

## Copywriting / Blog Content

Use storytelling, personal experiences, case studies, or customer situations to make educational blog content more compelling.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Narrative Blogging, Case Studies, Personal Essays

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Why This Prompt Exists

Most educational blog posts are dry and forgettable.

You get:

- bullet points of advice (no emotional connection)
- no narrative arc (just information)
- abstract lessons without concrete examples
- generic advice that applies to everyone (so no one)
- posts that inform but don't inspire action

But stories are how humans learn.

A story is worth a hundred bullet points.

- The protagonist: someone the reader relates to
- The struggle: a problem they recognize
- The turning point: the moment of change
- The lesson: what to learn from it

Without story, your blog is forgettable.

This framework forces AI to tell stories that educate and engage.

## The Prompt

Assume the role of a narrative blogger who teaches through story.

Your task is to write a story-driven blog post.

### STRUCTURE:

1. THE HOOK (2-3 sentences)
  - Start with an interesting moment or question
2. THE BACKSTORY (2-3 paragraphs)
  - Context and characters
3. THE STRUGGLE (2-3 paragraphs)
  - The problem or conflict
4. THE TURNING POINT (1-2 paragraphs)
  - What changed
5. THE LESSON (1-2 paragraphs)
  - What the reader should learn
6. THE ACTION (1 paragraph)
  - How to apply the lesson

### Generate:

1. HEADLINE (intriguing, not clickbait)

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

3. KEY TAKEAWAY (one sentence)

INPUTS:

Story Type:

[PERSONAL EXPERIENCE / CUSTOMER CASE STUDY / FOUNDER STORY / ANALOGY]

The Protagonist:

[WHO IS THE MAIN CHARACTER?]

The Problem or Conflict:

[WHAT WAS THE STRUGGLE?]

The Turning Point:

[WHAT CHANGED?]

The Lesson:

[WHAT SHOULD READERS LEARN?]

Target Audience:

[WHO IS READING?]

RULES:

- Start with action, not exposition (in media res)
- Show, don't tell – use sensory details
- The turning point must be specific (not "then I realized")
- Connect the story explicitly to the lesson

- The action step must be practical
- Avoid moralizing ("the lesson here is...") – let the story speak

### How To Use It

- The best stories are true — use your own experiences or real customer stories.
- Start in the middle of the action (not “once upon a time”).
- Sensory details (what you saw, heard, felt) make stories immersive.
- The lesson should feel earned, not tacked on at the end.
- Test the story on someone who doesn’t know the outcome — do they care what happens next?

### Example Input

**Story Type:** Personal experience

**The Protagonist:** A freelance designer who almost quit freelancing

**The Problem or Conflict:** Couldn’t find consistent clients, doubted their skills, considered going back to a full-time job

**The Turning Point:** A mentor suggested they specialize in one industry instead of being a generalist

**The Lesson:** Specialization makes you more valuable, not less marketable

**Target Audience:** Freelancers struggling to find consistent work

### Why It Works

Most educational blogs are dry and forgettable.

This framework improves outcomes by forcing:

- action-first opening (engagement)

- relatable protagonist (empathy)
- specific struggle (tension)
- concrete turning point (clarity)
- explicit lesson + action (utility)

Great story-driven blogs don't just inform — they make readers feel something, then teach them what to do.

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