AUTHENTIC MARKETING ASSISTANT

Authenticity has become your most powerful conversion tool. This document provides carefully crafted prompts to help you create content that feels genuine, helpful, and empathetic, naturally drawing people toward your offerings without triggering defensive barriers.

These prompts are organized around seven key principles of ethical persuasion: audience empathy, authentic voice, compelling storytelling, ethical persuasion triggers, reader-friendly structure, platform adaptation, and continuous improvement. Each prompt is designed to help you harness AI assistance while maintaining your unique brand identity and building lasting customer relationships.

Rather than using high-pressure tactics that might drive short-term conversions but damage relationships, these prompts will help you position yourself as a trusted resource that genuinely understands your audience's problems. When implemented effectively, your content will transform from mere marketing materials into valuable business assets that appreciate over time.

CATEGORIES OF PROMPTS

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Audience Research & Empathy

Customer Language Collection

1. Act as a customer interview analyst. Help me extract the exact words and phrases my audience uses to describe their problems, aspirations, and decision-making process. Analyze the following [customer interview/survey responses/support tickets/social media comments] and identify:

   1. The top 5 pain points expressed in their exact words
   2. Common aspirational language and desired outcomes
   3. Specific objections or hesitations they mention
   4. Unique metaphors or expressions they use to describe their situation
   5. Emotional triggers evident in their language

   Please organize these findings into categories I can reference when writing future content.

   [PASTE YOUR CUSTOMER LANGUAGE SOURCES HERE]

Audience Jobs-to-be-Done Analysis

2. Act as a Jobs-to-be-Done consultant. Help me understand what my customers are really trying to accomplish beyond

the obvious purchase. Based on the following information about my [product/service] and customer base, identify:

1. The functional job my customers are hiring my product to do
2. The emotional and social jobs at play in their decision
3. How these jobs differ across my main customer segments
4. The competing alternatives they consider (including doing nothing)
5. Key anxieties or friction points in their current solution

This will help me frame my messaging around their actual goals rather than just my product features.

[PASTE PRODUCT/CUSTOMER INFORMATION HERE]

Audience Segmentation Guide

3. Act as a market segmentation specialist. Help me divide my target audience into meaningful segments based on the following customer data and business goals. For each identified segment:

   1. Create a descriptive name and brief persona
   2. List their primary pain points and motivations
   3. Describe their typical decision-making process
   4. Suggest the most effective messaging approach
   5. Recommend which channels would best reach them

   My overall business goal is [specific conversion or relationship goal].

[PASTE YOUR AUDIENCE DATA AND BUSINESS GOALS HERE]

Competitive Analysis Through Customer Lens

4. Act as a competitive intelligence analyst focused on customer experience. Review these [competitor reviews/social mentions/forum discussions] and help me understand:

   1. What language do customers use when describing competitors' strengths?
   2. What specific complaints or disappointments do they express?
   3. What unmet needs can you identify from these discussions?
   4. How do customers compare different solutions in our space?
   5. What emotional responses are triggered by competitor experiences?

   This will help me position my messaging to address gaps in customer satisfaction.

   [PASTE COMPETITOR CUSTOMER FEEDBACK HERE]

Audience Research Question Generator

5. Act as a qualitative research expert. I'm preparing to conduct [interviews/surveys/focus groups] with my [target

audience] to better understand their needs and language. Based on my goal to create more persuasive content for [specific product/service], generate:

1. 5 open-ended questions to uncover their main challenges
2. 3 questions to reveal their decision-making process
3. 4 questions to identify the language they use to describe success
4. 3 questions to explore what almost stopped them from buying similar solutions
5. 2 questions to uncover emotional drivers behind their practical needs

[DESCRIBE YOUR PRODUCT/SERVICE AND TARGET AUDIENCE HERE]

Authentic Voice Development

Brand Voice Discovery

6. Act as a brand voice consultant. Help me identify my authentic brand voice based on these samples of our most effective content and customer feedback. Analyze the following materials and identify:

   1. 3-5 consistent personality traits evident in our communication
   2. Recurring phrases or linguistic patterns that feel distinctively "us"
   3. The level of formality, technical language, and conversational elements
   4. How humor, empathy, or other emotional tones manifest
   5. A concise voice manifesto (2 sentences) that captures our essence

   [PASTE YOUR BEST CONTENT SAMPLES AND CUSTOMER FEEDBACK HERE]

Voice Guardrails Creation

7. Act as a brand voice strategist. Based on the voice attributes identified for our brand, help me create clear guardrails to maintain consistency across all content. Create a framework that includes:

   1. 5 specific "always do this" voice guidelines
   2. 5 specific "never do this" voice restrictions
   3. 3 "sometimes appropriate" conditional voice elements

4. Examples showing the application of each guideline
5. A simple checklist team members can use before publishing

Our core brand values are [list values] and our audience is [describe audience].

[PASTE ANY EXISTING VOICE GUIDELINES OR ATTRIBUTES HERE]

Tone Adaptation Chart

8. Act as a communications coach. Help me adapt my brand's consistent voice to different scenarios while maintaining authenticity. Create a tone adaptation chart that shows how our voice flexes for:

   1. Crisis or service issue communications
   2. Product launch announcements
   3. Educational/how-to content
   4. Social media engagement
   5. Sales or promotional messages

   For each scenario, provide a short example showing the appropriate tone in action.

   [DESCRIBE YOUR BRAND VOICE AND PROVIDE AN EXAMPLE OF YOUR STANDARD TONE]

Voice Consistency Checker

9. Act as a brand voice editor. Review the following content and evaluate how well it aligns with our established voice guidelines. Highlight areas that:

   1. Perfectly embody our voice (with explanation why)
   2. Contradict our established voice (with specific issues)
   3. Could be adjusted to better reflect our authentic tone
   4. Need more personality or distinctive elements
   5. Might benefit from our signature linguistic patterns

   Then provide an edited version that better aligns with our voice while preserving the core message.

   Our voice guidelines are: [INSERT VOICE GUIDELINES]

   [PASTE THE CONTENT TO BE REVIEWED HERE]

Audience-Voice Alignment Analysis

10. Act as a brand strategist specializing in audience-brand alignment. Analyze how well our current voice connects with our target audience by comparing these two sets of materials:

    1. Our current content examples [PASTE EXAMPLES]
    2. Customer language from research [PASTE RESEARCH]

    Identify:
    - Where our voice naturally mirrors customer language

- Gaps where we use internal jargon instead of customer terms
- Emotional tone mismatches between our voice and audience needs
- Opportunities to incorporate more customer language
- Recommendations for voice adjustments that would strengthen connection

[PASTE YOUR CONTENT EXAMPLES AND CUSTOMER RESEARCH HERE]

Compelling Storytelling

Customer Journey Story Framework

11. Act as a narrative strategist. Help me craft a compelling customer journey story using the "relatable hero - rising tension - transformative payoff" framework. Based on the following information about my [product/service] and target audience:

    1. Create an opening that establishes a protagonist my audience will immediately recognize
    2. Develop 2-3 specific tension points that mirror my audience's actual challenges
    3. Craft a resolution that naturally positions my offering as an enabler (not the hero)
    4. Include specific details and sensory elements that make the story feel authentic
    5. Suggest places to incorporate actual customer language from my research

    My product/service helps customers achieve [outcome] by addressing [pain points].

    [PASTE RELEVANT CUSTOMER RESEARCH AND PRODUCT DETAILS HERE]

Micro-Story Generator for Social Media

12. Act as a micro-storytelling expert. Create 5 compelling micro-stories (under 100 words each) about my [product/service] that follow the "relatable hero - rising

tension - transformative payoff" structure but are condensed for social media. Each story should:

1. Open with a specific, relatable moment of friction
2. Build tension through concrete details
3. Reveal a satisfying resolution that subtly features my offering
4. Use language that mirrors my target audience
5. End with a natural conversation starter or gentle call-to-action

My target audience is [describe audience] and they typically struggle with [pain points].

[PASTE ANY CUSTOMER STORIES OR TESTIMONIALS YOU ALREADY HAVE]

Origin Story Development

13. Act as a brand storytelling consultant. Help me craft an authentic origin story for my [business/product] that builds connection without being overly promotional. The story should:

    1. Highlight genuine motivation behind creating the business/product
    2. Acknowledge struggles or setbacks faced during development
    3. Demonstrate values in action through specific examples
    4. Connect our purpose to customer needs in a meaningful

way
5. Use a conversational tone consistent with our voice
guidelines

Please draft this story at approximately 250-300 words,
appropriate for an "About Us" page.

[SHARE BACKGROUND INFORMATION ABOUT YOUR
BUSINESS ORIGINS]

Before-and-After Story Template

14. Act as a transformation storyteller. Create a before-and-after
story template I can use to showcase customer success
without exaggeration or hype. The template should:

    1. Start with a specific, relatable "before" state using
    authentic details
    2. Acknowledge realistic obstacles during the transformation
    process
    3. Highlight both practical and emotional aspects of the
    "after" state
    4. Include placeholders for specific metrics or results
    5. Maintain a genuine tone that avoids overclaiming or
    magical thinking

    My [product/service] helps [target audience] achieve [main
    benefit] by addressing [main pain point].

[PASTE ANY ACTUAL CUSTOMER SUCCESS EXAMPLES YOU HAVE]

Story Bank Categorization System

15. Act as a content librarian. Help me organize my collection of customer stories, testimonials, and anecdotes into a searchable story bank. Based on the following examples, create:

    1. A logical category system for different story types and themes
    2. Tags to identify specific pain points, solutions, or emotions featured
    3. A framework for capturing new stories consistently
    4. Recommendations for story types I'm currently missing
    5. A template for keeping story details authentic rather than embellished

    This will help me quickly find relevant stories for different content needs.

    [PASTE EXAMPLES OF CUSTOMER STORIES YOU'VE COLLECTED]

Ethical Persuasion Triggers

Reciprocity-Based Content Planning

16. Act as an ethical marketing strategist. Help me design a series of genuinely valuable free resources that build reciprocity with my audience without creating obligation. For my [business/product/service], suggest:

    1. 3 standalone educational resources that solve real problems
    2. 2 interactive tools or templates that provide immediate value
    3. A framework for delivering these resources without aggressive follow-up
    4. Natural ways to connect these resources to paid offerings without pressure
    5. Methods to measure both business impact and audience appreciation

    My target audience is [describe audience] and my business goals include [goals].

    [PROVIDE DETAILS ABOUT YOUR EXPERTISE AND EXISTING CONTENT]

Authentic Authority Demonstration

17. Act as a credibility consultant. Help me ethically demonstrate expertise in my field without resorting to boasting or exaggeration. Based on my background and business, suggest:

1. 5 ways to showcase genuine expertise through content
2. 3 approaches to citing research or data that build trust
3. Methods for sharing credentials in a helpful rather than impressive way
4. How to incorporate customer results without overclaiming my role
5. Language that positions me as a guide rather than a guru

My actual qualifications include [list credentials, experience, results].

[PROVIDE INFORMATION ABOUT YOUR EXPERTISE AND INDUSTRY]

Ethical Social Proof Collection

18. Act as a testimonial strategist. Help me develop an ethical system for gathering and presenting authentic social proof. Create:

    1. A template for requesting specific, detailed testimonials without leading questions
    2. Guidelines for presenting balanced feedback (including minor criticisms)
    3. A framework for categorizing testimonials by customer segment or problem solved
    4. Suggested placements throughout the customer journey where social proof would be most helpful
    5. Methods for keeping testimonials updated and authentic

My business focuses on [business focus] and serves [target audience].

[SHARE ANY EXISTING TESTIMONIALS OR SOCIAL PROOF APPROACH]

Transparent Scarcity Framework

19. Act as an ethical marketing advisor. Help me communicate genuine limitations in my [product/service/offering] without creating artificial pressure. Based on my actual business constraints, create:

    1. Transparent language for explaining real capacity limits
    2. Honest ways to communicate enrollment/purchase windows
    3. Authentic messaging about product availability or time commitments
    4. Methods to reduce FOMO while still conveying genuine urgency
    5. A checklist to ensure any scarcity message passes the "transparency test"

    My actual business limitations include: [describe genuine constraints]

    [PROVIDE DETAILS ABOUT YOUR BUSINESS MODEL AND REAL LIMITATIONS]

Ethics Check for Persuasive Content

20. Act as an ethical marketing auditor. Review the following [sales page/email/advertisement] and evaluate it against ethical persuasion principles. Identify:

    1. Areas where claims need more substantiation or qualification
    2. Language that might create pressure rather than informed choice
    3. Places where customer agency could be better respected
    4. Any missing information that would help customer decision-making
    5. Suggestions to maintain persuasiveness while increasing transparency

    Then provide an edited version that maintains conversion effectiveness while improving ethical alignment.

    [PASTE THE CONTENT TO BE REVIEWED HERE]

Reader–Friendly Structure

Magnetic Headline Generator

21. Act as a conversion copywriter who specializes in authentic headlines. Generate 7 headline options for my [blog post/email/landing page] that are specific, relevant, and intriguing without resorting to clickbait tactics. Each headline should:

    1. Include concrete details rather than vague promises
    2. Connect directly to the audience's actual goals or challenges
    3. Create curiosity without misleading about the content
    4. Use natural language my audience would recognize
    5. Avoid hyperbole, false urgency, or manipulation

    The content focuses on [topic] and addresses [specific audience pain points].

    [PROVIDE DETAILS ABOUT YOUR CONTENT AND TARGET AUDIENCE]

Open Loop Transition Creation

22. Act as a content flow specialist. Help me create natural transitions between sections of my [article/email/sales page] that maintain reader momentum without feeling manipulative. Generate 10 transition phrases that:

    1. Create curiosity about what comes next

2. Feel conversational rather than formulaic
3. Align with my brand voice [describe voice]
4. Connect logically to both the preceding and following content
5. Avoid clickbait-style cliffhangers

My content covers [topic] and follows this basic structure: [outline structure]

[PROVIDE A SAMPLE OF YOUR WRITING STYLE IF POSSIBLE]

Scannable Format Optimizer

23. Act as a digital reading expert. Help me transform the following content into a highly scannable format that respects how people actually read online. Revise this content to include:

1. A clear visual hierarchy using appropriate headings and subheadings
2. Strategic use of bullet points and numbered lists where appropriate
3. Short, focused paragraphs (2-3 sentences maximum)
4. Bold highlighting of key phrases that capture essential points
5. Sufficient white space to reduce cognitive load

Maintain my authentic voice and all substantive content while improving readability.

[PASTE THE CONTENT TO BE REFORMATTED HERE]

Natural Call-to-Action Creator

24. Act as a conversion optimization specialist who focuses on authentic engagement. Create 5 different call-to-action variations for my [content type] that feel like helpful next steps rather than pushy demands. Each CTA should:

    1. Use first-person perspective to simulate internal dialogue
    2. Connect directly to the value established in the preceding content
    3. Acknowledge reader choice and agency
    4. Address a common objection or hesitation
    5. Include supporting micro-copy that reduces friction

    My content is about [topic] and the desired action is [desired action].

    [PROVIDE CONTEXT ABOUT YOUR AUDIENCE AND CONTENT PURPOSE]

F-Pattern Content Layout

25. Act as a UX content specialist. Help me structure my [webpage/email/landing page] to align with natural F-pattern reading behavior. Based on the following content elements, create:

    1. A layout recommendation that places key information at

F-pattern hotspots
2. Suggestions for visual elements that guide the eye appropriately
3. Placement recommendations for primary and secondary CTAs
4. Advice on where to position social proof for maximum impact
5. Guidance on mobile-specific adaptations of this layout

My content includes these key elements: [list main content components]

[PROVIDE DETAILS ABOUT YOUR CONTENT PURPOSE AND AUDIENCE]

Platform-Perfect Adaptation

Content Atomization Planner

26. Act as a cross-platform content strategist. Help me atomize my comprehensive [blog post/article/guide] into platform-specific pieces that maintain my authentic voice. Create a detailed plan to transform this content into:

    1. 5 LinkedIn posts with professional framing
    2. 4 conversational email segments
    3. 6 micro-content pieces for Instagram
    4. 3 discussion-starting tweets/X posts
    5. 2 short-form video scripts maintaining key messages

    Each adaptation should respect platform norms while preserving my core message and voice.

    [PASTE THE COMPREHENSIVE CONTENT TO BE ATOMIZED HERE]

Email Sequence Adaptation

27. Act as an email marketing specialist. Help me adapt my [content/offer/story] into a 5-part email sequence that builds relationship before conversion. For each email, provide:

    1. A subject line that creates curiosity without clickbait
    2. An opening that immediately delivers value
    3. A conversational middle section that builds connection
    4. A natural bridge to the next email that maintains interest
    5. A low-pressure call-to-action appropriate to that stage

My voice is [describe voice] and my audience is [describe audience].

[PASTE THE CORE CONTENT TO BE ADAPTED HERE]

Social Platform Native Content

28. Act as a social media content specialist for [platform]. Transform my [article/message/announcement] into 3 platform-native posts that would feel completely natural to users of that platform. Each post should:

    1. Follow current best practices for the platform without feeling formulaic
    2. Maintain my authentic voice while adapting to platform culture
    3. Use formatting, spacing, and features specific to the platform
    4. Encourage meaningful engagement appropriate to that environment
    5. Include relevant hashtag recommendations if applicable

    My brand voice is [describe voice] and my target audience on this platform is [describe audience].

    [PASTE THE ORIGINAL CONTENT TO BE ADAPTED HERE]

Blog to Video Script Adaptation

29. Act as a video content strategist. Help me transform my written [blog post/article] into an engaging video script that maintains my authentic voice. The script should:

    1. Include a compelling opening hook suitable for video
    2. Restructure the content for verbal delivery (shorter sentences, transitional phrases)
    3. Add direction notes for visual elements or on-screen text
    4. Maintain the same valuable information in a more conversational tone
    5. End with a natural video-appropriate call-to-action

    My brand voice is [describe voice] and the video length should be approximately [desired length].

    [PASTE THE WRITTEN CONTENT TO BE ADAPTED HERE]

Platform-Specific Metrics Analyzer

30. Act as a cross-platform analytics expert. Help me develop a measurement framework for my content across different platforms that goes beyond vanity metrics. Based on my goal to [business goal], create:

    1. Platform-specific KPIs that align with authentic engagement for each channel
    2. Benchmarks that indicate relationship-building, not just reach
    3. A dashboard template for tracking these metrics

consistently
4. Warning signs that might indicate audience fatigue or content misalignment
5. A process for regular review that informs content adjustments

I currently publish on [list platforms] and my primary audience is [describe audience].

[SHARE ANY EXISTING ANALYTICS OR BENCHMARKS YOU CURRENTLY USE]

Continuous Improvement

Ethical A/B Test Designer

31. Act as an optimization specialist focused on ethical testing. Help me design an A/B test for my [email/landing page/ad] that will improve results while respecting reader experience. Design a test that:

    1. Changes only one meaningful variable to ensure clear results
    2. Tests a hypothesis directly related to audience benefit
    3. Measures both conversion and satisfaction/trust metrics
    4. Includes clear criteria for determining statistical significance
    5. Establishes a process for implementing learnings regardless of outcome

    My current performance is [current metrics] and I hypothesize that [your hypothesis].

    [PROVIDE DETAILS ABOUT THE CONTENT TO BE TESTED]

Qualitative Feedback Analyzer

32. Act as a customer insights specialist. Help me analyze the following qualitative feedback from [source] to identify patterns that should influence my content strategy. Review these comments and identify:

    1. Recurring themes or language patterns
    2. Emotional responses (both positive and negative)

3. Unexpected use cases or applications
4. Objections or concerns that need addressing
5. Gaps between expectations and experience

Then recommend 3-5 specific content adjustments based on these insights.

[PASTE THE CUSTOMER FEEDBACK TO BE ANALYZED HERE]

Content Retrospective Framework

33. Act as a content strategy consultant. Help me conduct a comprehensive retrospective on my content performance over the past [time period]. Based on the following metrics and observations, create:

1. A structured analysis of what content performed best and why
2. Identification of underperforming content with potential causes
3. Patterns in audience engagement across different content types
4. 3-5 specific improvement opportunities for the next period
5. A learning log template to capture insights for future reference

My content goals were [goals] and here's the performance data: [data]

[PROVIDE METRICS AND OBSERVATIONS FROM YOUR CONTENT PERFORMANCE]

Voice Evolution Planner

34. Act as a brand voice consultant. Help me evolve my brand voice to better connect with my audience while maintaining authenticity and recognition. Based on my current voice and changing market conditions, suggest:

    1. 3 subtle voice adjustments that would strengthen audience connection
    2. How to implement these changes gradually without jarring loyal followers
    3. A testing framework to validate these adjustments
    4. Ways to preserve core voice elements that define our brand
    5. A communication plan for any team members involved in content creation

    My current voice is [describe current voice] and I've noticed [changing conditions].

    [PROVIDE EXAMPLES OF CURRENT CONTENT AND AUDIENCE FEEDBACK]

Content System Documentation

35. Act as a content operations specialist. Help me document my current content development system to ensure consistency and scalability. Create a comprehensive guide

that includes:

1. A workflow diagram showing each stage from idea to publication
2. Templates for key content types with voice guidelines embedded
3. A decision tree for content approval and quality checks
4. Documentation of our research and insight collection process
5. Standard operating procedures for measurement and iteration

My current content process involves [describe your process] and includes [team members/roles].

[PROVIDE ANY EXISTING DOCUMENTATION OR PROCESS NOTES]

Implementation Strategy

To get the most value from these AI prompts, implement them within a systematic content development process:

1. Follow the Natural Sequence

These prompts are organized to follow the natural content development cycle:

- → Begin with audience research prompts to deeply understand your customers
- → Use that research to develop or refine your authentic voice
- → Create compelling stories that showcase your understanding
- → Incorporate ethical persuasion triggers that respect your audience
- → Structure your content for maximum readability and conversion
- → Adapt your message appropriately across platforms
- → Continuously measure and improve your approach

While you can use any prompt individually, you'll see the greatest impact by moving through this sequence for major content initiatives.

2. Create a Content Operating System

Develop a central repository (using tools like Notion, Google Drive, or Airtable) to store and organize the outputs from these prompts.

This "Content OS" should include:

- ➜ Your audience research with verbatim language
- ➜ Your voice guide with examples and guardrails
- ➜ Your story bank with customer journeys and transformation moments
- ➜ Your ethical persuasion framework
- ➜ Templates for different content types and platforms
- ➜ A log of experiments and their results

This documentation eliminates starting from scratch each time and ensures your content becomes more effective with each iteration.

3. Implement the 4-Week Sprint Cycle

Organize your content creation into manageable 4-week sprints:

Week 1: Research and Ideation

- ➜ Use audience research prompts to gather fresh insights
- ➜ Document pain points and language in your Content OS
- ➜ Plan your cornerstone content piece

Week 2: Drafting and Voice Refinement

- ➜ Create your main cornerstone content using storytelling prompts
- ➜ Refine with voice consistency checker prompts
- ➜ Test structure with reader-friendly format prompts

Week 3: Adaptation and Distribution

→ Use platform adaptation prompts to create variations

→ Implement ethical persuasion triggers appropriate to each platform

→ Distribute according to your content calendar

Week 4: Analysis and Planning

→ Use measurement prompts to evaluate performance

→ Apply qualitative feedback analyzer to audience responses

→ Plan adjustments for the next sprint cycle

This sprint approach balances creation with reflection, preventing both perfectionism and scattered posting.

4. Balance AI Assistance with Human Judgment

While these prompts help you leverage AI for efficiency, maintain a thoughtful review process:

→ Always verify that AI-generated content aligns with your authentic voice

→ Check that stories remain truthful and relatable, not exaggerated

→ Ensure persuasion triggers are used ethically and transparently

→ Test the flow and structure from a reader's perspective

→ Verify that platform adaptations truly feel native to each environment

Your human judgment remains essential for maintaining the authenticity that makes this approach so effective.

5. Create Feedback Loops with Your Audience

The most powerful implementation strategy involves your audience directly:

➔ Share what you're learning about them (without being creepy)

➔ Ask if your content is meeting their needs

➔ Implement visible improvements based on their feedback

➔ Close the loop by acknowledging their input

This transparency transforms your measurement from a hidden process into a trust-building exercise that deepens relationships.

By systematically applying these prompts within this implementation framework, you'll create content that naturally persuades while feeling like a conversation between trusted friends. Your audience will respond not because you've manipulated them, but because you've genuinely connected with their needs and offered valuable solutions in an authentic, respectful way.