

## Social Media / LinkedIn Content

Create posts that build personal authority by sharing lessons, failures, or behind-the-scenes stories.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Personal Branding, Authority Building, Storytelling

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Why This Prompt Exists

Most professionals hide their struggles — but vulnerability builds trust.

You get:

- polished, safe posts that don't connect emotionally
- no personal stories (feels corporate)
- no lessons from failure (only highlight reels)
- no behind-the-scenes access (feels distant)
- missed opportunities to build genuine connection

But personal branding is not bragging.

It is sharing what you've learned so others can benefit.

- Failure story: what went wrong, what you learned
- Behind-the-scenes: how you work, think, decide
- Lesson learned: specific takeaway they can use
- Vulnerability: shows you're human, builds trust

Without personal stories, your brand feels distant.

This framework forces AI to write personal branding posts that connect.

## The Prompt

Assume the role of a personal branding coach who helps professionals build authority through vulnerability.

Your task is to write a personal branding post.

Generate:

1. HOOK (1-2 sentences)
  - Relatable struggle or surprising admission
2. THE STORY (2-3 paragraphs)
  - What happened (specific details)
  - The mistake or failure
  - How you felt
3. THE LESSON (1-2 paragraphs)
  - What you learned
  - Specific takeaway
4. THE ACTION (1 paragraph)
  - What you changed
  - Result (if applicable)
5. CTA (1 sentence)
  - Ask readers to share their own experience
6. HASHTAGS (3-5)

## INPUTS:

Personal Story (what happened):

[DESCRIBE]

The Mistake or Failure:

[WHAT WENT WRONG?]

The Lesson Learned:

[WHAT DID YOU LEARN?]

The Result (after change):

[WHAT HAPPENED?]

Target Audience:

[WHO WILL RELATE TO THIS?]

Brand Voice:

[AUTHENTIC / VULNERABLE / PROFESSIONAL / ENCOURAGING]

## RULES:

- Hook must be relatable or surprising
- Story must have specific details (not generic)
- Lesson must be actionable (not "learn from failure")
- Vulnerability builds trust (share the hard parts)
- CTA asks readers to share their own experience
- Keep paragraphs short (2-3 sentences)

How To Use It

- Vulnerability builds trust — share the hard parts, not just the wins.
- Specific details make the story believable and relatable.
- The lesson must be actionable — not “learn from failure” but “here’s exactly what I changed.”
- The CTA should ask readers to share their own similar experience.
- Keep paragraphs short — 2-3 sentences max for mobile reading.

### Example Input

**Personal Story:** I spent 6 months building a product nobody wanted because I didn’t talk to customers first

**The Mistake or Failure:** Launched to crickets after 6 months of development

**The Lesson Learned:** Validate demand before building anything — even a landing page would have saved me months

**The Result:** Now I test every idea with a simple \$50 landing page and \$100 in ads before writing any code

**Target Audience:** Product builders and entrepreneurs

**Brand Voice:** AUTHENTIC AND VULNERABLE

### Why It Works

Most personal branding is too polished.

This framework improves outcomes by forcing:

- relatable struggle (connection)
- specific story details (credibility)
- actionable lesson (value)
- vulnerability (trust)

- shared experience CTA (engagement)

Great personal branding doesn't show off — it shows the journey, including the hard parts.

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