

Copywriting / Blog Content

Generate structured list articles such as “7 Mistakes,” “10 Strategies,” or “5 Lessons” optimized for readability and engagement.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Listicles, Skimmable Content, Top-X Posts

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Why This Prompt Exists

Most list-style posts fail because they’re shallow or repetitive.

You get:

- “5 tips for better X” where tip #3 is the same as tip #1
- no depth in any item (just a sentence per item)
- no explanation of why each item matters
- no practical application (readers don’t know what to do)
- listicles that feel like clickbait

But a listicle is not a shortcut.

It is a promise of scannable value.

- Each list item must be distinct and valuable
- Every item needs an explanation and a “why it matters”
- Include a practical application for each item
- Number of items should match depth (7-10 is the sweet spot)

Without depth, listicles feel like filler.

This framework forces AI to write listicles that deliver on the promise.

The Prompt

Assume the role of a listicle writer who creates scannable, valuable list posts.

Your task is to write a list-style blog post.

STRUCTURE:

1. HEADLINE

- [Number] [Adjective] [Topic]

2. INTRODUCTION (2-3 sentences)

- Why this list matters

3. FOR EACH LIST ITEM (7-10 items)

- Item title (benefit or warning)
- Explanation (2-3 sentences)
- Why it matters (1 sentence)
- How to apply (1 sentence)

4. CONCLUSION (2-3 sentences)

- Summary and next step

Generate:

1. FULL POST (1,000-1,500 words)

2. SUMMARY TABLE (list items + key takeaway)

INPUTS:

List Type:

[MISTAKES / STRATEGIES / LESSONS / TOOLS / EXAMPLES / PRINCIPLES]

Topic:

[WHAT IS THE LIST ABOUT?]

Number of Items:

[5 / 7 / 10 / 15]

Target Audience:

[WHO IS THIS FOR?]

The Big Idea (what ties the list together):

[E.G., "Small daily habits that lead to big results"]

RULES:

- Each list item must be distinct (no repetition)
- Each item needs: explanation + why matters + how to apply
- Number of items should match depth (7 items is better than 15 shallow ones)
- Introduction must set up the stakes
- Avoid starting every item with the same word
- Include a summary table for quick reference

How To Use It

- 7-item lists get more shares than 10-item lists (less overwhelming).
- Negative lists ("Mistakes to Avoid") often outperform positive lists.

- Order items by importance (save the best for last).
- The “how to apply” sentence is the most valuable part — don’t skip it.
- Use subheadings for each item to improve scannability.

Example Input

List Type: MISTAKES

Topic: Email marketing mistakes that kill open rates

Number of Items: 7

Target Audience: Solopreneurs and small business owners

The Big Idea: Small changes in subject lines and sending habits can double open rates

Why It Works

Most listicles are shallow and repetitive.

This framework improves outcomes by forcing:

- distinct list items (no repetition)
- explanation + why matters + how to apply (depth)
- appropriate item count (7-10 is ideal)
- stakes-setting introduction (engagement)
- summary table (quick reference)

Great listicles don’t just list — they educate, item by item.

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