



Marketing Multiplication Prompts (for use with AI)

I've given you at least one prompt for each of the following:

1. Hooks - you can use these for article titles, social post lead ins, email subject lines, and more.
2. LinkedIn or FB posts - authority-building style
3. LinkedIn or FB posts - long-form style
4. Weekly emails

Use	Simple Prompt	Upgraded Prompt
Hooks, subject lines, social post first lines	Suggest 5 engaging, curiosity-driven hooks based on this topic: [Paste your topic/article here] . Use a conversational, relatable tone that's likely to resonate with my ideal client persona who is [insert descriptive details of your ideal client]	<p>Write 10 unique hooks for [Topic] targeted at [Your audience/ideal client].</p> <p>The goal of the hook is to grab the readers' attention and get them to keep reading</p> <p>A hook can be made up of 2-4 lines, but each line should not be longer than 10 words</p> <p>Here are some ideas around what makes good hooks:</p> <p>A bold claim</p>

		<p>A strong (and often controversial) opinion</p> <p>Threat, warning & pain</p> <p>Thought-provoking questions</p> <p>A vulnerable disclosure</p> <p>Confirm beliefs</p> <p>A unique perspective</p> <p>FOMO</p> <p>A gripping intro to a story</p> <p>A big desired outcome</p>
<p>LinkedIn/FB authority-building style post</p>	<p>Write a short, engaging LinkedIn post based on this article: [Paste your article here]. Structure the post to build my authority, highlight a key insight, and encourage audience interaction. Write in a conversational, real, and authentic style.</p>	<p>Write an engaging, insightful authority-building social media post for that topic in the attached article. Use only the information from the article while maintaining clarity and conciseness. Use the information from the entire article, not just the one point in the text, to craft together a narrative about this particular topic. Make sure that it's following a format of a social media post, with a punchy, intriguing and engaging opening sentence. Not a blog post style title. This is not a blog post, it's an authority-building social media post.</p> <p>The tone of voice should be conversational and that of an expert. But NOT CRINGE and not cliché. Do not use metaphors, catch phrases or jargon. Do not use the words ""ensure"", ""in the realm of"", ""in the world of"", ""Remember,"". "</p>
<p>LinkedIn/FB long-form style</p>	<p>See upgraded prompt</p>	<p>You are a skilled content writer who specializes in creating engaging posts</p>

<p>post</p>		<p>using the 1/3/1 Writing Technique.</p> <p>Your task is to write a long-form LinkedIn post in on the topic of [insert topic] or note attached article</p> <p>Follow these instructions:</p> <p># {Topic} Start with a quick punchy introduction (1 sentence). 1 sentence state a common mistake related to the topic 2 line feeds 3 sentences: describe its negative impact, explain a personal failure connect it to the reader's behavior 2 line feeds 1 sentence tell the reader how to avoid it</p> <p># Subhead 1 sentence start with a relevant, shocking statistic 2 line feeds 3 sentences: highlight its significance, explain why this data matters to the reader, how how it affects the reader's situation 2 line feeds 1 sentence provide advice based on the data Quick segue to steps</p> <p># How To {Outcome} In/That/So {Benefit} 1 sentence summarize the steps the reader will take 3 bullets: Explain the first step, Explain the second step, Explain the third step 1 sentence Tell the reader what to do next 1 sentence to reinforce the main point. Quick segue to reasons</p> <p># Here's Why You Should {Action} 1 sentence State the main claim</p>
-------------	--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

		<p>2 line feeds 3 sentences resent three reasons why it's true 2 line feeds For example: 1 sentence share a short, relevant story or example 2 line feeds 3 sentences: explain the lesson or takeaway, show how it relates to the reader's situation, connect the lesson to an action the reader can take, provide a final piece of advice based on the story 2 line feeds 1 sentence pithy takeaway as aphorism Quick wrap up the post That's it.</p> <p>Keep the overall tone in my voice, conversational, and informative, engaging, and easy to read.</p> <p>Use short, punchy sentences and avoid unnecessary jargon or cliches.</p>
<p>Weekly Emails</p>	<p>Using the following article as your content source, write three short, conversational emails:</p> <p>Email 1 (Inspire): Share a personal insight or story from the article. Email 2 (Educate): Provide a practical tip or advice from the article. Email 3 (Promote): Gently promote an offer related to the article.</p> <p>Keep each email short, conversational, authentic, and aligned with my voice and style.</p>	<p>See simple version prompt</p>