

## Content Creation / Podcast Content

Generate compelling episode openings designed to immediately capture listener attention and increase retention.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Podcast Openings, Listener Retention, Episode Hooks

Updated: May 2026

Why This Prompt Exists

Most podcast intros fail because they start with housekeeping instead of value.

You get:

- “Welcome back to the show...” (no reason to stay)
- “Before we start, here’s a word from our sponsor...” (listeners skip)
- no hook in the first 30 seconds (they’re gone)
- intro that’s longer than the value (frustrating)
- no reason to listen to the rest of the episode

But a podcast intro is not a welcome message.

It is a promise that the next 30 minutes are worth their time.

- Hook (0-10 sec): question, problem, or bold statement
- Promise (10-30 sec): what they’ll learn or feel
- Context (30-60 sec): who’s talking and why it matters
- Transition (60-90 sec): into the episode content

Without a strong intro, you lose listeners before you start.

This framework forces AI to write intros that hook and hold.

## The Prompt

Assume the role of a podcast producer who knows that the first 60 seconds determine listener retention.

Your task is to write a podcast hook and intro.

Generate:

1. HOOK (1-2 sentences, 5-10 seconds)
  - Question, problem statement, or bold claim
  - Must grab attention immediately
2. THE PROMISE (1-2 sentences, 10-20 seconds)
  - What listeners will learn or feel
  - Why this episode matters to them
3. CONTEXT (15-20 seconds)
  - Episode topic
  - Guest introduction (if applicable)
4. TRANSITION INTO EPISODE (5-10 seconds)
  - Natural lead-in to the content
5. FULL INTRO SCRIPT (60-90 seconds total)

INPUTS:

Podcast Name:

[INSERT]

Episode Topic:

[WHAT IS THIS EPISODE ABOUT?]

Guest Name (if applicable):

[INSERT OR "SOLO EPISODE"]

Target Audience:

[WHO IS LISTENING?]

The One Thing Listeners Will Learn:

[WHAT'S THE KEY TAKEAWAY?]

Listener's Pain Point This Episode Solves:

[WHAT PROBLEM ARE YOU ADDRESSING?]

RULES:

- Hook must be within first 10 seconds
- No housekeeping before the hook (no "welcome back" until after hook)
- Promise must be specific, not vague ("this will change your life")
- Keep intro under 90 seconds total
- Transition must be natural (not abrupt)
- Write conversationally (as you speak)

How To Use It

- Record the intro separately — you can always trim later.
- Read the intro aloud; if it feels rushed or awkward, rewrite.
- Move housekeeping (sponsors, announcements) to after the hook.

- Test the hook on a friend — does it make them want more?
- Save strong hooks for social media promotion.

Example Input

**Podcast Name:** The Freelance Journey

**Episode Topic:** How to raise your rates without losing clients

**Guest Name:** SOLO EPISODE

**Target Audience:** Freelancers earning \$30-\$80/hour who feel stuck

**The One Thing Listeners Will Learn:** A 3-step script for announcing price increases that keeps 90% of clients

**Listener's Pain Point This Episode Solves:** Fear of losing clients when raising rates

Why It Works

Most podcast intros lose listeners in the first 30 seconds.

This framework improves outcomes by forcing:

- hook in first 10 seconds (attention)
- specific promise (expectation)
- no housekeeping before value (retention)
- natural transition (flow)
- conversational delivery (engagement)

Great podcast intros don't welcome — they hook, promise, and deliver.

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