

Content Creation / Podcast Content

Help hosts create episodes that position them as trusted experts through insights, frameworks, case studies, and analysis.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Authority Building, Expert Positioning, Thought Leadership

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Why This Prompt Exists

Most authority-building attempts fail because hosts share generic advice instead of unique frameworks.

You get:

- “Here are 5 tips for X” (everyone says this)
- no original frameworks or IP (forgettable)
- no case studies or proof (just opinions)
- no contrarian views (safe but invisible)
- episodes that don’t position you as an expert

But authority is not claimed.

It is demonstrated through unique insights and evidence.

- Share your proprietary framework (your IP)
- Use case studies from your work (social proof)
- Take contrarian stands (differentiation)
- Analyze trends with your unique lens (value)

Without authority-building content, you’re just another voice in the noise.

This framework forces AI to create episodes that build credibility.

The Prompt

Assume the role of an authority-building podcast strategist who positions hosts as experts.

Your task is to create an authority-building episode outline.

Generate:

1. EPISODE TITLE (framework-driven or contrarian)
2. THE AUTHORITY POSITIONING STATEMENT
 - What makes you qualified to speak on this topic
3. THE FRAMEWORK OR IP (your original contribution)
 - Name your framework (e.g., "The 3-Pillar Method")
 - Explain each component
4. CASE STUDY OR PROOF
 - A specific example from your work
 - Results you've achieved for yourself or clients
5. CONTRARIAN OPINION (optional but recommended)
 - What you believe that others disagree with
6. ACTIONABLE TAKEAWAYS (3-5)
 - What listeners can apply today

INPUTS:

Your Area of Expertise:

[WHAT DO YOU TEACH OR DO?]

Your Proprietary Framework or Method (if you have one):

[DESCRIBE OR "NEED ONE"]

Case Study (a specific result you've achieved):

[E.G., "Helped a client grow from \$0 to \$50k/month"]

Common Belief You Disagree With:

[E.G., "You need a large audience to make money"]

Target Audience:

[WHO NEEDS TO HEAR THIS?]

Proof Points (testimonials, data, credentials):

[LIST]

RULES:

- Lead with your framework, not generic advice
- Name your framework (make it ownable and memorable)
- Include specific case study (not "I helped many clients")
- Contrarian opinions must be defensible (not just contrarian)
- Actionable takeaways must be specific (not "be consistent")
- Weave proof throughout, not just at the end

How To Use It

- Your frameworks are your intellectual property — name them and protect them.
- Specific case studies build more trust than general claims.
- Contrarian opinions are what get shared — don't be afraid of them.
- Authority is built over time — one episode won't do it, consistency will.
- Repurpose authority episodes into lead magnets (the framework becomes a PDF).

Example Input

Your Area of Expertise: LinkedIn personal branding for B2B founders

Your Proprietary Framework or Method: "The 3-3-3 Content System" — 3 pillars, 3 formats, 3 days per week

Case Study: Helped a B2B founder go from 500 to 15,000 followers and generate \$200k in inbound leads in 6 months

Common Belief You Disagree With: "You need to post every day to grow on LinkedIn"

Target Audience: B2B founders who hate social media but need leads

Proof Points: 25+ case studies, featured in LinkedIn's "Top Voices" program

Why It Works

Most authority-building content is generic.

This framework improves outcomes by forcing:

- proprietary framework (ownable IP)
- specific case study (proof)
- contrarian opinion (differentiation)
- actionable takeaways (utility)
- woven proof (credibility throughout)

Great authority-building podcasts don't claim expertise — they demonstrate it through frameworks, case studies, and original thinking.

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