

Copywriting / Blog Content

Build blog posts around a common audience problem, explain the consequences, and provide actionable solutions step-by-step.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Educational Content, How-To Articles, Tutorials

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Why This Prompt Exists

Most problem-solution blog posts fail because they rush to the solution.

You get:

- solution mentioned in the headline (no tension)
- problem described too briefly (no emotional stakes)
- no consequences of inaction (why should they care?)
- solutions that are vague (“just be consistent”)
- no step-by-step action (readers don’t know what to do)

But a problem-solution post is not a quick answer.

It is a tension arc that makes the solution feel earned.

- Problem: agitate until it hurts
- Consequences: what happens if unsolved
- Solution: specific, actionable steps
- Implementation: how to apply immediately

Without tension, the solution feels unnecessary.

This framework forces AI to build posts where the solution is the hero.

The Prompt

Assume the role of an educational content writer who solves specific problems step by step.

Your task is to write a problem-solution blog post.

STRUCTURE:

1. HEADLINE

- Names the problem and promises a solution

2. PROBLEM DESCRIPTION (2-3 paragraphs)

- Make the pain specific and relatable

3. CONSEQUENCES OF INACTION (1-2 paragraphs)

- What happens if they ignore the problem

4. THE SOLUTION (3-5 steps)

- Each step: what to do + why it works

5. IMPLEMENTATION TIPS

- How to apply the solution immediately

Generate:

1. HEADLINE (problem + solution promise)

2. FULL POST (800-1,200 words)

3. KEY TAKEAWAY SUMMARY (3 bullet points)

INPUTS:

Target Audience:

[WHO HAS THIS PROBLEM?]

The Problem (specific):

[E.G., "Low email open rates"]

Why It Matters:

[E.G., "Your subscribers never see your offers"]

The Solution (3-5 steps):

[E.G., "1. Clean your list, 2. Write better subject lines, 3. Send at the right time"]

Desired Outcome:

[E.G., "Double your open rates in 30 days"]

RULES:

- Problem must be specific (not "marketing is hard")
- Consequences must be personal (what they lose)
- Each solution step must be actionable (not "improve your content")
- Include a "why it works" for each step
- End with a clear next step (what to do today)
- Avoid generic advice ("work harder," "be consistent")

How To Use It

- The problem section should be the longest — build empathy before selling the solution.
- Use “you” to speak directly to the reader’s pain.
- Each solution step should be something they can do today.
- Include a specific example for each step (shows how).
- End with a summary and a single next action.

Example Input

Target Audience: Freelancers who struggle to find consistent clients

The Problem: Feast-or-famine cycle — busy for two weeks, then no work for a month

Why It Matters: Unpredictable income makes it hard to pay bills, plan for the future, or take time off

The Solution: 1. Build a pipeline of 5-10 warm leads, 2. Nurture with weekly value, 3. Send monthly offers, 4. Automate follow-up

Desired Outcome: Predictable monthly income from repeat and referral clients

Why It Works

Most problem-solution posts rush to the answer.

This framework improves outcomes by forcing:

- specific problem articulation (relatability)
- consequences of inaction (motivation)
- actionable solution steps (clarity)
- “why it works” explanations (trust)
- implementation guidance (immediate use)

Great problem-solution blogs don’t just answer — they guide the reader from pain to action.

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