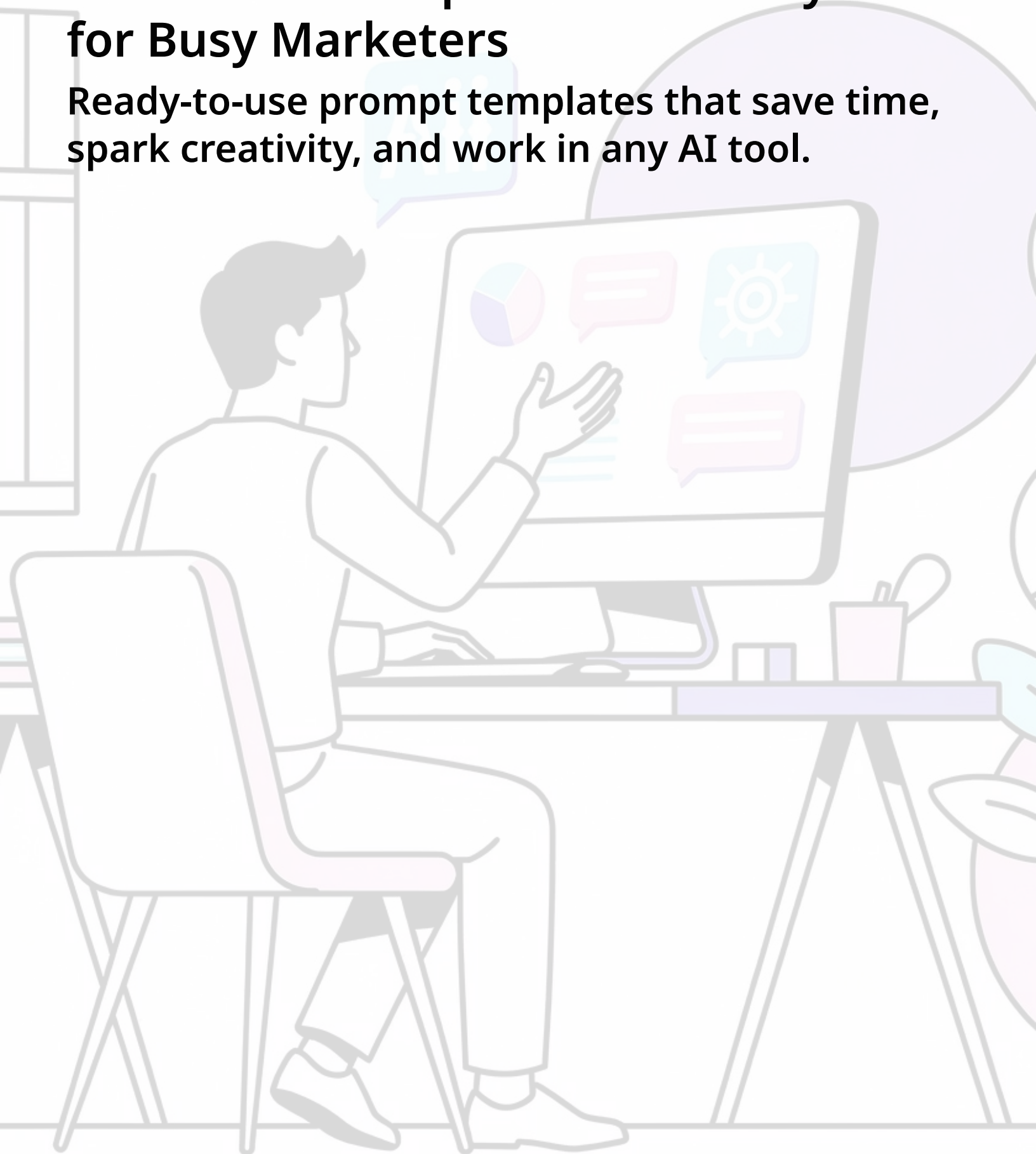# 5 ChatGPT Prompts That Actually Work for Busy Marketers

Ready-to-use prompt templates that save time, spark creativity, and work in any AI tool.

What's Inside

- **Why these prompts are great for busy marketers**

  You don't have time for generic prompts that give generic results.

- **Context is Key**

  No matter what you're doing, giving an AI more information is better.

- **More Human, Less AI**

  Take AI slop and turn it into words that fit your brand

- **Repurpose My Content into Leads**

  You have great content, now what? Let's put it to work for you for lead generation.

- **Reviewing Emails for "The Skim Test"**

  Nobody "reads" emails anymore, right? Make sure your emails capture attention and get clicks

- **From Blog Post to Newsletter Ideas**

  Turn a single blog post into months worth of newsletter content. No designer needed

- **Turn One Blog Post into a Week of LinkedIn Posts**

  No more "what should I post on LinkedIn?" Take your posts and raise your LinkedIn profile.

- **About 30 Plus Days of AI**

  We have one last tip for you. And a little about us.

Why these prompts are great for busy marketers

Save Hours Every Week

Skip the trial and error phase. These prompts are pre-tested and ready to use, cutting your workflow time dramatically.

Get Specific Results

Each prompt is designed with clear objectives in mind, so you get actionable output instead of vague suggestions.

Spark Fresh Ideas

Break through creative blocks with prompts that generate multiple angles and perspectives on your content.

The beauty of these prompts lies in their flexibility. While they're designed for specific marketing tasks, you can easily adapt them to match your brand voice, industry, and unique challenges. Think of them as your starting point, not your limitation.

Marketing moves fast, and AI tools help you keep pace without sacrificing quality. These prompts bridge the gap between raw AI capability and the nuanced, strategic thinking that marketing demands. You bring the context and creativity—the prompts handle the heavy lifting.

What makes these prompts particularly valuable is their focus on practical implementation. They're not just about generating ideas; they're about creating content you can actually use. Each one produces output that's close to publication-ready, requiring minimal editing and refinement.

> ⓘ **Tip:** If copying and pasting the prompts from PDF creates weird line breaks, paste into a Notepad/TextEdit file first, then into ChatGPT.

Universal Tip
Context Is Everything
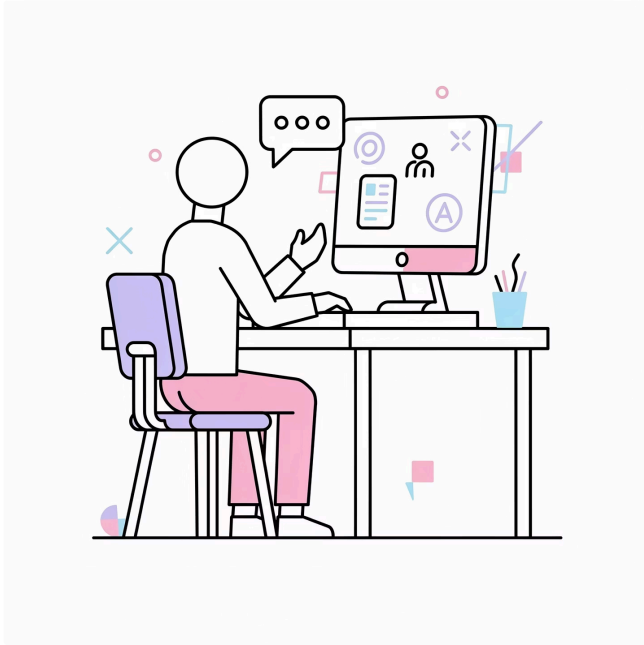
The more context you give AI, the better results you'll get. Don't just paste your content—add background about your audience, your goals, your brand voice, and any specific constraints.

Think of it like briefing a freelancer. You wouldn't just hand them a document and say "make it better." You'd explain who you're trying to reach, what action you want them to take, and what tone feels right for your brand.

The same principle applies to AI prompts. Spend an extra minute setting the stage, and you'll save hours in revisions and refinements.

> 🗨 **Context Example**
>
> I am a **[Industry]** company targeting **[Audience]**. My brand voice is **[Adjective]** and **[Adjective]**. Our website is **[URL]**. Keep this context in mind for all following requests.

Add documents	Copy the prompts you need	Refine your approach
Context doesn't just come from the words you type. Attaching research and examples are key.	Adapt them to your specific situation and brand voice	Learn what works for your audience and iterate

More Human, Less AI

The Prompt

You are a content marketer and editor. Review the marketing copy below and provide specific feedback to make it sound more authentic and conversational without changing the core message.

Strict Rule: Identify and replace "AI-isms" and generic "slop". Specifically, flag and remove phrases like **"unlock potential," "game-changer," "tapestry," "dive deep,"** or **"in today's fast-paced world"**.

[Paste text here]

The Challenge

AI-generated content often sounds robotic, generic, and lacks the authentic voice your audience expects. This prompt helps you identify and fix those tell-tale signs.

01

Gather Your Content

Collect your pieces of marketing copy that need a human touch—emails, social posts, ad copy, or website text.

02

Run the Prompt

Paste your content into the prompt and let AI analyze what's making it sound robotic.

03

Apply the Feedback

Review the suggestions and implement changes that align with your brand voice.

04

Build Your Style Guide

Give it examples of your content that you love and tell it to match the tone and style.

This prompt acts as your quality control checkpoint. It catches phrases like "unlock potential" and "game-changer" that immediately signal AI authorship. More importantly, it suggests specific replacements that sound conversational and genuine.

The key is using this iteratively. Don't just fix one batch of content—use the insights to train yourself and your team on what authentic messaging looks like. Over time, you'll develop an eye for spotting generic language before it ever reaches your audience.

Repurpose My Content into Leads

📄 **The Prompt**

Act as a helpful, practical marketing assistant and analyze this blog post: **[Paste Blog Post Text Here]**

1. Identify five potential lead magnets (e.g., checklists, templates, or email courses) derived from this content.

2. For each suggestion, provide a **Strategic Rationale**: explain which stage of the buyer's journey it targets and why it will resonate with my audience.

3. Give me a bulleted checklist of exactly what to create for the top 2 ideas to make this happen quickly.

Every blog post you publish contains hidden lead magnets waiting to be extracted. This prompt helps you spot those opportunities and turns a single piece of content into multiple conversion tools. Instead of starting from scratch, you're maximizing the value of work you've already done.

The magic happens when you move beyond obvious repurposing; this prompt pushes you to think bigger. It might suggest turning a how-to post into an interactive checklist, a comparison article into a decision matrix, or a case study into a mini-course outline.
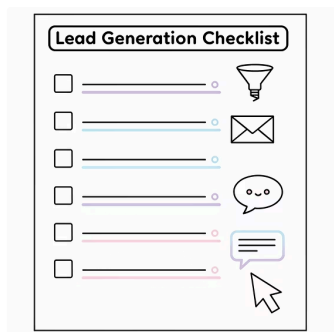
Checklists

Transform step-by-step content into actionable checklists that readers can download and use immediately.
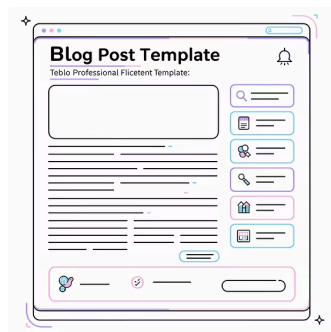
Templates

Extract frameworks and processes from your posts to create plug-and-play templates.

Email Courses

Break comprehensive guides into digestible email sequences that nurture leads over time.

What sets this prompt apart is that you get a step-by-step plan for execution. It tells you exactly what sections to pull, what format to use, and how to structure each lead magnet for maximum impact.

The best part? You can run this prompt on your existing content library. Go through your top-performing posts and extract 3-5 lead magnets from each. Suddenly, you've got a robust library of opt-in offers without writing anything new from scratch.

Reviewing Emails for "The Skim Test"

1 The Skim Test Question

At what point would someone stop reading the email? This identifies your drop-off point and helps you understand where you're losing attention.

2 The Fix Suggestions

Three specific changes to improve engagement, each backed by clear reasoning about why it matters.

🗒 The Prompt

You specialize in high-conversion email marketing. Review the following email: **[Paste Email Text Here]**.

Using an "Email skim test," answer these questions:

1. **The Drop-off:** At what exact sentence would a busy person stop reading? Highlight it.
2. **Engagement Fixes:** Identify three specific changes to improve clicks and engagement.
3. **The Rationale:** Why will these changes keep a "skimmer" interested?
4. **Visual Check:** Is the formatting optimized for mobile (short paragraphs, clear white space)?

Most people don't read emails—they skim them. This prompt helps you optimize for that reality by identifying exactly where readers check out and what you can do to keep them engaged. It's like having a focus group analyze every email before you hit send.

The prompt works because it forces AI to think like your actual audience. Instead of generic advice about "improving engagement," you get specific feedback tied to the exact words and phrases that kill momentum. Maybe it's a paragraph that's too dense, a call-to-action that's buried, or a subject line that doesn't match the content.

Use this prompt on your highest-stakes emails first—product launches, sales sequences, important announcements. The insights you gain will transform your approach to email copywriting. You'll start writing with skimmers in mind from the very first draft, structuring content that works even when readers only catch every third sentence.

The rationale behind each suggested change is just as valuable as the change itself. Understanding *why* something works helps you apply the principle to future emails, building your intuition for what keeps readers engaged and moving toward your call-to-action.

From Blog Post to Newsletter Ideas

🗒 **The Prompt**

You are an expert in content repurposing. Review this blog post: **[Paste Blog Post Text Here]**.

Step 1: Generate five newsletter angles (e.g., How-to, Q&A, Case Study, or Tips Round-up).

Step 2: Present these five ideas to me first and ask which one I would like to build out.

Step 3: Once I choose, outline the key sections and how to adapt them into a "solo-friendly" format (text-only email or simple PDF).

Your blog posts contain enough material for weeks of newsletter content—you just need the right framework to extract it. This prompt takes a single post and generates five distinct newsletter angles, each with a complete structure and production roadmap.

What makes this especially powerful is the emphasis on **formats you can create alone**. No designer required, no complex software needed. The prompt suggests approaches that work with basic tools: plain-text emails, simple Canva graphics, or straightforward PDFs you can create in Google Docs.

1
Blog Post
Maximum content leverage

5
Newsletter Ideas
From every blog post

1
Start with Your Post

Pick a comprehensive blog post with multiple sections or ideas.

2
Get Five Angles

Receive distinct newsletter concepts with complete outlines.

3
Choose Your Format

Select the production approach that fits your workflow.

4
Create & Send

Execute quickly using tools you already have.

The real genius is in the variety. One blog post might yield a tips-focused newsletter, a case study spotlight, a tools roundup, a Q&A format, and a quick wins checklist. Each angle appeals to different segments of your audience and can be sent over consecutive weeks.

This solves one of the biggest challenges in newsletter marketing: consistent content creation. Instead of staring at a blank page every week, you've got a systematic process for generating ideas that are already validated by your blog's performance.

Turn One Blog Post into a Week of LinkedIn Posts

LinkedIn requires a different voice than your blog. This prompt takes your long-form content and adapts it into platform-specific posts that follow LinkedIn's unwritten rules—shorter paragraphs, conversational tone, strategic formatting, and content types that actually perform.

The structure works because it gives you content variety. You're not just repurposing—you're creating a balanced content calendar that serves different purposes. Introduce your brand to new followers, provide immediate value with tips, build credibility with case studies, and establish thought leadership by answering questions.

Brand Introduction	**Customer Question**
Tell your story in a way that resonates with professional audiences and clearly communicates your unique value proposition.	Position yourself as a helpful expert by addressing real pain points your audience faces daily.

Client Success	**Helpful Tips**
Showcase results with specific examples that demonstrate the tangible impact of your work.	Share actionable advice that readers can implement immediately, building trust and engagement.

The emphasis on authentic, non-generic content is crucial. The prompt specifically instructs AI to avoid the corporate buzzword soup that plagues LinkedIn. You get drafts that sound human, conversational, and genuinely helpful—the kind of posts that actually generate comments and shares.

Use this to maintain a consistent LinkedIn presence without spending hours adapting each blog post manually. You can batch-create a month's worth of LinkedIn content in a single afternoon, then schedule them to post throughout the month.

About 30 Plus Days of AI

30 Plus Days of AI is a series of 30+ AI lessons for anyone who's interested in learning more about AI and how to use it day to day. You'll get real advice, tips, and insight on AI that I've learned over my past three plus years of using tools like Descript, ChatGPT, Gemini, Gamma, and more.

I've written all the lessons to build on each other, starting from the basics all the way to vibe coding and running an LLM on your own machine. AI is the **number one skill** people have to learn in 2026 and beyond; now is the time to get ahead of the curve.

30 Plus Days of AI is a reader supported publication on Substack. In addition to 100% free articles, there will be Premium Subscriber-only content with proven prompts and exclusive downloads. Premium subscribers will also get access to live workshops and a 10% discount off my AI consulting services.

Premium subscriptions are just $5/month or $55/year. Founding members ($125) get an hour of private AI training/consulting (on top of all the other benefits).

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