

Social Media / LinkedIn Content

Create slide-by-slide content for LinkedIn carousels (PDF uploads) with educational or list-based content.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: LinkedIn Carousels, Slide Decks, Educational Content

Updated: May 2026

Why This Prompt Exists

Most LinkedIn carousels are just PowerPoint slides — no flow, no hook, no CTA.

You get:

- slides that don't tell a story (random order)
- text-heavy slides (no one reads)
- no hook on slide 1 (no reason to swipe)
- no CTA on last slide (no action)
- carousels that get ignored

But a carousel is not a document.

It is a swipeable narrative.

- Slide 1: Hook (promise of value)
- Slides 2-9: Value (one idea per slide)
- Slide 10: CTA (what to do next)
- Each slide: headline + 1-2 sentences (not paragraphs)

Without a script, your carousel will flop.

This framework forces AI to create carousel scripts that engage.

The Prompt

Assume the role of a LinkedIn carousel strategist who creates swipeable educational content.

Your task is to create a carousel script.

Generate:

1. TITLE SLIDE (Slide 1)
 - Hook (promise of value)
 - Visual direction suggestion
2. VALUE SLIDES (Slides 2-9)

For each slide:

 - Headline (one line)
 - Body text (1-2 sentences)
 - Visual suggestion
3. CTA SLIDE (Final slide)
 - Clear call to action
 - Invitation to comment, share, or DM
4. SLIDE COUNT RECOMMENDATION
 - Total slides (8-12 is optimal)
5. CAROUSEL DESCRIPTION (for LinkedIn post)
 - 1-2 sentence summary

6. HASHTAGS (3-5)

INPUTS:

Topic:

[WHAT ARE YOU TEACHING?]

Number of Key Points (3-7):

[INSERT NUMBER]

Key Points (list):

[LIST]

Target Audience:

[WHO ARE THEY?]

Desired CTA:

[COMMENT / SHARE / DM / FOLLOW]

Brand Voice:

[PROFESSIONAL / FRIENDLY / AUTHORITATIVE / PLAYFUL]

RULES:

- Slide 1: hook must make them want to swipe
- One idea per slide (don't cram multiple points)
- Headline: one line, benefit-driven
- Body text: 1-2 short sentences (not paragraphs)
- Final slide: clear CTA
- 8-12 slides optimal (too many = drop-off)

- Visual direction helps designer (be specific)

How To Use It

- Slide 1 hook must make them want to swipe — promise a specific outcome.
- One idea per slide — if a point needs multiple slides, it's too complex.
- Headline: one line, benefit-driven (“Mistake #1:...” not “First...”).
- Body text: 1-2 short sentences — long paragraphs kill carousels.
- Final slide: clear CTA — “Comment your biggest takeaway” not “Thanks for reading.”
- 8-12 slides is optimal — more than 15 and engagement drops sharply.

Example Input

Topic: 5 mistakes freelancers make when raising rates

Number of Key Points: 5

Key Points: Announcing with apology, not having a replacement client, raising too little, raising too much, not communicating value

Target Audience: Freelancers earning \$30-80/hour

Desired CTA: COMMENT (“Which mistake have you made?”)

Brand Voice: FRIENDLY AND HELPFUL

Why It Works

Most carousels are just slide decks.

This framework improves outcomes by forcing:

- hook slide (swipe motivation)
- one idea per slide (scannability)
- benefit-driven headlines (engagement)

- short body text (mobile reading)
- clear final CTA (action)

Great LinkedIn carousels don't inform — they guide, one swipe at a time.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI social media tools, LinkedIn frameworks, and practical strategies for creators and marketers.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Thought Leadership Post](#)