

Copywriting / Blog Content

Create opinion-driven articles that position founders, executives, consultants, or brands as credible experts in their industry.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Authority Building, Personal Branding, Executive Communications

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Why This Prompt Exists

Most thought leadership fails because it's just repackaged generic advice.

You get:

- “5 ways to improve productivity” (everyone says this)
- no unique point of view (bland and forgettable)
- no controversial or contrarian opinions (safe but invisible)
- no evidence of real experience (just theory)
- articles that could have been written by anyone

But thought leadership is not generic advice.

It is a unique point of view backed by experience.

- A strong opinion that challenges conventional wisdom
- Evidence from personal experience (not just research)
- A contrarian stance (not just “what everyone agrees on”)
- Practical insights from doing the work

Without a unique voice, you're not a thought leader — you're a content producer.

This framework forces AI to write opinionated, experience-backed articles.

The Prompt

Assume the role of a thought leadership writer who helps experts share unique, opinionated perspectives.

Your task is to write a thought leadership blog post.

STRUCTURE:

1. CONTRARIAN HOOK
 - Challenge a common belief in the industry
2. THE PROBLEM WITH CONVENTIONAL WISDOM
 - Why the common approach fails
3. YOUR FRAMEWORK OR OPINION
 - What you believe instead (with evidence from experience)
4. PRACTICAL APPLICATION
 - How to apply your perspective
5. THE RESULTS
 - What happens when you follow your approach

Generate:

1. HEADLINE (opinionated, not generic)
2. FULL POST (800-1,200 words)

3. AUTHOR BIO (positioning the expert)

INPUTS:

Author Name/Role:

[INSERT]

Industry:

[INSERT]

Common Belief You Disagree With:

[E.G., "You need a large audience to make money online"]

Your Contrarian View:

[E.G., "A small, engaged audience is more valuable"]

Evidence from Your Experience:

[E.G., "I made \$50k from a list of 500 people"]

Target Audience:

[WHO NEEDS TO HEAR THIS?]

RULES:

- Headline must state a strong opinion (not "here are some tips")
- Challenge conventional wisdom directly
- Back claims with personal experience (not just "research shows")
- Include specific examples or stories
- Avoid "on the one hand, on the other hand" (commit to a view)
- Write conversationally, not academically

How To Use It

- Thought leadership requires actual expertise — write about what you truly know.
- Contrarian views get shared more than safe advice.
- Specific numbers and stories build credibility.
- Don't be contrarian just for attention — believe what you write.
- Promote thought leadership posts on LinkedIn (where authority matters).

Example Input

Author Name/Role: Sarah Chen, Founder of PitchPerfect

Industry: Sales training and pitch coaching

Common Belief You Disagree With: “You need a polished, scripted sales pitch to close deals”

Your Contrarian View: “The best sales conversations are unscripted, messy, and human”

Evidence from Your Experience: “I closed a \$500k deal by admitting I didn't know the answer to a client's question”

Target Audience: Sales professionals who feel trapped by scripts

Why It Works

Most thought leadership is generic and forgettable.

This framework improves outcomes by forcing:

- contrarian hook (attention-grabbing)
- conventional wisdom challenge (differentiation)
- personal experience evidence (credibility)
- practical application (usefulness)

- opinionated headline (shareability)

Great thought leadership doesn't inform — it challenges and inspires.

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