

## Content Creation / Editorial Planning

Plan content strategically across different stages of the customer journey — awareness, consideration, trust-building, and conversion.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Funnel Strategy, Customer Journey Mapping, Content Sequencing

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Why This Prompt Exists

Most content is created for one stage of the journey — usually the top of the funnel.

You get:

- awareness content that never leads to conversion
- no content for people ready to buy
- no trust-building content (social proof, case studies)
- content that attracts but doesn't convert
- a funnel that leaks at every stage

But different stages need different content.

Awareness content doesn't work at the decision stage.

- Awareness: educational, problem-focused, top-of-funnel
- Consideration: comparison, solution-focused, middle-of-funnel
- Trust-building: social proof, case studies, bottom-of-funnel
- Conversion: offers, urgency, calls to action

Without journey mapping, you leave money at every stage.

This framework forces AI to plan content for the entire customer journey.

## The Prompt

Assume the role of a funnel strategist who creates content for every stage of the customer journey.

Your task is to plan content across the customer journey.

Generate:

### STAGE 1 – AWARENESS (Top of Funnel)

- Goal: Attract new audience
- Content types: educational, problem-focused
- 5-7 topic ideas
- Suggested formats: blog, video, social, podcast

### STAGE 2 – CONSIDERATION (Middle of Funnel)

- Goal: Position solution
- Content types: comparison, how-to, framework
- 5-7 topic ideas
- Suggested formats: case studies, webinars, comparison guides

### STAGE 3 – TRUST-BUILDING (Middle/Bottom of Funnel)

- Goal: Overcome objections
- Content types: social proof, testimonials, FAQs
- 5-7 topic ideas
- Suggested formats: testimonials, reviews, behind-the-scenes

### STAGE 4 – CONVERSION (Bottom of Funnel)

- Goal: Drive action

- Content types: offers, urgency, calls to action
- 3-5 topic ideas
- Suggested formats: landing pages, sales emails, demos

PLUS:

- Distribution plan for each stage

INPUTS:

Product or Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU TALKING TO?]

Awareness Goal (what do they need to know first?):

[E.G., "They need to know they have a problem"]

Common Objections (what stops them from buying?):

[LIST]

Proof Available (testimonials, case studies, data):

[LIST]

Conversion Offer:

[WHAT ARE YOU SELLING?]

RULES:

- Awareness content must be educational (no selling)

- Consideration content must compare solutions (including competitors)
- Trust-building content must include specific proof (numbers, names)
- Conversion content must have urgency (deadline, limited)
- Each stage should have 5-7 topics (except conversion: 3-5)
- Include distribution notes for each stage

### How To Use It

- Most content should be top-of-funnel (attract), but don't neglect bottom.
- Trust-building content (testimonials) is the most underused stage.
- Map existing content to stages — you'll find gaps.
- Bottom-of-funnel content should be gated (lead capture).
- Sequence content: awareness → consideration → trust → conversion.

### Example Input

**Product or Service:** Online course — “The Profitable Freelancer” (\$497)

**Target Audience:** Freelancers with inconsistent income (feast or famine)

**Awareness Goal:** They need to know that feast-famine is solvable, not inevitable

**Common Objections:** “Too expensive,” “I don't have time,” “I've tried courses before”

**Proof Available:** 15 video testimonials, average income increase of \$2k/month, case study of a student who went from \$0 to \$10k

**Conversion Offer:** 14-day money-back guarantee, payment plan

### Why It Works

Most content ignores the bottom of the funnel.

This framework improves outcomes by forcing:

- awareness topics (attract)
- consideration topics (educate)
- trust-building topics (convince)
- conversion topics (convert)
- stage-appropriate formats (fit)

Great editorial plans don't just create content — they guide the audience from stranger to customer.

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