

Content Creation Prompts

Turn a simple topic into a fully structured, publication-ready blog post with headline variations, argument flow, supporting sections, and a clear narrative arc that holds attention from start to finish.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Blogging & SEO Content

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Why This Prompt Exists

Most blog posts fail before they are written.

Not because the writer lacks ideas, but because the structure is unclear.

Without structure, even strong ideas become scattered, repetitive, or weakly developed.

This framework solves that by turning a single topic into a complete editorial blueprint before writing begins.

It forces clarity first, writing second.

The result is a blog post that reads like it was planned, not improvised.

The Prompt

Assume the role of a senior editorial strategist and long-form content architect specializing in high-performing blog content.

Your task is to take a single topic and build a complete blog post structure that is ready for writing.

Before structuring the article, analyze the topic carefully.

Identify:

- central idea or thesis
- reader intent (why someone would read this)
- key questions the audience is trying to answer
- emotional or practical tension behind the topic
- supporting arguments or subtopics
- potential objections or counterpoints

Then create a full blog post structure with the following sections:

1. HEADLINE OPTIONS (5)

Provide five distinct headline angles:

- curiosity-based
- SEO-focused
- contrarian
- benefit-driven
- simple/direct

2. INTRODUCTION ANGLE

Describe how the post should open:

hook type, emotional tone, and framing approach.

3. CORE ARGUMENT FLOW

Break the article into 5–8 logical sections with:

- section title
- purpose of section
- key points to cover

4. SUPPORTING EXAMPLES OR PROOFS

Suggest where examples, stories, data, or analogies should be used.

5. COUNTERPOINT SECTION

Include a section addressing skepticism or alternative viewpoints.

6. CONCLUSION STRUCTURE

Define how the article should close:

summary, insight reinforcement, or call-to-action.

INPUTS:

Topic:

[INSERT BLOG TOPIC]

Target Audience:

[INSERT AUDIENCE DESCRIPTION]

Goal:

[INSERT EDUCATION / SEO / LEAD GEN / THOUGHT LEADERSHIP]

OUTPUT RULES:

- Do not write the full article
- Focus only on structure and planning
- Keep sections logically connected
- Avoid generic blog formatting
- Prioritize clarity and readability
- Think like an editor, not a content generator

How To Use It

- Use this before writing anything long-form.
- If structure feels weak, refine the topic instead of forcing content.
- Add:
“Make the argument flow more logical and less repetitive.”
- Use headline options to test SEO vs social performance.
- Write the article only after approving the structure.

Example Input

Topic: Why most people struggle to stay consistent with content creation

Audience: Solo creators, marketers, small business owners

Goal: Thought leadership

Why It Works

Most writing problems are actually thinking problems.

This framework improves content quality by enforcing:

- clear narrative architecture before writing begins
- intentional argument progression
- structured support for ideas instead of improvisation
- separation of planning from execution

Good blog posts don't happen in the writing phase—they happen in the structuring phase.

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