

THE CONTENT ENGINE

50 Precision Prompts to Automate Brand Strategy, Master AI Creation & Build Omnichannel Authority

THE CONTENT ENGINE FRAMEWORK

1. STRATEGY

Context & Voice Setup

2. ARTICLES

Blogs & Thought Leadership

3. SOCIAL

Carousels & Micro-Posts

4. MEDIA

Video Scripts & Emails

Welcome to The Content Engine

Content creation doesn't have to consume your life. With artificial intelligence, you can streamline brand strategy, draft multi-channel copy, and maintain authority in your niche—all in a fraction of the time.

The Expect Greater Philosophy

AI is only as good as the context you feed it. By following our 5-Step Training Framework, you turn ChatGPT into a high-performing content strategist tailored specifically to your business goals.

5-Step Framework for Training AI

Before using any prompt, complete this setup in a new session to ensure ChatGPT understands your brand voice and audience:

1. Introduce Yourself & Brand — Tell AI who you are and state that you are sharing context prior to giving a task.

2. Provide Detailed Context — Share your mission, products/services, target audience, and brand voice.

3. Include Supporting Materials — Paste website URLs, program overviews, or key documents.

4. Confirm Understanding — Ask AI to summarize its understanding before proceeding.

5. Execute the Task — Copy and paste any prompt from this playbook.

The Master Setup Script

```
"Hi, my name is Atavia Missouri from Expect Greater. I am going to share key context about my business and target audience before giving you a task. I want to ensure you have a thorough understanding of who we are and what we do so you can generate the highest quality output. Do you understand?"
```

Section 1: Articles, Blogs & Long-Form Authority

1. How-To Guide

Goal: Create actionable, step-by-step educational articles.

```
"Write a detailed how-to guide on [specific topic]. Include clear steps, actionable tips, and examples. What additional information do you need about my audience or expertise?"
```

2. Listicle Article

Goal: Draft highly shareable and scannable list posts.

"Write a blog post featuring '10 [topic]' that provides actionable insights. Keep it engaging and scannable. What additional details do you need about my topic?"

3. Thought Leadership Article

Goal: Position yourself as an industry expert.

"Draft an article showcasing my expertise in [industry/topic]. Provide unique insights and actionable takeaways. What additional information do you need about my experience?"

4. Comparison Post

Goal: Help your audience compare options and make decisions.

"Write a comparison blog post on [Topic A] vs. [Topic B]. Highlight pros/cons and include recommendations based on scenarios. What details do you need about my audience?"

5. Storytelling Article

Goal: Build deep connection through relatable narrative.

"Create a storytelling blog post sharing my experience with [topic]. Focus on making it inspiring and relatable. What details do you need about my story?"

6. Case Study Breakdown

Goal: Prove success using real-life customer results.

"Write a case study on [specific success story]. Include background, challenges, solutions, and results. What details do you need about the story?"

7. Opinion Piece

Goal: Share a strong, unique viewpoint on an industry topic.

"Write an opinion piece on [industry issue]. Include supporting arguments, counterpoints, and a strong conclusion. What details do you need about my viewpoint?"

8. Industry Trends Guide

Goal: Keep your audience informed on what's next.

"Create a blog post on 'Top Trends in [Industry] for [Year/Season]'. Include actionable tips to leverage these trends. What details do you need about my industry?"

9. Beginner's Playbook

Goal: Onboard newcomers with simple, accessible guides.

"Write a beginner's guide to [topic] with step-by-step instructions and simple language. What details do you need about my audience?"

10. Best Practices Guide

Goal: Share proven strategies and standards for success.

"Draft a blog post on best practices for [activity/industry]. Provide practical tips to implement immediately. What additional details do you need about my expertise?"

11. Problem-Solution Deep Dive

Goal: Tackle a major pain point directly with practical fixes.

"Write a post addressing [specific issue] and provide actionable solutions with examples. What additional details do you need about my audience?"

12. Mistakes to Avoid

Goal: Warn your audience of common pitfalls and how to fix them.

"Write a post on 'Top 5 Mistakes to Avoid When [task]'. Explain why they happen and how to prevent them. What details do you need about my topic?"

13. Expert Roundup

Goal: Compile top insights from multiple leaders in your field.

"Write an expert roundup featuring advice from [number] industry leaders on [topic]. Include a cohesive intro and conclusion. What details do you need about the topic?"

14. Testimonial Showcase

Goal: Turn client feedback into an engaging story.

"Write a blog post featuring 3 testimonials about my [product/service]. Highlight the story and transformations. What details do you need about the feedback?"

Section 2: Social Media, Micro-Content & Engagement

15. Social Carousel Content

Goal: Create multi-slide visual posts for Instagram or LinkedIn.

"Write text for a social carousel on [topic]. Include a headline, 5-7 key slides, and a clear final call-to-action. What details do you need about my audience?"

16. Behind-the-Scenes Post

Goal: Humanize your brand by showing your workflow.

"Write a behind-the-scenes post showing how I create [product/service]. Include authentic details. What information do you need about my process?"

17. Inspirational Quote Series

Goal: Share motivational messaging with context.

"Create 5 inspirational quotes tailored to [industry/audience] with a brief context caption for each. What details do you need about my audience?"

18. Quick Tips Post

Goal: *Deliver bite-sized value quickly.*

"Create a short social post sharing 3 quick tips about [topic]. Keep it concise and engaging. What details do you need about my audience?"

19. Cohesive Tweet Thread

Goal: *Build a viral-ready multi-tweet educational thread.*

"Generate a series of 10 connected tweets focused on [topic]. Ensure they are informative and engaging. What details do you need about my goals?"

20. Interactive Poll or Survey

Goal: *Boost audience interaction and collect feedback.*

"Draft content for a poll/survey on [topic]. Include the main question, options, and an engaging caption. What details do you need about my goal?"

21. Day in the Life Story

Goal: *Connect personally by sharing your daily routine.*

"Write a 'day in the life' narrative of my routine in [field]. Focus on relatable and engaging details. What information do you need about my day?"

22. Community Spotlight

Goal: *Highlight standout clients, partners, or followers.*

"Write a spotlight post featuring [person/group], their achievements, and their connection to our brand. What details do you need about them?"

23. Success Story Post

Goal: *Share a quick victory to inspire your network.*

"Create a social post celebrating a success story from my [business/community]. Include key takeaways and a CTA. What details do you need about the win?"

24. Interactive Quiz Content

Goal: *Drive high engagement with gamified content.*

"Create content for an interactive quiz on [topic]. Include 5-7 questions, options, and results explanations. What details do you need about my audience?"

25. Myth vs. Fact Clarification

Goal: *Debunk industry misconceptions with truth.*

"Write a post debunking 3 common myths about [topic] with corresponding facts. What details do you need about my industry?"

26. Personal Milestone Celebration

Goal: Mark an achievement while thanking your audience.

"Write content celebrating our milestone of [achievement]. Include the story behind it and a message of gratitude. What details do you need?"

27. Repurposed Micro-Posts

Goal: Turn long-form content into quick social nuggets.

"Repurpose my [blog/video] into 3 distinct, engaging social media posts with key takeaways. What details do you need about the original content?"

28. Trend-Based Commentary

Goal: Ride current news waves with expert commentary.

"Write a social post on the latest trend in [industry]. Explain why it matters and how readers can leverage it. What details do you need about the trend?"

29. Launch Countdown Series

Goal: Build urgency and hype for an upcoming offer.

"Create a content plan for a countdown to my [event/launch]. Include daily post concepts leading up to the date. What details do you need about the event?"

Section 3: Video Scripts, Visual Planning & Email

30. Educational Video Script

Goal: Draft engaging, structured scripts for YouTube or TikTok.

"Draft a script for an educational video on [topic]. Make it engaging, easy to follow, and include visual cues. What details do you need about my audience?"

31. Infographic Text Plan

Goal: Structure stats and text for visual graphic design.

"Create text content for an infographic on [topic]. Include key stats, main headings, and scannable tips. What details do you need about my audience?"

32. Call-to-Action Email

Goal: Drive direct conversions or clicks via email.

"Write a benefit-driven email motivating my audience to [specific action] with a strong CTA. What details do you need about my audience?"

33. Video Tutorial Script

Goal: Step-by-step walkthrough script for screen recordings or demos.

"Write a detailed tutorial video script on [skill/topic]. Include clear steps, CTA, and visual suggestions. What details do you need about my audience?"

34. 5-Part Email Nurture Sequence

Goal: Build relationship and authority over multiple emails.

"Create a concept for a 5-part email series on [topic]. Outline each email's purpose and key takeaways. What details do you need about my goals?"

35. Comparison Chart Outline

Goal: Provide visual clarity between competing options.

"Draft comparison chart content comparing [Topic A] vs [Topic B]. Highlight differences, pros, and cons cleanly. What details do you need about my offerings?"

36. Visual Content Ideas

Goal: Plan charts, diagrams, and illustrations for concepts.

"List 5 content ideas that rely on visual graphics (charts, diagrams) for [topic]. Provide descriptions for each. What details do you need about my goals?"

37. FAQ Video Script

Goal: Answer common buyer objections on camera.

"Draft a video script answering 3 frequent questions about [product/service]. Include concise answers and a CTA. What details do you need about the questions?"

38. Multi-Episode Video Concept

Goal: Outline a branded video series for continuous viewing.

"Create a concept for a multi-episode video series on [topic]. Include episode titles, key points, and strategic goals. What details do you need?"

Section 4: Content Strategy, Assets & Planning

39. FAQ Page Content

Goal: Build a comprehensive help section for website visitors.

"Draft FAQ page content for [topic]. Provide clear, concise answers to top customer questions. What details do you need about my product/audience?"

40. Ultimate Resource Guide

Goal: Compile essential tools, links, and books for your niche.

"Write an ultimate resource guide on [topic], including top tools, books, and methods. What additional details do you need about my topic?"

41. Weekly Content Plan

Goal: Schedule balanced multi-platform content effortlessly.

"Draft a weekly content calendar for [platform/topic]. Include 5-7 post themes and engagement strategies. What details do you need about my goals?"

42. Industry Myth-Buster

Goal: Disprove 5 big misconceptions to establish authority.

"Write content debunking 5 major myths about [topic] with factual explanations. What additional information do you need about my industry?"

43. Expert Interview Script

Goal: Prepare key Q&A formats for interviewing guests.

"Write an interview-style article or outline featuring [expert/figure] covering core questions in [industry]. What details do you need about the perspective?"

44. Actionable Checklist Asset

Goal: Create a high-value lead magnet or download.

"Create a step-by-step checklist for [task/topic]. Ensure it is highly actionable and easy to implement. What details do you need about my audience?"

45. Data-Driven Insights Report

Goal: Translate industry research into actionable client takeaways.

"Draft content analyzing key data/stats about [topic]. Include strategic takeaways for my audience. What details do you need about the data?"

46. Content Repurposing Blueprint

Goal: Turn 1 core piece of content into 5+ dynamic assets.

"Develop a repurposing plan for my [core content]. Suggest ways to convert it into videos, infographics, and social posts. What details do you need?"

47. Seasonal Content Strategy

Goal: Capitalize on holidays and quarterly events.

"Generate 5 content ideas tailored to [season/holiday] across blog, social, and video formats. What details do you need about my audience?"

48. Multi-Part Series Outline

Goal: Map out a structured 3-part campaign.

"Outline a 3-part content series on [topic]. Provide titles, core themes, and objectives for each part. What details do you need about my goals?"

49. Collaboration Content Plan

Goal: Partner with complementary creators for co-marketing.

"List 5 collaborative content ideas to create with [partner/brand] including joint posts or campaigns. What details do you need about the partner?"

50. Evergreen Content Library

Goal: Build timeless content that drives value for years.

"Develop 5 evergreen content concepts for [industry/topic] that remain valuable over time. What details do you need about my goals?"

About Expect Greater

Expect Greater provides cutting-edge AI strategies, prompt toolkits, and automation resources designed to elevate entrepreneurs, content creators, and businesses.

Visit www.expectgreaterai.com to explore our latest tools, guides, and courses.