

10 Plug-and-Play AI Prompts

Copy. Paste. Edit your [brackets]. Hit Enter. Done.

These 10 prompts are the ones AJ uses every single week. Each one is battle-tested across 2,400+ business owners in dozens of niches. Fill in the [brackets] with your details — everything else is ready to go.

CONTENT CREATION

The Weekly Content Brief

COPY THIS PROMPT →

You are a content strategist for [your niche] business called [your brand name].
My target audience: [describe — e.g. "small business owners aged 30-55 who are overwhelmed with social me
This week's main topic: [topic]
Content voice: [e.g. "practical, direct, no fluff — like a knowledgeable friend"]

Create:

- 7 social media posts (2 TikTok scripts, 2 LinkedIn posts, 2 Instagram captions, 1 Twitter/X thread)
- 1 weekly email newsletter with subject line options (give me 3 subject line variations)
- 1 blog post outline with 8 H2 headings and bullet points under each

Every piece should end with a CTA to [your offer — e.g. "download my free AI toolkit at aixcel.net"]

■ When to use: Use every Monday morning. Change the topic each week. This single prompt produces your entire week of content.

CONTENT CREATION

The TikTok Hook Generator

COPY THIS PROMPT →

Write 10 TikTok video hook variations for this topic: "[your topic]"

My audience: [describe]

My niche: [your niche]

Requirements for each hook:

- Maximum 10 words
- Must stop a scroll within 2 seconds
- Use ONE of these formats: curiosity gap / bold claim / relatable pain / surprising stat / contrarian op
- Label each hook with which format it uses and WHY it works

After the 10 hooks, tell me which 3 you'd A/B test first and why.

■ When to use: Use when you need fresh hooks. Run this before your Monday brief — pick your favourite and build the week's content around it.

SEO & DISCOVERY

The Keyword Research Prompt

COPY THIS PROMPT →

Act as an SEO strategist specialising in [your niche].

Research keyword opportunities for: "[your topic or service]"

Deliver:

1. 10 primary keywords with estimated monthly search volume and competition level (Easy/Medium/Hard)
2. 15 long-tail keywords (lower competition, high buyer intent)
3. 5 question-based keywords perfect for featured snippets
4. 3 content gap opportunities — topics with high search volume but low-quality existing content
5. A recommended content calendar using these keywords for the next 4 weeks

Format everything as a clean table I can copy into a spreadsheet.

■ When to use: Run this when starting a new content topic or niche. Gives you months of SEO-optimised content ideas instantly.

EMAIL MARKETING

The Welcome Email Sequence

COPY THIS PROMPT →

Write a 5-email welcome sequence for new subscribers to [your brand name].

Context:

- Lead magnet they just downloaded: [what you offered]
- My brand voice: [e.g. "direct, warm, no corporate speak"]
- My main offer: [what you sell]
- My audience: [describe]

For each email write:

- Subject line (+ 2 alternatives to A/B test)
- Preview text (40 characters max)
- Full email body (conversational, max 200 words)
- One CTA per email
- P.S. line (people always read the P.S.)

Email 1: Welcome + deliver freebie (send immediately)

Email 2: Your biggest quick win (Day 2)

Email 3: A case study or real result (Day 4)

Email 4: Handle the #1 objection your audience has (Day 7)

Email 5: Soft pitch for your main offer (Day 10)

■ When to use: Set this up once in Kit. Every new subscriber gets nurtured automatically for 10 days. This sequence runs your email marketing on autopilot.

SOCIAL MEDIA

The 30-Day Content Calendar

COPY THIS PROMPT →

Create a 30-day content calendar for [your niche] brand focused on [your main topic area].

My audience: [describe]

My platforms: [e.g. TikTok, Instagram, LinkedIn]

My goals: [e.g. grow followers, drive affiliate clicks, build email list]

For each of the 30 days provide:

- Day number and day of week
- Content type (tutorial / story / list / controversial take / case study / soft promotion)
- Specific post topic (not generic — give me an actual title)
- Hook idea (first 10 words)
- Goal of this specific post

Spread promotional posts naturally — maximum 4 out of 30 days.

Highlight which days are best for affiliate promotions.

Format as a table.

■ When to use: Run this at the start of each month. Never stare at a blank screen wondering what to post. Copy the table into Notion or Google Sheets.

MONETISATION

The Affiliate Content Prompt

COPY THIS PROMPT →

Write content that naturally promotes [tool/product name] as an affiliate for [your audience].

Product details: [what it does, price, free tier if any]

Your affiliate link: [your link]

Content format needed: [choose: TikTok script / Instagram caption / blog section / email paragraph]

Requirements:

- Lead with the BENEFIT to the reader — not the product features
- Make the recommendation feel personal and genuine
- Include a specific use case relevant to my audience
- CTA must feel natural, not forced
- Do NOT sound like an advertisement
- Include a disclosure line: "This contains an affiliate link — I only recommend tools I actually use."

Write 3 variations so I can test which converts best.

■ When to use: Use for every affiliate product you promote. The 3-variation approach lets you test which angle converts best across different platforms.

SALES & CONVERSION

The Sales Page Prompt

COPY THIS PROMPT →

Write a high-converting sales page for: [your product/service name]

Price: [price]

Audience: [describe your ideal buyer]

Their biggest pain: [what keeps them up at night]

Your solution: [what you offer]

3 key benefits: [list them]

Structure the page in this exact order:

1. Headline (outcome-focused, not clever)
2. Subheadline (bridges the gap — addresses the pain)
3. Problem section (describe their situation so well they feel understood)
4. Solution intro (introduce your offer as the way out)
5. What's included (bullet points with benefits, not just features)
6. Social proof section (write 3 realistic testimonials I can use as placeholders)
7. Price with value stack (anchor against what it replaces)
8. Guarantee (remove the risk)
9. FAQ (5 questions, handle the real objections)
10. Final CTA (urgency without fake scarcity)

■ When to use: Use when launching a new product or service. Gives you a complete sales page structure in one run — then edit for your voice.

REPURPOSING

The Content Repurposing Prompt

COPY THIS PROMPT →

I have this piece of content: [paste your blog post, video transcript, or long post]

Repurpose it into ALL of the following formats:

1. TikTok script (60 seconds, includes hook + 3 key points + CTA)
2. Instagram Reel script (30 seconds)
3. LinkedIn post (professional tone, thought-leadership angle)
4. Twitter/X thread (8 tweets, numbered, strong hook tweet)
5. Instagram carousel (8 slides — give me the text for each slide)
6. Email newsletter (subject line + 200-word email + CTA)
7. Pinterest pin description (SEO-optimised, 150 words)
8. YouTube Shorts script (under 60 seconds)

Keep my original voice. Don't water down the core message.

Format each piece ready to copy and paste.

■ When to use: This is how one piece of content becomes 8. Run this after every blog post or long-form video. One hour of work, a month of posts.

RESEARCH & STRATEGY

The Competitor Analysis Prompt

COPY THIS PROMPT →

Act as a digital marketing strategist.

Analyse the content strategy of these [your niche] creators/brands: [list 3-5 names]

Based on what typically works in this niche, provide:

1. Content gap analysis — what topics are underserved that my audience wants?
2. Format gaps — what content formats are they NOT using that could give me an edge?
3. Audience pain points they address most — and ones they're missing
4. Their strongest hook styles — what makes their best content work?
5. Monetisation methods they use — and ones they're leaving on the table
6. My unfair advantage — based on [your background/experience], where can I dominate?
7. A 90-day differentiation strategy — how I position differently from all of them

Be direct. Tell me what's actually working, not what sounds good.

- When to use: Run this when entering a new niche or feeling stuck. Gives you a clear content strategy based on real gaps in your market.

CLIENT COMMUNICATION

The Professional Email Prompt

COPY THIS PROMPT →

Write a professional email for this situation: [describe the situation — e.g. "following up with a potent

Tone: [e.g. "warm but direct — friendly without being desperate"]

Relationship with recipient: [e.g. "potential client, had one call 2 weeks ago"]

Desired outcome: [what you want to happen after they read this]

Key point to communicate: [the main message]

Write:

- Subject line (avoid spam triggers)
- Email body (max 150 words — short emails get read)
- A P.S. line if appropriate

Also provide:

- 1 alternative shorter version (under 80 words)
- 3 different subject line options
- The best send time for this type of email

- When to use: Use for any business email situation. Never stare at a blank compose window again — Claude writes the first draft in seconds.