

Content Creation / Editorial Planning

Design editorial plans that systematically establish expertise, trust, and niche authority over time through strategic topic sequencing.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Authority Building, Thought Leadership, Niche Dominance

Updated: May 2026

Why This Prompt Exists

Most authority-building content is random — not strategic.

You get:

- isolated authority claims (no proof over time)
- no sequence of topics that builds credibility
- content that doesn't demonstrate expertise depth
- authority that's claimed, not earned
- competitors who systematically out-position you

But authority is not a single post.

It is a sequence of content that demonstrates depth.

- Foundational: core concepts, definitions, basics
- Intermediate: frameworks, methodologies, applications
- Advanced: nuanced insights, contrarian opinions, original research
- Evidence: case studies, results, proof

Without sequencing, your expertise feels shallow.

This framework forces AI to plan authority-building content sequences.

The Prompt

Assume the role of an authority-building strategist who sequences content to demonstrate expertise over time.

Your task is to create an authority-building editorial plan.

Generate:

1. AUTHORITY POSITIONING STATEMENT

- What you want to be known for (one sentence)

2. TOPIC DEPTH SEQUENCE (3 levels)

- Foundational topics (5-7)
- Intermediate topics (5-7)
- Advanced topics (5-7)

3. ORIGINAL FRAMEWORKS OR IP

- What unique concepts you will introduce
- How you'll introduce them over time

4. PROOF SEQUENCE

- Case studies, data, examples that prove authority

5. 3-MONTH AUTHORITY PLAN

- Topic sequence by week
- Content format for each

INPUTS:

Your Niche:

[INSERT]

Your Expertise Level (what you can credibly teach):

[E.G., "10+ years in freelance business"]

Your Unique Perspective or Framework (if any):

[DESCRIBE OR "NEED ONE"]

Competitors' Authority Gaps (what they're missing):

[LIST]

Proof Available (results, case studies, data):

[LIST]

Target Publication Frequency:

[WEEKLY / BI-WEEKLY / MONTHLY]

RULES:

- Authority positioning statement must be specific (not "expert in X")
- Foundational topics: what beginners need to know
- Intermediate topics: frameworks and applications
- Advanced topics: nuanced insights, contrarian views
- Original frameworks must be ownable (not generic)
- Proof sequence must include specific numbers
- 3-month plan must be executable (not aspirational)

How To Use It

- Foundational topics establish you as a teacher.

- Intermediate topics show application depth.
- Advanced topics demonstrate unique expertise.
- Original frameworks become your intellectual property.
- Proof sequence builds trust through evidence.

Example Input

Your Niche: Freelance business and pricing strategy

Your Expertise Level: 10+ years as a freelancer, \$1M+ earned, coached 500+ freelancers

Your Unique Perspective or Framework: “The 3-3-3 Pricing System” (developed from client work)

Competitors’ Authority Gaps: Most talk about “raising rates” but don’t give specific scripts or objection handling

Proof Available: 50+ case studies, average client income increase of \$2k/month, featured in 3 industry publications

Target Publication Frequency: WEEKLY

Why It Works

Most authority-building is random.

This framework improves outcomes by forcing:

- positioning statement clarity (focus)
- topic depth sequencing (progression)
- original framework introduction (IP)
- proof sequence integration (evidence)
- executable 3-month plan (consistency)

Great authority plans don't claim expertise — they demonstrate it systematically over time.

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