AI Content Creation Prompt Cheat Sheet: Emails, Blogs, Marketing & More

This cheat sheet provides powerful prompts for generating, refining, and editing various types of content using AI tools like ChatGPT and Copilot.

I. Idea Generation & Outlining

1. The Blog Post Idea Generator (Broad & Unique)

Prompt:
"Generate [number] unique blog post ideas related to [topic], each with a distinct angle or perspective. Target the audience of [target audience]. The tone should be [tone - e.g., informative, engaging, provocative]. Consider including ideas that address a problem/solution for the audience."

PROMPT Elements:
(P)urpose: Generate ideas
(O)utput: List of ideas
(M)arkers: Number, topic, target audience, tone, unique angles, problem/solution

When to Use: When you need fresh, varied content ideas.

2. The Blog Post Outline (Structured & SEO-Ready)

Prompt:
"Create a detailed outline for a blog post titled '[Blog Post Title]' to [purpose - e.g., inform, persuade, entertain]. Include an introduction, at least three subheadings with 3-5 bullet points each, and a conclusion or call-to-action. Target [target audience]. Use a [tone] tone. Incorporate these keywords naturally: [list of keywords]."

PROMPT Elements:
(P)urpose: Create an outline
(O)utput: Outline with intro, subheadings, bullets, conclusion/CTA
(M)arkers: Title, purpose, target audience, tone, keywords

When to Use: Structure your blog post before writing, ensuring logical flow, comprehensive coverage, and SEO optimisation.

3. The Content Angle Finder (Problem/Solution Focused)

Prompt:
"I want to write about [topic]. Suggest five different angles or perspectives to approach this subject for [target audience], including a brief rationale for each angle. Include at least one angle that focuses on a problem faced by the audience and how [topic] offers a solution."

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PROMPT Elements:
(P)urpose: Generate ideas
(O)utput: List of angles with rationales
(M)arkers: Topic, target audience, problem/solution angle

When to Use: To find original takes on a topic, especially focusing on audience needs.

II. Drafting Specific Content Types

4. The Email Writer (Complete & Actionable)

Prompt:
"Write a [type of email - e.g., welcome, follow-up, apology, promotional] email to [recipient] with the subject line '[subject]'. The purpose of the email is to [purpose]. The tone should be [tone - e.g., formal, informal, friendly, urgent]. Include a clear call to action: [call to action - be specific, e.g., 'visit this link,' 'reply to this email,' 'schedule a call']. Keep it under [word count] words."

PROMPT Elements:
(P)urpose: Write email
(O)utput: Email with subject line
(M)arkers: Type, recipient, subject, purpose, tone, specific call to action, word count

When to Use: For drafting any type of professional or personal email.

5. Social Media Post Creator (Platform-Specific)

Prompt (Twitter/X):
"Create [number] tweets (under 280 characters) to promote [product/event/article]. Use a [tone] tone. Include relevant hashtags and encourage retweets/engagement."

Prompt (LinkedIn):
"Write [number] LinkedIn posts (under 700 characters) to share [article/insight/company news]. Use a professional and informative tone. Include relevant hashtags and tag relevant people/companies (if applicable)."

Prompt (Instagram):
"Generate [number] Instagram captions for a post about [product/event/image]. Use a [tone] tone. Include relevant hashtags and a call to action (e.g., 'Visit the link in bio,' 'Tag a friend,' 'Double-tap if you agree'). Suggest an image description that would be appropriate."

PROMPT Elements:
(P)urpose: Create social media posts
(O)utput: Platform-specific posts
(M)arkers: Number, platform, tone, hashtags, engagement prompts, character limits, call to action

When to Use: To generate engaging social media content tailored to specific platforms.

6. The Marketing Headline Generator (Benefit/Pain Point Focused)

Prompt:

"Generate [number] compelling headlines for [product/service/content] in a [style - e.g., bold, curiosity-driven, question-based] style. Target [target audience]. Focus either on the key benefit: [benefit] or on addressing a key pain point: [pain point]. Keep under [word count] words."

PROMPT Elements:
(P)urpose: Generate headlines
(O)utput: Headlines
(M)arkers: Number, style, target audience, benefit or pain point, word count

When to Use: To create attention-grabbing headlines.

7. The Product Description Writer (Persuasive & Benefit-Driven)

Prompt:

"Write a compelling product description for [product name]. Highlight its key features: [list features] and how they solve the customer's pain points: [list pain points]. Focus on the benefits for [target audience]. Use a [tone] tone and keep it under [word count] words. Include a call to action (e.g., 'Shop Now,' 'Learn More')."

PROMPT Elements:
(P)urpose: Write product description
(O)utput: Product description with CTA
(M)arkers: Product name, features, pain points, benefits, target audience, tone, word count, CTA

When to Use: To create persuasive and informative product descriptions.

8. The Report Section Drafter (Formatted & Role-Based)

Prompt:

"Act as a [Role - e.g., project manager, data analyst]. Draft the [section name] section of a report on [topic] in [format - e.g., paragraphs, bullet points]. Include [specific information to include]. Use a [tone - e.g., formal, professional] tone. Keep it under [word count] words."

PROMPT Elements:
(P)urpose: Draft report section
(R)ole: Specific role
(O)utput: Report section
(M)arkers: Section name, topic, format, specific information, tone, word count

When to Use: To quickly generate sections of reports or other structured documents.

9. The FAQ Creator (Targeted & User-Friendly)

Prompt:

"You are a customer service expert. Create an FAQ (Frequently Asked Questions) document for [product/service] targeting [audience - e.g., new users, experienced users]. Include at least [number] common questions and answers. Use a [tone - e.g., friendly, clear, concise] tone, focusing on clarity and user-friendliness."

PROMPT Elements:
(P)urpose: Create FAQ
(R)ole: Customer service expert
(O)utput: FAQ document
(M)arkers: Product/service, target audience, number of Q&As, tone, clarity

When to Use: To proactively address common customer inquiries.

III. Refining & Personalising Content

10. The Style Imitator (Detailed Analysis)

Prompt:
"Here are some examples of my writing: [Paste examples]. Analyze my writing style for the following: typical sentence length, vocabulary level (simple, intermediate, advanced), use of figurative language (metaphors, similes, etc.), tone (formal, informal, humorous, etc.), common sentence structures, and preferred punctuation. Now, write a [type of content] about [topic] in my style, matching these characteristics."

PROMPT Elements:
(P)urpose: Write in specific style
(R)ole: [Implied - "You"]
(O)utput: [Type of content]
(M)arkers: Topic, writing samples analyzed for sentence length, vocabulary, figurative language, tone, sentence structure, punctuation

When to Use: Ensure AI-generated content matches your personal or brand voice.

11. The Tone Shifter (Meaning Preservation)

Prompt:
"Rewrite the following text to make the tone more [tone - e.g., formal, informal, enthusiastic, persuasive, empathetic, urgent], while preserving its original meaning: [Paste text here]."

PROMPT Elements:
(P)urpose: Rewrite
(O)utput: Rewritten text
(M)arkers: Target tone, original meaning preservation

When to Use: To quickly adjust the tone of existing content.

12. The Content Expander (Detailed & Contextual)

Prompt:
"Expand on the following text, adding more detail, examples, and relevant background information while maintaining the original tone: [Paste text here]. Aim for approximately [word count] words."

PROMPT Elements:

(P)urpose: Expand
(O)utput: Expanded text
(M)arkers: Detail, examples, background information, original tone, word count

When to Use: To flesh out short pieces of content.

13. The Content Condenser (Concise & Meaningful)

Prompt:
"Condense the following text to approximately [word count] words, while retaining the key information and original meaning: [Paste text here]. Focus on brevity by removing redundancies and extraneous details."

PROMPT Elements:
(P)urpose: Condense
(O)utput: Condensed text
(M)arkers: Word count, key information, original meaning, brevity

When to Use: To shorten long pieces of content.

14. The Chained Prompt (Iterative Workflow)

Prompt Sequence:
1️⃣ *Generate 5 blog post titles about [topic] to [purpose - e.g., inform, entertain], targeting [audience]. Use a [tone] tone.*
2️⃣ *Create a detailed outline for the blog post titled "[chosen title from step 1]", including an introduction, 3-5 subheadings with bullet points for each, and a conclusion.*
3️⃣ *Write an engaging introduction paragraph for the outline from step 2.*
4️⃣ *Write the section for subheading "[subheading 1]" based on the outline. (Repeat for each subheading).*
5️⃣ *Write a compelling conclusion for the blog post.*

PROMPT Elements:
(P)urpose: Build upon previous output
(O)utput: Varies with each step
(M)arkers: Varies with each step

When to Use: For large or complex content creation projects, breaking the task into manageable steps.

15. The Few-Shot Example (Format Replication)

Prompt:
"Here are 2-3 examples of [content type]: [Paste examples]. Analyze their structure, tone, style, and formatting. Write a new [content type] on [topic], closely matching the format and tone of the provided examples.
Headline: [leave blank for AI]
Body: [leave blank for AI]"

PROMPT Elements:
(P)urpose: Generate content based on examples
(O)utput: [Specific content type]
(M)markers: [Specific to the content type]
(P)atterns: Provided examples with explicit analysis instruction

When to Use: When you need a specific format or style that's easier to show than describe.

Key Tips for Content Creation with AI:

✅ **Iterate:** AI is a collaborative partner. Refine your prompts and edit the output.
✅ **Add Your Expertise:** AI provides a starting point; you add insight, creativity, and polish.
✅ **Use the PROMPT Framework:** Consider Purpose, Role, Output, Markers, Patterns, and Tone.
✅ **Fact-Check:** Always verify information, especially for important content.
✅ **Be Ethical:** Use AI responsibly and avoid plagiarism.

Disclaimer: