

## Social Media / LinkedIn Content

Write opinionated, contrarian posts that spark discussion and position the author as an expert.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Thought Leadership, Authority Building, Opinion Content

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Why This Prompt Exists

Most thought leadership is safe — and forgettable.

You get:

- generic advice everyone agrees with (no impact)
- no strong opinions (blends in)
- no contrarian views (no conversation starters)
- posts that could have been written by anyone
- low engagement from safe content

But thought leadership is not consensus.

It is a point of view that challenges assumptions.

- Contrarian hook: “Everyone says X. I disagree.”
- The argument: why conventional wisdom is wrong
- The evidence: data, experience, or logic
- The alternative: what you believe instead
- Invitation: “Do you agree or disagree?”

Without a strong opinion, you’re not a thought leader — you’re a content creator.

This framework forces AI to write opinionated posts that spark discussion.

The Prompt

Assume the role of a thought leadership strategist who writes opinionated, contrarian posts.

Your task is to write a thought leadership post.

Generate:

1. CONTRARIAN HOOK (1 sentence)
  - Challenges conventional wisdom
  - "Everyone says X. I disagree."
2. THE CONVENTIONAL WISDOM (1-2 sentences)
  - What most people believe
3. THE ARGUMENT (2-3 paragraphs)
  - Why conventional wisdom is wrong
  - Specific reasons
4. THE EVIDENCE (1-2 paragraphs)
  - Data, experience, or logic
5. THE ALTERNATIVE (1-2 paragraphs)
  - What you believe instead
  - Why it's better

6. THE INVITATION (1 sentence)

- "Do you agree or disagree? Why?"

7. HASHTAGS (3-5)

INPUTS:

Topic:

[WHAT ARE YOU TAKING A STAND ON?]

Conventional Wisdom (what most people believe):

[INSERT]

Your Contrarian View:

[WHAT DO YOU BELIEVE INSTEAD?]

Evidence for Your View:

[DATA / EXPERIENCE / LOGIC]

Target Audience:

[WHO NEEDS TO HEAR THIS?]

Brand Voice:

[BOLD / PROVOCATIVE / THOUGHTFUL / RESPECTFUL]

RULES:

- Hook must clearly state disagreement with conventional wisdom
- Argument must be specific (not "they're wrong")
- Evidence must be credible (not "trust me")

- Alternative must be actionable (not just criticism)
- Invitation asks for engagement (agreement or disagreement)
- Be respectful (you can disagree without being rude)

### How To Use It

- The hook must clearly state disagreement — “Everyone says X. I disagree.”
- The argument must be specific — not “they’re wrong” but “here’s why they’re wrong.”
- Evidence must be credible — data, personal experience, or logic.
- The alternative must be actionable — not just criticism.
- The invitation asks for engagement — “Do you agree or disagree? Why?”
- Be respectful — you can disagree without being rude.

### Example Input

**Topic:** Freelance pricing strategies

**Conventional Wisdom:** “You should start with low rates to get your first clients, then raise them later”

**Your Contrarian View:** Start with your target rate from day one — low rates attract the wrong clients and make raising prices harder

**Evidence:** “I started at \$50/hour, spent 2 years crawling to \$150. My friend started at \$150, got one client, then referrals at the same rate.”

**Target Audience:** New freelancers

**Brand Voice:** BOLD AND RESPECTFUL

### Why It Works

Most thought leadership is safe and forgettable.

This framework improves outcomes by forcing:

- contrarian hook (attention)
- conventional wisdom acknowledgment (context)
- specific argument (persuasion)
- credible evidence (trust)
- actionable alternative (value)

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

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