

ChatGPT Prompt Cheatsheet - Content Creation Edition

Blog Post Prompts

- Write a detailed blog post about [topic] including an introduction, 3 main sections, and a conclusion.
- Create a tutorial post explaining [step-by-step process].
- Write a comparison article: [Tool A] vs. [Tool B] for [purpose].
- Generate a listicle: 'Top 10 Tips for [audience] on [topic]'.
- Explain [complex topic] like you're talking to a beginner.
- Summarize this [article/YouTube video] and convert it into a blog post.
- Turn this podcast episode transcript into a readable article.
- Write a case study-style blog post about how [user] got results with [tool/strategy].

Social Media Content Prompts

- Generate 3 tweets summarizing the key takeaways of [blog post].
- Write 5 captions for promoting [product/service] on Instagram.
- Create 3 engaging LinkedIn posts using a storytelling format.
- Turn a blog post into a Twitter thread with 610 tweets.
- Write 2 carousels for Instagram based on [niche tip or quote].
- Generate 4 'hook' lines to grab attention for Facebook video posts.
- Create a content calendar for a week of TikTok posts in the [niche] space.
- Write a poll question for LinkedIn that starts a conversation around [topic].

Newsletter & Email Prompts

- Write a welcome email for new subscribers in the [industry] niche.
- Create a 3-part onboarding sequence for new customers of [product].
- Write a weekly newsletter introduction that shares 3 insights about [topic].
- Generate 3 subject lines to test for a flash sale email.
- Write a follow-up email to re-engage users who didn't open the last campaign.
- Create a value-packed email sharing your top 5 tools for [goal].
- Draft a newsletter that explains a trending concept (like ChatGPT) in simple terms.
- Write an abandoned cart email that feels helpful, not pushy.

Product Descriptions & SEO

- Write a short product description that focuses on emotion-driven benefits.
- Create a long-form sales page introduction for [product] targeted to [audience].
- Generate a bullet list of 5 key features of [tool] with benefit translations.
- Write a meta description that includes [primary keyword] under 160 characters.

- List 10 long-tail keywords for a blog post about [topic].
- Write an SEO-optimized FAQ section for a landing page on [service].
- Create schema-ready Q&A pairs for [niche topic].
- Write 3 alternative title tags for a page that sells [type of service].

Role-Based Instructions

- Act as a tech-savvy coach and explain [feature] of [platform].
- Write a script as if you're a podcast host interviewing an expert on [topic].
- Pretend you're a customer writing a review of [product] include pros and cons.
- As a business owner, explain why you switched to [tool].
- Write a how-to guide as a social media manager showing beginners how to use [app].
- Act like a support agent responding to a refund request (friendly, helpful tone).

Content Repurposing Prompts

- Turn this blog post into 5 short LinkedIn tips.
- Convert a 5-minute video script into an email with call-to-action.
- Summarize this blog post into a carousel slide deck for Instagram.
- Create 3 content snippets from this long post that can be used as social posts.
- Convert this YouTube video summary into a script for a Reels/Short.
- Write 2 quotes and 2 quick tips from this article to post on Twitter.
- Take a long tutorial and repurpose it into a checklist for free download.

Editing & Refinement Prompts

- Make this paragraph sound more casual and friendly.
- Simplify this email to a grade 6 reading level.
- Shorten this blog intro to be under 60 words.
- Rewrite this paragraph with more urgency.
- Add a metaphor or analogy to explain this concept more clearly.
- Expand this section by adding 2 relevant examples.
- Add a light joke or humorous tone to make this more engaging.
- Convert this generic list into a punchy set of bullet points.