Copywriting / Blog Content

Create data-backed blog posts using studies, trends, statistics, expert insights, and market observations to strengthen authority.
Difficulty: Advanced
Model: GPT-4 / Claude / Gemini
Use Case: Data-Driven Content, Authority Building, Original Research
Updated: May 2026
Why This Prompt Exists
Most blog posts make claims without evidence.

You get:

- “Studies show…” (no citation, no credibility)
- generic statistics without context
- no original analysis (just repackaged data)
- opinions presented as facts
- posts that don’t stand up to scrutiny

But research-based content is not about dumping data.

It is about drawing insights that others miss.

- Lead with a surprising finding
- Cite specific sources (not “studies show”)
- Explain what the data means (interpretation)
- Connect findings to practical action
- Add your own analysis (don’t just quote)

Without evidence, your claims are opinions.

This framework forces AI to write data-backed posts that build authority.

The Prompt

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Assume the role of a data-driven content writer who backs every claim with evidence.

Your task is to write a research-based blog post.

Generate:

1. HEADLINE (data-driven or surprising finding)

2. KEY STATISTICS HIGHLIGHT BOX
   - 3-5 most surprising stats from the research

3. FULL POST (1,200-1,800 words)
   - Opening with a surprising data point
   - Context for each statistic (what it means)
   - Analysis (your interpretation)
   - Practical implications (what to do)

4. SOURCES CITED (list)

5. KEY TAKEAWAY (one sentence)

INPUTS:

Research Topic:
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[WHAT ARE YOU INVESTIGATING?]

Key Data Points (3-5, with sources):
[LIST STATS + SOURCES]

The Surprising Finding:
[WHAT GOES AGAINST CONVENTIONAL WISDOM?]

Target Audience:
[WHO NEEDS TO KNOW THIS?]

Practical Application:
[HOW SHOULD READERS USE THIS DATA?]

RULES:
- Every claim must have a source (no "studies show" without citation)
- Lead with the most surprising finding
- Explain what the data means (don't just quote numbers)
- Include your own analysis (not just data dump)
- Connect data to practical action
- Use data visualization descriptions (charts, graphs)
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How To Use It

- Original data (your own surveys) is more valuable than citing others.
- Visualize data with charts or graphs (described or embedded).
- Cite specific, credible sources (not “according to experts”).
- The surprising finding is what gets shared — lead with it.
- Update research posts annually with new data.

Example Input

Research Topic: Email marketing effectiveness for small businesses in 2024

Key Data Points: “Email ROI averages $36 for every $1 spent (Litmus, 2024)”; “Only 20% of small businesses use email segmentation (HubSpot, 2024)”; “Segmented campaigns drive 30% more opens and 50% more clicks (Mailchimp, 2024)”

The Surprising Finding: Most small businesses know email is effective, but very few use the tactics that actually drive results

Target Audience: Small business owners who send email but aren’t seeing results

Practical Application: Start with basic segmentation (by interest or purchase history) to see immediate lifts in open and click rates

Why It Works
Most blog posts make claims without evidence.

This framework improves outcomes by forcing:

- cited sources (credibility)
- data interpretation (not just numbers)
- surprising findings (shareability)
- analysis (value beyond the data)
- practical action (utility)

Great research-based content doesn’t just report data — it reveals insights competitors miss.

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