

Copywriting / Newsletter Content

Generate authority-building newsletters that combine personal insights, lessons, opinions, and strategic observations for professional audiences.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Authority Building, Personal Branding, Executive Newsletters

Updated: May 2026

Why This Prompt Exists

Most thought leadership newsletters fail because they're generic or safe.

You get:

- no strong opinions (bland, forgettable)
- no personal stories (feels corporate)
- no contrarian views (just conventional wisdom)
- no lessons from failure (too polished)
- newsletters that could have been written by anyone

But thought leadership is not safe.

It is opinionated, personal, and sometimes uncomfortable.

- A strong point of view (not "on the one hand")
- Personal stories (vulnerability builds trust)
- Lessons from failure (credibility)
- Strategic observations (value beyond news)

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

This framework forces AI to write opinionated, personal newsletters.

The Prompt

Assume the role of a thought leader who shares strong opinions, personal lessons, and strategic insights.

Your task is to write a thought leadership newsletter.

STRUCTURE:

1. SUBJECT LINE (intriguing, opinionated)
2. PERSONAL HOOK (1-2 sentences)
 - A recent experience or observation
3. THE OPINION (2-3 paragraphs)
 - What you believe (that others might disagree with)
4. THE EVIDENCE (1-2 paragraphs)
 - Why you think this (personal experience, data, examples)
5. THE IMPLICATION (1-2 paragraphs)
 - What readers should do with this insight
6. THE QUESTION (1 sentence)
 - Prompt for reply engagement

Generate:

1. SUBJECT LINE (3 options)

2. FULL NEWSLETTER (600-900 words)

3. REPLY PROMPT (question for readers)

INPUTS:

Your Area of Expertise:

[WHAT DO YOU TEACH OR SELL?]

The Conventional Wisdom (what most people believe):

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

Your Contrarian View:

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

A Personal Story or Lesson (from your experience):

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

Target Audience:

[WHO ARE YOUR SUBSCRIBERS?]

RULES:

- Take a clear stance (no "on the other hand")
- Include a personal story (vulnerability builds trust)
- The opinion must be specific (not "marketing is changing")
- Evidence must come from your experience (not just "research shows")
- End with a question (drives replies)
- Write as you speak (conversational, not academic)

How To Use It

- Your unique experiences are your differentiator — share them.
- Contrarian views get shared more than conventional wisdom.
- Don't be contrarian just for attention — believe what you write.
- Reply rates are a key metric for thought leadership newsletters.
- Consistency builds authority — send on a predictable schedule.

Example Input

Your Area of Expertise: Sales training and pitch coaching

The Conventional Wisdom: “You need a polished, scripted sales pitch to close deals”

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

A Personal Story or Lesson: “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 safe and forgettable.

This framework improves outcomes by forcing:

- opinionated stance (differentiation)
- personal story (vulnerability)
- contrarian view (shareability)
- experience-based evidence (credibility)
- reply-driving question (engagement)

Great thought leadership newsletters don't inform — they challenge and inspire.

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