PrecisionPrompts

Content Creator Pack

32 prompts for YouTube scripts, newsletter writing, social content, and audience growth. Copy, customize the `[BRACKETS]`, paste into any AI.

YouTube Scripts (8 prompts)

Prompt 1: Hook-First Video Script

```
You are a YouTube scriptwriter who specializes in retention-optimized video structure. Write a full script for a [VIDEO LENGTH — e.g., "10-minute"] YouTube video about [TOPIC — e.g., "why most productivity systems fail"].

Channel context:
- Niche: [NICHE — e.g., "personal development for millennials"]
- Tone: [TONE — e.g., "conversational and slightly irreverent, like a smart friend at a bar"]
- Audience knowledge level: [LEVEL — e.g., "familiar with basic concepts but not expert"]

Script structure:
1. **Cold open hook** (first 8 seconds): A provocative statement, surprising stat, or pattern interrupt that makes scrolling impossible. No "Hey guys, welcome back."
2. **Tension builder** (next 30 seconds): Expand the hook into a specific problem the viewer recognizes in their own life. Use second person ("you").
3. **Credibility moment** (10 seconds): One concise reason they should listen to YOU on this topic — not a full bio.
4. **Main content** — deliver [NUMBER OF POINTS — e.g., "5"] key points, each structured as:
   - Transition line that connects to the previous point
   - The insight (1-2 sentences, stated as a counterintuitive truth)
   - A concrete example or mini-story (not hypothetical — use realistic, specific details)
   - One actionable takeaway the viewer can implement today
5. **Re-hook at the midpoint**: Insert a curiosity gap or stakes-raiser at the halfway mark to combat mid-video drop-off.
6. **Closing**: Callback to the opening hook (close the loop), then a CTA for [DESIRED ACTION — e.g., "subscribing," "watching next video on X"].

Banned phrases: "Without further ado," "Let's dive in," "Like and subscribe," "In this video I'm going to," "So basically," "It goes without saying."

Format the output with [B-ROLL SUGGESTION] and [CUT TO] markers where visual changes should happen. Include estimated timestamps.
```

Example Output: A 10-minute script that opens with "You've read 14 productivity books and you're less productive than you were in college — here's why that's not your fault" followed by 5 sections with b-roll markers like [B-ROLL: time-lapse of someone reorganizing their desk for the third time] and a midpoint re-hook: "Point #4 is the one that made me delete three apps off my phone."

Prompt 2: YouTube Title and Thumbnail Concept Matrix

```
You are a YouTube strategist who has studied the click-through rate patterns of top-performing videos across [NICHE — e.g., "tech reviews," "cooking," "personal finance"]. Generate a title and thumbnail concept matrix for a video about [VIDEO TOPIC].

For each option, provide:
1. **Title** (under 60 characters)
2. **Thumbnail concept** — describe the image composition, text overlay (max 4 words), facial expression if a person is featured, and color palette
3. **Click psychology** — one sentence explaining WHY this combination would earn a click (what curiosity gap, fear, or desire it triggers)
4. **Risk factor** — rate as Safe/Medium/Bold and explain (Bold = higher ceiling but might alienate some viewers)

Generate exactly 5 options across this spectrum:
- Option 1: Curiosity gap (the viewer NEEDS to know the answer)
- Option 2: Contrarian take (challenges something the audience believes)
- Option 3: Specific result (a number, timeframe, or concrete outcome)
- Option 4: Emotional trigger (frustration, aspiration, or fear)
- Option 5: Pattern interrupt (breaks the visual or verbal conventions of the niche)

Banned title patterns: "You Won't Believe," "SHOCKING," all-caps words beyond one, clickbait that the video can't deliver on. Every title must be defensible by the actual content.
```

Example Output: Five title/thumbnail combos for a video about morning routines, including a contrarian option: "I Stopped Waking Up at 5 AM (My Output Doubled)" with thumbnail showing a person peacefully asleep with a clock reading 8:30 AM and a green upward arrow, exploiting the viewer's suspicion that hustle-culture advice might be wrong.

Prompt 3: Video Intro A/B Variants

```
You are a YouTube retention specialist. Write 3 alternative intros (first 30 seconds each) for a video about [TOPIC] on a [NICHE] channel with [SUBSCRIBER COUNT — e.g., "50K"] subscribers.

The video's core thesis is: [ONE-SENTENCE THESIS — e.g., "Most people fail at budgeting because they treat it as restriction instead of redirection"]

Each intro must take a different approach:
- **Variant A — Story open**: Start mid-scene in a personal anecdote or case study. Drop the viewer into action. No setup, no context — let them piece it together.
- **Variant B — Stat/fact open**: Lead with a specific, verifiable data point that reframes the topic. Follow with "and here's what nobody is doing about it" energy.
- **Variant C — Direct challenge**: Open by calling out a specific behavior the viewer is probably doing wrong. Be precise (not "you're doing it wrong" but "you're spending 3 hours a week on something that takes 20 minutes").

For each variant, include:
- The scripted text (word-for-word, written for speaking not reading)
- A [VISUAL] note describing what's on screen
- Estimated retention prediction: what percentage of viewers stay past 30 seconds and why

Do NOT start any variant with a question. Questions as openers signal amateur YouTube.
```

Example Output: Three intros for a video on email management — Variant A starts mid-story: "Tuesday, 3 PM. I had 847 unread emails and a client presentation in 40 minutes. That's the day I built the system I'm about to show you." with [VISUAL: screen recording of an overflowing inbox, then hard cut to the creator at their desk].

Prompt 4: End Screen and CTA Script Builder

```
You are a YouTube growth strategist focused on session time and subscriber conversion.
Write end screen scripts for [CHANNEL NAME]'s video about [CURRENT VIDEO TOPIC].

Channel context:
- The next video you want to push viewers toward: [NEXT VIDEO TOPIC AND TITLE]
- The evergreen video that performs best: [EVERGREEN VIDEO TOPIC AND TITLE]
- Current subscriber conversion rate from views: [RATE — e.g., "3%"]

Create 3 end-screen scripts (each 20-30 seconds when spoken):

1. **The Bridge**: Naturally transition from the current video's conclusion into WHY the
next video is the logical follow-up. Frame it as "you now know X, so the question becomes
Y — and that's exactly what I covered here." Make the viewer feel incomplete without
watching.

2. **The Teaser**: Share one surprising insight from the next video — enough to hook but
not enough to satisfy. End with a specific, concrete reason to click ("In that video, I
show you the exact [template/framework/setup] I use for [RESULT]").

3. **The Direct Ask**: Skip cleverness. Tell the viewer exactly what to do and why. "If
you got value from this, subscribe — here's what you'll get: I publish [FREQUENCY] videos
about [SPECIFIC OUTCOMES]. Next week I'm covering [PREVIEW]."

Each script must:
- Callback to something specific from the current video (not generic "if you enjoyed
this")
- Include a spoken CTA that aligns with the end screen card placement timing
- Avoid "Don't forget to," "Make sure to," "If you haven't already" — these signal
desperation
```

Example Output: A bridge script for a video on meal prep transitioning to a grocery shopping video: "So now you've got five meals prepped for the week. But here's the part nobody talks about — if your grocery run takes more than 25 minutes, you're overspending by about 30%. I broke down exactly why in this video, including the aisle-order trick that cut my shopping time in half."

Prompt 5: Long-Form Video Chapter Outline

```
You are a content strategist who structures YouTube videos for maximum watch time and information density. Create a detailed chapter outline for a [VIDEO LENGTH] video about [TOPIC].

Video goal: [GOAL — e.g., "teach viewers to build their first Notion dashboard," "convince viewers to switch from X to Y"]
Audience starting point: [WHAT THEY ALREADY KNOW]
Audience ending point: [WHAT THEY SHOULD KNOW/FEEL/DO AFTER WATCHING]

For each chapter, provide:
1. **Chapter title** (as it would appear in YouTube chapters — concise, specific, scannable)
2. **Timestamp range** (estimated)
3. **Core content** — the ONE key idea or skill this chapter delivers
4. **Retention tactic** — how this chapter keeps viewers watching (e.g., open loop from previous chapter, visual demo, story, challenge)
5. **Transition to next chapter** — the exact bridge sentence or curiosity gap that prevents drop-off
6. **B-roll/visual notes** — what should be on screen (screen recording, talking head, graphics, examples)

Structure rules:
- Front-load the most compelling content — do NOT save the best for last (most viewers won't get there)
- Place a "pattern interrupt" every 2-3 minutes (format change, tone shift, new visual)
- If it's a tutorial, alternate between showing and explaining — never explain for more than 60 seconds without a visual
- Include a "hidden gem" chapter — a non-obvious tip that hardcore fans will share

Total chapters: [NUMBER — e.g., "8-10"]. No chapter shorter than 45 seconds or longer than 3 minutes.
```

Example Output: A 15-minute tutorial outline with 9 chapters, starting with "0:00 — What We're Building (30-Second Preview)" showing the finished product first, then "0:45 — The Only 3 Settings That Matter" front-loading the most impactful content, with transitions like "That handles the structure — but it'll look terrible until we do this next part."

Prompt 6: YouTube Community Post Series

```
You are a community engagement strategist for YouTube creators. Create a 7-day community post series for [CHANNEL NAME] in the [NICHE] space.

Channel context:
- Recent video: [LATEST VIDEO TOPIC]
- Upcoming video: [NEXT VIDEO TOPIC]
- Audience demographics: [DEMOGRAPHICS — e.g., "25-34, mostly self-taught developers"]
- Content pillars: [PILLAR 1], [PILLAR 2], [PILLAR 3]

Create one post per day with:
- **Post type**: Poll, Image + Caption, Question, Behind-the-scenes, Hot take, Resource share, or Teaser
- **Full post text** (under 300 characters for optimal engagement)
- **Goal**: What this post is designed to accomplish (algorithm signal, audience research, hype building, community bonding)
- **Best posting time**: Morning/Afternoon/Evening and why

Weekly cadence rules:
- Day 1: Reference the recent video (extend conversation, don't just reshare)
- Day 3: Poll that doubles as audience research for future content
- Day 5: Behind-the-scenes or personal moment (humanize, build parasocial connection)
- Day 7: Teaser for the upcoming video
- Days 2, 4, 6: Mix of hot takes, questions, and resource shares

Never post "New video is up!" — that's what the subscription bell is for. Every post must provide standalone value even if the viewer never clicks through to a video.
```

Example Output: A 7-day series for a design channel including Day 3 poll: "Honest question — when a client says 'make it pop,' what do you ACTUALLY do? A) Add contrast B) Increase saturation C) Make it bigger D) Quietly scream" with the goal of identifying which design frustration resonates most for a future video topic.

Prompt 7: Video Script for Trending Topic Response

```
You are a YouTube creator who capitalizes on trending topics without chasing clout. Write a rapid-response video script for [CHANNEL NAME] reacting to [TRENDING TOPIC/EVENT — e.g., "Google's new AI feature announcement," "a viral tweet about remote work"].

Channel context:
- Niche: [NICHE]
- Your established perspective/angle: [YOUR KNOWN STANCE — e.g., "you're skeptical of AI hype but pragmatic about useful tools"]
- How this connects to your content: [CONNECTION — e.g., "your audience uses this tool daily"]

Script structure (designed for [VIDEO LENGTH — e.g., "6-8 minutes"] quick turnaround):
1. **Immediacy hook** (10 seconds): Acknowledge the trending moment — "This just happened and it changes [SPECIFIC THING] for [YOUR AUDIENCE]." No lengthy recap of the event.
2. **30-second context**: Bare minimum background for someone who hasn't seen the news. Link to source in description.
3. **Your take** — deliver your UNIQUE perspective in 3 segments:
   - What everyone is saying (consensus take — acknowledge it, don't repeat it)
   - What most people are missing (your actual value-add — the non-obvious angle)
   - What this means for [YOUR SPECIFIC AUDIENCE] in practice (make it actionable)
4. **Prediction or recommendation**: One concrete prediction or action item the viewer can take RIGHT NOW
5. **Close**: "I'll be wrong about some of this — tell me where in the comments" (drives engagement, shows intellectual honesty)

Speed constraints:
- No perfectionist polish — this is meant to be filmed and published within [TIMEFRAME — e.g., "4 hours"]
- Write for one-take delivery: short sentences, natural speech patterns, minimal need for editing
- Include [JUMP CUT] markers where the creator can pause and restart if needed

Banned: "Let's break this down," "Here's what you need to know," "Things are about to change forever."
```

Example Output: A 7-minute script responding to a new social media algorithm change, opening with "Instagram just killed reach for carousels — here's what 48 hours of testing showed me" and delivering three segments: the panic narrative everyone's posting, the data showing it only affects certain content types, and three specific format adjustments the viewer should make this week.

Prompt 8: Collaboration Video Script Framework

```
You are a YouTube producer who structures collaboration videos for mutual audience growth. Create a script framework for a collab between [YOUR CHANNEL — niche, style, audience size] and [COLLABORATOR CHANNEL — niche, style, audience size].

Collaboration context:
- Shared topic: [TOPIC BOTH AUDIENCES CARE ABOUT]
- Overlap: [WHAT THE AUDIENCES HAVE IN COMMON]
- Gap: [WHAT YOUR AUDIENCE HAS THAT THEIRS DOESN'T AND VICE VERSA]
- Format: [FORMAT — e.g., "debate," "challenge," "teach each other," "react together"]

Script framework:
1. **Dual intro** (30 seconds): Both creators introduce each other (not themselves). Each explains why the OTHER person is worth following — specific and genuine, not "this amazing creator."
2. **Shared hook**: A question, challenge, or scenario that requires BOTH perspectives to answer. Frame it so viewers from either channel feel the gap in their knowledge.
3. **Main segment structure**: [NUMBER] rounds or segments where each creator brings their expertise. Alternate who leads each segment. Include moments of genuine disagreement or surprise — audiences can smell rehearsed "wow, great point" reactions.
4. **Cross-pollination moments**: At least 2 points where Creator A references something Creator B's audience would know (and vice versa) — this is how you convert the other creator's viewers.
5. **Individual CTAs**: Each creator gets 15 seconds to pitch their channel to the OTHER person's audience. Be specific: "If you liked the part about [SPECIFIC MOMENT], I have a whole series on that."
6. **Joint close**: One shared takeaway that neither could have reached alone.

Include stage directions for [FORMAT — e.g., "split screen," "side by side," "remote call"] and notes on where each creator's audience will need context.
```

Example Output: A framework for a finance creator and a psychology creator discussing "why smart people make dumb money decisions" with 4 rounds alternating between behavioral science explanations and practical financial strategies, including a genuine disagreement about whether budgeting apps help or hurt, and individual CTAs tied to specific moments in the conversation.

Newsletter Writing (8 prompts)

Prompt 9: Newsletter Welcome Sequence

```
You are an email strategist who specializes in creator-led newsletters. Write a 3-email welcome sequence for [NEWSLETTER NAME], a [FREQUENCY — e.g., "weekly"] newsletter about [TOPIC] by [CREATOR NAME].

Newsletter context:
- Subscriber promise: [WHAT THEY SIGNED UP FOR — e.g., "one actionable marketing tactic every Tuesday"]
- Tone: [TONE — e.g., "witty and data-driven, like Morning Brew meets a marketing professor"]
- Current subscriber count: [COUNT] (use this to calibrate intimacy level — 500 subs = personal, 50K = authoritative)
- Lead magnet they signed up for: [LEAD MAGNET — e.g., "the 50-prompt ChatGPT cheat sheet," "none — organic signup"]

Email 1 — Sent immediately:
- Subject line: reference what they just downloaded/signed up for (not "Welcome!")
- Confirm what they'll get and when (set expectations precisely)
- Deliver one immediate value nugget — a tip, insight, or resource NOT in the lead magnet
- Ask one simple reply question to boost deliverability and start a relationship
- Under 200 words

Email 2 — Sent Day 2:
- Subject line: tease your single best piece of content
- Share your "greatest hit" — the one post, thread, or insight that defines your newsletter
- Frame it as "this is what [NUMBER] people have shared the most"
- Soft ask: "If this landed, move me to Primary" (Gmail) — explain why in one sentence
- Under 250 words

Email 3 — Sent Day 4:
- Subject line: set a pattern for what regular issues look like
- Send a "mini issue" that mirrors the format of your regular newsletter but at half length
- End with: "This is what every [DAY] looks like in your inbox. See you [NEXT SEND DAY]."
- Under 300 words

Banned across all three: "I'm so excited you're here," "In this email I'll," anything that reads like a form letter. Write like a person, not a platform.
```

Example Output: A 3-email sequence for a design newsletter where Email 1 delivers a quick tip about font pairing not in the lead magnet and asks "What's the one design task you dread most?",

Email 2 shares the creator's most-forwarded breakdown of why Stripe's website converts so well, and Email 3 is a mini-issue reviewing one real landing page redesign.

Prompt 10: Weekly Newsletter Issue Template

```
You are a newsletter writer known for high open rates and forward-to-a-friend sharing.
Write a complete newsletter issue for [NEWSLETTER NAME] about [THIS WEEK'S TOPIC/THEME].

Newsletter format:
- Style: [STYLE — e.g., "curated links with commentary," "one deep essay," "3 short
takes," "case study breakdown"]
- Length: [WORD COUNT — e.g., "800-1000 words"]
- Sections: [SECTION STRUCTURE — e.g., "One Big Idea + 3 Quick Hits + One Tool
Recommendation"]
- Voice: [VOICE — e.g., "first-person, opinionated, cites sources"]

For the issue, provide:
1. **Subject line** (two options: one straightforward, one curiosity-driven)
2. **Preview text** (the snippet that shows after the subject line in the inbox — max 90
characters, adds context the subject line doesn't)
3. **Opening line**: Start mid-thought or with a specific observation. No "Happy [Day]!"
or "Hope you had a great week." The first sentence should be interesting enough that
they'd read the second sentence even without knowing who sent it.
4. **Body content**: Follow the section structure above. Each section needs:
   - A clear subheading (scannable for skimmers)
   - The actual content (insight, commentary, analysis — not just summaries)
   - Your opinion or recommendation (readers subscribe for your take, not neutral
reporting)
5. **Closing CTA**: Varies by week — reply prompt, share ask, link to a resource, or a
question that seeds next week's issue
6. **PS line**: One surprising, personal, or off-topic tidbit (the PS gets read more than
any other part of a newsletter)

Never summarize without adding perspective. If you're linking to something, tell the
reader WHY it matters to them specifically, not just WHAT it is.
```

Example Output: A newsletter issue about AI tools for writers with subject line "The AI writing tool I actually kept after the free trial" and preview text "It's not the one you're thinking of," opening with "I've tested 31 AI writing tools in the last 6 months. I'm paying for exactly one." followed by a deep breakdown of why, three quick alternative picks, and a PS about the author's dog interrupting a podcast recording.

Prompt 11: Newsletter Growth and Referral Campaign

```
You are a newsletter growth strategist. Design a referral program and growth campaign for [NEWSLETTER NAME] which currently has [SUBSCRIBER COUNT] subscribers in the [NICHE] space.

Current growth channels: [CHANNELS — e.g., "Twitter, SEO blog, word of mouth"]
Monthly growth rate: [RATE — e.g., "8% month-over-month"]
Newsletter monetization: [MONETIZATION — e.g., "sponsorships," "paid tier," "not yet monetized"]

Create:

1. **Referral reward tiers** (3 tiers):
   - For each tier: number of referrals needed, the reward, and why THIS reward motivates THIS audience
   - Rewards must be low-cost to deliver but high perceived value (digital goods, exclusive content, access — not physical merch at this stage)
   - Include the exact email copy that announces the referral program (under 150 words, makes sharing feel like a favor to friends, not work)

2. **Cross-promotion swap pitches**: Write 3 outreach messages to send to complementary newsletters (different sizes: smaller, same size, larger). Each pitch:
   - Under 100 words
   - Leads with what YOU offer THEM (not what you want)
   - Includes a specific swap format suggestion
   - Mentions a concrete metric (open rate, subscriber count, niche relevance)

3. **Content-as-growth plays**: 3 specific content pieces designed to be shared beyond your existing audience:
   - The format (thread, blog post, infographic, tool, template)
   - The topic (chosen for shareability, not just interest)
   - The distribution plan (where to post, who to tag, what community to share in)
   - The newsletter capture mechanism (how this drives signups)

No generic advice like "be consistent" or "provide value." Every recommendation should be specific enough to execute this week.
```

Example Output: A referral program for a 5K-subscriber productivity newsletter with tiers at 3 referrals (exclusive Notion template vault), 10 referrals (monthly AMA access), and 25 referrals (name in the newsletter's "founding readers" footer), plus a cross-promotion pitch to a larger newsletter: "I write Focused — 5K subscribers, 52% open rate, all remote workers. I'd love to write a guest paragraph for your Tools section. Happy to feature you the same week. Here's my best-performing issue so you can see the fit."

Prompt 12: Newsletter Sponsorship Pitch and Rate Card

```
You are a newsletter monetization consultant. Create a sponsorship package for [NEWSLETTER NAME].

Newsletter stats:
- Subscribers: [COUNT]
- Open rate: [RATE — e.g., "45%"]
- Click-through rate: [CTR — e.g., "6%"]
- Audience demographics: [DEMOGRAPHICS]
- Publication frequency: [FREQUENCY]
- Niche: [NICHE]

Create:

1. **Rate card** with 3 sponsorship tiers:
   - For each tier: placement name, description of what's included, price, and estimated impressions/clicks
   - Price should reflect [SUBSCRIBER COUNT] and [OPEN RATE] using the standard newsletter CPM model but adjusted for niche premium
   - Include a "why this tier" one-liner for each (helps sponsors self-select)

2. **Outreach email to a potential sponsor** — [SPONSOR TYPE — e.g., "a B2B SaaS tool," "a course creator"]:
   - Under 150 words
   - Lead with audience alignment (why YOUR readers are THEIR customers)
   - Include one specific data point beyond basic stats (e.g., "38% of my readers are engineering managers" or "my tool recommendation posts get 3x the click rate of regular issues")
   - End with a low-friction next step (not "let's hop on a call" — try "I can send over a one-pager and a sample placement")

3. **Sample ad copy**: Write a native-style sponsorship placement (the kind that feels like newsletter content, not an ad) for [SAMPLE SPONSOR OR PRODUCT TYPE]. Include:
   - A headline that matches the newsletter's voice
   - Body copy (under 80 words) that leads with the reader's problem, not the sponsor's features
   - CTA with a tracking-friendly URL placeholder

Pricing must be defensible — include the math (CPM calculation) in a brief note so the creator can explain their rates confidently.
```

Example Output: A rate card for a 12K-subscriber marketing newsletter with 48% open rate showing: "Quick Hit" ($200, single line with link in the Quick Hits section, ~5,760 impressions), "Feature Sponsor" ($450, dedicated 80-word native placement with image, ~5,760 impressions, best for product launches), and "Full Issue Sponsor" ($800, logo, featured placement, and a "presented by"

header, ~5,760 impressions, maximum brand association). CPM note: $34.72 base CPM at the Feature tier, justified by niche B2B audience premium over general newsletter CPMs of $5-15.

Prompt 13: Subscriber Re-engagement Sequence

```
You are an email deliverability and engagement specialist. Write a 3-email re-engagement sequence for [NEWSLETTER NAME] targeting subscribers who haven't opened in [TIMEFRAME — e.g., "90 days"].

Newsletter context:
- Topic: [TOPIC]
- Frequency: [FREQUENCY]
- Total subscriber count: [COUNT]
- Estimated inactive segment: [PERCENTAGE OR COUNT]
- Best-performing issue in the last 3 months: [TOPIC AND WHY IT PERFORMED]

Email 1 — "The Soft Nudge" (Day 1):
- Subject line: personal, curious, NOT "We miss you" (that's guilt, not value)
- Acknowledge you're in a crowded inbox without being self-deprecating
- Deliver your single best insight from the last month — give them a reason to re-engage RIGHT NOW
- End with: "Hit reply with [SIMPLE WORD] if you want to keep getting these" (this also boosts sender reputation)
- Under 150 words

Email 2 — "The Value Bomb" (Day 4):
- Subject line: reference the specific content they're missing (e.g., "[Topic] issue from last week — this one's worth catching up on")
- Share 3 bullet-point highlights from recent issues they missed — each bullet is a complete insight, not a teaser
- Position it as "here's what you missed" not "please come back"
- Under 200 words

Email 3 — "The Clean Break" (Day 8):
- Subject line: straightforward — "Should I stop sending these?"
- Brief, respectful, no manipulation
- Give them a one-click option to stay (link to re-confirm) or do nothing and be removed
- Include one final compelling reason to stay — your upcoming content plans or a subscriber-only benefit
- Under 100 words
- Actually remove non-responders after [GRACE PERIOD — e.g., "7 days"] — healthy list > big list

Tone across all three: confident, not needy. You're offering value, not begging for attention.
```

Example Output: Email 1 with subject line "The pricing psychology trick from last Tuesday" that delivers a complete insight about charm pricing being less effective than rounded prices for premium products, ending with "Reply 'stay' if you want to keep getting these — takes 2 seconds and helps me stay out of spam." Email 3 with subject line "Should I stop sending these?" and body under 80 words that says "No guilt trip. If this newsletter isn't useful anymore, that's fine — inboxes change. Click here to stay on the list, or do nothing and I'll remove you Friday. Either way: the issue on [UPCOMING TOPIC] drops next week and it's the most actionable one I've written this quarter."

Prompt 14: Deep-Dive Newsletter Essay

```
You are a longform newsletter writer in the style of [REFERENCE — e.g., "Lenny Rachitsky's analytical depth," "Ann Friedman's personal-meets-political lens," "Packy McCormick's narrative energy"]. Write a deep-dive essay for [NEWSLETTER NAME] on [TOPIC].

Essay parameters:
- Word count: [LENGTH — e.g., "1,500-2,000 words"]
- Thesis: [ONE-SENTENCE ARGUMENT — e.g., "The creator economy isn't dying — it's just becoming a normal job, and that's actually better"]
- Target reader: [WHO — e.g., "full-time creators earning $50K-150K who feel the hype fading"]
- Evidence to include: [SOURCES OR DATA POINTS — e.g., "recent creator economy reports, specific creator examples, platform policy changes"]

Structure:
1. **Opening scene or observation** (not a thesis statement — draw them in with a specific moment, anecdote, or image that embodies the theme)
2. **The conventional wisdom** — state the popular narrative fairly and specifically. Show you understand why people believe it.
3. **The turn** — introduce your counterargument with evidence. Use data, examples, or logical reasoning. Not just "but actually" — show WHY the conventional wisdom is incomplete.
4. **The deep cut** — the part of the analysis that requires domain expertise or original thinking. This is where you earn the subscription. Go one level deeper than what the reader expects.
5. **Implications** — what does this mean for the reader's decisions, career, or worldview? Make it personal and practical.
6. **Closing image** — callback to the opening scene/observation with new meaning now that the reader has your framework.

Writing constraints:
- No section headers (this is an essay, not a listicle — use white space and transitions instead)
- Vary paragraph length: short punchy paragraphs (1-2 sentences) between longer analytical ones
- Include at least 2 specific examples with real names, numbers, or dates (no "imagine a creator who...")
- One memorable original metaphor or analogy that captures the core insight
- Never use "In conclusion," "To summarize," or "At the end of the day"
```

Example Output: A 1,800-word essay on the creator economy's "normalization phase" that opens with a specific creator's tweet about their boring Tuesday routine, builds through platform revenue data showing stabilization not decline, makes the deep-cut argument that boring stability is what enables creative risk-taking, and closes by returning to that creator's boring Tuesday as evidence that the dream is actually working.

Prompt 15: Newsletter Content Calendar

```
You are a content strategist for independent newsletter creators. Build a 4-week content calendar for [NEWSLETTER NAME], a [FREQUENCY] newsletter about [BROAD TOPIC].

Content pillars: [PILLAR 1 — e.g., "tactical how-tos"], [PILLAR 2 — e.g., "industry analysis"], [PILLAR 3 — e.g., "tools and resources"], [PILLAR 4 — e.g., "personal stories and lessons"]

Audience: [AUDIENCE DESCRIPTION]
Upcoming events/launches relevant to the niche: [EVENTS — e.g., "Product Hunt launch week," "Apple WWDC," "Q4 planning season"]

For each issue, provide:
1. **Date and issue number**
2. **Content pillar** (rotate — never do the same pillar back-to-back)
3. **Topic** with a specific angle (not just "AI tools" but "The 3 AI tools that replaced my $500/month software stack")
4. **Subject line** (two options)
5. **Key insight or takeaway** — the one sentence a reader would share with a colleague
6. **Research needed** — what the creator needs to gather before writing (interviews, data, testing a tool, personal reflection)
7. **Estimated writing time** — calibrated to [CREATOR CAPACITY — e.g., "side project, 3-4 hours/week max"]
8. **Repurposing potential** — one derivative content piece (thread, video, LinkedIn post) with a brief description

Calendar rules:
- Week 1: Start with the strongest topic to set momentum
- At least one issue per month should be "evergreen shareable" — something people forward
- Time-sensitive topics (events, launches) go in the right week
- Leave one slot flexible for reactive/trending content
- Never schedule more writing time than the creator actually has
```

Example Output: A 4-week calendar for a weekly design newsletter that opens with "Why Every SaaS Landing Page Looks the Same in 2025 (And the 4 That Don't)" as the evergreen shareable piece, schedules a WWDC design reaction for Week 2, includes a personal story about the creator's worst client project in Week 3, and leaves Week 4 as a flexible slot with two backup topics.

Prompt 16: Paid Newsletter Launch Strategy

```
You are a newsletter monetization strategist specializing in free-to-paid conversions. Design a paid tier launch plan for [NEWSLETTER NAME], currently free with [SUBSCRIBER COUNT] subscribers and [OPEN RATE] open rate.

Newsletter context:
- Topic: [TOPIC]
- Current content: [WHAT FREE SUBSCRIBERS GET NOW]
- Creator's unique expertise: [EXPERTISE — e.g., "10 years as a product manager at FAANG companies"]
- Audience willingness signals: [SIGNALS — e.g., "readers frequently ask for deeper analysis," "high reply rate on tactical posts"]

Create:

1. **Paid tier structure**:
   - What stays free (must still be genuinely valuable — don't gut the free tier)
   - What goes behind the paywall (must be clearly differentiated and worth the price)
   - Price point with reasoning based on [NICHE] benchmarks and [SUBSCRIBER COUNT]
   - Annual discount structure

2. **Launch sequence** (5 emails over 2 weeks):
   - Email 1: Announce the paid tier — explain WHY now (not "I need money" but "I want to go deeper on X and this makes it sustainable")
   - Email 2: Social proof or preview — share a sample of paid content or testimonials from beta readers
   - Email 3: Launch day — clear pricing, clear value, founding member benefit that expires
   - Email 4: "Last chance for founding rate" — 48 hours before founding rate expires
   - Email 5: Post-launch thank you to free subscribers — reaffirm the free tier's value, no guilt

   For each email: subject line, key message (2-3 sentences), CTA, and word count target

3. **Founding member offer**:
   - What it includes beyond regular paid (permanent discount, exclusive channel, early access, name in credits)
   - Why it expires (create urgency without being manipulative — "I'm capping it at [NUMBER] because I want to personally respond to every founding member")
   - Expiration timeline

No "Sorry for the sales pitch" energy. Charging for expertise is professional, not apologetic.
```

Example Output: A launch plan for a product management newsletter converting from free (weekly tactical post) to paid (weekly tactical + monthly deep-dive case study + quarterly template pack) at

$12/month or $99/year, with a founding member offer of $79/year locked for life, capped at 200 members, including a private Slack channel. Launch email 3 subject line: "The PM Case Study Library is live — founding rate until Friday."

Thread Hooks (8 prompts)

Prompt 17: Viral Thread Opening Hook

```
You are a social media copywriter who specializes in scroll-stopping first lines. Write 10 opening hooks for a thread about [TOPIC] targeted at [AUDIENCE — e.g., "SaaS founders," "self-taught designers," "freelance writers"].

Context:
- Platform: [PLATFORM — e.g., "Twitter/X," "LinkedIn," "Threads"]
- Creator's credibility on this topic: [CREDIBILITY — e.g., "built a $2M ARR product," "10 years in the industry," "recently completed a specific project"]
- The core insight the thread will deliver: [INSIGHT]

For each hook, provide:
- The opening line (platform character limits apply)
- The hook type: Contrarian, Confession, Number/Result, Question, Story opening, Myth-busting, or Challenge
- Why it works (one sentence on the psychological trigger)
- Risk level: Safe / Medium / Spicy (higher engagement but potential for negative reactions)

Hook constraints:
- No hooks that start with "Most people don't realize"
- No "unpopular opinion:" prefix (overused to the point of meaninglessness)
- No threads that promise "everything you need to know" (nobody delivers on that)
- At least 3 hooks must be personal (use "I" and reference specific experience)
- At least 2 hooks must include a specific number, timeframe, or result
- Every hook must create a curiosity gap OR state a claim bold enough that people need to see the proof

Format the output so the creator can compare all 10 at a glance and pick the strongest one.
```

Example Output: Ten hooks for a thread about pricing strategy, including: "I changed one number on my pricing page and revenue went up 40% in a month. It wasn't the price." (Story + Result, Medium risk), "The company charging 10x your price has a worse product. They just understand something you don't." (Contrarian + Challenge, Spicy risk), and "I've reviewed 200+ SaaS pricing pages. The same 3 mistakes show up on 80% of them." (Number + Credibility, Safe risk).

Prompt 18: Full Thread Script with Engagement Architecture

```
You are a social media strategist who engineers threads for maximum engagement and
follower conversion. Write a complete thread about [TOPIC] for [PLATFORM].

Creator context:
- Niche: [NICHE]
- Thread goal: [GOAL — e.g., "establish authority on X," "drive traffic to Y," "grow
followers"]
- Key insight: [THE MAIN TAKEAWAY]
- Supporting evidence: [2-3 DATA POINTS, EXAMPLES, OR EXPERIENCES]

Thread structure (design for [THREAD LENGTH — e.g., "8-12 tweets"]):

**Post 1 — The Hook**: Bold claim, surprising result, or pattern interrupt. Must work as a
standalone post even if nobody reads the rest.

**Post 2 — The Setup**: Establish the problem or context. Make the reader think "yes,
that's exactly my situation." Use specific language their peer group uses.

**Posts 3 through [N-2] — The Substance**: Each post delivers ONE discrete insight. Rules:
- Each post must be valuable on its own (people screenshot individual posts)
- Alternate between insight → example → insight → example (don't stack abstractions)
- Use line breaks for readability — no walls of text
- Include at least one post with a specific framework, model, or numbered list (these get
saved/bookmarked)
- One "pattern interrupt" post — a short punchy take or a question that re-engages
skimmers

**Post [N-1] — The Summary**: Restate the key takeaways in bullet form. This post gets
screenshotted and shared more than any other.

**Post [N] — The CTA**: Choose ONE:
- Follow CTA: "I write about [TOPIC] every [FREQUENCY]. Follow for more." (don't say
"Follow me")
- Reply CTA: Ask a specific question that's easy and rewarding to answer
- Repost CTA: "Repost the first tweet if this was useful" (direct, no guilt)

Between every post, include a transition indicator showing how each connects to the next.
Avoid starting consecutive posts with the same word.
```

Example Output: A 10-tweet thread on "Why your portfolio isn't getting you hired" with Post 1: "I've reviewed 400+ design portfolios in hiring rounds. The ones that got interviews had worse visual design than the ones that got rejected. Here's what they had instead:" followed by posts covering case study structure, problem framing, business impact metrics, and a Post 9 summary of "The Portfolio Checklist: 1) Lead with the problem, not the mockup 2) Show your constraints 3) Include one project that failed 4) Write like a PM, design like a designer."

Prompt 19: Contrarian Take Thread

```
You are a thought leadership strategist who helps creators stake out defensible, non-obvious positions. Write a thread that challenges [COMMON BELIEF IN THE NICHE — e.g., "you need to post every day to grow," "cold email is dead," "you should always niche down"].

Creator context:
- Platform: [PLATFORM]
- Creator's position: [THEIR ACTUAL STANCE AND WHY — e.g., "I grew to 50K followers posting twice a week by focusing on quality"]
- Evidence: [SPECIFIC DATA, EXPERIENCE, OR EXAMPLES THAT SUPPORT THE CONTRARIAN VIEW]

Thread structure ([LENGTH] posts):

**Post 1**: State the contrarian take clearly and specifically. Not "X is wrong" but "X works until [SPECIFIC CONDITION], and most people have already hit that condition." Show nuance in the hook — this signals intelligence, not just hot-take energy.

**Post 2**: Acknowledge what's true about the conventional wisdom. (Skipping this makes you look uninformed, not bold.) Be specific about WHEN and WHERE the common advice works.

**Post 3**: Identify the breaking point — the specific condition, scale, or context where the conventional wisdom fails. This is your key differentiator.

**Posts 4-[N-2]**: Build your case. Each post adds one layer of evidence:
- Personal experience with specific numbers or outcomes
- An example of someone else who proves your point
- A logical argument or framework that explains WHY
- A counterexample to the strongest objection

**Post [N-1]**: The nuanced conclusion. Not "I'm right and everyone else is wrong" but "Here's when to follow the conventional advice and when to follow mine." This separates thoughtful contrarianism from attention-seeking.

**Post [N]**: Engagement CTA — ask a polarizing but respectful question that invites people to share their own experience.

Intellectual honesty rules:
- Acknowledge at least one weakness in your own position
- Don't strawman the opposing view — represent it at its strongest
- Use "in my experience" or "the data suggests" instead of absolute claims
- No virtue signaling about being a contrarian ("I know this will be unpopular but...")
```

Example Output: A thread challenging "always niche down" advice, opening with "The 'niche down' advice cost me 2 years. Here's what I wish someone had told me before I spent 18 months writing exclusively about email subject lines:" followed by posts acknowledging that niching works for

discovery but fails for retention, presenting data on how the creator's best-performing content crosses topic boundaries, and concluding with "Niche down to get found. Broaden out to keep people interested. The order matters."

Prompt 20: Listicle Thread with Depth

```
You are a social media content writer who turns listicle formats into genuinely valuable threads (not shallow "10 tools you need" filler). Write a list thread: "[NUMBER] [THINGS] for [AUDIENCE] — [QUALIFIER THAT ADDS CREDIBILITY]."

Thread parameters:
- Platform: [PLATFORM]
- List topic: [TOPIC — e.g., "pricing psychology principles," "cold email frameworks," "design tools"]
- Number of items: [NUMBER — e.g., "7"]
- Qualifier: [WHAT MAKES THIS LIST CREDIBLE — e.g., "tested on 1,200 landing pages," "from 5 years of freelancing," "that I actually use daily"]

For each list item (one post per item):
1. **Item name or principle** (bolded or formatted for scannability)
2. **One-sentence explanation** of what it is
3. **Specific example** — real brand, real scenario, real numbers where possible (not "for example, imagine a company that...")
4. **The non-obvious part** — the detail, caveat, or application that makes this more than a Wikipedia summary. This is what separates premium content from generic lists.

Thread rules:
- First list item should be the most surprising or counterintuitive (hook readers into the rest)
- Last list item should be the most actionable (reward people who read the whole thread)
- Do NOT number the posts as "1/10, 2/10" — this kills engagement on individual posts
- Each post must stand alone (people will screenshot individual items)
- Include one "bonus" item after the main list — the one that's slightly off-topic but extremely useful

Final post: a summary sentence and CTA. Not "like and repost" but something specific: "Which of these are you going to try first? Reply and I'll give you a specific tip for implementing it."
```

Example Output: A "7 pricing principles from testing 400 checkout pages" thread where item 1 is "Decoy pricing works — but only if the decoy is within 15% of the target option. Too far apart and it looks manipulative. Basecamp does this perfectly: their $299 tier exists to make $99 look reasonable" and the bonus item is "The highest-converting pricing pages all have one thing in common: a FAQ section directly below the pricing table. It catches objections at the exact moment of decision."

Prompt 21: Story Thread (Narrative Arc)

```
You are a storytelling strategist for social media. Write a narrative thread that tells the story of [STORY — e.g., "how I got my first 1,000 customers," "the project that almost bankrupted my agency," "what happened when I quit my job to freelance"].

Platform: [PLATFORM]
Thread length: [LENGTH — e.g., "12-15 posts"]
The lesson/takeaway: [WHAT THE READER SHOULD LEARN FROM THIS STORY]

Narrative structure:

**Act 1 — The Setup (Posts 1-3)**:
- Post 1: Drop into the most dramatic or pivotal moment of the story (in medias res). Not the beginning — the moment everything changed or almost fell apart.
- Post 2: Rewind. "Let me back up." Set the scene with specific, sensory details. When was this? Where? What was at stake?
- Post 3: Introduce the goal or challenge. What were you trying to accomplish and why did it matter?

**Act 2 — The Struggle (Posts 4-8)**:
- Show the messy middle. Include at least one genuine mistake or failure — not a humble brag disguised as a struggle.
- Use dialogue where possible ("My co-founder looked at me and said...")
- Each post should end with a mini-cliffhanger or question that pulls the reader to the next one
- Include specific details: numbers, dates, names (where appropriate), exact quotes
- One post should be a low point — the moment you considered giving up or changing direction

**Act 3 — The Turn (Posts 9-11)**:
- What insight, event, or decision changed the trajectory?
- Be specific about WHAT you did differently and WHY it worked
- Include the results with real numbers if possible

**Resolution (Posts 12-[N])**:
- The lesson stated clearly — but earned through the story, not preached
- One post of practical takeaways for the reader (bridge from "my story" to "your life")
- Final post: CTA tied to the story's theme

Writing rules:
- Write in present tense for the story portions (creates immediacy)
- Short sentences during tense moments. Longer, reflective sentences during lessons.
- No "I learned a valuable lesson" or "Looking back, I realize" — show it through the narrative, don't announce it
- If you use numbers, be specific: not "we grew a lot" but "we went from 12 to 847 users in 6 weeks"
```

Example Output: A 13-post story thread about losing a major client that opens at the crisis point: "The email came at 6:47 PM on a Thursday. Subject line: 'Moving in a different direction.' That client was 60% of our revenue." Then rewinds to the early relationship, builds through the growing dependency, the warning signs missed, the day the email arrived, three weeks of panic, the pivot to diversified revenue, and closes with "Today no single client is more than 15% of revenue. That email was the best thing that happened to my business. But I'd be lying if I said it didn't keep me up for three months."

Prompt 22: Educational Thread (Teach a Concept)

```
You are an educator who makes complex concepts accessible on social media without dumbing them down. Write a thread that teaches [CONCEPT] to [AUDIENCE].

Concept details:
- Topic: [CONCEPT — e.g., "how compound interest actually works," "the psychology of color in branding," "what product-market fit feels like"]
- Audience starting knowledge: [LEVEL — e.g., "knows the term but doesn't truly understand the mechanics"]
- Why this matters to them: [RELEVANCE — e.g., "they're making decisions based on a shallow understanding"]

Thread structure ([LENGTH] posts):

**Post 1 — The Reframe**: State the concept in a way they haven't heard before. Not a textbook definition — a perspective shift. "Everyone talks about [CONCEPT]. Almost nobody understands [SPECIFIC ASPECT THAT CHANGES EVERYTHING]."

**Post 2 — The Analogy**: Introduce one core analogy or mental model that makes the concept click. This analogy will anchor the entire thread. Choose something from everyday life, not another technical concept.

**Posts 3-5 — Build Understanding**: Layer the explanation. Each post adds one building block:
- Post 3: The basic mechanic (how it works at the simplest level)
- Post 4: The nuance everyone misses (the second-order effect or hidden variable)
- Post 5: A real-world example that demonstrates both the mechanic and the nuance

**Post 6 — The Common Mistake**: The most frequent way people misapply this concept. Be specific — name the mistake and show why it feels right but leads to bad outcomes.

**Post 7 — The Application**: Exactly how the reader can use this understanding in their work/life THIS WEEK. Not "keep this in mind" but "here's the specific decision this should change."

**Post 8 — The Deeper Rabbit Hole**: For readers who want to go further — one book, paper, talk, or thinker. Brief annotation of why this particular source is the best starting point (not just "check out this book").

Rules:
- Use the analogy from Post 2 at least twice more in the thread (consistency aids understanding)
- No jargon without immediate plain-language translation
- Include at least one visual description or "imagine this" scenario
- Every post should pass the "so what?" test — the reader should never wonder why you're telling them this
```

Example Output: A thread teaching "survivorship bias" to entrepreneurs that opens with "You're taking advice from the wrong people — not because they're lying, but because the honest ones are invisible." Uses the analogy of studying only the planes that returned from combat (the WWII story), explains how this distorts startup advice, names the common mistake of copying successful founders' daily routines, and applies it: "This week, before you adopt any 'here's how I did it' advice, ask: how many people did this exact thing and failed? If you can't answer that, the advice is decoration, not data."

Prompt 23: Thread Repurposed from Long-Form Content

```
You are a content repurposing specialist who extracts high-engagement social threads from existing long-form content. Convert [CONTENT TYPE — e.g., "this blog post," "this podcast episode," "this newsletter issue," "this YouTube video"] into a thread for [PLATFORM].

Original content:
- Title: [TITLE]
- Core argument: [ONE-SENTENCE SUMMARY]
- Key points: [POINT 1], [POINT 2], [POINT 3], [POINT 4], [POINT 5]
- Best quote or stat: [QUOTE OR STAT]
- Most actionable takeaway: [TAKEAWAY]
- Link to original: [URL]

Conversion rules:
- Do NOT simply chop the original into tweet-sized pieces — that creates disjointed threads
- Restructure for the platform's native reading behavior (people scan, skip, and screenshot)
- The thread should provide 80% of the value without clicking the link — this builds trust and drives MORE traffic, not less
- Front-load the most surprising or valuable point (even if it was in the middle or end of the original)

Thread structure:
1. **Hook post**: The single most compelling insight from the content, rewritten as a standalone statement. Include a "I just [wrote/published/recorded] about this. Here's the core idea in [NUMBER] posts:" framing.
2. **Key insight posts** (3-5 posts): One insight per post, each rewritten for social (shorter sentences, more direct, conversational). Add context that wasn't in the original if it makes the point clearer.
3. **The golden nugget**: The one quote, stat, or framework that people will screenshot. Format it for visual impact.
4. **The bridge post**: "That's the summary. But the full [post/episode/video] goes deeper on [SPECIFIC ASPECT]. Here's why that matters:" — tease what the full content adds.
5. **CTA post**: Link to the full content with a specific reason to read/watch/listen beyond what the thread covered.

Include a note at the end: which sections of the original were intentionally left out of the thread (so the creator can tease them in replies if the thread gains traction).
```

Example Output: A thread repurposing a blog post about remote team communication, with the hook reframing the article's conclusion as the thread opener: "After managing remote teams for 6 years across 4 time zones, I've learned that the best async teams aren't better communicators — they're better writers. I broke this down in a post this week. Here's the core argument in 8 tweets:" followed by posts covering the writing-as-thinking framework, the "no meeting without a memo" rule, and a golden nugget post formatted as "The Remote Communication Stack: 1. Write first, meet second 2.

Record decisions, not discussions 3. Default to public channels 4. Treat every message like a future search result."

Prompt 24: Engagement Bait Thread (Ethical Version)

```
You are a community engagement strategist who drives replies and shares without resorting to manipulative tactics. Create an engagement-first thread for [PLATFORM] in the [NICHE] space.

Creator context:
- Audience: [AUDIENCE]
- Goal: [GOAL — e.g., "maximize replies for algorithm boost," "build community," "crowdsource content for next piece"]
- Creator's expertise area: [EXPERTISE]

Create 3 engagement thread concepts, each with full opening post and response strategy:

**Concept 1 — The Crowdsource**: Ask a question that has many valid answers and where people WANT to share theirs. Not "What's your favorite book?" (too broad) but "[SPECIFIC QUESTION — e.g., 'What's the one tool you use daily that has under 10K users?']"
- Opening post text
- Why this specific question drives replies (the psychology)
- Planned creator responses to the first 5-10 replies (engage genuinely, not just "Great pick!")
- How to turn the replies into a follow-up piece of content

**Concept 2 — The Debate Starter**: State two opposing but defensible positions and ask people to pick a side. The key: both sides must be reasonable (not a straw man vs. obvious winner).
- Opening post with both positions clearly stated
- The creator's own answer (posted as a reply, not in the main post — this drives thread engagement)
- Guidelines for moderating the discussion if it gets heated

**Concept 3 — The "Show Your Work"**: Invite people to share something they've made, built, or accomplished. Structure it so sharing feels like a flex, not a vulnerability.
- Opening post that models the behavior by sharing the creator's own example first
- A specific format for replies (gives structure, lowers friction to respond)
- How to amplify the best responses (quote tweets, features, shoutouts)

For all three:
- Never use "Wrong answers only" (played out)
- Never ask people to "drop a [emoji]" (lazy engagement farming)
- Every prompt should produce replies that are genuinely interesting to read, not just notification counts
- Include timing recommendation (day of week and time) for maximum engagement
```

Example Output: Concept 1 for a design audience: "What's a design decision you've seen in the wild that looks simple but is actually genius? I'll start: The way Duolingo's streak counter turns from green to gray. It's not a notification, not a popup — it's the absence of color. And it works better than

any push notification." with planned responses that add context or ask follow-ups ("I never noticed that about Uber's pin — does the animation change based on traffic density?") and a plan to compile the best 15 responses into a "15 Genius Design Details You Walk Past Every Day" thread the following week.

Content Repurposing (8 prompts)

Prompt 25: Blog Post to Multi-Platform Content Suite

```
You are a content repurposing strategist who maximizes the reach of every piece of content. Take [BLOG POST TOPIC AND KEY POINTS] and transform it into a complete multi-platform content suite.

Original content:
- Blog post title: [TITLE]
- Main argument: [THESIS]
- Key points: [POINT 1], [POINT 2], [POINT 3]
- Best data point or quote: [DATA/QUOTE]
- Target audience: [AUDIENCE]

Generate all of the following from this single piece:

1. **Twitter/X Thread** (8-10 posts):
   - Hook post with the most provocative insight
   - One insight per post, restructured for social
   - Summary post and CTA

2. **LinkedIn Post** (1 post, 150-200 words):
   - Professional framing, first-person perspective
   - Opening line that works in the feed preview (first 2 lines visible before "see more")
   - End with a question that invites professional experience sharing
   - No hashtag spam (max 3, placed at the bottom)

3. **Instagram Carousel Script** (8-10 slides):
   - Slide 1: Bold headline (max 6 words) that stops the scroll
   - Slides 2-8: One idea per slide, 15-25 words each, designed for swipe-through
   - Final slide: CTA (save, share, or follow)
   - Include a caption (under 150 words) with hashtag strategy

4. **Short-Form Video Script** (60 seconds, for Reels/TikTok/Shorts):
   - Hook (first 3 seconds): visual + spoken
   - Body: 3 rapid points with [VISUAL CUT] markers
   - Close: CTA or cliffhanger
   - Format as a two-column table: LEFT = what's on screen, RIGHT = what's being said

5. **Email Newsletter Snippet** (100 words):
   - Framed as one section within a larger newsletter issue
   - Links back to the original blog post
   - Adds one insight NOT in the blog post (gives newsletter subscribers exclusive value)
```

```
Each format must feel native to its platform — not a copy-paste with minor edits.
Restructure the content's emphasis, pacing, and format to match how people consume on each
platform.
```

Example Output: A full suite from a blog post about remote hiring mistakes: the Twitter thread leads with mistake #3 (the most surprising), the LinkedIn post frames it as a personal lesson from the author's most expensive mis-hire, the carousel distills each mistake to a bold statement per slide, the video script opens with "I spent $47,000 on a hire who quit after 3 weeks — here's the red flag I missed" with [CUT TO screen recording of the job posting], and the newsletter snippet adds a bonus mistake not covered in the blog.

Prompt 26: Podcast Episode to Written Content Bundle

```
You are a content producer who transforms audio content into high-performing written formats. Convert a podcast episode into multiple written content pieces.

Episode details:
- Episode title: [TITLE]
- Guest (if any): [GUEST NAME AND CREDENTIALS]
- Episode length: [LENGTH]
- Core topic: [TOPIC]
- 5 key moments/quotes: [MOMENT 1], [MOMENT 2], [MOMENT 3], [MOMENT 4], [MOMENT 5]
- Most controversial or surprising take: [TAKE]
- Most actionable advice given: [ADVICE]

Generate:

1. **Blog post / Show notes** (800-1,200 words):
   - Not a transcript — a curated, edited narrative of the best insights
   - Structure: introduction establishing why this conversation matters, 3-4 key sections organized thematically (not chronologically), a "key takeaways" callout box, and links to resources mentioned
   - Include 2-3 pull quotes formatted for visual emphasis
   - SEO-optimized title and meta description

2. **Audiogram text cards** (5 cards):
   - Each card: a quote or insight (under 30 words) that works as a standalone statement
   - Include timestamp reference so the creator can pull the audio clip
   - Background color/mood suggestion for each (to match the emotional tone)

3. **Social promotion posts** (3 posts for different platforms):
   - Twitter/X: Thread hook + 2-3 follow-up posts with the best insights and a link
   - LinkedIn: Professional framing, tag the guest if applicable, focus on the business insight
   - Instagram caption: Personal reflection on the conversation, 150 words max, with a carousel concept

4. **Newsletter mention** (100-word paragraph):
   - Framed as "one conversation I keep thinking about" — makes it editorial, not promotional
   - Highlights one insight that connects to the newsletter's ongoing themes
   - Link to full episode

5. **Quote graphics copy** (3 quotes):
   - Under 20 words each
   - Formatted to work as a text overlay on a branded background
   - Attribution line included
```

```
Each piece should drive listeners to the episode while providing standalone value. A
reader who never listens should still learn something useful.
```

Example Output: A conversion bundle for a podcast episode about bootstrapping vs. fundraising, including a blog post titled "Why This $10M Founder Wishes They'd Never Raised Money" with sections on capital efficiency, hiring without runway pressure, and the hidden cost of board management; audiogram cards like "We had $4M in the bank and I'd never been more stressed in my life" (timestamp: 23:14); and a LinkedIn post tagging the guest: "I sat down with [Guest] expecting to talk about scaling. Instead, they convinced me that the best growth strategy is the one you can fund from revenue."

Prompt 27: YouTube Video to Blog Post Conversion

```
You are a content writer who converts video content into high-quality blog posts optimized for both readers and search engines. Transform a YouTube video into a comprehensive blog post.

Video details:
- Video title: [TITLE]
- Video URL: [URL]
- Video length: [LENGTH]
- Chapter/section breakdown: [CHAPTERS — e.g., "0:00 Intro, 2:15 Problem, 5:30 Solution 1, 9:00 Solution 2, 12:45 Results, 15:00 Wrap-up"]
- Main argument: [THESIS]
- Key examples shown in the video: [EXAMPLES]
- Visual demonstrations described: [WHAT WAS SHOWN ON SCREEN — e.g., "screen recording of Figma workflow," "whiteboard diagram of funnel"]

Blog post requirements:

1. **SEO elements**:
   - Blog title (can differ from video title — optimize for search intent)
   - Meta description (under 155 characters)
   - Target keyword: [KEYWORD]
   - Header structure (H2s and H3s that include keyword variations)

2. **Content adaptation**:
   - Convert spoken language to written (remove filler, tighten phrasing, add structure)
   - Replace "as you can see on screen" references with descriptive text and [IMAGE PLACEHOLDER: description of what screenshot to include]
   - Expand any point that was rushed in the video (writers can go deeper than speakers)
   - Add a "Key Takeaways" box at the top (for skimmers and featured snippet targeting)
   - Include internal link opportunities: [RELATED POSTS ON YOUR BLOG — list 2-3]

3. **Enhancements beyond the video**:
   - Add 2-3 sections of context or depth not covered in the video
   - Include a comparison table or framework visualization if relevant
   - Add a FAQ section with 3-5 questions related to the topic (Schema markup ready)
   - Embedded video with a "Prefer to watch?" note at the top

4. **Format**:
   - Word count: [TARGET — e.g., "1,500-2,000 words"]
   - Short paragraphs (max 3 sentences for web readability)
   - Bullet points for lists and steps
   - Bold key phrases for scanners
   - Include a table of contents for posts over 1,500 words
```

> Do not simply transcribe. The blog post should be the BETTER version of the content — more thorough, more organized, more referenceable.

Example Output: A 2,000-word blog post converting a video about "5 Figma Plugins That 10x My Workflow" into an SEO-optimized post titled "Best Figma Plugins for UI Designers in 2025 (Tested on Real Projects)" with H2s for each plugin, comparison table of free vs. paid options, [IMAGE PLACEHOLDER: screenshot of the Autoflow plugin generating user flow arrows] markers, a FAQ section including "Do Figma plugins slow down performance?", and two bonus plugins not mentioned in the original video.

Prompt 28: Newsletter to Social Media Micro-Content

```
You are a content atomizer — you break one newsletter issue into a week's worth of social media content. Take a single newsletter issue and extract maximum platform-native content from it.

Newsletter issue details:
- Issue title/subject: [TITLE]
- Main topic: [TOPIC]
- Key sections: [SECTION 1 SUMMARY], [SECTION 2 SUMMARY], [SECTION 3 SUMMARY]
- Best one-liner or insight: [BEST LINE]
- Data points or stats included: [STATS]
- Resources or tools mentioned: [RESOURCES]

Generate a 5-day social media content calendar:

**Day 1 — The Teaser** (publish same day as newsletter):
- Platform: [PRIMARY PLATFORM]
- Post: Tease the newsletter's core insight and link to signup (not the archive — drive subscriptions)
- Angle: "I just sent this to [SUBSCRIBER COUNT] readers. Here's the one stat that surprised me:" then the hook

**Day 2 — The Standalone Insight**:
- Platform: [SECONDARY PLATFORM]
- Post: Extract one insight and expand it into a native post. No mention of the newsletter — this is pure value content
- Format: text post, carousel, or short video (pick the best format for this specific insight)

**Day 3 — The Quote Card**:
- Platform: Instagram or LinkedIn
- Visual: Text overlay on branded background — the best one-liner from the issue
- Caption: Brief context + "This is from my newsletter [NAME]. Link in bio for the full breakdown."

**Day 4 — The Discussion Starter**:
- Platform: Twitter/X or LinkedIn
- Post: Take the most debatable point from the newsletter and pose it as a question or hot take
- Goal: Generate replies that surface new perspectives for NEXT week's newsletter

**Day 5 — The Resource Share**:
- Platform: Any
- Post: Share one tool, resource, or link from the newsletter with your personal commentary
- Frame it as a recommendation, not newsletter promotion
```

```
For each post:
- Full text (platform-appropriate length and formatting)
- Best posting time
- Engagement strategy (how to respond to comments to maximize reach)
- Connection to newsletter growth (how does this post ultimately drive subscriptions?)

Rule: No post should feel like "newsletter promotion." Every post delivers value first.
The newsletter is the premium destination, not the other way around.
```

Example Output: A 5-day calendar from a newsletter about AI tools, with Day 1 teasing "I tested 12 AI writing tools and ranked them by actual output quality (not marketing claims). The results surprised me — sent the full breakdown to subscribers this morning," Day 3 as a quote card reading "The best AI writing tool is the one that makes you a better editor, not a lazier writer," and Day 4 asking "Hot take: AI writing tools are making online content worse because people are using them to write MORE instead of write BETTER. Agree or disagree?"

Prompt 29: Conference Talk to Content Ecosystem

```
You are a content strategist who helps speakers maximize the ROI of every talk they give. Convert a conference talk into a full content ecosystem.

Talk details:
- Talk title: [TITLE]
- Conference: [CONFERENCE NAME]
- Talk length: [LENGTH]
- Core thesis: [THESIS]
- 3-5 key sections: [SECTION 1], [SECTION 2], [SECTION 3], [SECTION 4], [SECTION 5]
- Best audience reaction moment: [MOMENT]
- Slides: [NUMBER] slides, key visuals include [DESCRIPTION]
- Recording available: [YES/NO]

Generate:

1. **Keynote blog post** (1,500-2,000 words):
   - Adapted from the talk but restructured for reading (not a transcript)
   - Include [SLIDE IMAGE PLACEHOLDER] markers at key points
   - Add sections with depth that couldn't fit in the time limit
   - SEO-optimized for [TARGET KEYWORD]

2. **Twitter/X thread** (10-12 posts):
   - "I just gave a talk at [CONFERENCE] about [TOPIC]. Here are the biggest ideas in [NUMBER] tweets:"
   - One key idea per post with the best supporting evidence
   - Tag the conference account and relevant community figures

3. **LinkedIn article** (600-800 words):
   - Professional, reflective tone: "What I told [AUDIENCE SIZE] [AUDIENCE TYPE] about [TOPIC]"
   - Focus on the business implications and practical takeaways
   - Include a personal anecdote about why this topic matters to you

4. **SlideShare/Carousel** (reformatted slides):
   - Take the [NUMBER] most visual/impactful slides
   - Add brief context text below each (what you SAID when this slide was up)
   - Format as a downloadable PDF or carousel

5. **Short-form video clips** (3 clips, each 30-60 seconds):
   - Identify the 3 most clip-worthy moments from the talk
   - Script a re-recorded version for each (tighter, direct-to-camera, social-native)
   - Include [VISUAL] notes for what should be on screen

6. **Pitch for derived content**:
   - One guest post pitch to [PUBLICATION TYPE — e.g., "industry blog"] — 3-sentence pitch email
```

```
   - One podcast guest pitch — why this talk's insights make a good conversation
   - One workshop or webinar concept that expands on the talk's most actionable section

Every piece links back to either the recording (if available) or the blog post. The goal:
anyone who encounters ANY piece of this content can find their way to the full talk.
```

Example Output: A content ecosystem from a 20-minute conference talk on "Why Your Onboarding Flow Is Losing 60% of Users" including a blog post with [SLIDE IMAGE PLACEHOLDER: the funnel diagram showing drop-off at step 3], three video clips re-scripted for TikTok/Reels covering the "3-click rule," the "aha moment audit," and the "empty state mistake," and a pitch to First Round Review: "I recently presented data on onboarding drop-off at [Conference] — 60% of users quit before reaching the feature they signed up for. I'd like to write up the framework I shared, including 3 case studies of companies that fixed this and the specific changes they made."

Prompt 30: Twitter Thread to Long-Form Blog Post

```
You are a content expander who transforms viral or high-performing social media threads into comprehensive blog posts. Take a thread that resonated and build it into a definitive resource.

Thread details:
- Platform: [PLATFORM]
- Original thread text: [PASTE THE FULL THREAD OR PROVIDE KEY POSTS]
- Performance: [METRICS — e.g., "2.3K likes, 400 reposts, 180 replies"]
- Top replies/questions from the audience: [3-5 NOTABLE REPLIES OR QUESTIONS]
- Why it resonated: [YOUR THEORY — e.g., "hit a nerve about overwork culture," "provided a framework people hadn't seen"]

Blog post construction:

1. **Expansion strategy**:
   - Identify which thread posts need more depth (not all do — some are perfect as-is)
   - Add the context that was cut for character limits
   - Address the most common questions from replies (build them into the post)
   - Add 2-3 examples, data points, or case studies that didn't fit the thread

2. **Structure**:
   - Title: SEO-optimized version of the thread hook (may differ significantly)
   - Target keyword: [KEYWORD]
   - Opening: Use the thread's hook but expand it — the blog reader doesn't have the same scrolling psychology
   - Sections: Each major thread point becomes a section with H2 headers
   - New sections: Add at least 2 sections that weren't in the original thread
   - Closing: A stronger, more nuanced conclusion than the thread's CTA post

3. **Enhancements**:
   - Include a "Key Takeaways" callout at the top
   - Add a practical template, checklist, or framework if the topic supports it
   - Link to related posts or resources
   - FAQ section addressing the top questions from thread replies
   - Internal and external links for SEO
   - Embed the original thread near the bottom ("This post started as a thread that resonated with [NUMBER] people. Here's the expanded version.")

4. **Meta**:
   - Meta description incorporating the thread's strongest insight
   - Social sharing image concept (what text/visual should the OG image have?)
   - 3-5 pull quotes for social promotion of the blog post

Word count: [TARGET — e.g., "2,000-2,500 words"]. The blog post should be the definitive
```

```
version of this idea — something you can reference and share for years, not just a thread reformat.
```

Example Output: A 2,200-word blog post expanding a viral thread about "the 5 negotiation mistakes that cost me $200K in my 20s" into "Salary Negotiation Mistakes: Lessons From 15 Years of Getting It Wrong (And Right)" with new sections on negotiation psychology research, a downloadable "Negotiation Prep Worksheet," a FAQ addressing "Should you always negotiate?" (from the most-liked reply), and the original thread embedded at the bottom with a note: "This post started as a Twitter thread that hit a nerve. 2,300 people liked it — but a 280-character limit can't hold the full story."

Prompt 31: Instagram Content to Email Course

```
You are a course designer who packages social media content into structured email courses. Take a collection of [CONTENT TYPE — e.g., "Instagram carousel posts," "Reels," "Stories highlights"] about [TOPIC] and design a 5-day email course.

Source content:
- Number of posts/pieces: [COUNT]
- Topic coverage: [TOPICS COVERED ACROSS THE POSTS]
- Most popular post: [DESCRIPTION AND WHY IT RESONATED]
- Audience demographics: [DEMOGRAPHICS]
- Skill level of the content: [LEVEL — e.g., "beginner-friendly"]

Email course design:

**Course name**: [Generate a specific, benefit-driven name — not "Learn [TOPIC]" but "[OUTCOME] in 5 Days"]

**Opt-in page copy** (under 100 words):
- Headline: specific outcome + timeframe
- 3 bullet points of what they'll learn
- Social proof line referencing the original content's performance

**Day 1 — Foundation**:
- Subject line
- Lesson content (300-400 words): Start with the core concept from your most popular post, but go deeper
- Action item: One specific task they complete before tomorrow's email (under 10 minutes)
- Resource link: back to the original post for visual reference

**Day 2 — Framework**:
- Subject line
- Lesson content: Introduce a step-by-step framework built from multiple posts' insights
- Action item: Apply the framework to their own [PROJECT/SITUATION]

**Day 3 — Common Mistakes**:
- Subject line
- Lesson content: Compile the most common mistakes/questions from comments on your posts
- Action item: Audit their current [WORK/APPROACH] against these mistakes

**Day 4 — Advanced Application**:
- Subject line
- Lesson content: The non-obvious insights — things you couldn't fit into carousel slides
- Action item: A more challenging exercise that builds on Days 1-3

**Day 5 — Action Plan**:
- Subject line
- Lesson content: Bring it all together into a personal action plan
```

```
- Action item: Create their implementation plan using the template provided
- CTA: What's next? (paid product, community, newsletter, 1-on-1 services)

Each email must:
- Open with a one-line story or observation (not "Welcome to Day [X]!")
- Include one insight that was NOT in any of the original posts (exclusive course value)
- End with the action item and a preview of tomorrow's lesson
- Stay under 500 words (respect inbox space)
```

Example Output: A "Design Better Landing Pages in 5 Days" email course built from 20 Instagram carousels about web design, where Day 1 expands the creator's viral "Anatomy of a Perfect Hero Section" carousel into a lesson with a homework assignment to screenshot 5 hero sections they admire, Day 3 compiles the 50 most common critique requests from carousel comments into "The 7 Mistakes I See on 80% of Landing Pages," and Day 5 includes a fillable landing page audit template not available anywhere else.

Prompt 32: Content Performance Audit and Repurposing Roadmap

```
You are a content strategist who audits existing content libraries and builds repurposing roadmaps. Analyze a creator's content portfolio and generate a systematic repurposing plan.

Content portfolio:
- Platform(s): [PLATFORMS — e.g., "YouTube (85 videos), newsletter (52 issues), blog (30 posts)"]
- Top 5 performing pieces (by engagement/traffic): [PIECE 1 WITH METRICS], [PIECE 2], [PIECE 3], [PIECE 4], [PIECE 5]
- Bottom 5 performing pieces: [PIECE 1], [PIECE 2], [PIECE 3], [PIECE 4], [PIECE 5]
- Content themes/pillars: [PILLAR 1], [PILLAR 2], [PILLAR 3]
- Current repurposing habit: [CURRENT APPROACH — e.g., "none," "occasional tweet threads from blog posts"]
- Available time for repurposing: [HOURS PER WEEK]

Generate:

1. **Performance pattern analysis**:
   - What do the top 5 pieces have in common? (topic, format, timing, headline style)
   - What do the bottom 5 pieces have in common? (identify what to stop doing)
   - Which topics have untapped potential (good content, poor distribution)?
   - Which format transitions would yield the highest ROI? (e.g., "your blog posts outperform your videos on the same topics — the blog-to-video pipeline is backwards for you")

2. **Evergreen content identification**:
   - Flag pieces that are still relevant and could be repurposed NOW
   - For each: why it's still relevant, what platform it should go to, and what angle to take
   - Flag pieces that need updating before repurposing (outdated stats, tools, or advice)

3. **30-day repurposing roadmap**:
   - Week-by-week plan that fits within [HOURS PER WEEK]
   - Each task: source content → target format → target platform → estimated time → expected outcome
   - Prioritized by effort-to-impact ratio (quick wins first)
   - Include "batch days" where similar repurposing tasks are grouped (e.g., "record all 4 short-form videos in one session")

4. **Systems recommendation**:
   - A repeatable workflow the creator can follow for every new piece of content
   - Template: "When I publish a [FORMAT], I will also create [DERIVATIVE 1] and [DERIVATIVE 2] within [TIMEFRAME]"
   - Tool recommendations for the repurposing workflow (specific tools, not categories)

5. **Content gap analysis**:
```

```
   - Topics the audience cares about (based on top performer themes) that have NO content
yet
   - Recommended content pieces to fill these gaps, with suggested formats
   - How to test topic viability with low-effort social posts before investing in long-
form

Output this as an actionable document with clear priorities, not a theoretical framework.
The creator should be able to start executing Day 1 immediately after reading.
```

Example Output: An audit revealing that a creator's top performers are all "myth-busting" content while their underperformers are "how-to tutorials," leading to the recommendation: "Stop creating basic tutorials — your audience wants contrarian analysis. Repurpose your 3 best myth-busting blog posts into Twitter threads this week (estimated: 2 hours total, expected reach: 5-10x your blog traffic)." The 30-day roadmap starts with "Week 1: Convert top blog post into a thread (1 hour) and record it as a 3-minute video (1 hour)" with specific batch-day scheduling.
