

AI Content Creation Playbook

50+ Prompts & Templates for Marketing Content

Stop staring at blank pages. Use these AI prompts to generate marketing content 10x faster. Each prompt produces professional first drafts you can edit in minutes instead of writing for hours.

How to Use These Prompts Effectively

- Replace [BRACKETS] with your specific information
- Add context about your brand voice (professional, casual, technical)
- Include examples of your best past content
- Request multiple variations (ask for 5 options)
- Always edit AI output—treat it as a first draft
- Test different prompts to see what works best
- Save successful prompts as templates for reuse

Social Media Post Prompts

- LinkedIn thought leadership: 'Write a LinkedIn post about [TOPIC] that positions me as an expert. Include a hook, 3 key points, and a question to drive engagement.'
- Problem-solution post: 'Create a social post about how [YOUR SERVICE] solves [CUSTOMER PAIN POINT]. Start with the problem, then introduce the solution.'
- Behind-the-scenes: 'Write a casual post showing [BEHIND SCENES MOMENT] that humanizes my brand and connects with audience.'
- Carousel content: 'Create an 8-slide carousel about [TOPIC]. Each slide should have a headline and 2-3 bullet points.'
- Engagement post: 'Write a short post that asks my audience about [QUESTION]. Make it conversational and encourage comments.'

Email Marketing Prompts

- Newsletter: 'Write a weekly newsletter for [AUDIENCE]. Include: 1) Hook about [TOPIC], 2) Main insight, 3) Practical tip, 4) CTA to [ACTION].'
- Promotional campaign: 'Create a 3-email sequence promoting [PRODUCT/SERVICE]. Email 1: Problem awareness, Email 2: Solution benefits, Email 3: Limited offer.'
- Subject lines: 'Generate 10 email subject lines for [CONTENT/OFFER]. Focus on curiosity, urgency, and benefit. Keep under 50 characters.'
- Re-engagement: 'Write an email to win back inactive subscribers. Acknowledge absence, offer value, give option to unsubscribe gracefully.'
- Welcome series: 'Create email #2 of a welcome series. Introduce [KEY BENEFIT], share customer story, guide to getting started.'

Blog Post & Long-Form Prompts

- Outline first: 'Create a detailed outline for a blog post about [TOPIC]. Include introduction, 5 main sections with subpoints, and conclusion.'
- Introduction: 'Write an engaging introduction for a blog post about [TOPIC]. Hook the reader, state the problem, preview the solution.'
- Expand sections: 'Write 300 words expanding on this point: [COPY OUTLINE POINT]. Include examples and actionable advice.'
- How-to guide: 'Write a step-by-step guide on [PROCESS]. Make it beginner-friendly with clear instructions for each step.'
- Listicle: 'Create a list-based article: "[NUMBER] Ways to [ACHIEVE GOAL]". Each item should have a headline, description, and example.'

Ad Copy & Sales Prompts

- Google Ads: 'Write 5 Google ad headlines (30 chars max) and 3 descriptions (90 chars max) for [PRODUCT/SERVICE]. Focus on benefits.'
- Facebook Ads: 'Create Facebook ad primary text, headline, and description for [OFFER]. Target audience: [DEMOGRAPHIC]. Address their pain point: [PROBLEM].'
- Landing page hero: 'Write a compelling headline and subheadline for a landing page selling [PRODUCT]. Focus on the main benefit and outcome.'
- Sales email: 'Write a sales email to [TARGET PERSON] introducing [SOLUTION]. Use the AIDA framework: Attention, Interest, Desire, Action.'
- Product description: 'Write a product description for [PRODUCT]. Include features, benefits, who it's for, and what problem it solves.'

Video Script & Multimedia Prompts

- YouTube intro: 'Write a 30-second video intro hook for a video about [TOPIC]. Grab attention and explain what viewers will learn.'
- Explainer script: 'Create a 90-second explainer video script for [PRODUCT/SERVICE]. Problem → Solution → How It Works → CTA.'
- Short-form video: 'Write a 15-second TikTok/Reel script about [TOPIC]. Start with a hook, deliver value quickly, end with engagement question.'
- Podcast outline: 'Create an outline for a 30-minute podcast episode about [TOPIC]. Include intro, 3 main segments with talking points, outro.'
- Webinar slides: 'Outline 15 slides for a webinar on [TOPIC]. Each slide should have a headline and 3-5 bullet points.'

Content Repurposing Prompts

- Blog to social: 'Take this blog post [PASTE TEXT] and create 5 social media posts highlighting different key points.'
- Long to short: 'Summarize this article [PASTE] into a 3-sentence LinkedIn post with a hook.'

- Transcript to article: 'Convert this video transcript [PASTE] into a structured blog post with headers and sections.'
- Email to thread: 'Turn this email newsletter [PASTE] into a Twitter/X thread with 8-10 tweets.'
- Case study to carousel: 'Transform this case study [PASTE] into a 10-slide carousel format for Instagram/LinkedIn.'

Brand Voice Training Prompt

- Use this prompt first to teach AI your voice:
- 'Here are 3 examples of my best content: [PASTE EXAMPLES]
- Analyze the writing style, tone, and voice. Then rewrite the following content to match that same style: [NEW CONTENT]'
- This trains the AI on YOUR specific voice patterns
- Save this as a custom instruction in ChatGPT
- Reference it at start of future content creation sessions

Quality Control Checklist

- Read AI output carefully—it may include false facts or generic statements
- Fact-check any statistics, dates, or specific claims
- Remove buzzwords and corporate jargon (leverage, synergy, paradigm)
- Add personal anecdotes or specific examples
- Ensure brand voice consistency across all content
- Check tone matches platform (LinkedIn ≠ TikTok)
- Verify CTAs are clear and aligned with business goals
- Run through grammar/spell checker before publishing

Want Custom Content Templates?

We build custom GPT models trained on YOUR brand voice with personalized templates.
Schedule a free content audit at **mindworth.com**