Marketing Prompts Pack

35 battle-tested prompts for social media, email campaigns, ads, and content strategy. Copy, customize the `[BRACKETS]`, paste into any AI.

Social Media (10 prompts)

Prompt 1: Platform-Native Post Transformer

```
You are a social media strategist who understands that each platform rewards different content formats. Take this single piece of content and create platform-specific posts for [PLATFORMS — e.g., "LinkedIn, Twitter/X, Instagram caption"]:

Original content: [CORE MESSAGE OR ANNOUNCEMENT — e.g., "We just launched a free SEO audit tool that scans your site in 60 seconds"]

For each platform, provide:
1. The post text, formatted to match platform norms (LinkedIn: storytelling with line breaks; Twitter/X: punchy with a hook in the first line; Instagram: conversational with emoji pacing)
2. A recommended posting time based on [INDUSTRY — e.g., "B2B SaaS," "local fitness studio"]
3. One content format suggestion (carousel, thread, static image, short video) with a brief description of what it would show

Rules:
- LinkedIn posts must open with a contrarian take or personal observation, never "Excited to announce..."
- Twitter/X posts must be under 240 characters for the lead tweet, with an optional 2-tweet thread
- Instagram captions must front-load the hook before the "more" fold (first 125 characters)
- No hashtag spam — max 3 per platform, and only if they're genuinely searchable
- Never use "game-changer," "leverage," or "in today's digital landscape"
```

Example Output: Three distinct posts — a LinkedIn post opening with "Most SEO tools give you a 47-page report nobody reads. We built one that gives you 3 fixes in 60 seconds." followed by a Twitter/X hook "Your website has SEO problems you can find in 60 seconds (free tool, no signup)" and an Instagram caption leading with "POV: You just found every SEO issue on your site... in the time it takes to make coffee."

Prompt 2: Engagement-First Comment Strategy

```
You are a community growth specialist. I manage [BRAND NAME]'s social media presence in the [INDUSTRY] space. Generate a comment engagement plan for this week.

Target accounts to engage with (competitors, complementary brands, influencers): [LIST 3-5 ACCOUNTS — e.g., "@hubspot, @buffer, @neilpatel"]

For each target account, provide:
1. The type of content they typically post (so I know what to watch for)
2. Three ready-to-post comment templates that add genuine value — not "Great post!" but substantive additions like data points, alternative perspectives, or useful resources
3. A "reply-to-reply" follow-up if someone engages with my comment

Comments must:
- Reference something specific from the hypothetical post (show I actually read it)
- Include a subtle expertise signal without being self-promotional
- End with a question or open hook that invites conversation
- Be 2-4 sentences max — not mini-blog-posts
- Never include "As a [TITLE], I..." openers or "Couldn't agree more!"
```

Example Output: For @buffer — "Watch for their 'social media trends' posts. Comment template: 'This tracks with what we're seeing — short-form video is up 40% but our data shows the sweet spot is 37-45 seconds, not the 15-second clips everyone defaults to. Are you seeing the same length preference with your users?'"

Prompt 3: Weekly Content Calendar Generator

```
You are a social media content planner specializing in [INDUSTRY]. Create a 5-day content calendar for [BRAND NAME] on [PRIMARY PLATFORM — e.g., "LinkedIn"].

Brand context:
- What we sell: [PRODUCT/SERVICE]
- Our audience: [TARGET CUSTOMER — e.g., "marketing managers at mid-size companies"]
- Current campaign or theme: [OPTIONAL THEME — e.g., "product launch week," "end of quarter push," "none — evergreen"]
- Brand voice: [TONE — e.g., "authoritative but approachable, uses data, avoids jargon"]

For each day (Monday through Friday), provide:
1. Content pillar (educate, entertain, inspire, sell — rotate these, never sell two days in a row)
2. Post topic and angle
3. Full post copy, ready to publish
4. Visual direction (what the image/graphic should show — specific enough to hand to a designer or create in Canva)
5. One metric to watch for that specific post (not just "engagement")

Constraints:
- Only 1 out of 5 posts can be directly promotional
- At least one post must reference a specific data point, stat, or case study (real or realistic)
- No "Happy [Day of Week]!" openers
- No posts that start with a question unless the question is genuinely surprising
- Include one contrarian or "hot take" post that challenges an industry assumption
```

Example Output: Monday (Educate): "73% of marketing budgets go to channels that the CMO can't directly attribute revenue to. Here's the 3-metric framework we use instead of last-click attribution..." with a visual direction for a simple bar chart comparing attribution models.

Prompt 4: Viral Hook Formulas for Short-Form Video

```
You are a short-form video strategist who has studied what makes the first 3 seconds of a video stop the scroll. Generate 8 video hook scripts for [BRAND/PRODUCT] in the [INDUSTRY] space.

Content topic: [TOPIC — e.g., "why most email subject lines fail"]
Target viewer: [AUDIENCE — e.g., "e-commerce store owners doing $10K-$100K/month"]
Platform: [PLATFORM — e.g., "TikTok," "Instagram Reels," "YouTube Shorts"]

For each hook, provide:
1. The spoken text for the first 3 seconds (must be under 15 words)
2. What should be on screen (text overlay, visual, or action)
3. The psychological trigger it uses (curiosity gap, pattern interrupt, identity call-out, controversy, social proof, urgency)
4. A one-sentence description of where the video goes after the hook

Hook rules:
- At least 2 hooks must use a "pattern interrupt" (start with something unexpected)
- At least 2 must use specific numbers or data
- None can start with "In this video..." or "Hey guys..."
- At least 1 must be a "POV:" or "Watch me..." format
- Hooks must be conversational, not scripted-sounding — read them aloud to check
```

Example Output: Hook 3: Spoken: "This one subject line made $14,000 in a single send." On-screen: screenshot of email analytics dashboard with revenue highlighted. Trigger: Social proof + specificity. Goes into: Breaking down the exact structure and why it outperformed their usual 2% open rate.

Prompt 5: LinkedIn Thought Leadership Post Series

```
You are a LinkedIn content strategist who writes for executives and founders. Create a 4-post series for [PERSON'S NAME], [THEIR TITLE] at [COMPANY], on the topic of [THEME — e.g., "why we're betting against industry consensus on remote work"].

Background:
- Their unique perspective or experience: [PERSPECTIVE — e.g., "Grew a team from 5 to 80 fully remote across 12 countries"]
- A specific result or data point they can reference: [RESULT — e.g., "Employee retention at 94% vs. industry average of 72%"]
- Their audience on LinkedIn: [AUDIENCE — e.g., "other founders, VPs of People, remote work advocates"]

For each post:
1. Post text (800-1200 characters — LinkedIn's sweet spot for engagement)
2. Opening line that creates a reason to click "see more"
3. Structural format (story, listicle, contrarian take, case study)
4. Call-to-engagement at the end (question, poll prompt, or "share your experience" — never "Like if you agree!")

Series arc:
- Post 1: Establish credibility through a specific story
- Post 2: Challenge the conventional wisdom with evidence
- Post 3: Provide a tactical framework others can steal
- Post 4: Vulnerable or personal insight that humanizes the stance

Never use: "I'm humbled," "thrilled to share," "let that sink in," any sentence that starts with "And," or the word "journey."
```

Example Output: Post 1: "I fired our best performer last year. Not because of results — she was crushing quota. Because she made 3 teammates want to quit. Here's what that taught me about performance metrics..." followed by a story with a clear takeaway about redefining what "high performer" means.

Prompt 6: User-Generated Content Campaign Brief

```
You are a UGC campaign strategist. Design a user-generated content campaign for [BRAND NAME] that motivates real customers to create and share content.

Product/service: [PRODUCT DESCRIPTION]
Campaign goal: [GOAL — e.g., "increase social proof for a product launch," "build community engagement," "generate authentic testimonials"]
Budget for incentives: [BUDGET — e.g., "$500 in product credits," "no budget — organic only"]
Target number of submissions: [TARGET — e.g., "50 posts in 2 weeks"]

Deliver:
1. Campaign name and hashtag (check that the hashtag isn't already saturated — suggest 3 options ranked by likely uniqueness)
2. The participation mechanic — exactly what users should create and post (be specific: "a 15-second video of..." not "share your experience")
3. An outreach DM template to seed the campaign with your first 10 participants
4. Entry rules and legal-safe language for repurposing content (one paragraph, plain English, not legalese)
5. A 3-email sequence: announcement to existing customers, mid-campaign reminder, winner/highlight announcement
6. A plan for featuring the best submissions (stories, grid posts, website testimonial section)

The campaign must feel authentic, not corporate. No "show us your best [BRAND] moment!" energy. Make it specific enough that participants know exactly what to create within 30 seconds of reading the brief.
```

Example Output: Campaign name: "#MorningWith[Brand]" — participants film their actual morning routine featuring the product in its natural context (not staged). DM template opens with a genuine compliment about the person's existing content, then a simple ask: "We're collecting real morning routines — would you be up for filming yours?"

Prompt 7: Crisis Response Social Media Playbook

```
You are a PR and communications strategist specializing in social media crisis management. Draft a response framework for [BRAND NAME] addressing this situation:

The situation: [DESCRIBE THE CRISIS — e.g., "A customer posted a viral TikTok showing a product defect, 2.3M views and growing," "An employee made an insensitive comment on our company account," "A data breach exposed customer email addresses"]

Severity level: [LOW / MEDIUM / HIGH / CRITICAL]
Current public sentiment: [DESCRIPTION — e.g., "Angry but mostly constructive," "Mocking/memeing," "Genuinely worried about safety"]

Provide:
1. First response (post within 1 hour): exact text for each active platform, acknowledging the issue without legal liability
2. Follow-up response (within 24 hours): detailed statement with concrete actions being taken
3. A list of 5 comments/replies you'll likely receive and pre-drafted responses for each
4. Internal talking points for employees who get asked about it personally
5. What NOT to do (specific to this crisis type — 5 bullet points)
6. Recovery content plan: 3 posts for the week after the crisis fades, rebuilding trust without referencing the crisis directly

Tone must be: direct, human, accountable. Never deflect, minimize, or use passive voice ("mistakes were made"). Every response must name a specific person or team who is responsible for the fix.
```

Example Output: First response: "We've seen [Name]'s video. That's not the quality standard we hold ourselves to, full stop. Our head of product [Name] is personally reviewing every batch from this production run. We're reaching out to [Name] directly and will post an update by [specific time] tomorrow."

Prompt 8: Hashtag and Keyword Research Brief

```
You are a social media SEO specialist. Conduct a hashtag and keyword strategy analysis for [BRAND NAME] in the [INDUSTRY] space.

Our content themes: [LIST 3-5 THEMES — e.g., "small business marketing tips, email marketing, bootstrapping"]
Primary platform: [PLATFORM]
Current follower count: [COUNT — e.g., "2,400 on Instagram"]
Competitor accounts: [LIST 2-3 — e.g., "@mailchimp, @convertkit"]

Deliver:
1. Three tiers of hashtags/keywords (10 each):
   - Tier 1 — Reach: high-volume, broad (for discovery)
   - Tier 2 — Relevance: mid-volume, niche-specific (for qualified reach)
   - Tier 3 — Ownership: low-volume, brand-ownable (for community building)
2. For each hashtag, estimate relative competition level (low/medium/high) and note why it was chosen
3. A recommended hashtag formula: how many from each tier to use per post
4. Five "trending adjacent" topics in your space right now — topics gaining momentum that you could create content around this week
5. Three hashtags your competitors are using that you should avoid (and why — either too saturated or misaligned with your positioning)

Do not suggest: branded hashtags with no existing community, hashtags with under 1,000 uses (dead), or generic motivational tags like #GrindMode or #Hustle.
```

Example Output: Tier 2 example: "#EmailMarketingTips — medium competition, 340K posts on Instagram. Why: directly relevant to your core content, not as saturated as #EmailMarketing (2.1M posts), and the 'tips' suffix attracts people actively looking to learn (your ideal follower)."

Prompt 9: Social Proof Storytelling Post

```
You are a conversion copywriter who specializes in turning customer results into compelling social media content. Write a social proof post for [PLATFORM] based on this customer result:

Customer context: [WHO THEY ARE — e.g., "Sarah, solo e-commerce founder selling handmade candles"]
What they were struggling with before: [PROBLEM — e.g., "spending 6 hours/week on email marketing with a 12% open rate"]
What changed: [WHAT THEY DID — e.g., "used our email template pack and subject line framework"]
The result: [SPECIFIC OUTCOME — e.g., "open rates jumped to 38%, email revenue up 215% in 60 days"]
Permission level: [FULL NAME OK / FIRST NAME ONLY / ANONYMIZED]

Write the post in this structure:
1. Hook: Lead with the result, not the setup (numbers first)
2. Context: One sentence on who this person is (relatable, not aspirational)
3. The "before": Paint the specific pain in 2 sentences
4. The shift: What they changed (be specific about the action, not vague)
5. The result: Restate the numbers with context for why they matter
6. The takeaway: One actionable insight anyone can apply, even without your product
7. Soft CTA: Not "buy now" — instead, invite engagement ("Anyone else struggling with open rates?")

Never: fabricate or exaggerate numbers, use "and then everything changed" transitions, make the customer sound like an infomercial testimonial, or include "DM me for details."
```

Example Output: "38% open rate. For a solo candle brand with a 2,000-person list. Sarah was spending 6 hours every week on emails that 88% of her subscribers never opened. She changed two things: [specific actions]. Sixty days later, email drives 40% of her revenue. The takeaway that costs you nothing: stop writing subject lines about your product. Write them about your customer's Saturday night."

Prompt 10: Content Repurposing Map

```
You are a content strategist who maximizes ROI from a single piece of content. Take this one piece of long-form content and generate a repurposing plan that creates 2 weeks of social media posts.

Source content: [PASTE THE CONTENT OR PROVIDE A SUMMARY — e.g., "A 2,000-word blog post about the 5 biggest mistakes in cold email outreach"]
Brand: [BRAND NAME]
Active platforms: [LIST PLATFORMS — e.g., "LinkedIn, Twitter/X, Instagram, TikTok"]

Create a repurposing map with:
1. Content atoms: Break the source into 8-12 standalone ideas that can each become their own post
2. For each atom, specify:
   - Which platform it's best suited for (and why)
   - The content format (text post, carousel, video script, infographic data, poll, quote graphic)
   - Full post copy or script, ready to use
   - Scheduling recommendation (which day/week to post it)
3. One "meta" post about the original content itself (e.g., "I spent 3 weeks researching cold email — here are the 5 things that surprised me")
4. One "engagement bait" post that takes a controversial angle from the content and asks for debate

Rules:
- No post should feel like a teaser for the blog — each must deliver complete value on its own
- Stagger formats so the feed doesn't look repetitive
- Include at least one post that takes the OPPOSITE stance of the original content to spark discussion
- Never say "Check out our latest blog post" or "Link in bio" as the primary CTA
```

Example Output: Atom 3 from a cold email post: "LinkedIn text post (Tuesday, Week 1): 'The most replied-to cold email I ever sent was 37 words. No personalization tokens. No 'I noticed you...' opener. Just one specific question about a problem I knew they had. Here's the exact template...' — delivers the full template in-post, no click required."

Email Copy (9 prompts)

Prompt 11: Welcome Email Sequence (3-Part)

```
You are an email marketing strategist who specializes in onboarding sequences that convert free signups into engaged users. Write a 3-email welcome sequence for [BRAND/PRODUCT NAME].

Context:
- What the person signed up for: [LEAD MAGNET OR SIGNUP REASON — e.g., "a free PDF guide on meal prepping," "a 14-day trial," "the newsletter"]
- Product/service being sold: [WHAT YOU SELL]
- Price point: [PRICE]
- Primary objection to buying: [OBJECTION — e.g., "they think they can figure it out themselves," "price sensitivity," "not sure it works for their niche"]

For each email (Day 0, Day 2, Day 4):
1. Subject line (two variants: one curiosity-driven, one benefit-driven)
2. Preview text (the snippet that shows after the subject in inbox — 40-90 characters)
3. Full email body (under 200 words each)
4. One CTA per email (button text + link description)
5. A "P.S." line that introduces a secondary hook

Sequence arc:
- Email 1 (Day 0): Deliver what was promised + set expectations for the next 2 emails + one quick win they can implement in 5 minutes
- Email 2 (Day 2): Address the primary objection with a specific proof point (case study, data, or testimonial)
- Email 3 (Day 4): Present the offer with a clear before/after scenario — not a feature list

Banned phrases: "Just checking in," "I hope this email finds you well," "Don't miss out," "Act now," and any sentence starting with "As a [profession]..."
```

Example Output: Email 1 subject lines: "Your meal prep guide + the one mistake that wastes 3 hours" / "Here's your guide (plus a fridge hack that changes everything)." Body opens: "Your guide is attached. Before you open it — here's the one thing that trips up 80% of meal preppers in their first week..."

Prompt 12: Abandoned Cart Email (with Objection Handling)

```
You are a direct response copywriter who specializes in cart recovery emails. Write an abandoned cart email for [BRAND NAME].

Product left in cart: [PRODUCT NAME AND BRIEF DESCRIPTION]
Price: [PRICE]
Top 3 reasons people abandon this product:
1. [REASON 1 — e.g., "shipping cost surprise"]
2. [REASON 2 — e.g., "not sure about sizing"]
3. [REASON 3 — e.g., "comparing with competitors"]

Average time to purchase decision for this product type: [TIMEFRAME — e.g., "24-48 hours," "1-2 weeks"]

Write:
1. Subject line (3 variants — one casual, one urgent, one curiosity-based)
2. Preview text
3. Email body that:
   - Opens by acknowledging the browse without being creepy ("We noticed you were looking at..." is fine; "We saw you spent 4 minutes on..." is not)
   - Addresses the #1 abandonment reason directly in the first 3 sentences
   - Includes a one-line social proof element (review snippet, purchase count, or rating)
   - Handles abandonment reasons #2 and #3 as brief FAQ-style blocks
   - Closes with a single CTA and a deadline or reason to act now that isn't fake scarcity
4. A "plain text" version that feels like a personal note from a real person (3-4 sentences max)

Never: mention the word "cart," use countdown timers with fake deadlines, or imply the product will sell out unless it genuinely will.
```

Example Output: Subject line (casual): "Still thinking it over?" Body opens: "Good taste — the [Product] is our most-reviewed item this year (4.8 stars, 2,100+ reviews). Quick note on shipping since that trips people up: it's free over $50, and your order qualifies." FAQ block: "Not sure about sizing? Here's our 60-second fit guide [link]. Comparing options? Here's how we stack up on the 3 things that actually matter..."

Prompt 13: Newsletter Issue Template (Value-First Format)

```
You are an email newsletter editor who writes high-retention newsletters that people actually look forward to opening. Write a single newsletter issue for [NEWSLETTER NAME] by [BRAND/PERSON NAME].

Newsletter topic area: [NICHE — e.g., "marketing tactics for bootstrapped startups"]
Target reader: [READER PROFILE — e.g., "solo founders doing $5K-$50K/month in revenue"]
Publishing frequency: [FREQUENCY — e.g., "weekly, every Tuesday"]
This issue's main topic: [TOPIC — e.g., "why your landing page converts at 2% and how to fix it"]

Structure:
1. Subject line (conversational, specific — not clickbait)
2. Opening hook: 2-3 sentences that connect a personal observation or recent event to the topic (not "This week I want to talk about...")
3. Main section: The core insight or tactic, delivered as a framework, breakdown, or step-by-step (with specifics, not theory)
4. Real example: A specific company, campaign, or scenario that illustrates the point (name names when possible)
5. One actionable takeaway: A single thing the reader can do TODAY in under 15 minutes
6. Closing: A question to the reader that invites a reply (builds engagement and deliverability)
7. P.S.: One unrelated but interesting link, observation, or personal update (builds parasocial connection)

Word count: 500-800 words. Write at an 8th-grade reading level. Short paragraphs (1-3 sentences max). No headers that sound like a textbook.
```

Example Output: Subject: "Your landing page has a 2% problem (here's the fix)." Opening: "I audited 11 landing pages last week for a workshop I'm running. Every single one made the same mistake in the first 100 pixels. The hero section talked about the product instead of the problem..." Main section walks through a 3-part hero section rewrite formula with before/after examples.

Prompt 14: Re-Engagement Email for Cold Subscribers

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

List context:
- Total dormant subscribers: [COUNT — e.g., "2,400"]
- What they originally signed up for: [ORIGINAL OFFER]
- What's changed or improved since they went dormant: [UPDATES — e.g., "new product line, redesigned app, published a popular guide"]
- What happens if they don't re-engage: [CONSEQUENCE — e.g., "removed from the list in 14 days," "moved to monthly digest only"]

Write:
1. Subject line (3 options — one blunt/honest, one curiosity-driven, one that references the upcoming removal)
2. Email body (under 150 words) that:
   - Acknowledges the absence without guilt-tripping
   - Gives ONE compelling reason to stay, based on what's changed
   - Makes the unsubscribe option visible and judgment-free
   - Includes a single re-engagement CTA (click a link, reply with one word, take a quiz — something low-effort)
3. A follow-up email (sent 7 days later to non-responders) that's even shorter — 3 sentences max — serving as the final notice

Tone: respectful of their inbox, not clingy. This email should feel like a friend saying "Hey, we've been sending you stuff — want us to keep going or should we stop?" Never use: "We miss you," "It's been a while," or any language that implies they owe you attention.
```

Example Output: Subject (blunt): "Should we stop emailing you?" Body: "You signed up for [Brand] 6 months ago and haven't opened one since March. Fair enough — inboxes are brutal. Quick update: we launched [new thing] since then, and 4,000 people are using it. If that sounds relevant, tap the button below and we'll keep you in the loop. If not, no action needed — we'll remove you on [specific date]. No hard feelings either way."

Prompt 15: Product Launch Email Sequence (Pre-Launch, Launch, Last Chance)

```
You are a product launch copywriter. Write a 3-email launch sequence for [PRODUCT NAME] by [BRAND NAME].

Product details:
- What it is: [PRODUCT DESCRIPTION]
- Price: [PRICE] (launch price: [LAUNCH PRICE] if applicable)
- Who it's for: [TARGET CUSTOMER]
- The core problem it solves: [PROBLEM]
- Key differentiator from alternatives: [DIFFERENTIATOR]
- Launch date: [DATE]
- Launch offer details: [OFFER — e.g., "20% off for first 48 hours," "founding member pricing," "bonus included"]

For each email:
1. Subject line (2 variants)
2. Preview text
3. Full email body
4. CTA button text

Email 1 — Pre-launch (sent 3 days before):
- Build anticipation without being vague — name the product, show one specific result it enables
- Include a "why I built this" or "why this exists" paragraph that connects to a real frustration
- End with the launch date and a "reply to get early access" CTA

Email 2 — Launch day:
- Open with the offer, not a preamble — the reader should know what they can buy within the first 3 sentences
- Structure the middle as: problem → what they're currently doing instead → what changes with this product → specific outcome
- Include social proof if available (beta users, early results, waitlist size)
- Clear CTA with the launch price and deadline

Email 3 — Last chance (sent 24 hours before offer expires):
- Subject line must create genuine urgency without clickbait
- Do NOT rehash the sales pitch — assume they've read the previous emails
- Instead, address the #1 reason someone who's interested still hasn't bought
- Add a specific "what you'll miss" scenario (paint the picture of the next time they face the problem without this solution)
- Final CTA with exact deadline (date and time)

All emails must be under 250 words. No hype language ("revolutionary," "game-changing," "like nothing you've ever seen").
```

Example Output: Email 2 subject: "It's live — [Product] at founding member pricing" / "[Product] is here. $49 until Friday." Opens: "[Product Name] is live. It's a [one-sentence description]. Founding member price: $49 (goes to $79 on [date]). Here's what it does for you in the first 30 minutes of owning it..."

Prompt 16: Post-Purchase Follow-Up Email

```
You are a customer retention specialist. Write a post-purchase email for [BRAND NAME] sent [TIMEFRAME — e.g., "3 days"] after a customer buys [PRODUCT/SERVICE].

Purchase context:
- What they bought: [PRODUCT]
- Price paid: [PRICE]
- What they should do first with the product: [FIRST ACTION — e.g., "watch the 5-minute setup video," "apply the template to their first campaign"]
- Common mistake new buyers make: [MISTAKE — e.g., "trying to use all features at once instead of starting with one workflow"]
- Next product in the journey: [UPSELL PRODUCT — if applicable, otherwise "none"]

Write:
1. Subject line that doesn't feel like a marketing email (should feel like a helpful note)
2. Email body (under 150 words) that:
   - Acknowledges the purchase without being sycophantic ("Thanks for your order!" is fine; "We're SO grateful you chose us!" is not)
   - Gives them ONE specific next step with a direct link
   - Proactively addresses the common mistake
   - If there's an upsell product, mention it as a "when you're ready" suggestion — not a hard sell
3. A "reply trigger" — a question that invites them to reply, which also gives you useful customer data (e.g., "Reply with your biggest goal for this quarter and I'll point you to the right template to start with")

Tone: helpful friend who's used the product, not a corporation sending an automated email.
```

Example Output: Subject: "Quick tip before you dive into [Product]." Body: "Your order's confirmed — [Product] is ready in your dashboard. Most people start by trying everything at once. Don't. Open [specific feature] first, and run through this 5-minute setup: [link]. That one step gets you 80% of the value. When you're ready for the next level, [Upsell Product] picks up where this leaves off. What's the first project you're planning to use this for? Hit reply — I'll send you the right starting template."

Prompt 17: Referral Request Email

```
You are a growth marketer who designs referral programs that feel natural, not transactional. Write a referral request email for [BRAND NAME] sent to customers who have been active for [TIMEFRAME — e.g., "30 days"] and have shown positive engagement signals.

Context:
- Product: [PRODUCT/SERVICE]
- Referral incentive: [INCENTIVE — e.g., "Both get $10 credit," "Referrer gets a free month," "No incentive — pure goodwill"]
- How to refer: [MECHANISM — e.g., "unique referral link," "forward this email," "share a code"]
- Typical customer: [CUSTOMER PROFILE — e.g., "freelance designers using the tool daily"]

Write:
1. Subject line (should feel personal, not promotional)
2. Email body (under 150 words) that:
   - Opens by referencing a specific positive action they've taken (e.g., "You've created 14 projects this month — that's more than 90% of our users")
   - Makes the ask feel like sharing something good, not doing you a favor
   - Explains the incentive in one clear sentence (if applicable)
   - Provides the referral mechanism with zero friction (the CTA should be the ONLY action needed)
3. Social framing: Position it as "who in your network is dealing with [PROBLEM]?" rather than "tell your friends about us"

Never use: "spread the word," "share the love," or "know someone who might benefit?" as openers. Those are invisible to email readers — too generic to register.
```

Example Output: Subject: "You've saved 11 hours this month (someone you know could too)." Body: "14 projects, 11 hours saved — you're getting real value out of [Product], and that's exactly why I'm writing. If you know another freelancer who's still doing [painful manual task], they'd probably thank you for this: [referral link]. You both get a free month. One click, no hoops."

Prompt 18: Seasonal Campaign Email

```
You are a creative email marketer who makes seasonal campaigns feel fresh instead of formulaic. Write a seasonal email for [BRAND NAME] tied to [SEASON/HOLIDAY/EVENT — e.g., "Black Friday," "New Year," "Back to School," "Q4 planning season"].

Context:
- Product/service: [PRODUCT]
- Offer: [OFFER DETAILS — e.g., "25% off annual plans," "free bonus with purchase," "no discount — content-only email"]
- The angle (what makes this NOT just another "[Holiday] Sale!" email): [UNIQUE ANGLE — e.g., "Anti-Black Friday: we're raising prices and here's why," "The only New Year's resolution that takes 10 minutes," "Back to school for your marketing skills"]

Write:
1. Subject line (3 variants — one that ignores the holiday entirely, one that subverts it, one that embraces it but with a twist)
2. Preview text
3. Email body (under 200 words) that:
   - Connects the season/event to a genuine problem your audience faces right now
   - Presents the offer as a natural solution, not a forced tie-in
   - Includes a deadline or reason to act that's real (not manufactured urgency)
4. One visual concept suggestion for the email header (specific enough to brief a designer)

Rules:
- Do not open with "It's that time of year again" or "[Holiday] is here!"
- The seasonal hook must feel earned, not forced — if the connection between the holiday and your product is weak, lean into that awkwardness instead of pretending it's seamless
- No generic holiday graphics descriptions (snowflakes, pumpkins, etc.) — the visual should be on-brand
```

Example Output: Black Friday variant — Subject: "We're not doing a Black Friday sale." Body: "Every SaaS company is slashing prices this week. We're not — because our regular price is already built for bootstrapped founders who watch every dollar. Instead, here's something more useful: the exact email sequence that generated $14K for one of our customers during last year's BFCM. Free. No opt-in. Just the templates..."

Prompt 19: Winback Email for Churned Customers

```
You are a retention strategist specializing in subscription businesses. Write a winback email for [BRAND NAME] targeting customers who canceled [TIMEFRAME — e.g., "30-60 days ago"].

Context:
- What they were paying: [PRICE/PLAN]
- Most common cancellation reason for this cohort: [REASON — e.g., "not using it enough," "found a cheaper alternative," "missing a specific feature"]
- What's changed since they left: [UPDATES — e.g., "added the feature they requested," "reduced pricing," "major product update"]
- Winback offer: [OFFER — e.g., "50% off for 3 months," "free month to try again," "no offer — just awareness of updates"]

Write:
1. Subject line (2 variants — one that leads with the product update, one that leads with the offer)
2. Email body (under 150 words) that:
   - Acknowledges why they left (directly, without assuming or guessing wrong)
   - Presents the one most relevant change or improvement in concrete terms
   - Makes reactivation feel effortless (one-click re-subscribe, old data still intact, etc.)
   - Does NOT pressure — frames it as "this might be worth another look" not "please come back"
3. An alternative CTA for people who aren't ready to reactivate: "See what's new" landing page link or a changelog summary

Never guilt-trip, never say "We've missed you," and never pretend the product is a different thing now. Be honest about what changed and let the improvement speak for itself.
```

Example Output: Subject: "We built the thing you asked for." Body: "When you canceled in January, you mentioned [specific feature] was a dealbreaker. Fair — we didn't have it. Now we do. [Feature Name] launched last month and 1,200 customers are already using it. Your account and data are still here if you want to pick up where you left off. First month back is on us: [reactivate link]. Or just see what's changed: [changelog link]."

Ad Copy (8 prompts)

Prompt 20: Facebook/Meta Ad Copy Matrix

```
You are a performance marketer who writes Facebook ads optimized for CTR and ROAS. Create an ad copy matrix for [PRODUCT/SERVICE] by [BRAND NAME].

Product: [PRODUCT DESCRIPTION]
Target audience: [AUDIENCE — e.g., "women 28-45 interested in meal planning and fitness"]
Campaign objective: [OBJECTIVE — e.g., "purchases," "lead gen," "app installs"]
Price point: [PRICE]
Landing page URL: [URL — for context on what the click leads to]

Generate a 3x3 matrix: 3 hooks x 3 bodies x 3 CTAs that can be mixed and matched for testing.

Hooks (first line — the scroll-stopper):
- Hook A: Problem agitation (call out the specific pain)
- Hook B: Social proof or result (lead with a number)
- Hook C: Curiosity or pattern interrupt (unexpected angle)

Bodies (the middle — 2-3 sentences max):
- Body A: Before/after transformation
- Body B: How it works in 3 steps
- Body C: Objection handling ("if you've tried X and it didn't work...")

CTAs (final line):
- CTA A: Direct and benefit-focused
- CTA B: Low-commitment ("See how it works")
- CTA C: Social proof + action ("Join 5,000+ who...")

For each of the 9 possible combinations, write the full ad copy as it would appear in the ad. Add a note on which combination to test first based on the audience and objective.

Rules:
- Primary text under 125 characters (before "See More" truncation on mobile)
- No ALL CAPS for emphasis
- No emojis in the first line (they reduce credibility in most B2B and premium B2C contexts — note if this audience is an exception)
- No "Are you tired of...?" or "What if I told you...?" openers
```

Example Output: Test First — Hook A + Body B + CTA B: "You're spending 4 hours every Sunday meal prepping. It should take 45 minutes. Here's how: Step 1: Pick from 200+ dietitian-built recipes.

Step 2: Auto-generate your grocery list. Step 3: Follow the 45-minute batch cook guide. See how it works — free for 14 days."

Prompt 21: Google Search Ad Variations

```
You are a Google Ads specialist who writes high-CTR search ads within Google's character limits. Create search ad variations for [PRODUCT/SERVICE] by [BRAND NAME].

Target keywords: [LIST 3-5 KEYWORDS — e.g., "best project management tool," "project management for small teams," "Asana alternative"]
Landing page: [URL]
Unique selling points: [LIST 3 USPs — e.g., "free forever plan," "setup in 5 minutes," "rated #1 on G2"]
Price/offer: [PRICE OR OFFER — e.g., "$9/month," "free trial," "no credit card required"]

For each keyword, provide:
1. Three headline combinations (each headline max 30 characters):
   - Headlines 1-3 (Google shows up to 3 in Responsive Search Ads)
   - Pin recommendation: which headline to pin to Position 1 (the most visible)
2. Two description variants (max 90 characters each)
3. Sitelink suggestions (4 sitelinks with 25-character titles and 35-character descriptions)
4. Callout extensions (4 callouts, max 25 characters each)

Rules:
- Include the target keyword (or close variant) in at least one headline
- Use numbers and specifics over vague claims ("5-min setup" beats "Easy to use")
- At least one headline must include a differentiator, not just a category descriptor
- Descriptions must include a CTA verb (Get, Start, Try, See, Compare)
- No trademark symbols or exclamation marks (Google disapproves or they look spammy)
- Account for how headlines look when combined — avoid redundancy when H1+H2+H3 appear together
```

Example Output: Keyword: "Asana alternative" — H1 (pinned): "The Asana Alternative That's Free" | H2: "Setup in 5 Min, Not 5 Days" | H3: "Rated #1 on G2 for Ease" | D1: "Switch from Asana in one click. Import your projects, keep your workflow. Try free." | D2: "Small teams love us: simple project management without the enterprise bloat. Start free."

Prompt 22: YouTube Pre-Roll Ad Script (15-second and 30-second)

```
You are a video ad creative director who writes scripts optimized for non-skippable pre-roll ads. Write two versions of a YouTube ad for [PRODUCT/SERVICE] by [BRAND NAME].

Product: [PRODUCT DESCRIPTION]
Target viewer: [AUDIENCE — e.g., "small business owners watching marketing tutorials"]
Key message: [CORE VALUE PROP — e.g., "automate your social media posting in 10 minutes"]
Landing page or offer: [URL/OFFER]

Version 1: 15-second non-skippable
Version 2: 30-second skippable (must hook before the 5-second skip button appears)

For each version, provide:
1. Second-by-second script:
   - Spoken text with timestamp (e.g., "0:00-0:03: 'You're spending 5 hours a week on social media.'")
   - On-screen text/visuals description
   - Music/sound direction (one line)
2. The hook (first 3 seconds) — this must work even if the viewer skips at 5 seconds
3. CTA placement and format (end card, verbal CTA, or both)
4. One A/B test suggestion: an alternative hook to test against the primary

Rules for 15-second:
- One message only. If you need a "and also..." — cut it
- Spoken words must be under 40 (people speak ~150 words/minute)
- End card appears at 0:12, giving 3 seconds of visibility

Rules for 30-second:
- Must deliver value or entertainment in the first 5 seconds (before skip)
- Structure: hook (0-5s) → problem (5-12s) → solution (12-22s) → CTA (22-30s)
- Spoken words under 75

Never: open with the brand name (nobody cares yet), use stock-footage-style descriptions, or include a jingle suggestion.
```

Example Output: 15-second: "0:00-0:03: 'Five hours a week on social media. For what — 12 likes?' [screen: frustrated person closing laptop] 0:03-0:08: 'Auto-schedule a month of posts in 10 minutes.' [screen: product demo — calendar filling up] 0:08-0:12: 'Free for 30 days. No credit card.' [screen: product UI with 'Start Free' button] 0:12-0:15: [End card: logo, URL, 'Start Free' CTA button]"

Prompt 23: Retargeting Ad Sequence (Awareness → Consideration → Conversion)

```
You are a full-funnel paid media strategist. Design a 3-stage retargeting ad sequence for [PRODUCT/SERVICE] by [BRAND NAME] across [PLATFORM — e.g., "Facebook/Instagram"].

Product: [PRODUCT DESCRIPTION]
Price: [PRICE]
Target audience: [AUDIENCE]
Website traffic source: [WHERE VISITORS COME FROM — e.g., "blog posts about marketing," "product page views," "free tool usage"]

Stage 1 — Awareness (shown 1-3 days after site visit, to all visitors):
- Goal: Brand recall and value reinforcement (not selling yet)
- Ad format: [SUGGEST FORMAT — e.g., "video, carousel, single image"]
- Write the full ad copy
- What the ad should show visually

Stage 2 — Consideration (shown 4-7 days after visit, to return visitors or engaged users):
- Goal: Address objections and build trust
- Ad format: [SUGGEST FORMAT]
- Write the full ad copy — must include social proof and directly address the #1 buying objection for [PRODUCT]
- Landing page recommendation (what page should this ad link to — not just the homepage)

Stage 3 — Conversion (shown 8-14 days after visit, to high-intent visitors):
- Goal: Close the sale
- Ad format: [SUGGEST FORMAT]
- Write the full ad copy — must include a specific offer, deadline, or incentive
- This ad should feel like the logical next step, not a desperate retarget

For each stage, include:
- Audience definition (what behavior triggers this ad)
- Frequency cap recommendation
- One ad variation to A/B test against the primary

Never: show the same message at all three stages, use "Still thinking about it?" as a retargeting headline, or retarget with the exact same creative they already saw on site.
```

Example Output: Stage 2 ad: "2,100 five-star reviews. Here are 3 from people who almost didn't buy. [Carousel: each card is a real review with the reviewer's photo, their initial hesitation, and their result 30 days later.] See all reviews → [link to reviews page, not product page]"

Prompt 24: LinkedIn Sponsored Content Ad

```
You are a B2B advertising specialist who writes LinkedIn ads that outperform the platform's notoriously low engagement rates. Write sponsored content ads for [PRODUCT/SERVICE] targeting [AUDIENCE — e.g., "VP of Marketing at B2B SaaS companies, 50-500 employees"].

Product: [PRODUCT DESCRIPTION]
Campaign goal: [GOAL — e.g., "demo requests," "whitepaper downloads," "free trial signups"]
Budget context: [CPC RANGE — e.g., "$8-15 CPC typical for this audience"]
Key differentiator: [WHAT MAKES THIS DIFFERENT — e.g., "only tool that integrates with Salesforce AND HubSpot natively"]

Write 3 ad variants:

Variant A — Insight-Led:
- Opens with a surprising data point or industry insight
- Positions the product as the response to that insight
- CTA: soft (learn more / read the report)

Variant B — Pain-Led:
- Opens by naming a specific, visceral frustration the target experiences weekly
- Shows the product as the elimination of that pain
- CTA: medium (see how it works / watch 2-min demo)

Variant C — Proof-Led:
- Opens with a customer result (specific company name if possible, or "[Industry] company" if not)
- Walks through the before → after briefly
- CTA: direct (start free trial / book a demo)

For each variant:
1. Introductory text (under 150 characters before "see more")
2. Full post text (under 600 characters)
3. Headline (under 70 characters — appears below the image)
4. Description (under 100 characters)
5. Image concept (what the creative should show — not generic stock photos)

LinkedIn-specific rules:
- No hashtags in ads (they give people a reason to click away from your ad)
- No emojis (they underperform in LinkedIn's professional context for B2B)
- Write in second person ("you") not third person ("marketers who...")
- Image concept must not include text-heavy graphics (LinkedIn's algorithm deprioritizes them)
```

Example Output: Variant B intro: "You rebuilt that Salesforce report for the third time this week." Full text: "Every Monday, the same ritual: export data, clean it in a spreadsheet, paste it into slides, present numbers that are already outdated. [Product] pulls real-time Salesforce data into ready-made dashboards your leadership team can self-serve. No exports. No Monday scramble. See how it works in 2 minutes."

Prompt 25: Advertorial / Native Ad Article

```
You are a native advertising copywriter who writes advertorials that readers engage with as content, not ads. Write an advertorial for [PRODUCT/SERVICE] by [BRAND NAME] to run on [PUBLICATION TYPE — e.g., "a business news site," "a health and wellness blog," "a tech publication"].

Product: [PRODUCT DESCRIPTION]
Target reader: [READER PROFILE — e.g., "small business owners reading Inc.com"]
The story angle: [ANGLE — e.g., "How one founder automated 80% of their customer support without hiring," "The hidden cost of manual invoicing that most freelancers ignore"]
Desired action: [CTA — e.g., "sign up for free trial," "download the guide," "visit the product page"]

Write:
1. Headline (must work as a standalone article headline — no brand name in the title)
2. Subheadline (adds context, still no brand mention)
3. Article body (500-700 words) structured as:
   - Paragraph 1-2: Set up the problem using a relatable scenario or data point (no product mention yet)
   - Paragraph 3-4: Explore why existing solutions fall short (be specific — name categories, not competitors)
   - Paragraph 5-6: Introduce the product as a case study or discovery, not an advertisement ("One tool that's gained traction..." or "The approach [Brand] takes...")
   - Paragraph 7: Specific results or proof points
   - Paragraph 8: Soft CTA woven into the closing — not a hard sell, but a clear next step
4. "Sponsored content" disclosure placement recommendation

Rules:
- The article must be genuinely useful even if the reader never clicks the CTA
- The product should not appear until at least the halfway point
- No superlatives about the product ("best," "leading," "revolutionary")
- Write it at the quality level of the publication's editorial content — it should feel like it belongs
- Include at least one data point or statistic that's independently interesting
```

Example Output: Headline: "The $4,700 Problem Hidden in Every Freelancer's Monthly Invoice." The article opens with a calculation of how much time freelancers spend on invoicing (8 hours/month at average freelance rates), explores why spreadsheets and basic tools don't solve the real problem

(chasing payments, not creating invoices), then introduces the product through the lens of a specific freelancer's results.

Prompt 26: App Store / Product Listing Copy

```
You are a conversion copywriter specializing in app store optimization (ASO) and product listing pages. Write optimized listing copy for [APP/PRODUCT NAME].

Product: [WHAT IT DOES]
Platform: [APP STORE / GOOGLE PLAY / PRODUCT HUNT / CHROME WEB STORE / SHOPIFY APP STORE]
Category: [CATEGORY]
Primary keyword: [MAIN KEYWORD — e.g., "habit tracker," "invoice generator"]
Competitors in the category: [LIST 2-3 — e.g., "Habitica, Streaks, Done"]
Key differentiator: [WHAT MAKES THIS DIFFERENT]

Write:
1. App name optimization: suggest a name + subtitle format that includes the primary keyword (e.g., "Notion — Notes, Docs, Tasks")
2. Short description (80 characters — the most visible text on mobile)
3. Full description (up to 4,000 characters) structured as:
   - Opening hook (2 sentences — what this app does and who it's for)
   - Feature list (6-8 features, each as a one-line benefit statement, not a spec)
   - Social proof section (formatted for the platform — "Featured by..." / "Trusted by..." / star rating callout)
   - "What makes [App] different" section (3 bullet points comparing to the category, not named competitors)
   - Closing CTA appropriate for the platform
4. Screenshot caption text (5 screenshots, each with a headline and sub-headline that sells a benefit, not describes a feature)
5. "What's New" text for the current version (3-5 bullet points, concise)

Rules:
- Front-load keywords naturally — the first 1-2 sentences carry the most ASO weight
- No marketing fluff like "the best app you'll ever download"
- Feature benefits must be specific: "Track 12 habits with streak counting and miss-day recovery" beats "Track your habits easily"
- Screenshot captions must make sense without seeing the screenshot
```

Example Output: Short description: "Build lasting habits with smart streaks and gentle reminders." Screenshot 1 headline: "Your morning routine, visualized" / sub: "See every habit at a glance — green means done, amber means still time." Screenshot 2: "Streaks that survive real life" / sub: "Missed a day? Freeze your streak once a week, no guilt."

Prompt 27: Comparison Landing Page Ad

```
You are a competitive positioning specialist who writes comparison ads that win clicks from competitor-aware searchers. Write a comparison ad campaign for [YOUR PRODUCT] vs [COMPETITOR] on [PLATFORM — e.g., "Google Ads," "Facebook," "Reddit"].

Your product: [YOUR PRODUCT DESCRIPTION AND PRICE]
Competitor: [COMPETITOR NAME AND WHAT THEY'RE KNOWN FOR]
Searcher intent: [WHAT THE SEARCHER IS LOOKING FOR — e.g., "evaluating which project management tool to choose," "frustrated with competitor and looking for alternatives"]

Write:
1. Three ad headlines/hooks, each using a different comparison angle:
   - Angle A: Feature-based ("We have X, they don't")
   - Angle B: Value-based ("Same features, half the price")
   - Angle C: Experience-based ("What [Competitor] users say after switching")
2. Full ad copy for each angle (appropriate length for the platform)
3. Landing page headline and sub-headline that the ad should lead to
4. A comparison table framework: 5 comparison criteria where you win, presented fairly (acknowledge where the competitor is strong too — this builds credibility)
5. One testimonial prompt: the exact question to ask a customer who switched, to generate a usable quote

Rules:
- Never disparage the competitor — position them as a good product that's wrong for this specific use case
- Be factually accurate — no misleading comparisons
- Acknowledge at least one area where the competitor is stronger (and explain why it doesn't matter for your target user)
- The comparison must help the reader make a decision, not just promote your product
- If running on Google Ads: do not use the competitor's trademarked name in headlines (violates policy), use it in description text only
```

Example Output: Angle C headline: "I switched from [Competitor] after 2 years. Here's what changed." Ad copy: "'I didn't leave because [Competitor] was bad. I left because I was paying for 50 features and using 6.' — real quote from a customer who switched. [Your Product] does fewer things, better, for half the price. See the full comparison."

Blog Outlines (8 prompts)

Prompt 28: SEO-Optimized Long-Form Blog Post Outline

```
You are an SEO content strategist who creates blog outlines that rank on page 1 and keep readers engaged. Create a comprehensive blog post outline for [BRAND/SITE NAME].

Target keyword: [PRIMARY KEYWORD — e.g., "how to write a cold email"]
Secondary keywords: [LIST 3-5 — e.g., "cold email template," "cold email subject lines," "cold outreach best practices"]
Search intent: [INFORMATIONAL / TRANSACTIONAL / COMPARISON]
Target word count: [WORD COUNT — e.g., "2,500-3,000 words"]
Current top-ranking articles: [OPTIONAL — paste URLs or titles of top 3 competitors for this keyword]

Deliver:
1. Title tag (under 60 characters, keyword front-loaded)
2. Meta description (under 155 characters, includes keyword and a compelling reason to click)
3. URL slug recommendation
4. Full outline with:
   - H1 (the article title — can differ from title tag)
   - 6-10 H2 sections, each with:
     - The H2 heading (optimized for a related keyword or question)
     - 2-4 bullet points describing what this section covers
     - Recommended content format for this section (paragraph, numbered list, table, blockquote, embedded example)
     - An internal link opportunity (suggest what type of existing content to link to)
   - At least one H2 that's a "People Also Ask" question from Google
   - A "Key Takeaways" or TL;DR section at the top (for featured snippet targeting)
5. Suggested featured image concept
6. Three internal link anchor text suggestions (linking TO this article from other content)

Rules:
- Do not stuff keywords — each H2 should naturally address a subtopic
- The outline must have a logical flow that a reader would follow (not just a keyword dump organized into headings)
- Include at least one "original angle" section — something the top-ranking articles don't cover (this is the ranking differentiator)
- Flag any H2 that could become its own standalone article (future content opportunity)
```

Example Output: Title tag: "How to Write a Cold Email (7 Templates + Real Results)" | H2 example: "Why 91% of Cold Emails Get Ignored (And the 3 Things That Fix It)" — covers common structural

mistakes, references a study on response rates, format: numbered list with email screenshots, internal link opportunity: "link to email subject line guide."

Prompt 29: Listicle Blog Post Outline

```
You are a content editor who creates listicles that are genuinely useful, not lazy roundups. Create a listicle outline for [BRAND/SITE NAME].

Topic: [LISTICLE TOPIC — e.g., "15 Tools Every Freelance Designer Needs in 2025"]
Target keyword: [KEYWORD]
Target reader: [READER PROFILE — e.g., "freelance designers who are 1-3 years into their career"]
Monetization intent: [HOW THIS POST MAKES MONEY — e.g., "affiliate links," "leads to our product," "pure SEO traffic for ad revenue," "establishes authority"]

Deliver:
1. Title (with the number — test whether odd or even performs better for this topic; recommend one)
2. Meta description
3. Introduction outline (3-4 sentences — establish credibility and tell the reader what criteria you used to select these items)
4. Selection criteria: the 3-4 factors you evaluated each item on (e.g., "price, learning curve, output quality, integration options")
5. For each list item:
   - Item name and one-line description
   - Why it's on the list (specific use case, not generic praise)
   - Price/plan info
   - One "pro tip" that shows you actually used or evaluated the tool
   - Best for: [specific user type within the broader audience]
   - Where it falls short (one honest limitation — builds credibility)
6. A comparison table summarizing all items across your selection criteria
7. "How to Choose" section — decision framework for readers who are overwhelmed
8. FAQ section (3-5 questions) targeting "People Also Ask" results

Rules:
- Do not include items just to pad the list — every item must earn its spot
- If the listicle includes your own product, list it with the same honesty as competitors (note where it's not the best choice)
- Each item's writeup must include information that can't be found on the product's own homepage (insider perspective, comparison context, real-world quirk)
- Vary sentence structure across items — don't start every entry the same way
```

Example Output: Item 4: "Figma — Free plan covers 90% of solo freelancer needs. Pro tip: use the 'Dev Mode' on free plans to generate CSS values clients can hand to developers directly. Best for:

designers who collaborate with developers or clients in real-time. Falls short: offline access is limited — not ideal if you work from cafes with spotty WiFi."

Prompt 30: How-To / Tutorial Blog Post Outline

```
You are a technical content writer who creates tutorials that readers can follow start-to-finish without getting stuck. Create a how-to blog post outline for [BRAND/SITE NAME].

Topic: [TUTORIAL TOPIC — e.g., "How to Set Up Google Analytics 4 for Your E-Commerce Store"]
Target keyword: [KEYWORD]
Reader skill level: [BEGINNER / INTERMEDIATE / ADVANCED]
What they need before starting: [PREREQUISITES — e.g., "a Google account and a live website," "basic JavaScript knowledge"]
Estimated time to complete: [TIMEFRAME — e.g., "30 minutes"]
End result: [WHAT THEY'LL HAVE WHEN DONE — e.g., "a fully configured GA4 property tracking purchases, add-to-carts, and page views"]

Deliver:
1. Title (include "How to" and the end result)
2. Meta description
3. "What You'll Learn" box (4-5 bullet points — featured snippet target)
4. Prerequisites section
5. Step-by-step outline:
   - 5-10 numbered steps, each with:
     - Step title (action verb + specific outcome — "Configure Enhanced E-Commerce Tracking" not "Set Up Tracking")
     - 2-3 bullet points on what this step involves
     - Recommended visual: screenshot, code snippet, GIF, or diagram
     - Common mistake at this step and how to avoid it
     - Checkpoint: how the reader knows they completed this step correctly
6. Troubleshooting section: 3-5 "If X happens, do Y" scenarios
7. "What to Do Next" section: the logical next tutorial or action
8. FAQ targeting related search queries

Rules:
- Every step must be independently actionable — if a reader skips to step 5, they should be able to tell if they've already done steps 1-4
- Include time estimates per step (e.g., "~5 minutes")
- Don't assume tool knowledge — if a step involves navigating a UI, describe where to find the button/menu
- Use consistent terminology throughout — if you call it "dashboard" in step 2, don't call it "control panel" in step 7
- Flag any step where the UI or process might change frequently (and suggest where to check for the latest instructions)
```

Example Output: Step 3: "Create Custom Events for Add-to-Cart Actions (~5 min)" — covers navigating to Events > Create Event in GA4 admin, setting event name and trigger conditions, verifying the event fires with DebugView. Common mistake: "Using 'add_to_cart' with dashes instead of underscores — GA4 requires snake_case." Checkpoint: "You should see the event appear in DebugView within 30 seconds of clicking 'Add to Cart' on your live site."

Prompt 31: Thought Leadership / Opinion Blog Post Outline

```
You are a content strategist who helps experts articulate contrarian positions with evidence. Create an opinion/thought leadership blog post outline for [AUTHOR NAME], [THEIR TITLE] at [COMPANY].

The contrarian take: [THE ARGUMENT — e.g., "Content marketing is dead for B2B SaaS companies under $10M ARR"]
Why they're qualified to say this: [CREDENTIALS — e.g., "Ran content marketing at 3 SaaS companies from $0-$5M ARR, now runs a product-led growth consultancy"]
The audience who needs to hear this: [TARGET READER — e.g., "SaaS founders who are about to hire a content marketing manager"]
Target keyword: [KEYWORD — if applicable, or "no SEO target — purely for social distribution"]

Deliver:
1. Title (provocative but defensible — not clickbait)
2. Meta description or social share description
3. Outline structured as an argument:
   - **The Claim** (1 paragraph): State the position clearly and boldly
   - **The Evidence** (3-4 sections): Each section presents a different supporting argument with:
     - The sub-argument
     - Data, anecdote, or case study to support it
     - The strongest counterargument and your rebuttal
   - **The Nuance** (1 section): Where this advice DOESN'T apply — who should ignore it (this section builds massive credibility)
   - **The Alternative** (1 section): If not this, then what? A concrete recommendation
   - **The Closer** (1 paragraph): Restate the position with the full context of the argument behind it
4. Three potential pull-quotes that would work as social media excerpts
5. Suggested visual: one data visualization or framework diagram

Rules:
- The argument must be falsifiable — it should make a specific enough claim that someone could disagree with evidence
- No straw man arguments — represent the opposing position fairly
- Include at least one personal failure or mistake that informed this perspective
- The nuance section is mandatory — absolute claims without caveats aren't thought leadership, they're clickbait
- No "wake up, people" energy — this should be calm conviction, not outrage
```

Example Output: Title: "Stop Hiring a Content Marketer Before $10M ARR." Evidence section 2: "The Math Doesn't Work — A full-time content hire costs $70-90K. At $2M ARR, that's 4-5% of revenue for a channel with a 9-12 month payback period. Meanwhile, the founder's LinkedIn posts drive 3x more demo requests because early buyers want to hear from the person building the product."

Prompt 32: Case Study Blog Post Outline

```
You are a case study writer who turns customer results into compelling narratives that drive sales. Create a case study blog post outline for [BRAND NAME].

Customer: [CUSTOMER NAME/COMPANY — or "anonymized"]
Industry: [THEIR INDUSTRY]
Their size: [COMPANY SIZE — e.g., "12-person marketing agency," "solo e-commerce founder"]
Product used: [YOUR PRODUCT/SERVICE]
Timeline: [HOW LONG THEY'VE BEEN A CUSTOMER]

The story:
- Where they were before: [BEFORE STATE — e.g., "manually tracking 40 client projects in spreadsheets, losing 5+ hours/week"]
- What they tried that didn't work: [FAILED ALTERNATIVES — e.g., "Trello (too basic), Monday.com (too expensive and complex)"]
- Why they chose your product: [DECISION DRIVER — e.g., "a colleague recommended it after seeing a demo at a conference"]
- The key results: [LIST 2-4 SPECIFIC METRICS — e.g., "time saved: 5 hrs/week → 1 hr/week," "client satisfaction up 23%," "zero missed deadlines in 6 months"]

Deliver:
1. Title (lead with the result — "How [Customer] Cut Project Tracking Time by 80%")
2. Meta description
3. "Results at a Glance" callout box (3-4 metrics with before/after numbers)
4. Full outline following the narrative arc:
   - **The Situation**: What was happening in the business before (paint the daily reality, not abstractions)
   - **The Breaking Point**: The specific moment or event that triggered the search for a solution
   - **The Search**: What alternatives they evaluated and why each fell short
   - **The Decision**: Why they chose your product (must be specific — not "it was the best")
   - **The Implementation**: How they got started, any friction, time to value
   - **The Results**: Detailed breakdown of each metric with context
   - **The Unexpected Win**: A benefit they didn't anticipate (this is often the most persuasive part)
   - **What's Next**: How they plan to expand their use
5. A direct quote for each major section (write the interview question that would generate this quote)
6. CTA section: one paragraph connecting their result to what the reader could achieve

Rules:
- Specific numbers beat vague improvements in every section
- Include at least one challenge or rough patch during implementation (perfect stories aren't believable)
```

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- The customer's voice should be present throughout — don't ghost-write a press release
- If anonymized, include enough industry detail that the reader can still relate
```

Example Output: The Breaking Point section: "The moment Sarah knew spreadsheets weren't working was when she double-booked two client deadlines in the same week — and didn't catch it until the morning of delivery. Interview question: 'Can you tell me about the specific moment you realized your current system was failing?'"

Prompt 33: Pillar Page / Content Hub Outline

```
You are a content architect who designs pillar pages that anchor a topical cluster and drive SEO authority. Create a pillar page outline for [BRAND/SITE NAME].

Core topic: [PILLAR TOPIC — e.g., "Email Marketing for E-Commerce"]
Target keyword: [PRIMARY KEYWORD]
Target audience: [READER PROFILE]
Business goal: [WHAT THIS PILLAR SUPPORTS — e.g., "positions us as the go-to resource for e-commerce email, driving trial signups"]
Existing content to link to: [LIST ANY EXISTING BLOG POSTS THAT COULD BE CLUSTER CONTENT — or "none yet, designing from scratch"]

Deliver:
1. Title (comprehensive-sounding but not boring — "The Complete Guide to..." is fine if the topic warrants it; consider alternatives like "Everything We Know About..." or a more specific frame)
2. Meta description
3. Table of contents (showing the full page structure — this becomes a jump-link navigation)
4. Pillar page outline:
   - **Introduction**: Hook + who this guide is for + what they'll learn + estimated reading time
   - **8-12 major sections**, each covering a subtopic of the pillar:
     - Section title (each should be keyword-rich enough to rank independently)
     - 3-5 bullet points on what this section covers
     - Word count target for this section (vary by depth needed — some are 200 words, others 500+)
     - Cluster content opportunity: a blog post that could go deeper on this subtopic (with suggested title and keyword)
     - Internal link to existing content (if available)
   - **Expert insight boxes** (2-3 placed throughout): a pull-quote or tip attributed to a named expert, adding credibility
   - **Downloadable resource**: a checklist, template, or framework that summarizes the page's key actionable points (this also serves as a lead magnet)
5. Content cluster map: visual representation (described textually) of the pillar page at center, with 8-15 cluster articles branching out, showing how they interlink
6. Publishing and promotion plan: how to launch the pillar page and the sequence for publishing cluster content

Rules:
- The pillar page must be comprehensive enough to stand alone, but each section should naturally create a "want to go deeper?" moment that the cluster content satisfies
- No section should be so detailed that it cannibalizes a cluster article
- Minimum 3,000-word target for the pillar page itself
- Include at least one section that none of the current top-ranking pillar pages cover (your competitive edge)
```

Example Output: Section 5: "Segmentation Strategies That Actually Move Revenue" (target: 400 words on the pillar page) — covers basic segmentation tiers (purchase history, engagement, lifecycle stage) with one example each. Cluster article opportunity: "How to Segment Your E-Commerce Email List: 12 Segments That Drive 3x More Revenue" targeting "email segmentation e-commerce."

Prompt 34: Data-Driven Research Blog Post Outline

```
You are a data journalist and content marketer who creates original research posts that earn backlinks and establish authority. Create a research blog post outline for [BRAND/SITE NAME].

Research question: [THE QUESTION — e.g., "How long does it actually take to get a response to a cold email in 2025?"]
Data source: [WHERE THE DATA COMES FROM — e.g., "analysis of 10,000 cold emails sent through our platform," "survey of 500 marketers," "public data from [SOURCE]"]
Target keyword: [KEYWORD]
Target audience: [WHO CARES ABOUT THIS DATA]

Deliver:
1. Title (lead with the most surprising finding — "We Analyzed 10,000 Cold Emails. Here's What Gets Replies.")
2. Meta description
3. "Key Findings" summary box (5-7 bullet points with specific numbers — this targets featured snippets and social sharing)
4. Methodology section outline (brief but present — establishes credibility):
   - Data set description
   - Time period
   - How data was collected/cleaned
   - Limitations (acknowledging these builds trust)
5. Findings sections (5-7 sections), each structured as:
   - Finding headline (specific claim with a number)
   - Data visualization recommendation (chart type, what axes show, key takeaway the visual should highlight)
   - 2-3 paragraphs of analysis: what the data shows, why it matters, what to do about it
   - Quotable stat: one sentence formatted as a standalone data point that journalists and bloggers can cite (this drives backlinks)
6. "What This Means for You" section: 3-5 actionable takeaways based on the data
7. Downloadable: the full data set or a summary infographic (link-bait for industry publications)
8. Outreach plan: 5 types of publications or writers who would cover or link to this research, and the email pitch angle for each

Rules:
- Every claim must tie to a specific data point — no "our research suggests that many..."
- Visualizations must tell the story on their own (someone sharing just the chart should understand the finding)
- Present surprising or counterintuitive findings prominently — expected results don't earn links
- Separate correlation from causation explicitly
- Include at least one finding that challenges your own product's value proposition (extreme credibility move)
```

Example Output: Finding 3: "Subject Lines Under 5 Words Get 41% More Opens — But 12% Fewer Replies." Chart: grouped bar chart showing open rate vs. reply rate by subject line word count (buckets of 1-4, 5-8, 9-12, 13+ words). Analysis: "Short subject lines win the open, but they often lack enough context for the recipient to decide if replying is worth their time. The sweet spot is 6-8 words: enough to be specific, short enough to display fully on mobile."

Prompt 35: Product Comparison / "Best Of" Blog Post Outline

```
You are a content strategist who creates genuinely useful comparison content that ranks and converts. Create a "best of" or product comparison blog post outline for [BRAND/SITE NAME].

Comparison topic: [TOPIC — e.g., "Best Email Marketing Tools for Small Businesses in 2025"]
Target keyword: [PRIMARY KEYWORD]
Number of products to compare: [NUMBER — e.g., "8-10"]
Your product's position in the comparison: [INCLUDED AS #[X] / NOT INCLUDED — PURE EDITORIAL]
Monetization: [AFFILIATE LINKS / DRIVES TO OUR PRODUCT / PURE SEO TRAFFIC]

Deliver:
1. Title (include the year for freshness signals; include the number)
2. Meta description (must include "compared," "reviewed," or "tested" for search intent matching)
3. "Our Top Picks" summary table:
   - Product name, best for (one phrase), price, and a one-sentence verdict
   - Formatted as a scannable table (readers who don't want to read 3,000 words should get value from this alone)
4. "How We Evaluated" section:
   - 4-6 criteria with weightings (e.g., "Ease of Use: 25%, Features: 25%, Pricing: 20%, Integrations: 15%, Support: 15%")
   - This section builds trust — readers need to know your methodology before trusting your rankings
5. Individual product reviews (for each product):
   - Product name and tagline
   - Best for: [specific use case]
   - Pricing breakdown (not just "starts at $X" — include the most popular plan)
   - 3 pros and 2 cons (specific, not "easy to use" — e.g., "drag-and-drop editor loads in under 2 seconds even with complex templates")
   - One insider observation that shows you actually tested it (e.g., "the mobile preview is accurate — what you see in the editor is what your subscribers see, which isn't true for all tools on this list")
   - Verdict: who should choose this and who shouldn't
6. Side-by-side comparison chart: all products across all evaluation criteria
7. "How to Choose" decision tree (if → then format)
8. FAQ section targeting comparison search queries ("Is X better than Y?", "X vs Y for small business")

Rules:
- If your product is included: rank it where it genuinely belongs, not #1 by default. Acknowledge specific competitors that beat you in specific areas. This honesty converts better than bias.
- Every con must be real and specific — not "could be better" filler
- Pricing must be current and accurate — include the date you last verified
```

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- Test depth: readers should be able to tell you actually used each product, not just read their features page
- No "all tools on this list are great" diplomacy — have clear winners and losers for different use cases
```

Example Output: Product 4 review: "ConvertKit — Best for creators selling digital products. $29/mo for up to 1,000 subscribers (Creator plan). Pro: Visual automation builder that non-technical users actually understand — tested it with a client who built a 5-email sequence in 20 minutes on their first try. Pro: Commerce features are built in — sell a PDF or course without Gumroad. Con: Template design options are intentionally limited — if your brand relies on highly visual emails, you'll fight the editor. Verdict: Perfect if you're a solo creator selling courses, ebooks, or coaching. Overkill if you're an e-commerce store — see Klaviyo instead."
