

THE ULTIMATE



CONTENT PROMPTS

**30-DAYS OF CONTENT
IN 30 MINUTES**

IMPACT*45*

Welcome!

Welcome to your **30-Days Of Content In 30 Minutes Ai Content Prompts**—your secret weapon for getting your message out there and taking your authority to the next level!

This guide is packed with best in class prompts, designed to help you immediately create 30 days of high quality expert content. Whether you're new to ChatGPT or a seasoned pro, this guide will help you maximize its potential.

When I first started in the world of thought leadership, it took days and sometimes weeks to create high quality content. To write the articles, newsletters and blog posts necessary to stand out as a trusted authority in your field.

Now? We're living in a new world. A world where, if we know how to use them, AI has given us the tools to cut this process down to minutes.

In a world of AI and ChatGPT – prompts are the new currency.

The right prompts enable you to effortlessly create highly valuable content, based on your expertise, in your exact style and tone of voice. No slaving away at a keyboard. No staring at a blank screen. No putting it off until tomorrow.

To give you the edge - we have gone deep down the rabbit hole on the best AI prompts to create world class content. Studying with the best in the business and consulting experts around the globe to decode what actually works.

So you can get the best of your ideas out into the world, without sounding like a robot. So get ready to level up your business and have some fun with the endless possibilities these new AI tools bring to the table.

Keep showing up.



INTRODUCTION TO CHAT GPT:

A Powerful Tool for Scaling Your Authority

If you're running a growing business and looking to scale, you've likely heard about the potential of artificial intelligence (AI) to transform your operations.

One of the most talked-about tools in this space is GPT, a game-changing AI technology that's helping businesses and thought leaders create content, engage with customers, and streamline processes more efficiently than ever before.

What is ChatGPT?

ChatGPT is a type of AI that can understand and generate human-like text. Imagine having a tool that can write emails, social media posts, blog articles, or even entire marketing campaigns for you, based on the information you provide.

It's like having a super-smart assistant who can take your ideas and turn them into polished content quickly.

ChatGPT has already been fed vast amounts of data from books, websites, and other texts, so it has a broad understanding of language, and it can create new content, not just respond to what you say. This makes it incredibly useful for businesses that need to produce a lot of content without spending hours on it.

How Can ChatGPT Help Your Business?

As a small but ambitious business, your resources are valuable, and time is often in short supply. Here's how ChatGPT can help you:

- **Create Content Quickly:** Whether you need blog posts, product descriptions, or customer emails, GPT can generate them in minutes. This frees up your time to focus on strategy and growth.
- **Engage Customers:** Use ChatGPT to craft personalized responses to customer inquiries or create engaging social media posts that resonate with your audience.
- **Brainstorm Ideas:** Stuck on what to write about or how to frame your next marketing campaign? ChatGPT can suggest ideas and help you refine your messaging.
- **Improve Efficiency:** By automating routine writing tasks, ChatGPT allows your team to work more efficiently and focus on higher-level tasks.

It is by no means perfect though. Expect to get your work 80% to 90% of the way there, but realise that it will need a human touch, and more so depending on the level of expertise you are looking to bring to your work.

ChatGPT is more than just a tech buzzword—it's a practical tool that can help your business grow by making content creation faster, easier, and more efficient. As you look to scale your business, integrating ChatGPT into your operations could be the edge you need to outpace the competition and connect more deeply with your customers.

How To Generate 30 Days Worth Of Content In 30 Minutes

The key to making this work is to start with a versatile, in-depth content piece like a **blog article or email** that can be easily broken down and distributed across various platforms.

The best type of content to serve as this "umbrella" piece is a comprehensive, evergreen blog post or article. Once that's complete, we will break it into a multitude of different formats for social, depending on your preference.

The following steps take you through each prompt in the order that they should be carried out. All you have to do is select the copy in the Prompt section and **copy and paste** it from the grey box straight into Chat GPT and type in any necessary inputs that appear in [brackets].

Let's get into it!

STEP 1:

Set the tone and style of your writing

Setting a consistent tone and style ensures that your article aligns with your brand's voice and appeals to your audience. Providing an example of the desired tone helps guide the writing process.

For this step I have provided a prompt for you in case you don't have any existing articles or writing to base it off. If you do though, you may want to use the second prompt.

Prompt 1:

You are an expert in psychology, consumer behavior, and persuasive writing. You specialize in creating content that engages, informs, and drives action, particularly in [insert your area of expertise].

or...

Prompt 2:

I'm attaching a few examples of my own writing to give you a sense of my tone of voice. Please analyze the tone, style, and key elements of how I communicate and use this as the basis for the following writing requirements. Make sure to match the specific nuances in tone, including [insert specific elements, if any, e.g., humor, empathy, authority, etc.].

*** Attachments: [Include relevant files or links to your written work]**

STEP 2:

Create a topic list

Prompt:

I want you to do some research for me. Act as an expert Instagram social media marketer.

Tel me 10 frustrations, 10 desires and 10 fears that [add your audience] experiences with their [add the area of focus].

Put it in a table format. Label x axis 1 through 10 and y axis frustrations, desires and fears.

STEP 3:

Create an outline of the article

You might be tempted to launch straight into the creation of an article at this point. However you'll get a much better result if you ask for a point-form structure, review it to make sure it's detailed enough, then proceed with the writing.

Using a copywriting framework

The PAS framework (**Problem, Agitate, Solution**) focuses on identifying the customer's problem, emphasizing its impact, and offering a solution and is a great way to structure an article and stay on track. Here is the general structure.

- **Problem:** Clearly define the reader's pain point.
- **Agitate:** Agitate the problem by highlighting how it worsens or affects them.
- **Solution:** Present your product or service as the clear, beneficial solution.

Why it works today: It appeals to emotions by amplifying pain points and provides a solution, making it perfect for authority-building content in competitive markets.

Prompt:

Based off [choose topic from table eg. frustration 4] from the table above, use bullet points to outline a structure that takes the reader through the PAS framework.

Review the point to make sure you're happy with them. At this point you can also add in your own unique points of view if it hasn't included any.

STEP 4:

Write the article

Prompt:

Based off these structured bullet points and using the tone of voice indicated, craft a [500 – 700 word] article for my target market.

Use a compelling and original hook to generate interest and curiosity. Remove any language that might appeal to unempowered buyers (e.g., words like fear, struggle, debt).

Focus on language that speaks to confidence, readiness, and positive outcomes.

* You may want to increase the length of the article depending on the topic

STEP 5:

Expanding Your Content's Impact

Now that your core article is complete, you may want to post it as a monthly blog, or if you want to post more frequently, **simply run the process 4 times** and you have a weekly blog article – super simple!

If you want to take it to the next level though, you can take each article you create and turn it into a social media piece, just like this...

Instagram Post or Carousel Prompt:

Summarize the key points from [article/topic] into a 5-slide Instagram carousel. Each slide should contain a punchy, engaging message that builds on the last, with a final slide that encourages followers to take action or engage with the content.

Twitter/X Thread Prompt:

Create a Twitter thread that breaks down the main ideas from [article/topic]. Each tweet should communicate a key point, and the thread should inspire conversation or prompt followers to reflect or act based on the information.

LinkedIn Article Prompt:

Write a concise LinkedIn post based on [article/topic]. Focus on presenting actionable takeaways or thought-provoking insights, followed by a call to action that encourages professional discussion or engagement in the comments.

TikTok or Instagram Reels Prompt:

Script a short video or Reel that summarizes the core message of [article/topic]. Use a conversational tone, emphasizing the practical takeaways or inspiring points. End with a question or call to action to encourage viewer interaction.

Facebook Post Prompt:

Craft a Facebook post that pulls out the most relatable or compelling part of [article/topic]. Frame it as a conversation starter, and encourage followers to comment with their thoughts or experiences. Include a clear call to action or a link to read more.

Email Newsletter Prompt:

Turn the main takeaways from [article/topic] into a newsletter section. The content should be engaging and useful, leading with a strong hook and finishing with a call to action or an invitation to explore the topic further.

Looking to post on the daily?

Here's a SuperPrompt....

If you want to create content across multiple social platforms and you're looking to increase your frequency from weekly to daily, the following prompt does it all in one hit.

Not only does it create multiple posts for multiple platforms, but it also tailors the content specifically based on the audience that frequents that platform.

Please note, this is a long prompt that continues on to the next page, so make sure you don't hit ENTER and send the request before you paste in the second part of the prompt.

General Prompt for Multiple Platforms (Facebook, Instagram, TikTok, Twitter):

"Based on the article above, create 5 posts for [Facebook / Instagram / TikTok / Twitter] for the week. Ensure each post is optimized for the platform's style and format, and include the following types of content:

- 1. A post that highlights one key takeaway, using a bold statement or question to engage followers. For platforms like Instagram or TikTok, consider using a short video or an eye-catching graphic. For Twitter, this could be a tweet with a strong hook, and for Facebook, expand on the takeaway in a longer caption.*
- 2. A post that summarizes an actionable tip or piece of advice that the audience can implement immediately. On Instagram or TikTok, show the tip in action through a visual demonstration or carousel. For Facebook, provide a more detailed explanation with a link to more resources. On Twitter, create a concise tweet or thread that outlines the tip.*
- 3. A post that debunks a common myth related to the topic, with a headline that grabs attention. On Instagram or TikTok, this could be a short video with a "Myth vs. Reality" format. On Facebook, provide a deeper dive into the myth with a caption and link. For Twitter, create a series of tweets breaking down the myth and offering the truth.*

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4. A visually appealing post featuring an inspirational quote or message from the article, with a caption encouraging the audience to think differently or take action. For Instagram, use a clean, high-quality image or a Reels video. On Facebook, pair the quote with a story or personal experience. For TikTok, consider a video with a voiceover of the quote.
5. A how-to post or list of steps that breaks down a process or strategy from the article into 3-5 simple steps that the audience can follow. On Instagram or TikTok, create a carousel post or short video tutorial. On Facebook, provide a detailed list with links to further resources. On Twitter, create a thread explaining each step with brief, actionable points."

Platform-Specific Adjustments:**1. Facebook:**

- Longer captions that explain the point in more depth, paired with visuals.
- Include a mix of personal insights and direct calls to comment, share, or read further.

2. Instagram:

- Use carousels, high-quality images, and short Reels. Keep captions impactful but relatively short. Include calls to action in the form of questions or prompts for engagement.
- Use appropriate hashtags to increase reach.

3. TikTok:

- Focus on video content. Use trends, effects, or challenges to make your posts more relatable.
- Keep it short, clear, and action-oriented. End with a call to action like "Follow for more tips!"

4. Twitter/X:

- Use short tweets for single points, or a thread for longer insights.
- Keep it snappy and include hashtags or a trending topic to increase engagement.

Conclusion: Maximizing Your Content's Potential

Congratulations! You've now unlocked the full potential of your content by learning how to create core pieces of content that can easily be multiplied out over 30 days and across multiple platforms.

Remember, every piece of content you create is an opportunity to connect with your audience in new and meaningful ways—so take these tools, get creative, and watch your content work harder for you than ever before.

ABOUT JULIE MASTERS

Julie Masters specializes in elevating experts into trusted authorities. With over 20 years of experience, she has helped develop some of the industry's top professional speakers and now consults for global brands such as Salesforce, KPMG, AON, and the Direct Selling Association, guiding them in becoming trusted authorities in their markets.

Julie is the host of the iTunes Top 50 business podcast, Inside Influence, where she explores the strategies behind some of the most powerful communication techniques in the world.

She is also the creator of the Impact 45 framework, an online training program designed to help female business leaders and entrepreneurs who are experts in their fields, transition from feeling unheard and overwhelmed by the competition to standing out and being recognized as trusted authorities in their industries.

Her mission is to help leaders, change-makers, and passionate professionals cut through the noise and create the influence necessary to drive the change they want to see in the world.

