CON-GEN MEDIA · FREE RESOURCE

PROMPT PACK

15 prompts that plan your content.

Copy, paste, fill the [brackets]. Works in ChatGPT or Claude.

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5 planning prompts

01
The idea bank
Act as a content strategist for [BRAND] targeting [AUDIENCE]. Give me 30 reel ideas in 3 pillars, each with a 6-word hook.

02
The hook doctor
Here is my hook: [HOOK]. Rewrite it 10 ways: curiosity, numbers, contrarian, POV and result-first. Max 8 words each.

03
The repurposer
Turn this reel script into a 7-slide carousel: slide 1 hook, slides 2-6 one idea each, slide 7 CTA. Script: [PASTE]

04
The caption writer
Write 3 Instagram captions for [TOPIC]: hook line, 2 value lines, 1 CTA, 8 niche hashtags.

05
The analyst
Here are my last 10 posts with views and saves: [PASTE]. Find the pattern in the top 3 and give me 5 posts to make next.

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10 reel-script prompts

01
30-second reel script
Act as a short-form scriptwriter. Write a 30-second reel about [TOPIC] for [AUDIENCE]: hook (0-2 s), problem, 3 tips, CTA. Max 75 words. Add on-screen text per line.

02
Talking-head script
Write a 45-second talking-head script on [TOPIC] with a pattern break every 8 seconds marked [CUT].

03
Story sequence
Plan a 5-frame Instagram story on [TOPIC] ending with a poll and a DM keyword.

04
Tutorial script
Write a 3-step tutorial reel on [SKILL]: show result first, then steps, then 'save this'.

05
Myth vs fact
Write a reel script busting 3 myths about [NICHE], each in one line.

06
Product demo
Write a 20-second demo script for [PRODUCT]: problem, 3 features on screen, CTA.

07
Before / after
Write a script for a before/after reel of [SERVICE] with 4 on-screen captions.

08
Day in the life
Script a 30-second day-in-the-life reel for a [ROLE] with timestamps.

09
Listicle
Write '5 [THINGS] every [AUDIENCE] needs' with one 6-word line each.

10
Reply to comment
Turn this comment into a reel script that answers it in 25 seconds: [COMMENT]

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