

Content Creation / Blog Writing

Generate a structured blog brief that engages a specific audience with a unique perspective and drives them to take action.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Blog Strategy, Content Briefing

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Why This Prompt Exists

Generic blog prompts produce generic blog posts. Most content fails because it doesn't speak to a specific audience, lacks a unique angle, or forgets to ask for action.

You get:

- blog posts that appeal to nobody (vague, generic, forgettable)
- content that informs but doesn't persuade (no conversion)
- same angle as every competitor (no differentiation)
- no clear audience definition (writing for "everyone" is writing for no one)
- weak or missing calls-to-action (leaves money on the table)

But effective blog briefs have structure:

- audience: specific persona with defined pains and desires
- angle: unique perspective that differentiates from competition
- hook: compelling opening that stops the scroll

- value: what the reader gains from reading
- persuasion: why they should take the desired action
- CTA: clear, specific, urgent next step

Without a strategic brief, blog posts are noise.

This prompt transforms a simple request into a strategic blog brief.

The Prompt

Assume the role of a content strategist who writes persuasive blog briefs.

Your task is to create a structured blog brief that will convert readers.

Generate:

1. CAMPAIGN PARAMETERS

- Blog post type: [How-to / Listicle / Case Study / Opinion / Comparison / Ultimate Guide / Story]
- Target audience persona: [Job title, industry, pain points, aspirations]
- Core subject: [What the post is about]
- Desired action: [Subscribe / Download / Purchase / Book a call / Share / Comment]
- Destination: [Website / Landing page / Product page / Email signup]

2. AUDIENCE PSYCHOLOGY

Element	Description
Primary pain	[What keeps them up at night]
Deep desire	[What they really want]
Current belief	[What they think is true]
Desired belief	[What we need them to believe]
Objections	[Why they might resist the action]

3. UNIQUE ANGLE FORMULATION

- Common angle in this space: [What competitors say]
- Our unique angle: [What makes us different]
- Supporting evidence: [Data, case study, experience, logic]

4. PERSUASIVE ARC

Hook (opening)

- Grab attention with: [Statistic / Question / Story / Bold statement / Problem]

Bridge (why it matters)

- Connect hook to reader's pain: [What's at stake]

Value (what they'll learn)

- Promise: [By the end, you'll know...]

Body structure

- Point 1: [Key argument with evidence]
- Point 2: [Key argument with evidence]
- Point 3: [Key argument with evidence]

****Objection handling****

- Anticipated objection: [What reader might be thinking]
- Counter-argument: [Why they should believe us anyway]

****CTA (desired action)****

- Action: [Specific, clear instruction]
- Reason: [What they gain]
- Urgency: [Why now]
- Risk reversal: [If hesitant, what guarantee?]

5. TONE & VOICE GUIDELINES

- Authority level: [Expert / Peer / Curious / Provocative]
- Formality: [Formal / Professional / Conversational / Edgy]
- Length target: [500-800 / 800-1200 / 1200-2000 / 2000+ words]
- Readability level: [Middle school / High school / College]

6. SEO & DISTRIBUTION NOTES

- Primary keyword: [target search term]
- Secondary keywords: [related terms]
- Promotion channels: [Email / Social / Paid / Organic]

7. SUCCESS METRICS

- Primary metric: [CTR / Time on page / Conversion rate / Shares]
- Secondary metric: [Comments / Email signups / Backlinks]

INPUTS:

Blog post type:

[E.G., "How-to", "Listicle", "Case Study", "Opinion", "Comparison"]

Ideal customer persona:

[E.G., "Marketing manager at a B2B SaaS company, overwhelmed by tool options"]

Subject:

[E.G., "Choosing between HubSpot and Marketo"]

Desired action:

[E.G., "Download our comparison worksheet"]

Website/product:

[E.G., "marketingtools.com/comparison"]

RULES:

- Define the audience specifically (not "everyone" or "business owners")
- Choose a unique angle that competitors aren't using
- Address objections before the reader thinks of them
- Make the CTA specific and benefit-driven (not "click here")
- Match tone to audience expectations and brand voice
- Include a hook that stops the scroll in the first 3 sentences
- Every section should serve the desired action (no fluff)

How To Use It

- Define the audience specifically — not “everyone” or “business owners.”
- Choose a unique angle that competitors aren’t using — don’t write the same post as everyone else.
- Address objections before the reader thinks of them — preemptive persuasion is more effective.

- Make the CTA specific and benefit-driven — “click here” is weak; “download the free worksheet to save 5 hours” is strong.
- Match tone to audience expectations and brand voice — don’t write formally for a casual audience.
- Include a hook that stops the scroll in the first 3 sentences — if you lose them there, you’ve lost them entirely.
- Every section should serve the desired action — no fluff, no tangents.

Example Input

Blog post type:

“Comparison”

Ideal customer persona:

“Small business owner with 5-20 employees, overwhelmed by accounting software options”

Subject:

“QuickBooks vs. Xero for small businesses”

Desired action:

“Sign up for a free trial of our recommended platform”

Website/product:

“accountingadvice.com/trial”

Why It Works

Most blog prompts are three sentences: “Write a post about X.” No audience definition, no persuasion strategy, no CTA. That’s why most content fails.

This framework improves outcomes by forcing:

- audience psychology analysis (pains, desires, beliefs, objections)

- unique angle formulation (differentiation from competitors)
- persuasive arc design (hook, bridge, value, structure, objection handling, CTA)
- tone and voice specification (consistency across content)
- success metric definition (measurable outcomes, not just publishing)

Failure modes this prevents:

- Generic content that appeals to no one (vague audience definition)
- Same angle as every competitor (no differentiation)
- No persuasion strategy (informs but doesn't convert)
- Weak or missing CTA (leaves money on the table)

This improves on: "Write a blog post about X" prompts. Strategic briefs produce content that converts.

Related to: BW-02 (Hook Generator) for opening lines; BW-03 (CTA Builder) for closing conversion.

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