

AI PROMPTS

Content & Caption Writing Prompt Pack

Create useful, human-sounding content from one verified idea

BEST FOR

Educators, authors, researchers, creators, and small-business owners

AI for Better Lives pillars: AI Made Simple | Create & Build With AI | Ideas to Impact & Income

These prompts help you move from an evidence-based idea to platform-ready content while preserving your voice, making the audience useful promises, and avoiding the beige fog of generic AI copy.

Create a voice card first

PROMPT 01 Voice fingerprint

Analyze these three samples of my writing: [PASTE]. Describe my sentence rhythm, vocabulary, warmth, humor, use of evidence, level of directness, and phrases to avoid. Create a one-page voice card. Do not imitate errors or private details.

PROMPT 02 Audience-and-outcome brief

For this topic, [TOPIC], and audience, [AUDIENCE], define the one problem addressed, the one useful outcome, what the reader already knows, what they may misunderstand, and the smallest action they can take.

PROMPT 03 Evidence-to-angle generator

Using only this verified evidence: [SOURCE NOTES], propose 10 content angles across explanation, myth correction, application, reflection, behind-the-scenes building, ethical tension, and beginner tutorial. Label any angle that would require more evidence.

PROMPT 04 Hook without hype

Write 12 hooks for [IDEA]. Use curiosity, relevance, contrast, specificity, and a useful question. Do not use fear, shame, fake urgency, 'you are doing it wrong,' guaranteed outcomes, or unsupported numbers.

PROMPT 05 Short educational post

Write a [PLATFORM] post for [AUDIENCE] about [VERIFIED IDEA]. Structure: hook, plain-language explanation, realistic example, one limitation, one action, and source note. Match this voice card: [VOICE CARD].

PROMPT 06 Carousel outline

Create an eight-slide carousel from [VERIFIED IDEA]. Slide 1 makes a useful promise; slides 2-6 teach one idea per slide; slide 7 gives a realistic application; slide 8 gives a reflective call to action. Include concise visual direction.

PROMPT 07 Caption ladder

Write three captions for the same post: 40 words, 120 words, and 250 words. Preserve the same claim strength and core message. End each with a different question or action.

PROMPT 08 Video script

Create a [30/60/90]-second script about [TOPIC] for [AUDIENCE]. Include spoken hook, one clear teaching point, one example, limitation, action, on-screen text, and B-roll suggestions that do not require licensed imagery.

PROMPT 09 Long-form article

Outline a 1,000-word article answering [QUESTION]. Use a strong thesis, concept-based sections, verified evidence placeholders, examples, limitations, a practical framework, and a non-salesy next step.

PROMPT 10 Newsletter edition

Turn [SOURCE MATERIAL] into a newsletter with: subject line options, preview text, personal opening, three useful ideas, one thing to try, one limitation or open question, and related resource CTA.

PROMPT 11 YouTube package

Build a YouTube package for [VIDEO]: searchable title options, thumbnail phrases under five words, description, chapters, pinned comment, three Shorts ideas, and a resource-library CTA. Avoid clickbait that the video cannot fulfill.

PROMPT 12 Repurpose one-to-many

Repurpose this verified anchor piece: [PASTE] into one email, one blog introduction, three social posts, one 60-second video, five quotes, and one worksheet idea. Preserve nuance and do not add facts.

PROMPT 13 Humanize the draft

Revise this draft to sound specific, warm, and intellectually honest: [PASTE]. Remove clichés, repetitive transitions, inflated claims, generic encouragement, and obvious AI filler. Preserve my meaning and point out any factual claim needing verification.

PROMPT 14 Inclusive-language review

Review this content for stereotypes, deficit framing, unnecessary gendering, ableist assumptions, cultural generalization, and an audience treated as a monolith. Suggest precise edits without making the prose robotic.

PROMPT 15 Ethical call to action

Create five calls to action for [CONTENT/OFFER] at different commitment levels: reflect, save, try, download, and purchase/join. State the benefit clearly without pressure, scarcity theater, or guaranteed results.

PROMPT 16 Offer bridge

Connect this free educational content, [CONTENT], to this paid offer, [OFFER], by explaining who needs the next level of support, what additional transformation or convenience it provides, and who should not buy it.

PROMPT 17 Fact-check handoff

Extract every checkable claim from this draft: [PASTE]. For each, identify the best primary source type, the exact wording to verify, whether a date/version is needed, and what to soften or remove if verification fails.

PROMPT 18 Final editorial pass

Edit this content in four passes: usefulness, accuracy, voice, and accessibility. Return a short change log, then the revised draft. Do not silently change the meaning of scientific or legal claims.

Real prompts from the studio

BUILT FROM REAL WORKFLOWS These cleaned prompts reflect the workflow behind the Research-to-Content Studio and AI-assisted content systems: research first, create several useful formats, and keep a human approval gate before publication.

PROMPT 19 Research-to-content package - used for a working content studio

Turn the verified source packet below into one coordinated educational content package for [AUDIENCE]: [PASTE NOTES, LINKS, OR SOURCE TEXT]. First create a claim-and-source table showing what each source supports, where sources disagree, what remains uncertain, and which claims should not be made. Then create: one 900-1,200 word article, one 5-8 minute video outline, one 60-second video script, one eight-slide carousel, three social posts, one newsletter teaser, and one practical worksheet or prompt. Preserve the same evidence strength across every format. Use my voice guide: [PASTE VOICE GUIDE]. Include source notes, alt-text suggestions, and a final verification checklist. Do not add facts, quotations, statistics, or citations that are not present in the approved source packet.

PROMPT 20 One-week content agent - used for multi-platform planning

Create a seven-day content plan for [BRAND/PROJECT] around this verified anchor idea: [IDEA AND SOURCES]. The audience is [AUDIENCE], the goal is [GOAL], and the primary call to action is [CTA]. Produce a weekly theme, daily post concepts, platform-specific captions for [PLATFORMS], two short-video scripts, one carousel, one email, visual directions that do not require licensed imagery, and a repurposing map. Match this voice: [VOICE NOTES]. Label claims that need verification, avoid hype and generic filler, and place every asset in a review queue. Do not publish, schedule, email, or post anything until I explicitly approve the final package.

Publish only when

- ☐ The promise matches the content.
- ☐ Every material factual claim is sourced or clearly framed as opinion.
- ☐ The audience receives a concrete benefit before the CTA.
- ☐ The piece sounds like a person with a point of view.
- ☐ The format is readable on the intended platform.
- ☐ Private information and copyrighted source text are not exposed.

KEEP IT HUMAN AI is a support tool, not the final authority. Verify consequential claims, remove private information before prompting, name uncertainty, and keep human judgment in the loop.