

30 PROMPTS FOR CREATORS



Thought-provoking ideas
to generate social media content

INTRODUCTION

What are prompts — and how they can help you earn, accelerate, and create through AI

In recent years, artificial intelligence has moved from fiction to a tool available to everyone. But for AI to be truly useful, you need to know how to talk to it. And the main way to communicate with AI — is through prompts.

What is a prompt

A prompt is a text command or request that you enter into an AI system. It can be a phrase, instruction, question, or description — anything that helps the AI understand what you want.

Examples of simple prompts:

- "Give me a list of post ideas about healthy eating"
 - "Generate a book cover about motivation, in black and gold style"
 - "Write a motivational quote in the style of Nietzsche"
 - "Draw a minimalist interior with an open window at sunset"
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Where are prompts used

Today, hundreds of millions of people use AI through prompts — for work, creativity, learning, business, and entertainment.

<i>Platform</i>	<i>Use case</i>
ChatGPT	Texts, articles, ideas, emails, scripts, advice
Midjourney	Image generation from text
DALL·E	Drawings and graphics based on text
Claude.ai	Emails, analytics, learning help, content
Gemini / Google AI	Search, explanations, creative content
Mixo / Durable / Dora	Website creation by prompt

Platform






Use case

Runway / Pika

Video generation from text

Leonardo.ai / Krea / Visual Electric Illustrations, logos, design

What smart prompt usage gives you

-  Saves hours of work — e.g., ChatGPT can write 10 ad variations in 30 seconds
-  Generates ideas — even when you're tired or stuck
-  Creates visuals — for social media, books, websites — without a designer
-  Accelerates learning — explaining complex topics in simple terms
-  Helps you earn — from writing email campaigns to selling stock images

Important:

You don't have to be a programmer or designer.

If you can write a sentence — you can already use AI.

And if you learn to write smart prompts — you can do more, faster, than many professionals.

How to Use This Book

This book isn't just a list of content ideas — it's a creative trigger for your mind and your machine.

These 30 prompts are designed to help you generate meaningful, eye-catching, and high-performing content across platforms:

social media, blogs, newsletters, videos, or even podcasts.

You can use them with any modern text-based AI platform:

ChatGPT, Claude, Gemini, Mistral, or others.

How it works

Step 1. Pick a prompt from the book.

Choose the one that sparks a thought, a reaction, or fits your audience.

Step 2. Paste it into your favorite AI platform.

You can try:

- chat.openai.com — ChatGPT (GPT-4 recommended)
- claude.ai — Claude by Anthropic
- gemini.google.com — Gemini by Google
- mistral.ai — Mistral (via API or tools like LM Studio)

Or use local models — whatever you prefer.

Step 3. Shape the result.

If the output feels generic, ask the AI to:

- “Make it bold and controversial”
- “Rewrite it as a tweet thread”
- “Turn this into a YouTube script”
- “Make it sound like Naval Ravikant / Ali Abdaal / your voice”
- “Add real-life examples or analogies”

AI is a collaborator — not a magic wand.

The more clearly you shape your request, the more valuable the result.

Example in Action

Prompt from the book:

“Why attention is the new currency — and why most people are broke.”

Generated post idea:

“Attention has become the most traded asset online. We spend it, steal it, sell it — but rarely invest it wisely. Here’s why your feed is broke and how to fix it...”

Now refine it:

- “Make it sound punchier”
- “Add a one-liner CTA for creators”
- “Turn it into a carousel or blog intro”

Prompts

Section 1: Content Hooks & Starters

For viral ideas, headlines, hooks, micro-posts

✓ Recommended tools:

- ChatGPT (GPT-4) — for sharp post drafts and rewriting
- Claude.ai — for tone control and clean structure
- Jasper.ai — for content marketing optimization
- Copy.ai — for hooks, intros, and CTA writing

1. Write a short post that challenges a common belief in your niche — but without attacking anyone. Just provoke thought.
2. Create a 20-second Reels script that starts with ‘What no one tells you about...’ and ends with a surprising twist.
3. Generate 3 blog titles that sound emotional but are rooted in real value — no clickbait.
4. Write a social post without using the words ‘I’ or ‘you’ — but still make it personal and compelling.
5. Summarize your biggest failure in 3 lines, then add 1 question to spark discussion.

Section 2: Insight-Driven Posts

For thoughtful reflections, lessons, and value-based posts

✓ Recommended tools:

- ChatGPT or Claude — for refining personal stories and tone
- Notion AI — to expand rough notes into articles
- Wordtune — for tone tuning and simplification
- Sudowrite — for narrative structure and flow

1. Explain a lesson you learned the hard way — but remove all moralizing. Just the raw insight.
2. Write a post titled: ‘I Was Wrong About...’ — and make it honest, not performative.
3. Take something that makes you angry or tired in your field — and explain it calmly, beautifully, and with irony.
4. Create a short post with only one strong sentence. Let the reader fill the rest.
5. Rewrite a viral post from your feed in your own words — but make it philosophical.

Section 3: Philosophical & Personal Depth

For deeper storytelling, introspection, and authenticity

✅ *Recommended tools:*

- ChatGPT with a custom instruction (“Be Socratic”)
- Claude.ai — excellent for reflective tone
- Lex.page — distraction-free AI-assisted writing
- Mistral (via LM Studio or HuggingChat) — for alternative angles

1. Describe a small moment from your week that changed your mood — and why it mattered more than it seemed.
2. Write a post that starts with a question you’ve never answered for yourself.
3. Explain what you no longer believe — and why letting go of that belief made you better.
4. Take a cultural cliché (‘Follow your passion’, ‘Stay positive’, etc.) — and rewrite it in your own words.
5. List 3 things you no longer chase — and what you gained instead.

Section 4: Bold & Contrarian Content

For positioning, thought leadership, and originality

✅ *Recommended tools:*

- ChatGPT + temperature 1.0 — to generate bold takes
- Claude.ai — for balanced but strong arguments
- Anyword — to test polarizing hooks or angles
- WriteSonic — for alternate perspectives

1. Write a post that disagrees with an influencer in your niche — without naming them.
2. Challenge a trendy tool or method you think is overrated — and offer an alternative.
3. Start with this line: ‘What if we’ve been asking the wrong question all along?’ — then build a new angle.
4. Write a post in the form of a letter to your past or future self — no fluff.
5. Invent a fictional character who represents your ideal reader/client — and let them ‘speak’ in one paragraph.

Section 5: YouTube, Reels & Visual Content

For video scripts, carousels, captions, and storytelling visuals

✅ *Recommended tools:*

- ChatGPT + “act as scriptwriter” prompt
- Pictory / Runway / Synthesia — for text-to-video
- Canva Magic Write — script and caption generation
- InVideo — for full video creation from text

1. Script a 30-sec video that starts with: ‘Most people won’t tell you this, but...’
2. Describe a recent failure — but shoot it like a mini-documentary. Quiet, slow, real.
3. Make a visual carousel with 5 images titled: ‘Things I Wish I Knew Before I Started’.
4. Create a caption for a single image that tells a full emotional story in 2 lines.
5. Film a one-minute talk about your most unpopular opinion — no edits, no polish.

Section 6: Community & Interaction

For polls, discussion posts, comments, and co-creation ideas

✅ Recommended tools:

- ChatGPT or Claude — to suggest variations and phrasing
- Typeform AI — for engaging surveys and questions
- PollGPT (browser plugins) — to test poll ideas
- Copy.ai / Jasper — to optimize social tone for comments

1. Ask your audience a question you’re genuinely struggling with — no fake engagement.
2. Post a screenshot of an unfinished idea or draft — and ask people how they’d develop it.
3. Make a poll that’s playful but reveals a deep insight underneath.
4. Share someone else’s idea that changed your mind — and give them credit.
5. End your next post with a genuine ‘What do you think?’ — and mean it.

Final Note: Why These Prompts Are So Short

Some readers might wonder why the prompts in this guide are so brief. Shouldn't they be more detailed, structured, or step-by-step?

Not in this case. And here's why:

- ◆ **They're not instructions — they're triggers.**

These prompts are designed to provoke thought, not prescribe form. Their power lies in what they awaken — not in what they explain.

- ◆ **Creators hate recycled ideas.**

Overwritten prompts tend to dictate structure, tone, and even personality. That kills originality. Short prompts offer space. They give you just enough friction to create something truly yours.

- ◆ **Brevity is adaptive.**

The same short prompt can become:

- a Reels script
- a long-form post
- a tweet-sized observation
- the opening of a podcast or book

Short = flexible.

- ◆ **In the algorithmic age, short wins.**

Whether you're on TikTok, LinkedIn, X, or YouTube — short content dominates. 80% of viral creators work with minimal ideas that spark maximal engagement. These prompts follow that logic.

So don't look for more words.

Look for *what these few words unlock in you*.


That's where your real content begins.

Acknowledgment & Connections

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