

■ YOUR AI MONEY MACHINE

THE AI WRITER PROMPTS GUIDE

Copy. Paste. Create. Works In ChatGPT, Jasper, And Every AI Writer.

50+ PROMPTS	6 CATEGORIES	THE FORMULA	FREE TOOLS
Ready To Use	All Covered	Explained	Listed

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01 — THE FIVE-PART PROMPT FORMULA

Most people type one vague sentence and get mediocre results. The difference between bad AI writing and great AI writing is the quality of your prompt. Here is the formula that works every time:

PART	WHAT TO INCLUDE	EXAMPLE
1 — WHO YOU ARE	Your role, brand, or context	I am a content creator in the AI education space
2 — AUDIENCE	Who you are writing for	My audience is beginners aged 25-45 who are new to AI
3 — MESSAGE	The core thing you want to communicate	I want to explain that ChatGPT can save them 2 hours a day
4 — TONE	The voice and energy you want	Professional but conversational. Confident not salesy.
5 — FORMAT	Length, structure, and platform	Write a 150-word TikTok caption with relevant hashtags

■ MASTER PROMPT: I am [who you are]. I am writing for [audience description]. I want to [core message]. The tone should be [voice description]. Write a [format + length + platform]. Include [any specific requirements].

02 — SOCIAL MEDIA PROMPTS

TIKTOK	"Write a TikTok caption for a video about [topic]. My audience is [description]. Keep it under 150 words. Start with a hook. Include 10 relevant hashtags. Conversational and direct tone."
INSTAGRAM	"Write an Instagram caption for a post about [topic]. Make it engaging and personal. Include a question to drive comments. Add a clear call to action. Under 200 words. Include 15 hashtags."
YOUTUBE	"Write a YouTube video description for a video about [topic]. Include: a compelling first sentence, a brief breakdown of what viewers will learn, timestamps if I give them to you, a CTA to subscribe, and relevant hashtags."
PINTEREST	"Write a Pinterest pin description for content about [topic]. Make it keyword-rich, inspiring, and action-oriented. Under 100 words. Include 5 relevant hashtags."
LINKEDIN	"Write a LinkedIn post about [topic] for an audience of [profession]. Professional but human. Share a lesson or insight. End with a question. Under 200 words."
HOOKS	"Write 10 different hooks for a video about [topic]. Use these formats: a bold statement, a surprising fact, a question, a challenge, a relatable problem, a number, a before and after, a warning, a secret reveal, and a direct call out."
BATCH	"I need captions for 7 days of content about [topic]. Write one caption per day in [platform] format. Keep each one different in style – vary between educational, personal, question-based, and tip-format."
REPURPOSE	"Take this [platform] caption and rewrite it for [other platform]. Adjust the length, tone, and format to fit that platform's style: [paste original caption]"

03 — EMAIL PROMPTS

NEWSLETTER	"Write a weekly email newsletter for [audience] about [topic]. Include: a subject line, a personal opening, the main value section with 3 tips, a featured resource, and a CTA. Conversational and warm tone."
WELCOME	"Write a welcome email for new subscribers to [brand/newsletter]. Thank them for signing up. Tell them what to expect. Deliver immediate value with one tip or resource. Under 200 words."
PROMO	"Write a promotional email for [product or offer]. Subject line included. Open with a pain point. Present the solution. List 3 benefits. Include social proof if I give it to you. End with a clear CTA button text."
FOLLOW UP	"Write a follow-up email sequence of 3 emails for someone who downloaded [lead magnet]. Email 1 delivers value. Email 2 builds trust with a story. Email 3 presents [offer] softly."
RE-ENGAGE	"Write a re-engagement email for subscribers who have not opened in 60 days. Subject line that creates curiosity. Personal and honest tone. Offer something valuable. Ask if they still want to hear from us."
COLD	"Write a cold outreach email to [type of person] about [what you offer]. Under 100 words. No fluff. Clear value proposition. One specific CTA. Do not start with I hope this email finds you well."

04 — VIDEO SCRIPT PROMPTS

60 SEC	"Write a 60-second video script about [topic] for [platform]. Structure: hook (5 seconds), problem (10 seconds), solution with 3 steps (35 seconds), CTA (10 seconds). My brand voice is [describe]. CTA: visit [website]."
90 SEC	"Write a 90-second video script about [topic]. Hook – bold statement or surprising fact. Setup – the problem most people have. Breakdown – 3 specific actionable tips. Close – CTA to [website]. Keep delivery natural and conversational."
HOOKS ONLY	"Write 15 different video hooks for a video about [topic]. Include: questions, bold claims, shocking stats, personal confessions, direct call-outs, before and afters, and numbered lists."
TALKING POINTS	"I need talking points for a video about [topic]. Give me 5 key points I should cover, the order to cover them in, and one supporting fact or example for each point."
SERIES	"Plan a 5-video content series about [topic]. For each video give me: a title, a hook, the 3 main points, and the CTA. Make each video stand alone but build on the previous one."
THUMBNA IL	"Write 5 thumbnail text options for a video about [topic]. Keep each one under 5 words. Make them bold, curiosity-driving, and clear at small size."

05 — BLOG AND LONG FORM PROMPTS

OUTLINE	"Create a detailed blog post outline about [topic] for [audience]. Include: SEO title, meta description, introduction angle, 5 main sections with subheadings, conclusion, and 3 related topic ideas."
INTRO	"Write a compelling blog post introduction about [topic]. Hook the reader in the first sentence. Establish the problem. Promise what they will learn. Make them want to keep reading. Under 150 words."
FULL POST	"Write a 1000-word blog post about [topic] for [audience]. SEO-optimized for the keyword [keyword]. Include subheadings, bullet points, and a CTA at the end to [action]."
SEO	"Rewrite this blog post to be better optimized for the keyword [keyword]. Improve the title, add the keyword naturally throughout, strengthen the introduction, and improve the meta description: [paste post]"

06 — BUSINESS AND MARKETING PROMPTS

AD COPY	"Write Facebook/Instagram ad copy for [product or service]. Audience: [describe]. Include: a scroll-stopping headline, a problem statement, the solution, 3 benefits, social proof placeholder, and a CTA button text."
SALES PAGE	"Write a sales page for [product]. Include: headline, subheadline, problem section, solution introduction, features and benefits, social proof section, FAQ, price reveal, and CTA. Persuasive but not pushy."
BRAND VOICE	"Define a brand voice guide for [brand name]. Our audience is [describe]. We want to sound [describe]. Give me: 5 words that describe our voice, 5 words we never use, an example sentence written in our voice, and writing rules."
TAGLINE	"Write 10 tagline options for [brand or product]. Each under 8 words. Memorable, benefit-focused, and on-brand for [describe the brand]."

08 — THE BEST FREE AI WRITING TOOLS

TOOL	BEST FOR	FREE TIER	LINK
ChatGPT	Everything — scripts, emails, captions, blogs, etc.	Free tier — GPT-4o with limits	chatgpt.com
Claude AI	Long documents, nuanced writing, analysis	Yes — with limits	claude.ai
Jasper	Marketing copy and long form content	Free trial	jasper.ai
Copy.ai	Sales pages, ads, and short form copy	Free tier — 2000 words/month	copy.ai
Notion AI	Writing and organizing in one place	Free tier	notion.so
Writesonic	Blog posts and SEO content	Free tier	writesonic.com
Rytr	Short form content and email	Free tier — 10K chars/month	rytr.me

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