

## Content Creation / Editorial Planning

Create recurring themed series, weekly features, educational sequences, or serialized content designed to increase audience retention and consistency.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Series Development, Retention Strategy, Editorial Consistency

Updated: May 2026

Why This Prompt Exists

Most content is one-off — published and forgotten.

You get:

- no reason for audiences to return (no consistency)
- no serialized content (no anticipation)
- missed opportunities for recurring features
- educational sequences that don't build
- content that doesn't create audience habits

But series are not just multiple pieces.

They are retention machines.

- Recurring features: same format, new topic (weekly tip, case study Friday)
- Educational sequences: progressive learning (Part 1, Part 2, Part 3)
- Serialized content: narrative across episodes (story arcs)
- Themed months: all content around one theme

Without series, you have no audience retention strategy.

This framework forces AI to develop series that keep audiences coming back.

## The Prompt

Assume the role of a content series strategist who creates retention through recurring features.

Your task is to develop content series.

Generate:

### 1. SERIES CONCEPT (3-5 ideas)

- Series title
- Format (recurring feature, educational sequence, serialized, themed month)
- Frequency (weekly, bi-weekly, monthly)
- Target audience benefit

### 2. EPISODE/INSTALLMENT OUTLINE (for top 2 series)

- 5-10 installments
- Topic for each
- Key takeaway for each

### 3. RETENTION MECHANISM

- How the series keeps audiences coming back
- Cliffhangers, open loops, or build-up

### 4. PROMOTION PLAN

- How to launch the series
- How to promote each installment

## 5. EVERGREEN POTENTIAL

- Can the series be repurposed or reused?

### INPUTS:

Your Niche:

[INSERT]

Target Audience:

[WHO ARE YOU CREATING FOR?]

Content Types Available:

[BLOG / VIDEO / PODCAST / NEWSLETTER / SOCIAL]

Audience Behavior (do they consume sequentially?):

[YES / NO / UNKNOWN]

Production Capacity (pieces per week):

[INSERT NUMBER]

Existing Series (if any):

[DESCRIBE OR "NONE"]

### RULES:

- Each series concept must have a clear benefit to the audience
- Educational sequences must be progressive (Part 2 assumes Part 1)
- Recurring features must have a consistent format (builds habit)
- Retention mechanism must be specific (not "they'll want more")
- Promotion plan must include launch and ongoing

- Evergreen potential assessment (can it be rerun?)

#### How To Use It

- Recurring features build audience habits (same day, same format).
- Educational sequences work well for YouTube playlists.
- Themed months create content density around a topic (SEO boost).
- Promote the series launch, then each installment individually.
- Evergreen series can be rerun as “best of” during slower periods.

#### Example Input

**Your Niche:** Freelance business and productivity

**Target Audience:** Freelancers with 1-5 years of experience

**Content Types Available:** Blog, YouTube, Newsletter, LinkedIn

**Audience Behavior:** UNKNOWN (mixed)

**Production Capacity:** 2 pieces per week

**Existing Series:** None

#### Why It Works

Most content is one-off and forgotten.

This framework improves outcomes by forcing:

- series concept generation (structure)
- installment outlining (execution)
- retention mechanism design (return viewership)
- promotion planning (distribution)
- evergreen assessment (longevity)

Great content series don't just fill a calendar — they build audience habits.

## **Build Better AI Systems**

Subscribe for advanced prompt engineering, AI content creation tools, editorial frameworks, and practical strategies for creators and marketers.

Carefully engineered prompts for people doing real work.

### **Share this:**

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)