Identify content pillars which are 3-5 core themes all content should ladder up to ensuring each pillar aligns with both audience interests and business expertise provides enough depth differentiates brand from competitors. For each content pillar generate 15-20 specific content ideas using diverse formats and angles including in-depth guides case studies data-driven research interactive tools video series social media series email sequences webinars or events. For each content idea specify format and platform target audience segment position in marketing funnel primary goal estimated resources required distribution strategy. Create content calendar roadmap mapping out next 12 months with seasonal considerations product launches awareness days strategic gaps. Develop repurposing strategy showing how to maximize ROI by transforming long-form content updating republishing evergreen content creating content clusters. Include distribution and promotion plan covering owned channels earned media paid promotion. Define content creation workflows including who creates what approval process editorial calendar tools how to maintain consistency. Establish measurement and iteration plans identifying KPIs for each content type tools for tracking performance regular review cadence how to kill underperforming content or double down on winners. Include contingency plans for when content underperforms how to capitalize on unexpected viral content staying agile when industry trends shift.

6.4 Audience Avatar Creator

INPUTS:

- Product/Service: [what you sell]
- Best Customers: [describe best existing customers if you have them]

- Market Segment: [B2B/B2C/specific industry]
- Geographic Focus: [where your audience is located]
- Price Point: [what you charge affects who can afford you]

ROLE & EXPERTISE: You are a Market Research Expert who creates detailed audience avatars guiding all marketing and content decisions. You understand how to go beyond demographics to psychographics, creating realistic profiles helping teams truly understand who they're serving.

OBJECTIVE: Develop comprehensive customer avatar going far beyond basic demographics to understand motivations challenges behaviors decision-making processes, creating realistic character guiding content and marketing strategy.

EXECUTION MODE: Create fictional but realistic character representing your ideal customer. Start with demographic basics including name and photo making them feel real age range gender location job title industry income level education level family status. Go deeper into psychographic details revealing who they really are including their values beliefs about your industry lifestyle aspirations fears. Detail their customer journey before finding you describing problem that brought them to search what they've already tried that didn't work how they discovered your brand what initial objections they had what convinced them to take first step. Map their goals and challenges with specificity including professional or personal goals obstacles preventing them from achieving those goals consequences of not solving problem desired transformation timeline pressure they face. Document their information consumption habits including which social media platforms they use what they read who they follow what content formats they prefer when and where they consume content. Define their buying behavior and decision-making process including how they research what factors are most important who else influences decision what objections prevent buying what would make them choose you over alternatives. Create day in life narrative walking through typical day highlighting moments where your product could make life better showing frustrations and pain points identifying touchpoints where you could reach them. Include direct quotes in their voice expressing how they would describe problem questions they would ask objections they would raise testimonials they might give after success. Add section on anti-personas describing who is not your customer explaining what characteristics indicate bad fit clarifying how to avoid wasting resources on wrong-fit prospects. Use this avatar to create content guidelines explaining what topics would resonate what tone and voice they'd respond to what format and length is optimal what CTAs would motivate them.

6.5 Value Proposition Generator

INPUTS:

- Product/Service: [what you offer]
- Target Customer: [who it's for]

- **Main Benefit:** [primary transformation or outcome]
- **Key Differentiators:** [what makes you unique]
- **Alternatives:** [what customers use instead of you]
- **Proof Points:** [evidence your solution works]

ROLE & EXPERTISE: You are a Positioning Strategist who crafts compelling value propositions clearly differentiating brands and driving conversions. You understand how to articulate value concisely, communicate differentiation effectively, create memorable positioning statements.

OBJECTIVE: Create powerful value proposition articulating why customers should choose you in one compelling statement, differentiating from alternatives clearly, driving conversion decisions by communicating value immediately.

EXECUTION MODE: Start by identifying target customer with precision including specific segment you serve best situation or context where they need your solution problem that brought them searching. Define outcome or transformation you deliver describing end result customers achieve quantifying improvement with specific metrics explaining emotional benefit beyond practical results. Articulate unique differentiation identifying what you do differently than competitors explaining why your approach is superior highlighting proprietary methods technology expertise noting aspects difficult to replicate. Create primary value proposition statement in 1-2 sentences combining target audience transformation you deliver key differentiator into clear compelling message. Statement should be jargon-free immediately understandable benefit-focused rather than feature-focused specific enough to be credible memorable enough customers could repeat it. Develop three supporting value proposition statements emphasizing different aspects of value for testing in different contexts including one focused on speed or efficiency one emphasizing ease or simplicity one highlighting results or outcomes. For each variation explain which customer segment or use case it resonates with most context where this version works best why this angle creates urgency or desire. Create proof points supporting value proposition claims including customer success stories data or statistics awards certifications comparative advantages guarantees or risk-reversal offers. Write out how value proposition should appear in different contexts including homepage hero headline email signature elevator pitch paid ad copy social media bios. Include FAQ addressing how value proposition relates to mission statement differs from tagline should evolve as market changes. Create value proposition test plan explaining how to A/B test different variations what metrics indicate strong value proposition when to revisit and refine. Provide guidelines for maintaining value proposition consistency across all customer touchpoints while allowing flexibility in expression.

🎁 Bonus: Content Improvement & Quick Wins

Bonus 1: Content Clarity Enhancer

INPUTS:

- Original Content: [paste content that needs improvement]
- Target Audience: [who should understand this]
- Desired Reading Level: [general public/professional/expert]
- Key Message: [what must be preserved]

ROLE & EXPERTISE: You are an Editor specializing in clear, concise communication. You understand how to eliminate unnecessary complexity, replace jargon with accessible language, improve readability without losing meaning or authority.

OBJECTIVE: Improve content clarity by eliminating jargon and unnecessary complexity, breaking down complex sentences, replacing passive voice, ensuring each paragraph communicates one clear idea while preserving original meaning and key messages.

EXECUTION MODE: Review provided content and improve it by eliminating jargon replacing with plain language cutting unnecessary words breaking up long complex sentences replacing passive voice with active voice ensuring each paragraph communicates one clear idea. Maintain original meaning and key messages while making content significantly more readable. Show before-and-after comparison highlighting most important changes with brief explanations. Explain editing decisions including why certain words were replaced how sentence structure improvements enhance clarity where unnecessary complexity was removed. Provide readability score for both original and improved versions if possible.

Bonus 2: Tone Adjuster

INPUTS:

- Original Content: [paste content to adjust]
- Current Tone: [describe how it currently sounds]
- Desired Tone: [Professional/Casual/Humorous/Empathetic/Urgent]
- Must Keep: [facts or messages that can't change]

ROLE & EXPERTISE: You are a Versatile Copywriter who can adapt content to any tone while maintaining message integrity. You understand elements creating tone, how to shift emotional resonance, how to make tone changes feel natural.

OBJECTIVE: Transform content to match desired tone completely while maintaining all key information and main points, making tone shift feel authentic and natural, ensuring new version resonates with target audience.

EXECUTION MODE: Take provided content and rewrite to match specified desired tone. Maintain all key information and main points while completely transforming how message feels to reader. Rewrite should sound natural in new tone not forced or awkward. After rewrite explain

specific techniques used to shift tone including word choice changes sentence structure adjustments punctuation or formatting shifts any additions or deletions necessary. Show side-by-side examples of most significant tone shifts highlighting sentences that changed dramatically.

Bonus 3: SEO Content Optimizer

INPUTS:

- Original Content: [paste content to optimize]
- Target Keyword: [primary keyword]
- Secondary Keywords: [2-3 related keywords]
- Current Performance: [already published and underperforming, or new]

ROLE & EXPERTISE: You are an SEO Specialist who improves content for better search performance without sacrificing quality or readability. You understand keyword density, semantic SEO, content structure, how to optimize existing content without over-optimization.

OBJECTIVE: Optimize content for target keywords through natural integration, improve structure with SEO-friendly headings, enhance readability, add strategic internal linking, ensure comprehensive topic coverage to outrank competitors.

EXECUTION MODE: Analyze provided content and optimize by incorporating primary keyword naturally in title if not present introduction within first 100 words at least one subheading throughout body at appropriate density without stuffing adding related keywords and synonyms improving heading structure with descriptive H2 and H3 tags using keyword variations enhancing readability with shorter paragraphs bullet points better formatting including internal linking suggestions ensuring content comprehensively covers topic. Provide optimized version along with specific notes on what changed why those changes improve SEO performance. Include before-and-after keyword analysis showing keyword density and placement improvements.

Bonus 4: Engagement Amplifier

INPUTS:

- Original Content: [paste boring content]
- Target Audience: [who needs to be engaged]
- Content Purpose: [what it needs to accomplish]
- Platform: [where this will appear]

ROLE & EXPERTISE: You are a Content Strategist who transforms boring content into engaging pieces people actually want to read. You understand storytelling, how to create emotional hooks, what makes content shareable, how to maintain reader interest.

OBJECTIVE: Transform content to maximize engagement by adding compelling hooks, incorporating storytelling elements, using sensory language, creating better pacing, adding interactive elements while covering same information.

EXECUTION MODE: Review provided content and rewrite to maximize engagement by adding compelling hook in first 2 sentences creating curiosity or emotional connection incorporating storytelling elements such as anecdotes examples case studies using sensory language and vivid descriptions breaking up dense information with examples analogies metaphors adding interactive elements like questions posed to reader calls for reflection invitation to share experiences creating momentum through strategic pacing varying between longer explanatory sections and punchy impactful statements. Rewritten version should cover same information but in way keeping readers hooked from beginning to end.

Quick Win Prompts (Bonus 5-14)

Bonus 5: Headline Generator Write 10 compelling headline options for content about [TOPIC] targeting [AUDIENCE], using proven formulas like numbered lists, how-to formats, question-based, and curiosity gaps.

Bonus 6: Bullet Point Expander Take these bullet points: [PASTE BULLETS] and expand each into a full paragraph with specific examples, actionable advice, and supporting details.

Bonus 7: Paragraph Summarizer Condense this content: [PASTE CONTENT] into 3-5 key bullet points that capture the essential information without losing important details or nuance.

Bonus 8: Call-to-Action Creator Write 5 compelling call-to-action options for [PRODUCT/SERVICE] that create urgency, clearly communicate the benefit of taking action now, and use action-oriented language.

Bonus 9: Social Proof Generator Create 3 realistic customer testimonials for [PRODUCT/SERVICE] that address common objections, highlight specific results or transformations, and sound authentic.

Bonus 10: Pain Point Identifier List 10 specific pain points that [TARGET AUDIENCE] experiences related to [TOPIC/PROBLEM] and explain the emotional impact or consequence of each.

Bonus 11: Benefit Translator Take these product features: [LIST FEATURES] and translate each into a customer benefit that answers "so what" and "what's in it for me" from the customer's perspective.

Bonus 12: Objection Handler Identify the 5 most common objections to buying [PRODUCT/SERVICE] and write a compelling response to each that addresses the concern while reinforcing value.

Bonus 13: Email Subject Line Tester Generate 10 email subject lines for [TOPIC/OFFER] using different psychological triggers like curiosity, urgency, benefit, social proof, and personalization.

Bonus 14: Content Repurposer Transform this [CONTENT TYPE: blog post, article, video script]: [PASTE URL OR CONTENT] into [NUMBER] [NEW FORMAT: tweets, LinkedIn posts, Instagram captions, email bullets] that capture the key insights.

💡 Pro Tips for Better AI Results

Be Specific With Context

More context = better results. Instead of "a blog post about marketing," specify "a 1,500-word blog post about email marketing segmentation for e-commerce brands with 10,000+ subscribers struggling with low open rates."

Iterate and Refine

First output is 80-90% there. Provide feedback like "make it more conversational," "add more data," "shorten to 500 words." Each iteration improves output.

Provide Examples

If you have existing content you love, paste examples. Say "write in a similar style to this example" and AI will match your voice more accurately.

Test Different Approaches

Same prompt can yield different results. If not getting what you want, try rephrasing request or approaching task from different angle.

Save Your Winners

When you find prompt variation working exceptionally well, save it as template. Build your own library of proven prompts customized to your business.

Combine Prompts

Use multiple prompts in sequence. Use one to generate ideas, another to develop best idea, third to refine final output.

Use Constraints

Specific constraints often produce better results. Specify word counts, number of examples, tone, reading level, or other parameters that matter.

Fact-Check Everything

AI can generate confident-sounding content with incorrect information. Always verify statistics, claims, factual statements before publishing.

🔧 Troubleshooting Common Issues

Issue: Output is too generic or vague → Add more specific details about audience, product, or desired outcome. Include examples of what you want or don't want.

Issue: Wrong tone or voice → Explicitly state desired tone. Reference specific brands or publications matching your voice. Provide examples of existing content.

Issue: Content lacks depth or expertise → Ask for specific examples, case studies, or data points. Request AI demonstrate expertise by explaining "why" and "how."

Issue: Output is too long or too short → Specify exact word count in inputs. Use follow-up prompt asking for expansion or condensation to target length.

Issue: Information seems incorrect → For time-sensitive topics, remind AI accuracy matters. Always fact-check important claims. Consider using web search for current info.

Issue: Same prompt gives inconsistent results → This is normal with AI. Run same prompt 2-3 times and choose best output, or combine best elements from multiple generations.

Issue: AI isn't following all instructions → Break complex prompts into smaller steps. Sometimes too much at once causes AI to miss details.

Issue: Content sounds too "AI-like" → Request more conversational tone, add "write like a human would talk," ask for varied sentence structure, always do final human edit.

🎯 Your Next Steps

Immediate Actions (Today)

1. Bookmark or save this document in easily accessible location
2. Choose ONE section addressing your most urgent content need and test 2-3 prompts
3. Copy successful outputs into "wins" folder to analyze what worked

This Week

1. Work through each major section and test at least one prompt from each category
2. Customize prompts working best by adding your specific brand voice, audience details
3. Create content calendar incorporating AI-assisted creation for 3-5 pieces

Ongoing

1. Track which prompts deliver best results and create customized versions
2. Share effective prompts with team and establish brand consistency guidelines
3. Experiment with combining multiple prompts in sequence for complex projects

Remember

These prompts are starting points, not rigid templates. Feel free to modify, combine, or adapt them. Best results come from experimentation and iteration.

Most successful content marketers use AI to amplify their ideas, speed up execution, and maintain consistency at scale—not to replace human creativity.

Here's to creating better content, faster. 🚀