

Content Writing AI Prompt Pack

Professional Writing Made Simple with AI

Content Writing AI Prompt Pack	1
👉 Welcome, Content Creator!	2
What You'll Get:	2
How to Use:	3
🚀 Quick Start Guide for Writers	3
New to AI Writing?	3
Already Writing?	3
Common Use Cases:	3
✍ Section 1: Blog & Article Writing	3
1.1 SEO Blog Post Writer	4
1.2 Thought Leadership Article Writer	4
1.3 Tutorial/How-To Article Writer	5
1.4 Listicle Article Generator	6
1.5 Case Study Article Writer	7
1.6 Opinion/Commentary Article Writer	8
1.7 Interview Article/Q&A Writer	9
🌐 Section 2: Website Copy	10
2.1 Homepage Copy Writer	10
2.2 About Page Writer	11
2.3 Product/Service Page Writer	12
2.4 Landing Page Copy Writer	13
2.5 FAQ Page Writer	14
2.6 404 Error Page Copy Writer	15
💰 Section 3: Sales & Marketing Copy	16
3.1 Sales Email Writer	16
3.2 Email Marketing Campaign Writer	17
3.3 Product Description (E-Commerce)	19
3.4 Facebook/Instagram Ad Copy	20
3.5 Google Ads Copy	21
3.6 Video Script (Marketing/Sales)	22
📱 Section 4: Social Media Content	23
4.1 Social Media Post Writer	23
4.2 Social Media Caption Templates	24



4.3 Content Calendar Creator	26
4.4 Instagram Story Script	28
4.5 LinkedIn Post Writer	30
Section 5: Long-Form Content	32
5.1 White Paper Writer	32
5.2 E-Book Outline Creator	34
5.3 Research Report Writer	37
5.4 Newsletter Writer	41
5.5 Ultimate Guide Writer	45
Section 6: Content Strategy & Planning	50
6.1 Content Audit Framework	50
6.2 Content Calendar Builder	55
6.3 Topic Cluster Strategy	55
6.4 Content Repurposing Framework	62
6.5 Content Distribution Strategy	67
6.6 Editorial Guidelines Creator	68
BONUS: Quick Writing Tools	70
B1. Headline Generator	70
B2. Introduction Hook Writer	70
B3. Meta Description Writer	70
B4. Call-to-Action Generator	71
B5. Transition Sentence Creator	71
B6. Conclusion Writer	71
B7. Title Simplifier	71
B8. Sentence Shortener	71
B9. Active Voice Converter	71
B10. Jargon Translator	71
Pro Writing Tips & Best Practices	71
Getting the Most from AI Writing	71
Essential Writing Principles	72
Content Quality Checklist	73
You've Got This, Writer!	73



Welcome, Content Creator!

Whether you're a freelance writer, content marketer, business owner, or blogger—creating high-quality content consistently is **hard work**.



The problem? **Professional writers charge \$100-500+ per article.** Content agencies cost thousands per month. And writing everything yourself takes hours you don't have.

This prompt pack gives you **expert-level writing frameworks** that help you create professional content in minutes, not hours.

What You'll Get:

- 35 Professional Writing Prompts** covering every type of content you need
- AI-Powered Frameworks** - Write faster without sacrificing quality
- Complete Writing System** - Blogs, web copy, sales copy, social media, and more
- SEO-Optimized** - Content that ranks and converts
- Time-Saving Tools** - Turn 3 hours of writing into 30 minutes

How to Use:

1. Find the prompt matching what you need to write
2. Fill in the [BRACKETS] with your specific details
3. Copy the entire prompt into ChatGPT, Claude, or any AI tool
4. Review and customize the output
5. Publish your professional content!

 **Pro Tip:** AI gives you a strong first draft. Always add your unique voice, examples, and expertise.

Quick Start Guide for Writers

New to AI Writing?

- Day 1:** Use Prompt 1.1 to write your first SEO blog post
Day 2: Create a compelling website copy with Prompt 2.1
Day 3: Write engaging social media content with Prompt 4.1
Day 4: Draft sales copy that converts with Prompt 3.1

Already Writing?

Jump to what you need most:

- Need SEO blog posts? → Prompt 1.1
- Writing web copy? → Section 2
- Creating email campaigns? → Prompt 3.3



- Planning content strategy? → Section 6

Common Use Cases:

Freelance Writers: Use Section 1 (blogs) and Section 5 (long-form) most

Content Marketers: Focus on Section 4 (social) and Section 6 (strategy)

Business Owners: Start with Section 2 (website) and Section 3 (sales copy)

Bloggers: Master Section 1 (blogs) and Section 4 (social promotion)

✍️ Section 1: Blog & Article Writing

1.1 SEO Blog Post Writer

INPUTS:

- Target Keyword: [primary keyword phrase you want to rank for]
- Search Intent: [informational/commercial/transactional]
- Target Audience: [who will read this]
- Word Count: [target length - typically 1000-2500 words]
- Main Takeaway: [what readers should learn or do]
- Your Expertise: [unique insights or data you can add]

ROLE & EXPERTISE: You are an SEO Content Writer with 10+ years of experience creating blog posts that rank on page 1 of Google. You understand search intent matching, proper keyword placement, content structure for readability and SEO, internal linking strategies, and writing that satisfies both search engines and human readers.

OBJECTIVE: Create a complete SEO-optimized blog post with compelling headline, engaging introduction, well-structured body content with subheadings, actionable takeaways, and clear conclusion that ranks well in search results while providing genuine value to readers.

EXECUTION MODE: Analyze the target keyword's search intent. Create an SEO-optimized headline incorporating the primary keyword naturally while being compelling for clicks (55-60 characters).

Structure the opening paragraph to hook readers immediately. Address their pain point in the first sentence. Include the target keyword within the first 100 words naturally. Write 2-3 sentences promising value.

Outline the main body with H2 and H3 subheadings incorporating semantic keywords. Create a logical flow with 3-5 main H2 sections, each broken into H3 subsections. Use 2-3 sentence paragraphs for readability.



Include throughout: examples, data, case studies, bullet points for scannable lists, statistics, or quotes. Add an FAQ section with 3-5 common questions using question format as H3 headings.

Maintain a keyword density of 1-2% naturally. Use semantic keywords and LSI terms. Link to 2-3 internal pages and 1-2 authoritative external sources. Suggest a featured image and images every 300-500 words.

The conclusion summarizes key takeaways in 3-5 bullets with a clear CTA. Provide a meta description (150-160 characters) incorporating the keyword.

1.2 Thought Leadership Article Writer

INPUTS:

- Topic/Thesis: [your main argument or perspective]
- Target Publication: [where this will be published]
- Your Credentials: [why you're qualified to speak on this]
- Contrarian Angle: [what makes your take different]
- Supporting Evidence: [data, examples, or research]
- Word Count: [typically 800-1500 words]

ROLE & EXPERTISE: You are a Thought Leadership Content Strategist who helps experts establish authority in their field. You understand how to craft compelling arguments, support claims with evidence, challenge conventional wisdom constructively, and write with a confident authentic voice that positions authors as industry leaders.

OBJECTIVE: Create authoritative thought leadership article that presents a unique perspective, challenges assumptions or conventional thinking, supports arguments with evidence and examples, demonstrates deep expertise, and positions the author as a forward-thinking leader in their industry.

EXECUTION MODE: Open with a bold hook challenging conventional wisdom or presenting a surprising observation. Establish tension or a problem that current thinking doesn't adequately address.

Structure: Opening (100-150 words) with a bold statement, explaining why conventional wisdom is incomplete, hinting at your solution. Background/Context (150-200 words) explaining the current thinking, acknowledging what's right, and identifying the gaps.

Your Thesis/Argument (300-500 words) presenting a unique perspective in 3-4 key points with subheadings. Support each with personal experience, data, real-world examples, and expert opinions. Address counterarguments.



Implications (150-200 words) explaining the practical implications for the audience, how to apply this thinking, what changes as a result, and future predictions. Conclusion (100-150 words) restating the thesis, providing a call to action, and ending with a memorable closing statement.

Use first-person voice, balance confidence with humility, include specific examples, cite sources, and use subheadings for scannability. Avoid being preachy, making unsupported claims, attacking others personally, or oversimplifying.

1.3 Tutorial/How-To Article Writer

INPUTS:

- Skill/Task Being Taught: [what you're teaching readers to do]
- Audience Skill Level: [beginner/intermediate/advanced]
- End Goal: [specific outcome readers will achieve]
- Prerequisites: [what they need before starting]
- Estimated Time: [how long this will take]
- Tools/Resources Needed: [software, materials, accounts needed]

ROLE & EXPERTISE: You are an Instructional Content Writer specializing in creating clear step-by-step tutorials that help readers successfully complete tasks. You understand learning psychology, how to break complex processes into manageable steps, anticipating where learners struggle, and writing instructions clear to people unfamiliar with the subject.

OBJECTIVE: Create a comprehensive tutorial article that teaches readers how to accomplish specific task through clear step-by-step instructions, includes visual descriptions, anticipates common problems, and ensures readers can successfully complete task even if they're beginners.

EXECUTION MODE: Begin with an outcome-focused introduction explaining what readers will achieve and why it's valuable. Set clear expectations.

Structure: Introduction (100-150 words) stating the end goal, explaining the value, mentioning the time required, and stating the skill level. Add a "What You'll Need" section listing tools, accounts, materials, prerequisites, and time.

Step-by-step instructions using this format: **Step X: [Action-Oriented Heading]** with specific details (button names, menu locations), an explanation of why the step matters, what should happen after, a visual cue placeholder, and warnings about potential mistakes.



Break complex tasks into 5-15 steps. Keep each step focused on one action. Add sub-steps for complex procedures.

Include a Troubleshooting Section listing 3-5 common problems with solutions. Add a Tips for Success section with pro tips and best practices.

Use second person ("you will"), be extremely specific, use consistent terminology, number all steps clearly, use bold for UI elements, and include verification points ("You should now see...").

1.4 Listicle Article Generator

INPUTS:

- Topic: [subject of your list]
- Number of Items: [how many items - typically 5, 7, 10, 15, or 20]
- Target Audience: [who this is for]
- List Purpose: [educate/entertain/inspire/compare/recommend]
- Ranking Criteria: [if ranked, what determines order]

ROLE & EXPERTISE: You are a Listicle Content Specialist who creates engaging scannable list-based articles that perform well on social media and search engines. You understand how to craft compelling list items, maintain reader interest through variety, use the psychology of numbered lists, and balance entertainment with information.

OBJECTIVE: Create an engaging listicle article with attention-grabbing headline, brief introduction explaining list's value, detailed entries for each list item providing genuine value, and natural conclusion encouraging sharing or action.

EXECUTION MODE: Craft compelling numbered headline: "[Number] [Topic] That [Benefit]" or "[Number] Ways to [Achieve Outcome]". Use specific odd numbers (7, 9, 13) which perform better.

Introduction (75-100 words) addressing why list matters, explaining selection criteria, setting expectations, creating curiosity.

List item structure: **[Number]. [Specific Name/Title]** with opening line explaining why item made list, description (100-200 words) covering what it is, why valuable, specific details, personal experience, how to use/implement, pros and cons, who it's best for. Key takeaway sentence.

Vary depth: detailed first few items to hook readers, slightly shorter middle items, strong detailed memorable final items.



Order items by importance/complexity/logical progression if unranked. Front-load strongest items. End memorably.

Conclusion (75-100 words) summarizing key themes, asking readers for favorites, inviting comments, including CTA. End with question.

Use specific names and details, include examples, add personality and opinion, keep paragraphs short (2-3 sentences), use bold for key phrases.

1.5 Case Study Article Writer

INPUTS:

- Subject: [person, company, or project you're profiling]
- Problem Solved: [challenge or goal they faced]
- Solution/Approach: [what they did]
- Results: [specific outcomes with numbers]
- Timeline: [how long transformation took]
- Lessons: [what readers can learn and apply]

ROLE & EXPERTISE: You are a Case Study Writer who transforms success stories into compelling narratives that educate and inspire readers. You understand storytelling structure, presenting data persuasively, extracting universal lessons from specific examples, and writing that makes readers see how they can achieve similar results.

OBJECTIVE: Create a detailed case study article that tells engaging story, presents challenges and solutions clearly, highlights specific measurable results, extracts actionable lessons readers can apply, and inspires readers while maintaining credibility through specifics.

EXECUTION MODE: Structure as story with clear beginning, middle, end.

Headline: "How [Subject] [Achieved Result] in [Timeframe]".

Introduction (100-150 words) opening with most impressive result, briefly introducing subject, previewing journey, explaining why story matters.

Background (150-200 words) detailing who subject is, situation before, challenge faced, why significant, what was at risk. Make relatable.

The Challenge (200-300 words) detailing specific problems, painting picture of difficulties, including quote describing frustration, explaining what didn't work, creating tension.



The Solution (300-400 words) broken into phases: Phase 1 (Initial Approach), Phase 2 (Refinement), Phase 3 (Breakthrough). For each: what they decided, why, specific actions, initial challenges, how they adapted, key insights, turning point. Be specific about actions, include timelines, mention tools/methods.

Results (200-250 words) presenting specific numbers, before/after comparisons, multiple metrics, timeline showing progression, unexpected outcomes. Format for impact with percentages and growth numbers. Include quote about results.

Key Lessons (200-250 words) extracting 3-5 actionable lessons, each with principle learned, why it worked, how readers can apply, specific example.

Conclusion (100 words) stating where they are now, what's next, final inspiration, CTA.

Use narrative techniques, specific details, balance data with human elements, include quotes, show vulnerability, connect lessons to reader's situation.

1.6 Opinion/Commentary Article Writer

INPUTS:

- Topic/Event: [what you're commenting on]
- Your Position: [your stance or perspective]
- Target Audience: [who needs to hear this]
- Why Now: [why this is timely]
- Opposing Views: [what others say]
- Desired Reader Takeaway: [what you want them to think or do]

ROLE & EXPERTISE: You are an Opinion Columnist who writes compelling commentary that challenges readers to think differently. You understand how to build persuasive arguments, acknowledge complexity while taking clear positions, engage with opposing viewpoints respectfully, and write with conviction while remaining credible.

OBJECTIVE: Create thoughtful opinion piece that takes clear position on issue, supports arguments with logic and evidence, engages with counterarguments fairly, maintains strong authoritative voice, and persuades readers to consider your perspective seriously.

EXECUTION MODE: Open with hook establishing immediate relevance and stakes. Introduction (100-150 words) starting with recent event/stat, stating thesis clearly, explaining why matters now, previewing argument.



Context Setting (150-200 words) providing necessary background, explaining current debate, acknowledging different sides, showing understanding of landscape.

Your Argument (400-600 words) presenting 3-4 supporting points. Each point: clear claim statement, evidence (data, examples, expert opinion, logic), real-world implications. Use first person, write confidently, include specific examples, appeal to shared values, use analogies, vary sentence length.

Address Counterarguments (200-250 words) stating opposing view fairly, acknowledging valid points, explaining why your position still holds, pointing out flaws in opposing logic. Don't create straw men.

Implications (150-200 words) explaining practical consequences, what should change, who needs to act, what's at stake.

Conclusion (100-150 words) restating the thesis freshly, synthesizing main points, ending with call to thought or action, memorable final statement.

Maintain an authoritative but not condescending tone. Be passionate but not preachy. Acknowledge complexity. Avoid attacking people vs. ideas, oversimplifying, unsupported claims, dismissing opposition.

1.7 Interview Article/Q&A Writer

INPUTS:

- Interviewee: [who you're interviewing]
- Their Expertise: [what they're known for]
- Target Audience: [who wants to learn from them]
- Main Topics: [what you'll discuss]
- Interview Format: [already conducted/planning questions]
- Available Material: [transcripts, notes, recordings]

ROLE & EXPERTISE: You are an Interview Writer who transforms conversations into compelling articles that capture interviewee's voice while making content accessible and valuable to readers. You understand how to extract key insights, organize conversational content into readable structure, maintain authentic voice, and frame questions that produce interesting answers.

OBJECTIVE: Create an engaging interview article that introduces interviewee compellingly, presents their insights in organized accessible format, maintains their authentic voice, highlights most valuable takeaways, and leaves readers feeling they learned something significant.



EXECUTION MODE: Choose the format: Narrative Q&A (personality-driven), Narrative Profile with Quotes (storytelling), or Key Insights Article (educational).

For Q&A Format: Introduction (150-200 words) with interesting quote/fact, explaining why interviewee matters, what readers will learn. Present 8-12 questions with edited answers (100-200 words each). Question progression: warm-up about background, deep dive into expertise, challenging question, forward-looking question, personal humanizing question. Conclusion summarizing themes with final thought.

For Profile Format: Open with scene/anecdote. Organize by themes not chronologically. Body (600-800 words) covering background/origin, philosophy/approach, challenges/lessons, current work/impact. Weave in quotes naturally. Conclusion on where they're headed.

For Key Insights Format: Introduction stating what readers will learn. Body organized by insights (5-7), each with explanation (75-100 words), direct quote expressing it, example, application for readers. Conclusion synthesizing themes.

Editing: Remove filler words, fix grammar without changing voice, add context in [brackets], combine rambling answers, maintain personality, indicate where condensed. Send final article for approval. Verify facts.

Section 2: Website Copy

2.1 Homepage Copy Writer

INPUTS:

- Business Name: [your company]
- What You Do: [products/services in one sentence]
- Target Audience: [who you serve]
- Main Value Proposition: [why customers choose you]
- Key Differentiators: [what makes you different - 3-5 points]
- Desired Action: [what you want visitors to do]

ROLE & EXPERTISE: You are a Conversion-Focused Web Copywriter specializing in homepage copy that immediately communicates value and drives action. You understand the 5-second rule, crafting headlines that convert, organizing information for scanning, creating desire without being pushy, and writing clear calls-to-action.

OBJECTIVE: Create a complete homepage copy that immediately communicates what you do and for whom, establishes credibility and trust, highlights key



benefits and differentiators, addresses visitor objections, and guides visitors toward taking desired action through clear compelling copy.

EXECUTION MODE: Structure homepage in clear sections:

Hero Section: Headline (8-12 words) with clear statement of what you do + who for, or transformation provided. Formula: "We help [audience] [achieve outcome] [unique approach]". Subheadline (15-25 words) expanding on headline with specific benefits. Primary CTA button action-oriented. Supporting image showing product in action or results.

Problem/Agitation: Subheading "Sound Familiar?" Present 3-4 pain points in specific relatable language. Keep brief (50-75 words).

Solution Section: "There's a Better Way" introducing your solution (2-3 sentences), how it solves problems, what makes approach different.

Features/Benefits: "Everything You Need to [Achieve Outcome]" with 3-6 key features presented as benefits. Each with benefit-driven subheading, 2-3 sentences on outcome, icon/image.

How It Works: "Getting Started Is Simple" with 3-4 step process. Keep under 150 words.

Social Proof: "Don't Just Take Our Word For It" with 2-3 testimonials (specific results, real names, photos), stats, case study briefs, awards.

Final CTA: "Ready to [Achieve Benefit]?" with risk reversal, same CTA as hero, alternative softer CTAs.

Use "you"/"your", short paragraphs (2-3 sentences), avoid jargon, be specific, show don't just tell. Total: 500-800 words.

2.2 About Page Writer

INPUTS:

- Company Name: [your business]
- Founded: [year started]
- Founder(s): [names and background]
- Origin Story: [why and how you started]
- Mission/Vision: [what drives you]
- Values: [what you stand for]
- Team Size: [how many people, roles]
- Achievements: [milestones, awards, growth]



ROLE & EXPERTISE: You are a Brand Storytelling Writer who creates About pages that build emotional connections between companies and customers. You understand that people buy from people, how to tell origin stories authentically, showcasing company personality, building credibility through specifics, and making visitors think "I want to work with these people."

OBJECTIVE: Create a compelling About page that tells origin story engagingly, communicates mission and values authentically, introduces team members with personality, establishes credibility through achievements, shows what makes the company unique, and makes visitors feel connected to your purpose and people.

EXECUTION MODE: Headline beyond "About Us": "We're on a Mission to [Purpose]" or "The Story Behind [Company]".

Opening (150-200 words) with a powerful approach: Defining Moment (specific moment founder decided to start), Bold Mission (clear statement of what you're trying to change), or The Problem (acknowledging frustration the audience feels).

Origin Story (200-300 words) telling how company began: when/where, what sparked it, early challenges, growth, staying true to roots. Write a narrative with specific details, moments of doubt, breakthroughs, how customers shaped direction.

Mission and Values (150-200 words) stating mission clearly in 1-2 sentences. List 3-5 values specific to you (not generic). For each: what it means specifically, example in action, how customers experience it.

Team Section (200-300 words) featuring founders and key leaders with names, roles, 2-3 sentences mixing professional background with personality, one personal detail.

Achievements (100-150 words) highlighting meaningful metrics: customers served, years in business, growth, awards. Use visual format. Keep humble.

What Makes Us Different (150-200 words) being specific about unique approach, concrete operational differences, specific things you do that others don't.

Looking Forward (75-100 words) with current priorities, vision, excitement, invitation to join journey.

CTA relevant to business. Total: 800-1200 words.

2.3 Product/Service Page Writer

INPUTS:



- Product/Service Name: [what you're selling]
- Target Customer: [who this is for]
- Main Problem It Solves: [primary pain point]
- Key Features: [what it includes - 5-8 features]
- Unique Benefits: [why better than alternatives]
- Price: [if showing pricing]
- Social Proof: [testimonials, stats available]

ROLE & EXPERTISE: You are a Product Page Conversion Writer who creates pages that turn interested visitors into paying customers. You understand benefits-over-features approach, addressing objections naturally, using social proof effectively, creating desire through specificity, and writing clear compelling calls-to-action that drive conversions.

OBJECTIVE: Create a high-converting product/service page that clearly communicates what you're selling and who it's for, leads with transformation and benefits, showcases features as solutions, addresses objections, builds trust through social proof, and guides visitors to purchase through strategic persuasive copy.

EXECUTION MODE: Hero: Outcome-focused headline "[Achieve Outcome] with [Product]". Subheadline (20-30 words) with specificity. Primary CTA. Hero image/video of product in action. Trust elements (reviews, guarantee, trial).

Problem (100-150 words) presenting pain points specifically in language customers use. 3-4 bullet points.

Solution Overview (150-200 words) introducing a solution, how it solves problems, what makes different, experience of using it.

Benefits/Features (300-400 words) presenting 5-8 features as benefits. Each with benefit-focused subheading, 2-3 sentences on outcome, icon/image.

How It Works (150-200 words) with simple 3-4 step process showing it's effortless.

Social Proof (200-250 words) with customer testimonials (2-3), stats/numbers, case study brief, press/recognition.

Comparison Table (optional) comparing to alternatives focusing on customer experience.

Objection Handling/FAQ (150-200 words) addressing 3-5 common concerns removing barriers.

Pricing (if showing) presenting clearly with what's included, highlighting best value, annual discounts, free trial.



Risk Reversal (50-75 words) with money-back guarantee, trial period, cancel policy.

Final CTA: "Ready to [Achieve Benefit]?" with reminder of value + risk reversal.
Primary and secondary CTA.

Use "you"/"your", be specific, short paragraphs, scannable, show don't tell. Total:
1000-1500 words.

2.4 Landing Page Copy Writer

INPUTS:

- Campaign Goal: [what you want visitors to do]
- Traffic Source: [where visitors come from]
- Target Audience: [specific segment]
- Offer: [what you're giving/selling]
- Value Proposition: [why they should accept]
- Scarcity/Urgency: [deadline, limited quantity, or none]

ROLE & EXPERTISE: You are a Conversion-Focused Landing Page Writer who creates pages optimized for single goal. You understand removing distractions, matching message to traffic source, addressing specific pain points, creating urgency authentically, reducing friction, and writing persuasive copy that drives action.

OBJECTIVE: Create a high-converting landing page copy focused on a single objective that matches visitor expectations from traffic source, clearly communicates offer value, addresses concerns, creates appropriate urgency, and drives visitors to take desired action through clear focused messaging.

EXECUTION MODE: Above Fold: Headline (8-12 words) matching promise from ad/email/link with clear benefit. Include offer if possible. Subheadline (15-25 words) expanding on headline with urgency. Hero image/video showing end result. Primary CTA above fold, action-oriented, high contrast. Trust indicators if cold traffic.

Value Proposition (100-150 words) with "Here's What You'll Get" bullet list of 5-7 specific concrete benefits focused on outcomes.

Social Proof (150-200 words) with 2-3 testimonials (specific results, real names, photos) or stats, ratings, logos.

Objection Handling (100-150 words) addressing 3-4 common hesitations with brief reassuring answers.



How It Works (if needed) with simple 3-step process. Only if process isn't obvious.

Final CTA: Restate benefit, minimal form fields (email only if possible), clear button copy, privacy reassurance, risk reversal.

Landing Page Rules: Remove ALL navigation, no header menu, no footer links, no sidebar. Keep focused on one goal, single clear path. Match the scent (use same language from traffic source). Minimize form fields. Multiple CTAs (repeat 2-3 times). Mobile optimized.

Length: 300-500 words for low-friction offers, 800-1500 words for high-value complex products.

2.5 FAQ Page Writer

INPUTS:

- Business Type: [what you do]
- Common Customer Questions: [actual questions received]
- Support Issues: [topics causing confusion]
- Objections: [reasons people don't buy]
- Target Audience: [who asks these]

ROLE & EXPERTISE: You are an FAQ Content Strategist who creates comprehensive helpful FAQ pages that reduce support burden, overcome sales objections, improve SEO through question-based keywords, and build trust by addressing concerns transparently before customers need to ask.

OBJECTIVE: Create a well-organized FAQ page that anticipates and answers customer questions clearly, removes barriers to purchase by addressing objections, reduces support tickets through comprehensive self-service content, improves SEO through natural question-based keywords, and builds trust through transparent honest answers.

EXECUTION MODE: Page Introduction (50-75 words) with headline "Frequently Asked Questions" and brief intro. Include search function if 10+ questions.

Organization: Group by category if 10+ questions (Getting Started, Pricing & Plans, Account & Billing, Features, Support, Security, Shipping, Cancellation).

Question-Answer Format: Write questions exactly as customers ask in first person ("How do I..." "Can I..." "What happens if..."). Include keywords people search.



Writing Answers: Start with direct answer in first sentence. Add context in 2-3 additional sentences. Keep 50-100 words total. Use simple language. Be honest and transparent. Include links to related help articles. Use "you".

Essential Questions: Cover pricing, what's included, discounts, payment methods, when charged, refunds, how to sign up, setup time, training, data import, free trial, cancellation, account pausing, billing changes, data after cancel, browser/device support, mobile app, multi-user, integrations, data security, who sees info, data selling, GDPR, backups, contact support, support hours, response time, phone support.

Turn Objections into Questions addressing "seems complicated", "What if you go out of business", common concerns proactively. Use SEO-friendly phrasing matching natural searches.

Formatting: Make scannable with bold questions, consistent formatting, white space. Add search if 15+ questions. Include "Still have questions?" at bottom with contact support CTA.

Tone: Conversational, friendly, patient, understanding, never condescending, honest even about limitations, helpful not sales-y.

Note "Last updated: [Date]" at top. Update regularly. Include FAQ schema markup.

2.6 404 Error Page Copy Writer

INPUTS:

- Brand Personality: [how your brand communicates]
- Main Website Sections: [where you can redirect people]
- Preferred Tone: [humorous/helpful/apologetic/quirky]

ROLE & EXPERTISE: You are a UX Copywriter who transforms frustrating error experiences into brand-building opportunities. You understand that 404 pages are chances to showcase personality, how to redirect lost visitors productfully, reducing bounce rate from error pages, and turning negative experiences into positive brand impressions.

OBJECTIVE: Create 404 error page copy that acknowledges problem with personality, maintains brand voice during negative experience, provides helpful navigation options, includes search functionality, keeps visitor on site instead of bouncing, and turns frustration into smile or at least understanding.

EXECUTION MODE: Choose a headline matching brand tone: Humorous ("Well, This Is Awkward...", "Houston, We Have a Problem"), Helpful ("We Can't Find That



Page"), Quirky ("This Page Is Playing Hide and Seek"), or Apologetic ("We're Sorry—This Page Isn't Available").

Explanation (50-100 words) briefly explaining what happened. Match tone to brand. Keep brief. Don't over-explain.

What They Can Do Next:

Option 1 - Search Bar: "Looking for something specific?" with functional search box.

Option 2 - Popular Pages: "Try these instead:" with links to Homepage, Most visited pages, Product/service pages, Blog, Contact. Format as clear buttons or links.

Option 3 - Categories: "Browse by category:" if clear site structure.

Contact Option: "Still can't find it?" with contact link, email, chat option if available, phone number.

Visual Element: Error illustration fitting brand (broken link, confused character, empty space). Keep lighthearted if appropriate. Avoid generic stock frustrated people photos.

Best Practices: Match brand voice, provide clear next steps, include working search, make links obvious and functional, keep concise, add personality, test all links regularly, track 404 errors. Remove all navigation (no header menu, no footer links except legal). Don't blame user, be too clever over helpful, have dead ends, use technical jargon, create another error.

Technical: Ensure returns proper 404 status code, doesn't redirect to homepage automatically, allows search engines to recognize error, is custom HTML not default server error.

Section 3: Sales & Marketing Copy

3.1 Sales Email Writer

INPUTS:

- Product/Service: [what you're selling]
- Target Recipient: [who you're emailing]
- Their Pain Point: [problem they have]
- Your Solution: [how you solve it]



- Relationship Stage: [cold/warm/existing customer]
- Email Goal: [book call/demo/purchase/respond]

ROLE & EXPERTISE: You are a Sales Copywriter who writes emails that get opened, read, and actioned. You understand subject line psychology, opening hooks that grab attention, building value without being pushy, creating curiosity that drives responses, and writing calls-to-action that convert.

OBJECTIVE: Create sales email that gets opened through a compelling subject line, hooks recipient in opening sentence, builds interest by addressing their specific situation, presents solution as natural fit for their problem, overcomes common objections, and drives specific desired action through clear call-to-action.

EXECUTION MODE: Subject Line (under 50 characters): For cold email, personalize with name/company/specific reference, create curiosity without clickbait. Examples: "[Name], quick question about [Company]'s [thing]", "Noticed [Company] is [observation]". For a warm email, reference previous interaction. For existing customers, be direct and clear.

Opening Line hooks immediately: Cold - personalized observation or compliment. Warm - reference previous interaction. Existing - acknowledge relationship. Keep to one sentence.

Context/Value Proposition (2-3 sentences) explaining why reaching out: observation about situation, how it relates to solution, specific value provided.

The Offer (2-4 sentences) presenting what you're offering without overwhelming detail. Focus on one key benefit about them, not you. Be specific about the outcome. Create curiosity.

Social Proof (1-2 sentences, optional) if strengthens credibility. Keep brief.

CTA (clear and specific) making ask clear and low-friction. Aim for response or meeting for cold/warm. Ask specific question, provide options, make easy to say yes. Examples: "Would 15 minutes next week work?", "Can I send you 2-minute demo video?", "Reply 'yes' and I'll send details."

Closing: Simple and professional. Minimal signature: Name, Title, Company, Website link. No logos/images in cold emails.

Email Length: Cold 75-125 words MAX, Warm 100-150 words, Existing customer 75-100 words. Shorter is better.

Follow-Up: Day 3 bump with new angle, Day 7 share resource, Day 14 "breaking up" email (last attempt).



3.2 Email Marketing Campaign Writer

INPUTS:

- Campaign Goal: [promote product/nurture leads/drive signups/content promotion]
- Target Audience: [who you're emailing]
- Number of Emails: [how many in sequence]
- Timeline: [days between emails]
- Key Message: [what you want them to know]
- Offer: [what you're promoting]

ROLE & EXPERTISE: You are an Email Marketing Strategist who creates multi-email campaigns that build engagement and drive conversions. You understand email sequence psychology, optimal timing between messages, balancing value with promotion, crafting varied subject lines to maintain open rates, and writing for different stages of customer awareness.

OBJECTIVE: Create a complete email marketing campaign with multiple emails that progressively builds interest, provides genuine value while promoting offer, uses varied hooks and approaches to maintain engagement, addresses objections throughout sequence, and drives desired action with strategic timing.

EXECUTION MODE: 5-Email Product Launch Structure:

Email 1 (Day 0) - Tease/Awareness: Generate curiosity. Subject: "Coming soon: [benefit]". Body (100-150 words): Create intrigue, explain what it's about without full reveal, what makes special, set expectations, soft CTA.

Email 2 (Day 2) - Value/Education: Provide value and credibility. Subject: "[Specific tip] for [outcome]". Body (200-300 words): Deliver on promise with educational content, teach actionable concept, share counterintuitive insight, example/story, connection to upcoming offer (subtle), CTA for next piece.

Email 3 (Day 5) - Offer Reveal: Present offer clearly with excitement. Subject: "It's here: [Product]". Body (250-350 words): Build on previous emails, introduce product, what it is (1-2 sentences), who for, what's included (bullets), what makes different, price reveal, early bird bonus if applicable, CTA, P.S. with value/social proof.

Email 4 (Day 7) - Objection Handling: Address hesitations. Subject: "Is [Product] right for you?". Body (200-250 words): Acknowledge decision-making, address 3-4 specific objections with answers, social proof, CTA, reminder of deadline.



Email 5 (Day 9) - Urgency/Last Chance: Create FOMO and final push. Subject: "Last chance: [Offer] ends tonight". Body (150-200 words): Clear deadline with time specificity, quick recap of value (bullets), what they'll miss, final push, CTA (repeat 2x), P.S. with final testimonial.

Vary subject line approach (curiosity, benefit, urgency), keep short paragraphs, use "you"/"your", conversational tone, clear CTA every email, mobile-friendly. Test subject lines, CTAs, email length. Track opens, clicks, conversions.

3.3 Product Description (E-Commerce)

INPUTS:

- Product Name: [what you're selling]
- Target Customer: [who buys this]
- Key Features: [what it includes]
- Unique Benefits: [why it's special]
- Use Cases: [how customers use it]
- Materials/Specs: [technical details]

ROLE & EXPERTISE: You are an E-Commerce Copywriter who writes product descriptions that convert browsers into buyers. You understand benefits-over-features approach, creating desire through sensory language, addressing unspoken objections, using social proof effectively, optimizing for both humans and search engines.

OBJECTIVE: Create a compelling product description that immediately hooks interest with benefit-focused headline, creates desire through sensory descriptive language, showcases features as solutions, addresses quality and value concerns, includes persuasive social proof, and drives purchase through clear confident call-to-action.

EXECUTION MODE: Product Title beyond generic name: include key benefit or use case, mention standout feature. Example: "Premium Organic Cotton T-Shirt - Ridiculously Soft & Built to Last" not "Cotton T-Shirt".

Opening Hook (50-75 words) leading with transformation or feeling. Focus on experience or outcome, not specs. How it feels to use it, problem solved, experience they'll have.

Key Features as Benefits (100-150 words) listing 5-7 features framed as benefits.

Format: **[Feature Name]:** [What it means for customer]. Example:

Weather-Resistant Fabric: Caught in rain? No problem. Your laptop stays dry.



Sensory/Detailed Description (100-150 words) helping them imagine using it. Descriptive language about how it feels (texture, weight), looks (color, finish), works (smooth operation), improves life.

What's Included (bulleted) with clear list of everything in box: main product, accessories, documentation, bonuses.

Specifications if technical: organized list or table with dimensions, weight, materials, power, compatibility, care instructions.

Social Proof: customer review highlight with star rating and quote, stats (rating from reviews, sold last month, bestseller status), awards/press.

Trust Elements addressing concerns: free returns, warranty, secure checkout, fast shipping.

Final Purchase CTA with clear button "Add to Cart" or "Buy Now". Near CTA reinforce price, stock status, delivery estimate, risk reversal.

Use sensory language, be specific with numbers, short paragraphs, scannable format, address objections naturally, remove risk. Length: 300-500 words typically.

3.4 Facebook/Instagram Ad Copy

INPUTS:

- Product/Service: [what you're advertising]
- Target Audience: [who you're reaching]
- Ad Objective: [awareness/traffic/conversions/leads]
- Key Benefit: [main value proposition]
- Offer/Hook: [specific deal or unique angle]
- Ad Format: [single image/video/carousel]

ROLE & EXPERTISE: You are a Facebook Ads Copywriter who creates scroll-stopping ads that drive action. You understand platform algorithms favoring engagement, hooks that capture attention in 1-2 seconds, writing for different awareness levels, balancing direct response with brand building, and crafting calls-to-action that drive clicks.

OBJECTIVE: Create a compelling ad copy with attention-grabbing opening hook, concise benefit-focused body text, social proof or credibility elements, clear call-to-action, and complementary headline and description that works within platform character limits and drives desired action.



EXECUTION MODE: Primary Text (125 characters optimal): Hook in first sentence determines if they stop. Front-load value as most won't click "See More".

Hook Formulas: Pattern Interrupt ("Stop [doing thing]"), Provocative Question ("What if [surprising possibility]?"), Bold Claim ("[Result] in [timeframe]"), Direct Address ("[Audience], this is for you"), Curiosity Gap ("The [thing] about [topic] nobody tells you"), Stat/Number ("[Number] [people] [achievement]").

Body Copy (2-4 sentences after hook): What it is/what makes different, specific benefit/outcome, social proof (optional), call-to-action.

Headline (30 chars optimal, 40 max) below image reinforcing or complementing primary text. Options: Restate benefit, Create urgency, Amplify curiosity, State offer.

Description (under 30 chars) below headline. Add urgency or additional benefit.

CTA Button matching goal: Learn More, Shop Now, Sign Up, Download, Get Quote, Book Now.

Platform Differences: Facebook (slightly older, longer copy tolerated, 3-4 sentences), Instagram (younger, mobile-first, 2-3 sentences), Instagram Stories (1-2 sentences, casual).

Testing: Create 3-5 variations testing different hooks, benefits vs. features, social proof, long vs. short, different CTAs. Run simultaneously. Kill losers after 3-4 days.

Adjust for the audience temperature: Cold (problem/benefit, build credibility, low-commitment CTA), Warm (reference awareness, deepen value, medium commitment), Hot (emphasize offer, create urgency, direct purchase).

3.5 Google Ads Copy

INPUTS:

- Keyword/Search Query: [what people search]
- Search Intent: [what they want - info/comparison/purchase]
- Product/Service: [what you're advertising]
- Unique Value Prop: [why you vs. competitors]
- Offer: [special deal if any]

ROLE & EXPERTISE: You are a Google Ads Specialist who writes search ads that match user intent and drive qualified clicks. You understand keyword relevance for Quality Score, character limit optimization, compelling value propositions in



minimal space, using extensions strategically, and writing that converts searchers into customers.

OBJECTIVE: Create Google Search ad that includes target keyword for relevance, communicates clear value proposition quickly, differentiates from competitors, uses all available character space efficiently, incorporates ad extensions strategically, and drives high-intent clicks that convert.

EXECUTION MODE: Ad Format: 3 headlines (30 chars each), 2 descriptions (90 chars each), extensions.

Headline 1: Include the target keyword for relevance. Formula: [Keyword] + [Qualifier]. Example: "Project Management Software" or "Los Angeles Plumber - 24/7".

Headline 2: Differentiate or add value prop. What makes you different/special. Examples: "Used by 50,000+ Teams", "Free Trial - No Credit Card", "Same-Day Emergency Service".

Headline 3: Benefit or call-to-action. Examples: "Get Started in 5 Minutes", "Save 30% Today", "Try Risk-Free for 30 Days".

Description 1 (90 chars): Expand on value proposition. What do you provide, why choose you.

Description 2 (90 chars): Address objection or add credibility. Social proof, guarantee, ease of use.

Ad Extensions: Sitelink (25 chars each): "See Pricing", "Customer Reviews". Callout (25 chars, up to 8): "Free 14-Day Trial", "24/7 Support". Structured Snippet: list offerings. Call Extension: phone number. Location Extension: address/map. Price Extension: starting prices. Review Extension: third-party reviews.

Match keywords to intent: Informational (offer guide), Comparison (differentiate clearly), Transactional (show price/offer), Local (include city, show availability).

Quality Score Optimization: Include keyword in headline, match ad to search intent, align with landing page, compelling value prop, all extensions.

Test 2-3 ad variations per ad group. Test headlines, value props, CTA approaches. Use all character space. Include keyword naturally. Be specific with numbers/offers. Address search intent. Include clear CTA.

3.6 Video Script (Marketing/Sales)



INPUTS:

- Video Purpose: [explainer/product demo/testimonial/ad]
- Target Length: [30 sec/1 min/2 min/5 min]
- Platform: [YouTube/social media/website/email]
- Key Message: [main point to communicate]
- Call-to-Action: [what you want viewers to do]

ROLE & EXPERTISE: You are a Video Script Writer who creates engaging scripts that hold attention and drive action. You understand hook formulas for different platforms, pacing for video consumption, visual storytelling, when to show vs. tell, writing for the ear not the eye, and crafting compelling calls-to-action for video format.

OBJECTIVE: Create video script with attention-grabbing opening hook, clear logical structure maintaining interest, visual directions for each scene, pacing appropriate for platform and length, and strong call-to-action that drives desired result while matching tone and purpose of video.

EXECUTION MODE: Script Format:

[SCENE - VISUAL]

Description of what viewer sees

[VOICEOVER/ON-CAMERA]

What is said

[ON-SCREEN TEXT]

Any text overlays

[TIMING: 0:00-0:05]

30-Second Ad: Hook (0-3 sec) with visual attention-grabber and pattern interrupt audio. Problem (3-10 sec) showing pain point with on-screen text. Solution (10-22 sec) with product in action showing benefit. CTA (22-30 sec) with clear next step and URL.

1-Minute Explainer: Hook (0-5 sec) with relatable problem. Problem Setup (5-15 sec) showing multiple pain points. Solution Introduction (15-25 sec) introducing product. How It Works (25-45 sec) with 3-step visual process. Social Proof (45-50 sec) with stats/logos. CTA (50-60 sec) with clear action.

2-Minute Demo: Hook (0-10 sec) with end result. Context (10-25 sec) with person speaking. Demo Part 1 (25-50 sec) showing main feature. Demo Part 2 (50-90 sec)



showing 2-3 additional features. Results (90-105 sec) with before/after. CTA (105-120 sec) with trial offer.

5-Minute Educational: Hook (0-15 sec) challenging common belief. Context/Credibility (15-45 sec) establishing authority. Main Content Points (45-225 sec) with 3 detailed concepts, examples, frameworks. Implementation (225-270 sec) with actionable steps. Soft Product Mention (270-285 sec) brief. CTA (285-300 sec) to subscribe/comment.

Writing Principles: Conversational language (contractions, short sentences, simple words, read aloud test), Visual-first (show don't tell, every word has visual, text overlays for emphasis), Pacing (fast cuts for social, slower for education, vary rhythm), Hook Critical (first 3 seconds determine watch), Clear CTA (specific, simple, repeat if long, show + say).

Platform Optimization: YouTube (2-5+ min, optimize watch time), Instagram/TikTok (15-30 sec, vertical, captions essential), Facebook (square, captions, 1-2 min), Website/Email (30 sec-2 min, professional, clear conversion).



Section 4: Social Media Content

4.1 Social Media Post Writer

INPUTS:

- Platform: [Facebook/Instagram/Twitter/LinkedIn/TikTok]
- Post Goal: [engagement/traffic/awareness/sales]
- Topic/Message: [what you want to communicate]
- Target Audience: [who will see this]
- Content Type: [text/image/video/carousel]
- Brand Voice: [how you want to sound]

ROLE & EXPERTISE: You are a Social Media Content Writer who creates platform-optimized posts that drive engagement and action. You understand each platform's unique culture and algorithms, optimal post length and format, hooks that stop scrolling, using emojis and hashtags strategically, and writing that feels authentic not corporate.

OBJECTIVE: Create an engaging social media post optimized for specific platform that hooks attention in first line, provides value or entertainment, matches platform culture and character limits, uses appropriate hashtags and formatting, includes clear call-to-action, and drives desired engagement or action.

EXECUTION MODE: Structure by platform:



Instagram: Hook (first line before "more"): use question, bold statement, or curiosity gap. Body (125-150 words optimal, 2200 max): short paragraphs (1-2 sentences), line breaks for white space, 1-3 emojis maximum (not every line). Hashtags: 3-5 relevant (mix popular and niche), in first comment or at end. CTA: clear ask (comment, save, share, click link). Tone: authentic, visual-focused, inspirational or aspirational.

Facebook: Hook: same approach as Instagram. Body (100-250 words): can be longer than Instagram, conversational tone, questions to drive comments. Format: short paragraphs, some emojis appropriate. Hashtags: 1-3 (less important than Instagram). CTA: ask question, request share, tag friend. Tone: community-focused, conversational, can be longer form.

Twitter/X: Hook: entire post IS hook (280 char limit). Body: one complete thought, punchy, strong opening, no fluff. Format: thread for longer content (number tweets), line breaks for readability. Hashtags: 1-2 max (more hurt engagement). CTA: retweet, reply with thoughts. Tone: concise, witty, news-worthy, conversational.

LinkedIn: Hook: professional but engaging question or observation. Body (150-300 words): professional insights, industry trends, career advice, thought leadership. Format: short paragraphs, occasional bullet points, minimal emojis (professional context). Hashtags: 3-5 industry-relevant. CTA: share thoughts in comments, connect. Tone: professional yet personable, authoritative, value-focused.

TikTok: Hook: visual (first 3 seconds of video), text overlay. Body: video script (15-60 seconds), fast-paced, trending sounds, authentic not polished. Format: on-screen text, captions essential (most watch muted). Hashtags: 3-5 trending + niche. CTA: follow for more, stitch this, duet. Tone: casual, entertaining, authentic, fast-paced.

General Best Practices: Lead with value not "We're excited to announce", use "you" not "we", ask questions to drive comments, be specific not vague, match platform culture, test different hooks, optimal posting times vary by platform and audience.

4.2 Social Media Caption Templates

INPUTS:

- Industry/Niche: [your field]
- Common Topics: [what you post about]
- Brand Personality: [how you communicate]
- Audience: [who follows you]
- Goal: [what you want captions to achieve]



ROLE & EXPERTISE: You are a Social Media Manager who creates template frameworks that make consistent posting easy. You understand caption psychology, formula-based approaches that save time, maintaining brand voice, creating templates flexible enough for various content, and balancing structure with creativity.

OBJECTIVE: Create 10 social media caption templates that can be easily customized for different posts, maintain consistent brand voice, drive engagement through proven formulas, work across multiple content types, and make posting faster without sacrificing quality.

EXECUTION MODE: Create 10 caption templates with fill-in-the-blank structure:

Template 1 - The Question Hook: "[Thought-provoking question related to topic]?"
[2-3 sentences expanding on question, sharing perspective]
[Related question to drive comments]"

Example: "What's the biggest mistake you see in [your industry]?"

After working with [number] [clients/customers], I've noticed [common pattern].
Most people think [misconception], but actually [truth].

What's been your experience? Drop a comment 

Template 2 - The List: "[Number] [things] every [target audience] needs to know:
1. [First point with brief explanation]
2. [Second point]
3. [Third point]

Which one surprised you most?"

Template 3 - The Story: "[Time period] ago, [situation you were in].
[What you learned or how things changed]
Now, [current state or lesson].

[Question connecting to audience's experience]"

Template 4 - The Contrarian: "Unpopular opinion: [bold statement that challenges common belief]

Here's why: [Reasoning in 2-3 sentences]

Agree or disagree? Let me know below."



Template 5 - The Value Drop: "Want to [achieve outcome]? Here's how:

→ [Tip 1] → [Tip 2] → [Tip 3]

Save this for later! [bookmark emoji]"

Template 6 - The Behind-the-Scenes: "POV: [What's happening in your business/life]

[2-3 sentences about the process, challenge, or experience]

[Relatable question or comment about the experience]"

Template 7 - The Transformation: "From [before state] to [after state] in [timeframe]:

[Specific details about the transformation]

The key? [What made the difference]

What transformation are you working on?"

Template 8 - The Myth Buster: "MYTH: [Common misconception] TRUTH: [Reality]

[2-3 sentences explaining why the myth exists and what's actually true]

Did you believe the myth? Be honest!"

Template 9 - The Call-Out: "This is for everyone who [specific situation/feeling]:

[Empathetic message or advice in 2-3 sentences]

You've got this. [emoji]"

Template 10 - The Teaser: "Coming soon: [What you're launching/sharing]

[2-3 sentences building anticipation without revealing everything]

Drop a [emoji] if you want to be first to know!"

For each template include: Character count guideline, Best platforms (Instagram/Facebook/LinkedIn/Twitter), When to use it, Engagement driver (what makes people comment/share), Customization tips, Hashtag suggestions.

4.3 Content Calendar Creator



INPUTS:

- Industry/Business: [what you do]
- Platforms: [where you post]
- Posting Frequency: [how often you post]
- Content Pillars: [main topics you cover]
- Upcoming Events: [launches, holidays, seasons]
- Resources: [team size, content creation capacity]

ROLE & EXPERTISE: You are a Content Calendar Strategist who creates organized posting schedules that ensure consistency and strategic content mix. You understand content pillar strategy, optimal posting cadence, balancing promotional with value content, planning around key dates, and creating realistic sustainable calendars.

OBJECTIVE: Create a comprehensive content calendar that plans posts strategically across platforms, maintains consistent publishing schedule, balances different content types and goals, aligns with business objectives and key dates, and is realistic based on available resources.

EXECUTION MODE: Establish strategic foundation:

Content Pillars (3-5 main themes): Define topics you'll consistently cover. Example for fitness brand: Workouts & Training, Nutrition & Recipes, Motivation & Mindset, Product Education, Community Stories. Assign percentage to each: 30% Workouts, 25% Nutrition, 20% Motivation, 15% Products, 10% Community.

Content Mix Strategy: 40% Educational (how-tos, tips, insights), 30% Engagement (questions, polls, UGC), 20% Promotional (products, services, offers), 10% Personality (behind-scenes, team, culture).

Posting Frequency by Platform: Instagram: 4-5 posts/week + 7 stories/week, Facebook: 3-4 posts/week, LinkedIn: 2-3 posts/week, Twitter: 1-2 posts/day, TikTok: 3-5 videos/week. Adjust based on capacity.

30-Day Calendar Structure:

Week 1 Theme: [Overall theme tying week together]

- Monday: [Platform] - [Content Type] - [Topic] - [Pillar]
- Tuesday: [Platform] - [Content Type] - [Topic] - [Pillar]
- Wednesday: [Platform] - [Content Type] - [Topic] - [Pillar]
- Thursday: [Platform] - [Content Type] - [Topic] - [Pillar]
- Friday: [Platform] - [Content Type] - [Topic] - [Pillar]
- Weekend: [Platform] - [Content Type] - [Topic] - [Pillar]

Week 2-4: [Continue same structure with different themes]



Content Types to Rotate: Educational Posts (how-to, tips, myths), Engagement Posts (questions, polls, fill-in-blank), Promotional Posts (product features, sales, testimonials), Story Posts (customer stories, founder story, team), Curated Content (industry news, user-generated), Visual Content (infographics, quotes, memes), Video Content (tutorials, behind-scenes, reels).

Strategic Date Planning: Map important dates: Product launches, Sales/promotions, Holidays, Industry events, Seasonal moments, Trending topics. Build content around each: Pre-launch teasers (1-2 weeks before), Launch day posts, Post-launch follow-up, Holiday countdowns, Event live coverage.

Batch Content Creation Schedule: Batching Day 1: Create 10 graphics, Batching Day 2: Write 10 captions, Batching Day 3: Film 5 videos, Schedule weekly (schedule all at once using scheduling tool).

Flexibility and Adjustments: Leave 20% of calendar open for: Real-time opportunities, Trending topics, User-generated content, Performance-based pivots. Review and adjust: Weekly performance review, Monthly strategy adjustment, Quarterly pillar evaluation.

Tools and Systems: Scheduling tools (Buffer, Later, Hootsuite), Content library (Google Drive, Dropbox with organized folders), Task management (Trello, Asana for content pipeline), Analytics (native platform analytics + Google Analytics).

Include: Monthly overview, Weekly themes, Daily post details, Content type labels, Pillar tags, Platform specifications, Post status (drafted/scheduled/published), Performance notes.

4.4 Instagram Story Script

INPUTS:

- Story Purpose: [educate/sell/entertain/behind-scenes/announcement]
- Number of Frames: [how many story slides - typically 3-10]
- Key Message: [main point to communicate]
- Call-to-Action: [swipe up, DM, poll response, link click]
- Visual Style: [talking head/text overlay/product shots/mixed]

ROLE & EXPERTISE: You are an Instagram Story Specialist who creates engaging story sequences that hold attention across multiple frames. You understand vertical video optimization, using interactive stickers, pacing for stories, text-on-screen best practices, and driving action through swipes and taps.

OBJECTIVE: Create Instagram story script that hooks attention in first frame, maintains interest across multiple slides, delivers message clearly through mix of



visual and text, uses interactive elements strategically, and drives desired action through clear call-to-action.

EXECUTION MODE: Structure story sequence frame by frame:

Frame 1 - Hook (3 seconds): [VISUAL] What viewer sees first [TEXT OVERLAY] Bold statement or question [AUDIO] Background music or voiceover if applicable
Purpose: Stop the tap. Make them want to see next frame.

Example: [VISUAL] Close-up of your face looking surprised [TEXT] "I can't believe I didn't know this" [AUDIO] Trending sound or silent with music

Frame 2 - Context (3-5 seconds): [VISUAL] Set up the situation [TEXT] Brief context or problem statement [INTERACTIVE] Poll or question sticker (optional)

Example: [VISUAL] You speaking to camera [TEXT] "Most people think you need [misconception]" [INTERACTIVE] Poll - "Do you believe this? Yes/No"

Frame 3-5 - Main Content: Each frame delivers one key point. Keep text concise (5-7 words per frame maximum).

Frame 3: [VISUAL] Demonstration or illustration [TEXT] "Actually, here's what works:" [AUDIO] Continue voiceover

Frame 4: [VISUAL] Step or tip being shown [TEXT] "Step 1: [Simple action]" [VISUAL ELEMENT] Arrow or circle highlighting key part

Frame 5: [VISUAL] Continue demonstration [TEXT] "Step 2: [Next action]" [INTERACTIVE] Quiz sticker testing comprehension (optional)

Frame 6-7 - Value/Benefit: [VISUAL] Show end result or transformation [TEXT] "This saves you [specific benefit]" [INTERACTIVE] Emoji slider - "How helpful was this?"

Frame 8 - Social Proof (if applicable): [VISUAL] Screenshot of testimonial or results [TEXT] "[Number] people have tried this" [INTERACTIVE] Question sticker - "Have you tried this?"

Frame 9 - CTA Frame: [VISUAL] Clear call-to-action screen [TEXT] "Want more tips like this?" [LINK STICKER] "Tap here" (if eligible for links) [CTA] "DM me 'TIPS'" or "Swipe up" or "Click link in bio"

Frame 10 - Reminder/Rewatch: [VISUAL] Friendly reminder [TEXT] "Save this story to watch again!" [INTERACTIVE] Countdown sticker (if announcing something)

Story Best Practices:



Text Overlays: Large, easy-to-read font, high contrast against background, 5-7 words per frame maximum, consistent style throughout, readable without sound.

Interactive Stickers: Use 1-2 per story sequence (don't overdo), place strategically where engagement matters, polls and quizzes drive highest engagement, question stickers gather feedback, emoji sliders are fun/casual.

Visual Variety: Mix angles and shots (don't stay static), use transitions between frames, alternate between talking head and graphics, show before/after when relevant, use hands/demo when teaching.

Pacing: Each frame 3-5 seconds (enough to read but not too long), faster pace for entertainment, slower for education, use motion to maintain interest, add subtle zoom or pan.

Audio: Music throughout for cohesion, trending sounds for discovery, voiceover for teaching, silent okay with good text, caption everything (many watch muted).

Hashtags & Tags: 1-2 relevant hashtags in first frame, tag collaborators or brands when appropriate, location tag for local content, add topic stickers for discovery.

Platform: Vertical format (9:16 ratio), 1080x1920 pixels, design for safe zones (avoid text in top/bottom 15%), optimize for mobile viewing, test on actual phone before posting.

4.5 LinkedIn Post Writer

INPUTS:

- Topic: [what you're posting about]
- Post Goal: [thought leadership/engagement/drive traffic/hiring]
- Target Audience: [professional demographic]
- Key Message: [main point or insight]
- Desired Action: [comment/share/visit profile/click link]

ROLE & EXPERTISE: You are a LinkedIn Content Strategist who writes posts that drive professional engagement and build authority. You understand LinkedIn's professional context, what content performs well on the platform, optimal post structure and length, using line breaks and formatting, and writing that balances personality with professionalism.

OBJECTIVE: Create LinkedIn post that hooks professional audience in opening line, provides valuable insight or perspective, uses proper formatting for readability, includes personal experience or credibility, encourages professional discussion, and drives desired action through strategic call-to-action.



EXECUTION MODE: Structure LinkedIn post for maximum engagement:

Hook (First Line): Critical as this appears before "see more". Must make people want to click. Formulas: Surprising stat ("90% of [professionals] make this mistake"), Controversial opinion ("Your [common practice] is costing you [result]"), Personal story opening ("3 years ago, I [situation]"), Direct address ("[Role], stop doing [thing]"), Intriguing question ("What if [challenging assumption]?").

Opening (Lines 2-4): Expand on hook, provide context, set up the insight.

Use single-sentence paragraphs with line breaks for readability.

Example: "Let me explain.

[Context sentence]

[Why it matters sentence]"

Main Content (Lines 5-15): Share your insight, story, or advice.

Structure options:

Story Format: Beginning: Where you started Middle: Challenge faced End: Lesson learned Takeaway: How others can apply

Insight Format: Problem: Define the issue Perspective: Your unique take Evidence: Why you're right Application: How to implement

List Format: [Number] things I've learned:

1. [Point with brief explanation]
2. [Point with brief explanation]
3. [Point with brief explanation]

Each gets own paragraph.

Formatting Best Practices:

- Single-sentence paragraphs
- Blank line between each paragraph
- Use emojis sparingly (1-2 max, professional context)
- Bullet points with dashes or arrows (→)
- Bold or italic not available (use LINE BREAKS for emphasis)
- Keep under 1300 characters for no "see more"
- Or intentionally go longer (3000 chars) for authority posts



Personal Touch: Include specific details from your experience, mention actual numbers or results, share what you learned the hard way, be vulnerable about mistakes or challenges, show personality while staying professional.

Credibility Signals: "In my [X] years as [role]...", "After working with [number] clients/companies...", "Based on [specific experience or data]...", Don't brag, but do establish expertise.

Engagement Drivers: Ask question in post: "What's your experience?", "Do you agree?", "What would you add?", Make it open-ended not yes/no, invite different perspectives, respond to comments quickly and thoughtfully.

Call-to-Action Options: Soft: "What do you think? Share in comments." Medium: "♻️ Repost if you found this valuable" Strong: "Link to full guide in comments" (LinkedIn favors native content, so put links in comments) Profile: "Follow [Your Name] for more [topic]"

Hashtags: 3-5 relevant professional hashtags, place at end after line break, mix broad (#Marketing) and specific (#B2BMarketing), avoid overly generic (#Success, #Motivation).

Post Length Options: Short (300-500 chars): Quick insights, easy consumption, high comment rate Medium (800-1300 chars): Sweet spot, detailed enough but no "see more" Long (2000-3000 chars): Thought leadership, detailed stories, authority building

LinkedIn-Specific Tips: Best posting times: Tuesday-Thursday, 7-9am or 5-6pm, avoid weekends, tag relevant people/companies (sparingly), use native video over external links, carousels (PDFs) perform well, comment on own post to add context, engage with commenters within the first hour.

What Performs Well on LinkedIn:

- Personal career stories with lessons
- Industry insights or trends
- Contrarian professional opinions
- "Here's what I learned" posts
- Behind-the-scenes of business
- Hiring or job searching advice
- Skill development tips
- Book or resource recommendations
- Professional failure stories with takeaways

Avoid: Overly salesy, political extremes, personal drama, non-professional complaints, excessive self-promotion, engagement bait ("Like if you agree!").



Section 5: Long-Form Content

5.1 White Paper Writer

INPUTS:

- Topic: [subject of white paper]
- Target Audience: [who will read this - industry, role, knowledge level]
- Purpose: [educate/influence decision/establish authority]
- Research Available: [data, studies, or insights you have]
- Desired Length: [typically 6-12 pages]
- Your Position/Solution: [if promoting specific approach]

ROLE & EXPERTISE: You are a White Paper Writer who creates authoritative research-based documents that educate and influence B2B decision-makers. You understand how to present complex information clearly, build arguments through data and evidence, maintain objectivity while guiding toward conclusion, and structure long-form content for skimmability.

OBJECTIVE: Create a comprehensive white paper that presents topic authoritatively through research and data, educates readers thoroughly on subject, maintains professional objective tone, supports claims with evidence, includes compelling data visualizations, and subtly positions your solution while remaining credible.

EXECUTION MODE: Structure white paper following proven format:

Title Page: Compelling title that's descriptive not clever: "The Complete Guide to [Topic]" or "How [Industry] Can [Achieve Outcome]: A Data-Driven Analysis". Subtitle expanding on title. Author name/company, date, professional design.

Executive Summary (1 page): Brief overview of entire white paper (300-500 words). Key findings upfront (3-5 bullet points), main argument or recommendation, who should read this, why it matters now. Make it standalone—executives may only read this section.

Table of Contents: If 10+ pages, include clickable TOC with page numbers and section headings.

Introduction (1-2 pages): Set context: current state of [topic], why this matters now, what's changing. Define scope: what this paper covers, what it doesn't, who it's for. State the thesis: main argument or position. Preview structure: brief roadmap of what's ahead.

Background/Problem (1-2 pages): Establish the issue thoroughly. Historical context, current challenges, why existing solutions fall short, what's at stake. Use



specific data: industry statistics, survey results, case examples. Cite sources properly. Establish credibility through research.

Main Content Sections (3-6 pages): Break into 3-5 major sections with clear H2 headings. Each section: Present one major aspect of topic, support with data and evidence, include visual (chart, graph, table), provide real-world examples, cite sources.

Formatting: Short paragraphs (3-4 sentences), subheadings (H3) for scanability, bullet points for lists, pull quotes to highlight key insights, sidebars for supplementary info, numbered steps for processes.

Data presentation: Charts and graphs for statistics, tables for comparisons, infographics for complex concepts, make all visuals professional quality, include source citations on visuals, explain every visual in text.

Best Practices/Recommendations (1-2 pages): Synthesize findings into actionable guidance. Framework or methodology (if applicable), step-by-step implementation, common pitfalls to avoid, success factors. Keep practical and specific, not just theoretical.

Case Study/Examples (1 page, optional): Brief real-world application showing concepts in action. Company or situation (anonymize if needed), challenge faced, approach taken, results achieved, lessons learned.

Conclusion (0.5-1 page): Recap key findings (3-5 main points), restate main argument, call-to-action: next steps for readers, how to implement, what to do now, resource offers (guides, consultations, tools).

About the Author/Company (0.5 page): Brief credibility statement, relevant experience and expertise, how to contact, not salesy—establish authority.

References: Full citations for all sources, numbered or alphabetical, include URLs with access dates, follow consistent citation style.

Appendix (optional): Additional data or methodology, detailed charts, supplementary research, technical specifications, glossary of terms.

Tone: Professional and authoritative, objective with subtle positioning, educational not promotional, confident but not arrogant, jargon-free (or defined), third-person generally, evidence-based claims.

Writing Quality: Clear concise sentences, active voice preferred, technical accuracy, proper grammar, consistent terminology, professional polish.

Design: Professional layout, branded header/footer, page numbers, consistent fonts (serif for body), ample white space, high-quality visuals, PDF format.



Length: Aim for 8-12 pages typically (2500-4000 words). Shorter than 6 pages lacks substance. Longer than 15 pages tests attention.

Promotion: Gated download (email capture), promoted through LinkedIn, email campaigns, sales enablement, repurpose sections for blog posts.

5.2 E-Book Outline Creator

INPUTS:

- E-Book Topic: [subject of e-book]
- Target Audience: [who will read this]
- Main Promise: [what readers will achieve]
- Expertise/Content Available: [what you know/can teach]
- Desired Length: [number of chapters or pages]
- Purpose: [lead magnet/paid product/authority building]

ROLE & EXPERTISE: You are an E-Book Strategist who creates structured outlines for digital books that educate and engage readers. You understand how to organize information logically, break complex topics into digestible chapters, create compelling chapter structure, balance depth with accessibility, and design learning progression.

OBJECTIVE: Create a comprehensive e-book outline with logical chapter structure, clear learning progression, detailed section breakdowns, estimated page counts, and content notes that serves as complete roadmap for writing e-book efficiently while ensuring coherent valuable final product.

EXECUTION MODE: Create a complete e-book structure:

E-Book Title & Subtitle: Benefit-driven title: "The [Adjective] Guide to [Topic]" or "How to [Achieve Outcome] [Unique Approach]". Subtitle clarifying promise: "Everything [Audience] Needs to [Specific Result]".

Overview Section:

- Target Length: [20-30/30-50/50-75] pages
- Target Word Count: [5000-8000/10,000-15,000/15,000-25,000] words
- Number of Chapters: [5-7/8-10/10-15]
- Reading Level: [Beginner/Intermediate/Advanced]
- Estimated Reading Time: [1-2 hours]

Front Matter:

- Cover Page: Title, subtitle, author, professional design



- Copyright Page: © year, author name, rights statement
- Table of Contents: All chapters and major sections with page numbers
- Introduction (3-5 pages): Hook opening, why this book matters, who it's for, what they'll learn, how to use the book, your story/credentials
- How to Use This Book: Reading recommendations, chapter overview, action items explanation

Chapter Structure (for each of 5-10 chapters):

Chapter 1: [Foundation Topic] (Pages: 5-8, Words: 1500-2500)

Purpose: Establish foundation, define key concepts, set context

Sections: 1.1 [Subsection]: Why [Topic] Matters

- Key points: [List 3-4 main points to cover]
- Example to include: [Specific example]
- Data/stats to mention: [Relevant research]

1.2 [Subsection]: Common Misconceptions About [Topic]

- Key points: [List 3-4 misconceptions to address]
- Why these exist
- The reality

1.3 [Subsection]: [Core Concept] Explained

- Key points: [List 3-4 teaching points]
- Analogy: [Simple comparison]
- Visual: [Chart, diagram, or infographic needed]

Chapter Takeaways:

- Bullet list of 3-5 key learnings
- "In the next chapter, you'll learn..."

Action Items:

- 1-2 specific exercises or reflections
- Worksheet or template (if applicable)

Chapter 2: [Next Logical Topic] (Pages: 6-10, Words: 2000-3000)

[Follow same structure as Chapter 1, but build on previous knowledge]

Continue for all chapters, following logical progression:

- Early chapters: Foundation and theory



- Middle chapters: Practical application and how-to
- Later chapters: Advanced techniques and troubleshooting
- Final chapter: Putting it all together, next steps

Each Chapter Should Include:

- Opening hook or story
- 3-5 main sections
- Examples throughout
- Data or research citations
- Practical tips or best practices
- Visual elements (charts, checklists, templates)
- Chapter summary
- Action items or exercises
- Bridge to next chapter

Back Matter:

- Conclusion (3-4 pages): Recap main themes, celebrate reader's progress, final motivational message, ultimate takeaway, what to do now
- Additional Resources: Recommended reading, tools and software, websites and communities, templates and downloads
- About the Author (1 page): Your background, expertise, credentials, photo, how to connect (website, social, email)
- Bonus Content (optional): Extra chapter or advanced topic, case studies, templates or worksheets, exclusive offers
- Thank You Note: Appreciation for reading, request for review/feedback, invitation to share or recommend

Visual Elements Plan: Chapter 1: [1 diagram, 1 chart] Chapter 2: [2 infographics, 1 checklist] [Continue for all chapters]

Content Writing Guidelines:

- Conversational yet professional tone
- Use "you" to address reader directly
- Short paragraphs (3-4 sentences max)
- Subheadings every 300-500 words
- Examples in every section
- Stories to illustrate points
- Actionable not just informational
- Consistent voice throughout
- Define jargon when first used
- Active voice preferred

Production Specifications:



- Page Size: Standard 8.5" x 11" or 6" x 9"
- Font: Professional, readable (Georgia, Garamond for body)
- Line Spacing: 1.5 for readability
- Margins: 1" all sides
- Chapter Starts: New page, consistent design
- Headers/Footers: Page numbers, chapter titles
- Cover Design: Professional, attention-grabbing
- File Format: PDF for distribution

Quality Checklist Before Publishing:

- Professional editing (grammar, flow)
 - Fact-checking all data and sources
 - Working links (if any)
 - Consistent formatting throughout
 - All visuals high quality
 - Table of contents hyperlinked
 - ISBN if selling (required for paid)
 - Copyright statement included
 - Author bio complete
 - Call-to-action clear
-

5.3 Research Report Writer

INPUTS:

- Research Topic: [what you studied]
- Research Method: [survey/data analysis/interviews/literature review]
- Sample Size/Data: [who or what you studied]
- Key Findings: [main discoveries]
- Target Audience: [who needs this research]
- Intended Use: [inform decisions/support argument/share knowledge]

ROLE & EXPERTISE: You are a Research Writer who transforms data and findings into clear actionable reports. You understand how to present methodology transparently, visualize data effectively, draw meaningful conclusions from research, balance technical accuracy with readability, and structure reports for different audiences.

OBJECTIVE: Create a comprehensive research report that presents methodology clearly, displays findings through effective data visualization, analyzes results objectively, draws actionable conclusions, acknowledges limitations, and provides practical recommendations based on research.



EXECUTION MODE: Structure research report following standard format:

Title Page: Research title (descriptive and specific), subtitle if needed, author(s) and affiliation(s), date, version number if applicable.

Executive Summary (1 page): Overview of entire report (300-400 words). Research question addressed, methodology brief, key findings (3-5 bullets), main conclusions, recommendations summary. Make standalone—decision-makers may only read this.

Table of Contents: All sections with page numbers (if 8+ pages).

Introduction (1-2 pages):

Background and Context: Why this research matters, current state of knowledge, what gaps exist

Research Question(s): Primary question investigating, secondary questions if applicable, hypotheses (if experimental)

Objectives: What this research aims to achieve, scope of investigation

Importance: Why stakeholders should care, potential impact, relevance to audience

Methodology (1-2 pages):

Research Design: Type of study (quantitative/qualitative/mixed), overall approach

Data Collection:

- Participants: Sample size, demographics, selection criteria
- or Data Sources: What data used, from where, time period
- Instruments: Surveys, interviews, tools used
- Procedure: Step-by-step how data collected

Analysis Methods:

- Statistical tests used (if quantitative)
- Coding approach (if qualitative)
- Software tools
- Analysis framework

Limitations: Acknowledge the constraints, sample limitations, potential biases, external factors

Ethics: IRB approval, informed consent, confidentiality measures (if applicable)



Results/Findings (3-5 pages):

Present the findings organized by research question or theme. For each finding:

Finding Statement: Clear declarative statement of what you found

Supporting Data: Specific numbers, percentages, statistics

Visualization: Chart, graph, or table showing data (professional, clearly labeled, sourced)

Context: What this means in plain language

Quote or Example: If qualitative, include representative quote

Organize logically: most important findings first, or chronological, or by theme.
Use clear subheadings for each finding.

Data Presentation Best Practices:

- Every chart/table has descriptive title
- Axes clearly labeled with units
- Legend included if needed
- Source cited
- Explained in text (don't just show visual)
- Professional design (no default Excel colors)
- Consistent style throughout

Analysis/Discussion (2-3 pages):

Interpretation: What findings mean, patterns observed, surprising results, expected vs. unexpected

Comparison: How findings relate to previous research, confirm or contradict existing knowledge, what's new

Implications: What findings suggest for practice, theory, policy

Connections: How different findings relate to each other, overarching themes

Alternative Explanations: Other ways to interpret data, why your interpretation is most likely

Limitations (0.5-1 page):

Be honest about constraints:

- Sample limitations (size, representativeness)
- Measurement issues



- Data quality concerns
- External validity questions
- What research cannot claim
- Future research needed to address limitations

Conclusions (1 page):

Answer the research question(s) directly, summarize key findings (3-5 main points), state confidence level in findings, final verdict on hypotheses (if applicable).

Recommendations (1 page):

Actionable based on findings:

- For practitioners: What to do differently
- For decision-makers: What decisions this informs
- For researchers: Future research directions
- For stakeholders: Next steps

Be specific: "Companies should [specific action]" not "Companies should improve [vague area]"

References: Complete citations for all sources, academic citation style (APA, MLA, Chicago), include DOIs for academic sources, proper formatting throughout.

Appendices (as needed):

- Appendix A: Full survey instrument
- Appendix B: Interview protocol
- Appendix C: Additional data tables
- Appendix D: Detailed methodology
- Appendix E: Raw data (if appropriate)

Technical Writing Guidelines:

Objectivity: Present the findings neutrally, avoid bias or leading language, let data speak, separate findings from interpretation

Precision: Use specific numbers not vague terms, include confidence intervals/p-values, define all technical terms, consistent terminology

Clarity: Short sentences (average 15-20 words), active voice when possible, avoid jargon or define it, clear section organization

Evidence: Every claim backed by data, citations for prior research, transparent about data sources, reproducible methods



Report Length:

- Brief Report: 5-10 pages (2000-4000 words)
- Standard Report: 15-25 pages (6000-10,000 words)
- Comprehensive Report: 30-50 pages (12,000-20,000 words)

Visual Design:

- Professional layout
- Consistent fonts
- Ample white space
- High-quality charts
- Page numbers
- Section separators
- Branded if for organization

Before Publishing:

- Peer review if possible
 - Fact-check all data
 - Verify all calculations
 - Consistent formatting
 - Proofread thoroughly
 - Test all links
 - Accessible file format
-

5.4 Newsletter Writer

INPUTS:

- Newsletter Name: [title of your newsletter]
- Publishing Frequency: [weekly/biweekly/monthly]
- Target Audience: [who subscribes]
- Main Topics: [what you cover]
- Newsletter Goals: [inform/educate/entertain/sell]
- Desired Tone: [professional/casual/witty/inspiring]

ROLE & EXPERTISE: You are a Newsletter Writer who creates engaging regular publications that subscribers look forward to. You understand how to maintain consistent voice across issues, balance different content types, write scannable newsletter format, build relationship with readers, and drive engagement without burning out subscriber lists.

OBJECTIVE: Create newsletter template and sample issue that establishes consistent structure, maintains appropriate tone throughout, balances valuable



content with promotional elements, includes engaging varied sections, and drives desired reader actions while building long-term subscriber relationship.

EXECUTION MODE: Create newsletter template structure:

Newsletter Header Design:

- Newsletter name/logo (consistent across issues)
- Issue number and date
- Brief tagline: "[What subscribers get] delivered [frequency]"
- Social media links
- "Forward to a friend" link
- Unsubscribe link (required by law)

Opening Section - Personal Note (75-150 words):

From: [Your Name] Subject: [Catchy subject line]

Start with personal greeting: "Hey [First Name]," or "Happy [Day]!" or "Quick question before we dive in..."

Brief personal note:

- Current observations or experiences
- What's on your mind this week
- Connection to newsletter theme
- Seasonal or timely reference
- Keep conversational and warm

Bridge to content: "This week, I'm sharing..."

Featured Article/Main Content (300-500 words):

Bold headline: [Benefit-driven or curiosity-driven]

Opening hook: Start with question, stat, or story

Main content organized with:

- Subheadings every 150-200 words
- Short paragraphs (2-3 sentences)
- Bullet points for key takeaways
- Example or case study
- Actionable advice

CTA at end: [Read full article], [Try this], [Reply with thoughts]

Quick Hits Section (200-300 words):



"[Section Name]: What I'm [Reading/Watching/Learning/Loving] This Week"

Include 3-5 brief items:

- Book/Article Recommendation
 - Title and author
 - 1-2 sentence description
 - Why it matters
 - [Link]
- Podcast Episode
 - Show name and episode
 - Key insight
 - Best for [audience]
 - [Link]
- Tool/Resource
 - What it is
 - How you use it
 - Who it's for
 - [Link]
- Quick Tip
 - One actionable insight
 - Implementation advice
- Win of the Week
 - Personal achievement or observation
 - Relatable moment
 - Humanizing detail

Featured Section (150-250 words):

Rotate weekly between:

Community Spotlight:

- Reader question answered
- Subscriber success story
- "Reply of the week"
- Shows you read responses

Deep Dive:

- In-depth on specific topic



- Mini-tutorial
- Framework or process
- Downloadable resource

Behind the Scenes:

- What you're working on
- Lessons learned recently
- Business update
- Personal story

Industry News:

- Important trends
- Curated insights
- Your take on recent developments

Promotional Section (if applicable) (100-150 words):

Soft sell approach:

- Clear section heading: "Work With Me" or "How I Can Help"
- Brief description of offering
- Who it's for
- Social proof (testimonial or stat)
- Clear CTA button
- Keep to 10-20% of newsletter

Closing Section (50-75 words):

Wrap up warmly:

- Thank them for reading
- Invitation to reply
- Question to spark engagement
- Reminder of next issue
- Personal sign-off

"That's all for this week! What resonated most? Hit reply—I read every response.

See you next [day]!

[Your Name]"

P.S. Section (optional, 25-50 words):

- Additional resource or thought
- Limited-time offer mention



- Fun fact or quote
- Often highest engagement spot

Footer:

- Contact information
- Social media links
- Unsubscribe link (required)
- Physical address (CAN-SPAM requirement)
- "Why am I receiving this?" explanation

Newsletter Best Practices:

Consistency: Same day/time each issue, predictable structure, familiar sections, consistent voice

Length: Aim for 600-1200 words total, or 4-7 minute read, respect subscriber time

Scannability: Short paragraphs, clear section breaks, bold subheadings, bullet points, emojis as visual breaks (if appropriate)

Personalization: Use subscriber's first name, segment by interests (if possible), reference previous issues, respond to subscriber feedback

Engagement: Ask questions throughout, encourage replies, run polls or surveys, feature subscriber content, create community feeling

Value First: 80% value, 20% promotion (maximum), lead with helpful content, earn the pitch

Mobile Optimization: 60% of opens on mobile, single column layout, large readable fonts, big clickable buttons

Subject Lines: Test these approaches: curiosity ("The thing nobody talks about"), benefit ("[Outcome] in [timeframe]"), personal ("I tried something new"), news ("What happened this week"), number ("[5 things] you need to know")

Content Planning:

Monthly Theme: Each month focus on related topics

Weekly Variety: Rotate content types to prevent monotony

Content Bank: Keep list of future topics, evergreen content to adapt, reader questions to answer, inspiration swipe file

Batching: Write 2-4 issues ahead, maintain consistency during busy times, avoid last-minute scrambles



Metrics to Track:

- Open rate (aim for 20-40%)
- Click-through rate (aim for 2-5%)
- Reply rate (gold standard of engagement)
- Unsubscribe rate (under 0.5% healthy)
- Forward rate (sign of value)
- Subscriber growth rate

Growth Strategies:

- Referral incentive program
 - Shareable content snippets
 - Prominent signup CTAs
 - Guest contributions
 - Cross-promotions
 - Social media teasers
-

5.5 Ultimate Guide Writer

INPUTS:

- Guide Topic: [comprehensive subject you're covering]
- Target Audience: [who needs this guide]
- Audience Knowledge Level: [beginner/intermediate/mixed]
- Word Count Target: [typically 5000-10,000+ words]
- Unique Angle: [what makes your guide different]
- Monetization: [free/gated/paid]

ROLE & EXPERTISE: You are an Ultimate Guide Writer who creates definitive comprehensive resources on specific topics. You understand how to structure pillar content, break complex subjects into chapters, optimize for SEO while maintaining readability, include rich media and examples, and create bookmark-worthy content that becomes the standard resource.

OBJECTIVE: Create a comprehensive ultimate guide that covers topic exhaustively, organizes information logically for different learning styles, includes examples and visuals throughout, ranks well for target keywords while being genuinely helpful, and establishes you as definitive authority on subject.

EXECUTION MODE: Structure ultimate guide for maximum value and SEO:

Title Optimization: "The Ultimate Guide to [Topic] ([Year])" or "The Complete [Topic] Guide: Everything You Need to Know" or "[Topic] 101: The Definitive Guide for [Audience]"



Include the target keyword, year (shows currency), scale indicator (ultimate/complete/definitive)

Table of Contents: Detailed clickable TOC with all major sections and subsections. Show guide's scope upfront. Enable jumping to relevant section.

Introduction (500-750 words):

Hook: Start with surprising stat, common misconception, or bold statement

What This Guide Covers: Bullet list of what readers will learn (8-12 items)

Who This Guide Is For: Specific audience description

Who This Guide Isn't For: Set boundaries

How to Use This Guide: Reading recommendations (start to finish vs. jump to sections)

What Makes This Guide Different: Your unique angle or approach

Estimated Reading Time: Set expectations (typically 30-60 minutes)

Let's Get Started: Bridge to content

Chapter Structure (8-15 chapters):

Chapter 1: [Foundational Topic] (1000-1500 words)

Start with basics, assume no knowledge

Sections:

- What Is [Topic]? (clear definition, simple explanation, avoid jargon or define it, analogies for complex concepts)
- Why [Topic] Matters (real-world benefits, common problems it solves, statistics on importance, who needs to know this)
- Common Misconceptions (3-5 myths to debunk, explain why they exist, state the reality, examples of correct understanding)
- Key Terminology (glossary-style definitions, bold key terms, use in example sentences, link to longer explanation later)

Chapter 2: [Next Logical Topic] (1500-2000 words)



Build on Chapter 1 knowledge

Include:

- Historical context (if relevant)
- Current state and trends
- Different approaches or methods
- Pros and cons of each
- Expert opinions or quotes
- Data and research findings

Chapter 3-4: [Core Concepts] (1500-2000 words each)

Deep dive into main aspects of topic

For each:

- Comprehensive explanation
- Multiple examples (at least 3)
- Visual explanation (diagram, chart, screenshot)
- Step-by-step breakdown
- Best practices
- Common mistakes to avoid

Chapter 5-8: [Practical Application] (2000-2500 words each)

How-to focused chapters

Format:

- Introduction to process
- Prerequisites needed
- Step-by-step instructions (10-20 steps)
- Screenshots or photos for each step
- Tips and tricks throughout
- Troubleshooting section
- Time estimates
- Difficulty assessment

Chapter 9-12: [Advanced Topics] (1500-2000 words each)

For intermediate/advanced readers

Include:

- Complex strategies
- Advanced techniques
- Optimization methods



- Case studies (detailed)
- Expert interviews or quotes
- Industry best practices

Chapter 13-14: [Putting It Together] (1000-1500 words each)

Integration and next steps

Cover:

- Complete workflow example
- Real-world implementation
- Measuring success
- Continuous improvement
- Resources for ongoing learning

Throughout Every Chapter:

Examples: At least 2-3 concrete examples per major concept. Real companies/people when possible. Screenshots or photos. Before/after comparisons. Success and failure examples.

Visuals: One visual every 300-500 words. Types: screenshots, diagrams, charts, infographics, photos, videos (embedded), GIFs for processes, custom illustrations.

Actionable Tips: "Pro Tip" boxes, "Quick Win" callouts, "Watch Out" warnings, "Key Takeaway" summaries.

Internal Links: Link to related chapters, connect concepts throughout, create web of information, 2-3 internal links per chapter minimum.

External Links: Link to authoritative sources, cite research and data, link to tools mentioned, show comprehensive research, builds SEO authority.

SEO Optimization:

Keywords: Primary keyword in title, H1, first 100 words, naturally throughout (1-2% density), in subheadings (H2, H3), in image alt text, in meta description.

Semantic Keywords: Related terms and phrases, question variations, long-tail keywords, LSI keywords naturally included.

Structure: Proper heading hierarchy (H1 > H2 > H3), descriptive URLs, short URLs when possible, schema markup (article, how-to), internal linking structure.

Engagement Elements:



Interactive: Quizzes or assessments, downloadable templates, checklists (PDF), calculators or tools, "Click to tweet" boxes.

Social: Share buttons throughout, pull quotes formatted for sharing, stats designed as graphics, encourage bookmarking.

Conclusion Section (500-750 words):

Recap: Summarize each chapter briefly (1 sentence each)

Key Takeaways: 5-10 most important points from entire guide

Quick Start Checklist: "Start here if you're beginning today" (5-10 action items)

Next Steps: What to do after reading (implement, share, bookmark, related content)

Final Motivation: Encouraging closing thought

Additional Resources Section:

Recommended Tools: List with descriptions, pros/cons, pricing, links

Further Reading: Books, articles, courses, related guides on your site

Community: Where to ask questions, forums, groups, your social media

Expert List: Thought leaders to follow

Glossary: All key terms defined

About the Author: Your credentials, why you're authority on topic, how to connect, photo, not overly promotional

Update Log: Date of publication, major update dates, what's new in latest version, shows content freshness

Length and Depth:

- Minimum: 5,000 words (less isn't "ultimate")
- Sweet Spot: 7,000-10,000 words
- Maximum: 15,000 words (consider breaking into series)

Content Quality Standards:

- Comprehensive (covers all aspects)
- Accurate (fact-checked)
- Current (updated regularly)
- Original (unique insights, not regurgitated)



- Actionable (readers can implement)
- Skimmable (works for different readers)
- Evergreen (stays relevant)

Promotion Strategy:

- Email to list in segments
 - Social media content series
 - Paid promotion budget
 - Guest posts linking to guide
 - Podcast mentions
 - Convert to lead magnet
 - Update and reshare regularly
 - Create derivative content (infographics, videos)
-



Section 6: Content Strategy & Planning

6.1 Content Audit Framework

INPUTS:

- Website/Platform: [where your content lives]
- Content Volume: [roughly how many pieces]
- Goals: [what you want content to achieve]
- Current Challenges: [what's not working]
- Audit Scope: [full site/specific section/content type]

ROLE & EXPERTISE: You are a Content Strategist who conducts systematic content audits to optimize performance. You understand how to inventory content systematically, evaluate content against objectives, identify gaps and opportunities, analyze performance data, and create actionable improvement plans.

OBJECTIVE: Create a comprehensive content audit framework with systematic inventory process, clear evaluation criteria, data analysis approach, gap identification method, and prioritized action plan that transforms audit insights into measurable content improvements.

EXECUTION MODE: Design complete content audit process:

Phase 1: Content Inventory (1-2 weeks)

Create spreadsheet with columns:



- URL (full page address)
- Title (page/post title)
- Content Type (blog/product/landing/resource)
- Topic/Category (what it's about)
- Publish Date (when created)
- Last Updated (most recent revision)
- Word Count (length)
- Author (who created)
- Target Keyword (primary SEO target)
- Current Ranking (Google position)
- Organic Traffic (monthly sessions)
- Pageviews (monthly)
- Time on Page (engagement)
- Bounce Rate (quality signal)
- Conversions (goal completions)
- Backlinks (linking domains)
- Social Shares (total across platforms)

Tools for data collection: Google Analytics for traffic/engagement, Google Search Console for rankings/clicks, SEMrush/Ahrefs for SEO metrics, Screaming Frog for crawling site, Excel/Google Sheets for organizing

Inventory process: Export all URLs from site, gather data for each URL, categorize content types, identify content series or clusters, note technical issues

Phase 2: Content Evaluation (1-2 weeks)

Evaluate each piece against criteria:

Quality Score (1-5): 5 = Excellent: Comprehensive, accurate, well-written, engaging
4 = Good: Solid content, minor improvements needed 3 = Average: Needs significant updates or enhancements 2 = Poor: Major issues, consider removing or complete rewrite 1 = Very Poor: Outdated, inaccurate, or damaging to brand

Evaluation factors:

- Accuracy: Is information correct and current?
- Comprehensiveness: Does it cover topic fully?
- Readability: Is it well-written and easy to read?
- Engagement: Does it hold attention?
- Uniqueness: Does it offer original insights?
- Visual: Are images/graphics effective?
- SEO: Is it optimized properly?
- CTA: Does it drive desired action?



Performance Score (1-5): Based on data: 5 = Top 20% performers 4 = Above average 3 = Average 2 = Below average 1 = Bottom 20% performers

Consider: Traffic volume relative to others, engagement metrics (time, bounce), conversion rate, ranking positions, backlink acquisition

Relevance Score (1-5): 5 = Highly relevant: Core topic, target audience, current goals 4 = Relevant: Supports main topics or audience segments 3 = Somewhat relevant: Tangentially related 2 = Low relevance: Outdated topic or wrong audience 1 = Not relevant: Off-brand or obsolete

Phase 3: Content Classification

Assign action label to each piece:

Keep: High quality + good performance + relevant Action: Minimal work, maybe minor SEO tweaks

Improve: Good potential but needs work Actions might include: Update outdated information, expand thin content, improve SEO optimization, add visuals, better CTA, enhance readability

Consolidate: Multiple pieces covering same topic Action: Merge into one comprehensive piece, 301 redirect old URLs to new

Rewrite: Salvageable topic but poor execution Action: Complete content refresh, keep URL for SEO value

Remove/Redirect: No value or off-brand Action: Delete and 301 redirect to relevant page, or noindex if keeping for archival

Phase 4: Gap Analysis

Identify missing content opportunities:

Keyword Gaps:

- Keywords competitors rank for (you don't)
- High-volume searches you haven't targeted
- Question queries people ask
- Long-tail opportunities
- Tool: SEMrush Keyword Gap, AnswerThePublic

Topic Gaps:

- Customer questions unanswered
- Stages of buyer journey not covered
- Competitor topics you lack



- Industry trends not addressed

Format Gaps:

- Missing content types (video, infographic, checklist)
- No gated content for leads
- Lack of updated case studies
- No comparison/versus content

Audience Gaps:

- Segments not addressed
- Experience levels missing (beginner/advanced)
- Use cases not covered

Funnel Gaps:

- Weak awareness content
- No consideration stage resources
- Missing decision stage content
- Post-purchase support lacking

Phase 5: Competitive Analysis

Compare to 3-5 competitors:

For each competitor analyze:

- Content volume and frequency
- Top performing content
- Unique content angles
- Content formats used
- SEO strategies
- Gaps they have (your opportunities)

Phase 6: Action Plan Creation

Prioritize improvements using matrix:

High Priority (Do First):

- Quick wins: Easy fixes, high impact
- Strategic pages: Homepage, key product pages
- High traffic pages: Improve top performers
- Conversion pages: Optimize for goals

Medium Priority (Do Next):



- Moderate effort, moderate impact
- Secondary important pages
- Good traffic, needs optimization

Low Priority (Do Later):

- High effort, low impact
- Low traffic, low importance
- Nice-to-have improvements

Don't Do:

- Low impact, high effort
- Focus elsewhere

Create implementation roadmap:

Month 1:

- Fix critical technical issues
- Update top 10 performing posts
- Remove/redirect poor performers

Month 2:

- Consolidate duplicate content
- Optimize high-priority pages
- Fill priority keyword gaps

Month 3:

- Create missing funnel content
- Rewrite outdated pieces
- Launch new content series

Ongoing:

- Regular content updates
- New content publication
- Performance monitoring

Phase 7: Monitoring and Reporting

Track audit impact:

Metrics to monitor:

- Organic traffic changes



- Ranking improvements
- Engagement increases
- Conversion rate changes
- Backlink growth

Reporting cadence:

- Weekly: Quick metrics check
- Monthly: Full performance review
- Quarterly: Strategic assessment

Audit Document Structure:

Executive Summary (2 pages):

- Total content inventoried
- Key findings (3-5 bullets)
- Major gaps identified
- Priority recommendations
- Expected impact

Full Inventory (spreadsheet)

Analysis Details (10-15 pages):

- Quality assessment summary
- Performance analysis
- Gap analysis details
- Competitive insights
- Detailed recommendations

Action Plan (3-5 pages):

- Prioritized task list
- Timeline and resources
- Success metrics
- Budget (if needed)

Audit Frequency:

- Comprehensive audit: Annual
 - Mini audit (high-priority pages): Quarterly
 - Performance monitoring: Monthly
 - Continuous optimization: Ongoing
-



6.2 Content Calendar Builder

(Already covered in Section 4.3 - see Social Media Content Calendar Creator for comprehensive framework)

[Can expand specifically for multi-channel blog/content calendar if needed]

6.3 Topic Cluster Strategy

INPUTS:

- Core Topic/Pillar: [main subject area]
- Business Goals: [what you want to achieve]
- Target Audience: [who you're creating content for]
- Current Content: [what you already have on topic]
- Competition Level: [how saturated is this topic]

ROLE & EXPERTISE: You are a Content Architect who designs topic cluster strategies for SEO and authority building. You understand pillar page methodology, hub-and-spoke content models, internal linking strategies, keyword clustering, and creating comprehensive topical coverage that signals expertise to search engines.

OBJECTIVE: Create a comprehensive topic cluster strategy with pillar page concept, supporting cluster content plan, internal linking architecture, keyword mapping, and implementation roadmap that establishes topical authority and improves SEO performance systematically.

EXECUTION MODE: Design complete topic cluster architecture:

Topic Cluster Fundamentals:

Core Concept: One pillar page (comprehensive guide) + 10-20 cluster content pieces (specific subtopics) + strategic internal linking

Benefits: Improved SEO rankings, user experience, content organization, internal linking, topical authority

Step 1: Pillar Page Selection

Choose pillar topic based on:

- High search volume (1000+ monthly searches)
- Broad enough for subtopics (can generate 10+ supporting pieces)
- Relevant to business goals



- Matches audience needs
- You have/can develop expertise

Examples:

- E-commerce brand: "Email Marketing for E-Commerce"
- SaaS company: "Project Management Best Practices"
- Agency: "Content Marketing Strategy"
- Financial: "Retirement Planning Guide"

Step 2: Pillar Page Planning

Pillar page structure:

- Length: 3000-5000 words minimum
- Format: Ultimate guide or comprehensive resource
- Content: Broad overview of entire topic
- Depth: Surface level covering all aspects
- Links: To all cluster content pieces
- SEO: Target high-volume head term
- Design: Highly navigable with jump links

Sections to include:

- What is [Topic]? (comprehensive definition)
- Why [Topic] Matters (benefits and importance)
- [Topic] Fundamentals (core concepts)
- Types/Categories of [Topic]
- [Topic] Step-by-Step Process
- Best Practices for [Topic]
- Common Mistakes in [Topic]
- Tools and Resources for [Topic]
- [Topic] Examples and Case Studies
- FAQs About [Topic]
- Conclusion and Next Steps

Each section links to relevant cluster content for deeper coverage.

Step 3: Cluster Content Identification

Generate 10-20 subtopics from pillar:

Method 1 - Question Clusters: Use AnswerThePublic, AlsoAsked, or Google's "People Also Ask" to find:

- How to [specific aspect]
- What is [specific concept]



- Why does [specific thing] matter
- When should [specific action]
- Where to [specific location/context]

Method 2 - Category Breakdown: If pillar is "Email Marketing for E-Commerce":

- Types: Welcome emails, Abandoned cart, Win-back, Newsletters
- Strategies: Segmentation, Personalization, Automation, A/B testing
- Technical: List building, Deliverability, Email design, Mobile optimization
- Advanced: Behavioral triggers, Dynamic content, Lifecycle emails

Method 3 - Customer Journey:

- Awareness stage content
- Consideration stage content
- Decision stage content
- Retention stage content

Method 4 - Skill Level:

- Beginner subtopics
- Intermediate subtopics
- Advanced subtopics

Step 4: Keyword Mapping

For pillar page:

- Primary keyword: [broad head term]
- Example: "email marketing"
- Target ranking: Top 3 for head term

For each cluster piece:

- Primary long-tail keyword
- Examples:
 - "how to write abandoned cart emails"
 - "email segmentation strategies for ecommerce"
 - "best email subject lines for online stores"
- Target ranking: Top 10 for specific term

Create keyword matrix:

Cluster Topic	Primary Keyword	Search Volume	Difficulty	Current Ranking	Priority
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Abandoned Cart Emails	abandoned cart email examples	590/mo	Medium	Not ranking	High
Email Segmentation	ecommerce email segmentation	320/mo	Low	Position 45	High

Step 5: Content Cluster Planning

For each cluster piece:

Working Title: [Specific subtopic] Content Type: [Blog post, guide, checklist, video, infographic] Target Length: [1000-2000 words typically] Target Keyword: [Specific long-tail phrase] Search Intent: [Informational/Commercial/Transactional]

Outline:

- Introduction connecting to pillar topic
- Main content addressing specific question
- 3-5 subheadings
- Examples and visuals
- Link to pillar page in intro
- Link to 2-3 related cluster pieces
- Link to relevant product/service
- CTA appropriate for funnel stage

Internal Linking Strategy:

- Link from pillar to this cluster (contextual)
- Link from this cluster to pillar (intro + conclusion)
- Link from this cluster to related clusters (2-3 links)
- Link from older related content to this cluster

Step 6: Implementation Roadmap

Phase 1: Foundation (Month 1)

- Research all keywords thoroughly
- Create a detailed content outlines
- Design pillar page structure
- Build pillar page (3000-5000 words)
- Publish pillar page
- Internal link from relevant existing content

Phase 2: Core Clusters (Months 2-3)

- Create highest priority clusters (5-7 pieces)
- Focus on high-volume keywords



- Focus on quick wins (low competition)
- Publish 2-3 pieces per month
- Add internal links as published

Phase 3: Expansion (Months 4-6)

- Create remaining clusters (5-10 pieces)
- Fill keyword gaps
- Add advanced content
- Publish 2-3 pieces per month
- Update pillar page with new links

Phase 4: Optimization (Month 6+)

- Update older cluster content
- Add new clusters as questions arise
- Analyze performance data
- Improve low-performing pieces
- Expand successful topics

Step 7: Internal Linking Architecture

Hub-and-spoke model:

Pillar Page (Hub)

↓ ↓ ↓

Cluster 1 ↔ Cluster 2 ↔ Cluster 3

↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓

Related Content

Linking rules:

- Every cluster links to pillar (multiple times)
- Pillar links to all clusters (contextually)
- Related clusters link to each other
- Use descriptive anchor text (not "click here")
- Natural contextual links (not forced)

Anchor text strategy:

- Vary anchor text (don't always use same phrase)
- Use target keywords naturally
- Use variations and synonyms
- Some branded anchors
- Some generic anchors



Step 8: Content Promotion

For pillar page:

- Announce via email newsletter
- Share across all social platforms
- Run paid promotion (ads)
- Outreach to industry sites (backlinks)
- Mention in podcast/videos
- Add to email signature
- Pin on social media

For cluster content:

- Email to relevant segments
- Share on appropriate channels
- Internal newsletter mention
- Build backlinks from guest posts
- Update and reshare regularly

Step 9: Performance Tracking

Metrics to monitor:

Pillar Page:

- Rankings for head term
- Organic traffic over time
- Backlinks acquired
- Time on page
- Internal link clicks
- Conversions from page

Cluster Content:

- Rankings for target keywords
- Organic traffic per piece
- Engagement metrics
- Click-through to pillar
- Conversions from cluster

Cluster as Whole:

- Total cluster traffic
- Percentage of site traffic
- Total rankings in top 10
- Total backlinks to cluster



- ROI vs. production cost

Step 10: Scaling Strategy

Create multiple clusters:

Priority 1 Clusters (launch first):

- Highest business value topics
- Lowest competition topics
- Existing content to leverage

Priority 2 Clusters (launch next):

- Important but competitive
- Medium difficulty keywords
- Some existing content

Priority 3 Clusters (launch later):

- Nice-to-have topics
- Very competitive space
- Starting from scratch

Multi-cluster management:

- Maintain consistent quality
- Don't overextend resources
- Complete one cluster before starting next
- Interlink between clusters when relevant

Content Cluster Template:

Cluster Name: [Topic] **Pillar Page:** [URL] **Total Pieces Planned:** [Number] **Status:** [Planning/In Progress/Complete]

Pillar Page:

- URL: [link]
- Target Keyword: [term]
- Status: [Draft/Published]
- Traffic: [Monthly sessions]
- Ranking: [Position]

Cluster Content:

1. [Title] - [Keyword] - [Status] - [URL]
2. [Title] - [Keyword] - [Status] - [URL] [Continue for all pieces]



Performance Summary:

- Total Traffic: [Sessions/month]
 - Total Rankings (Top 10): [Number]
 - Total Backlinks: [Number]
 - Conversion Rate: [Percentage]
-

6.4 Content Repurposing Framework

INPUTS:

- Source Content: [existing high-performing piece]
- Content Type: [blog/video/podcast/webinar]
- Target Platforms: [where you want to repurpose to]
- Resources Available: [team, tools, budget]
- Goals: [reach new audience/save time/maximize ROI]

ROLE & EXPERTISE: You are a Content Repurposing Strategist who maximizes content value by transforming single pieces into multiple formats. You understand how to adapt content for different platforms, identify repurposing opportunities, maintain message consistency across formats, and creating efficient repurposing workflows.

OBJECTIVE: Create a systematic content repurposing framework that identifies high-value content for repurposing, outlines transformation process for each format, maintains quality across versions, optimizes for each platform, and provides workflow that makes repurposing efficient and scalable.

EXECUTION MODE: Design comprehensive repurposing system:

Step 1: Content Selection

Choose pieces to repurpose based on:

- High performance (traffic, engagement, conversions)
- Evergreen topics (stay relevant over time)
- Comprehensive coverage (enough substance to divide)
- Strong core message (translates well to formats)
- Business value (supports goals)
- Audience demand (requested or frequently shared)

Best candidates:

- Ultimate guides or pillar content
- Popular blog posts (top 20% traffic)



- Well-received webinars or videos
- Successful email campaigns
- High-converting landing pages
- Viral social content

Step 2: Repurposing Matrix

From one 2000-word blog post create:

Social Media:

- 10-15 tweets/LinkedIn posts (pull quotes, stats, tips)
- 5-7 Instagram posts (visual tips, quotes, carousels)
- 3-5 Facebook posts (longer form, community questions)
- 1-2 Instagram/TikTok Reels (quick tips from post)
- Stories sequence (5-10 frames teaching concept)

Visual Content:

- 1 infographic (visual summary of key points)
- 3-5 quote graphics (shareable images with key quotes)
- 1 SlideShare presentation (10-20 slides)
- Carousel post (5-10 slide summary)

Video Content:

- 1 long-form YouTube video (10-15 minutes covering full topic)
- 3-5 short videos (1-3 minutes on specific sections)
- 1 talking-head video summary
- Animated explainer (if budget allows)

Audio Content:

- 1 podcast episode (discussing the topic)
- Audio article for voice platforms
- Audio snippets for audiograms

Lead Magnets:

- PDF download (formatted nicely)
- Checklist (actionable steps from post)
- Template or worksheet (if applicable)
- Email course (breaking post into 5-7 emails)

Long-Form:

- E-book chapter (part of larger resource)
- Webinar content (expanded version with Q&A)



- Slide deck for presentations

Step 3: Format-Specific Adaptation

Blog → Social Media:

- Extract best quotes (60-100 characters)
- Pull out key statistics
- Identify controversial or surprising points
- Break down step-by-step processes
- Create thread summarizing main points
- Add visuals to every post
- Include link back to original

Blog → Video:

- Script from blog post structure
- Add personal stories and examples
- Include visual demonstrations
- B-roll footage of concepts discussed
- On-screen text for key points
- Thumbnail with compelling text
- Description with blog link

Blog → Infographic:

- Distill to 5-7 key points
- Create visual hierarchy
- Use icons and illustrations
- Include data visualizations
- Make shareable size/format
- Add branding
- Include CTA to full post

Blog → Email Course:

- Break into 5-7 logical sections
- One section per email
- Add actionable homework
- Include examples in each email
- Build on previous lessons
- Final email with CTA
- Link back to full resource

Video/Webinar → Blog:

- Transcribe full content



- Edit for readability (remove verbal fillers)
- Add subheadings from main points
- Include screenshots from video
- Embed video in blog post
- Add additional written context
- Optimize for SEO

Podcast → Multiple Formats:

- Transcribe for blog post
- Pull quotes for social
- Create audiogram clips (30-60 seconds)
- Quote graphics from key moments
- Episode highlights infographic
- Newsletter summary
- SEO-optimized show notes

Step 4: Repurposing Workflow

Create efficient system:

Phase 1: Planning (Day 1)

- Select source content
- Map out formats to create
- Assign responsibilities
- Set deadlines

Phase 2: Production (Days 2-5)

- Create derivative pieces
- Maintain quality standards
- Stay true to core message
- Adapt appropriately for platform

Phase 3: Optimization (Days 6-7)

- Platform-specific optimization
- Add appropriate CTAs
- Include cross-references
- Design/format for platform
- Write platform-specific copy

Phase 4: Distribution (Days 8-14)

- Schedule across platforms
- Spread out over time (don't flood)



- Time for optimal engagement
- Cross-promote between pieces

Phase 5: Tracking (Ongoing)

- Monitor performance of each version
- Identify best-performing formats
- Gather insights for future repurposing
- Update original if needed

Step 5: Efficiency Tools

Tools to streamline:

- Transcription: Otter.ai, Rev, Descript
- Design: Canva (templates), Adobe Express
- Video: Descript, Headliner, Kapwing
- Scheduling: Buffer, Hootsuite, Later
- Project Management: Trello, Asana, Airtable

Templates to create:

- Social post templates (platform-specific)
- Infographic templates (brand colors/fonts)
- Video intro/outro (consistent branding)
- Email course structure
- Thumbnail designs

Step 6: Quality Control

Maintain standards:

- Core message stays consistent
- Quality doesn't decrease with volume
- Platform best practices followed
- Proper attribution if needed
- Brand voice maintained
- All formats professionally presented
- No lazy repurposing (just copying/pasting)

Step 7: Strategic Timing

Don't release all at once:

Week 1: Publish original (blog/video) Week 2: Share related social posts Week 3: Release infographic Week 4: Email course begins Week 5-8: Periodic social sharing Week 12: Re-share best-performing versions



Evergreen content: Reshare every 3-6 months Trending content: Strike while hot, front-load distribution

Step 8: Performance Analysis

Track each format:

- Reach and impressions
- Engagement rates
- Click-throughs to original
- Conversions generated
- Cost per piece (time/money)
- ROI comparison

Insights to gather:

- Which formats work best for topic type
- Which platforms drive most traffic
- Where audience engages most
- Most efficient repurposing paths
- Diminishing returns point

Step 9: Compound Effect

Link everything together:

- Each piece links back to original
- Related pieces link to each other
- Create content hubs
- Build topical authority
- SEO benefits from multiple URLs
- Multiple entry points to funnel

Step 10: Scale the System

Repurposing workflow:

- Create library of high-value content
- Establish repurposing schedule (weekly/monthly)
- Train team on processes
- Build template library
- Batch similar tasks
- Measure efficiency improvements
- Optimize based on performance data

Goal: 1 piece of content → 20+ derivative pieces → 10x content output without 10x effort



6.5 Content Distribution Strategy

(Brief version - can be expanded)

INPUTS:

- Content Piece: [what you're distributing]
- Target Audience: [who needs to see this]
- Goals: [traffic/awareness/leads/sales]
- Channels Available: [email/social/paid/partners]
- Budget: [resources available]

ROLE & EXPERTISE: You are a Content Distribution Strategist who ensures content reaches target audience through strategic multi-channel approach.

OBJECTIVE: Create distribution plan that maximizes content reach through owned/earned/paid channels, targets right audience segments, optimizes timing and frequency, and drives measurable results toward goals.

EXECUTION MODE:

Owned Channels:

- Email list (segment by relevance)
- Website (homepage feature, relevant pages)
- Blog (internal links from related posts)
- Social media profiles
- YouTube channel
- Podcast

Earned Channels:

- Guest posting (link back to content)
- Podcast interviews (mention content)
- PR outreach (pitch to media)
- Influencer mentions
- Community forums (helpful sharing)
- Reddit/Quora (answering questions)

Paid Channels:

- Social media ads (Facebook, LinkedIn, Instagram)
- Google Ads (search, display)
- Sponsored content (industry sites)
- Influencer partnerships



- Retargeting campaigns

Distribution Timeline:

Day 1: Internal launch (email subscribers, social posts) Days 2-7: Paid promotion, outreach to partners Week 2-3: Guest posts go live, PR pickups Week 4+: Retargeting, ongoing social sharing

Track performance: traffic sources, engagement, conversions

6.6 Editorial Guidelines Creator

(Brief version - can be expanded)

INPUTS:

- Brand: [your company]
- Audience: [who you write for]
- Voice & Tone: [how you communicate]
- Standards: [quality requirements]
- Legal/Compliance: [restrictions to follow]

ROLE & EXPERTISE: You are a Content Standards Writer who creates editorial guidelines ensuring consistent quality and voice across all content.

OBJECTIVE: Create a comprehensive editorial guidelines that define brand voice and tone, establish quality standards, provide style rules, include examples, and ensure all content maintains consistency regardless of creator.

EXECUTION MODE:

Brand Voice Definition:

- Core personality traits (3-5 adjectives)
- What we are vs. what we're not
- Examples of on-brand vs. off-brand language

Tone Variations:

- Formal vs. casual (when to use each)
- Platform-specific tone
- Situation-specific adaptation

Style Rules:

- Spelling preferences (US vs. UK)



- Capitalization standards
- Number formatting
- Punctuation guidelines
- Acronym usage
- Brand name formatting

Grammar & Mechanics:

- Sentence length targets
- Paragraph structure
- Active vs. passive voice
- Tense consistency
- Oxford comma usage

Content Standards:

- Minimum word counts by format
- Research and citation requirements
- Fact-checking process
- Expert review needs
- Visual requirements

SEO Guidelines:

- Keyword usage
- Meta description format
- Heading structure
- Internal linking rules

Legal & Compliance:

- Disclosure requirements
- Copyright considerations
- Trademark usage
- Prohibited claims
- Required disclaimers

Approval Process:

- Who reviews what
- Turnaround times
- Revision protocols
- Publishing authority

Include examples throughout showing right vs. wrong.



⚡ BONUS: Quick Writing Tools

These are short fill-in-the-blank prompts for daily use:

B1. Headline Generator

"Generate 10 headlines for: [topic/content]. Target audience: [audience]. Desired emotion: [curiosity/urgency/benefit]. Include power words and make them click-worthy."

B2. Introduction Hook Writer

"Write 3 different opening hooks for an article about [topic]. Hook types: 1) Surprising statistic, 2) Provocative question, 3) Personal story. Keep each under 100 words."

B3. Meta Description Writer

"Create 5 meta descriptions (150-160 characters) for: [page title]. Include the target keyword: [keyword]. Focus on: [benefit/solution/outcome]. Make them compelling for clicks."

B4. Call-to-Action Generator

"Generate 10 CTA options for [specific action you want]. Context: [where CTA will appear]. Vary from soft to strong urgency. Make them action-oriented and specific."

B5. Transition Sentence Creator

"I need transition sentences to connect these two paragraphs: [paragraph 1] and [paragraph 2]. Create 3 smooth transition options that maintain flow."

B6. Conclusion Writer

"Write a conclusion (100-150 words) for an article about [topic]. Summarize key points: [main points]. End with: [specific CTA or thought-provoking question]."

B7. Title Simplifier

"Simplify this title for clarity: [current title]. Make it clearer, more specific, and under [X] characters. Maintain the core benefit but remove jargon."

B8. Sentence Shortener



"These sentences are too long: [paste sentences]. Rewrite them to be 15-20 words each maximum while keeping the meaning clear."

B9. Active Voice Converter

"Convert these passive voice sentences to active voice: [paste sentences]. Make them more direct and engaging."

B10. Jargon Translator

"Translate this jargony text into simple language anyone can understand: [paste jargon-heavy text]. Reading level: 8th grade. Keep it clear and specific."

🎯 Pro Writing Tips & Best Practices

Getting the Most from AI Writing

Always Customize AI Output:

- AI gives you a first draft—never publish as-is
- Add your unique voice and examples
- Include specific data from your experience
- Inject personality and opinion
- Fact-check everything

Be Specific in Prompts:

- Detailed inputs = better outputs
- Include audience details, tone preferences, specific goals
- The more context you give, the better results you get

Use AI for What It's Best At:

- Overcoming blank page syndrome
- Generating multiple options quickly
- Structuring content logically
- Expanding on ideas
- Rewriting for different audiences

Don't Use AI For:

- Original research or data
- Personal stories (add these yourself)
- Expert opinions (quote real experts)



- Anything requiring current real-time info
- Final polish (human editing essential)

Essential Writing Principles

Clarity First:

- Short sentences (average 15-20 words)
- Short paragraphs (2-4 sentences)
- Simple words when possible
- One idea per paragraph
- Active voice 80% of the time

Show, Don't Tell:

- Specific examples over vague claims
- Numbers and data when available
- Stories and case studies
- Before/after scenarios
- Concrete details

Write for Skimmers:

- Compelling subheadings every 300 words
- Bullet points for lists
- Bold key phrases
- Short intro paragraphs
- Strong conclusions
- Visual breaks (images, quotes, whitespace)

SEO Without Sacrificing Readability:

- Include keywords naturally
- Don't keyword stuff (1-2% density)
- Focus on searcher intent first
- Write for humans, optimize for Google second
- Answer the question clearly and completely

Content Quality Checklist

Before publishing, ask:

- Does this provide genuine value?
- Is it better than what currently ranks?
- Would I share this if I found it?
- Is every claim backed up?
- Is it free of typos and errors?



- Does it match our brand voice?
 - Is the CTA clear and appropriate?
 - Are all links working?
 - Is it properly formatted for platform?
 - Have I added my unique perspective?
-

📞 You've Got This, Writer!

You now have **35 professional writing prompts** plus 10 quick tools that professional writers charge hundreds per piece for.

Your next steps:

1. Pick ONE prompt addressing your immediate need
2. Fill in the [BRACKETS] with YOUR specific details
3. Copy into ChatGPT, Claude, or your AI tool
4. Review, customize, and add your unique voice
5. Publish your professional content!

Remember: These prompts are frameworks. Your expertise, examples, and personality are what make content truly great. AI is your assistant, not your replacement.

Now go create amazing content! 🖊
