ULTIMATE AI WORKFLOW PLAYBOOK

150+ ChatGPT Prompts for Freelance Writers & Copywriters

Note: AI outputs vary by tool version, model parameter settings, and specific prompt context.

1. Pitching & Client Cold Outreach

Prompts 001–015

001. Write a concise cold pitch email selling SaaS blog writing services to [Industry/Niche] founders, emphasizing conversion-focused SEO content.

002. Draft a LinkedIn connection request message (under 300 characters) targeting Content Managers at B2B tech companies.

003. Generate 5 distinct follow-up email templates for prospective clients who opened a proposal but haven't replied after 4 business days.

004. Write a personalized pitch letter proposing a content audit and refresh for an e-commerce blog with declining search rankings.

005. Act as a prospective B2B client. Review this cold email pitch: "[Paste Pitch]" and list 3 major friction points that prevent a reply.

006. Create a cold pitch targeting agencies to outsource their overflow copywriting work during high-demand client launch cycles.

007. Draft a value-first intro email sharing 3 actionable content improvements for [Target Website URL/Topic] without sounding aggressive.

008. Generate a client reactivation email offering a discounted content refresh bundle for past clients dormant for over 6 months.

009. Draft a warm pitch to a podcast host offering a guest post or written summary based on their most popular recent episode.

010. Write a pitch offering ongoing retainer newsletter copywriting services to a creator selling high-ticket online courses.

011. Create a proposal cover letter template emphasizing ROI, deadline reliability, and expert niche research capability.

012. Draft an upselling email script offering post-article social media promotion snippets for an existing blog post order.

013. Write a cold pitch for local businesses proposing a website copywriting overhaul to boost local SEO leads.

014. Generate 3 variations of a polite line pushing back on low client budgets while maintaining professional goodwill.

015. Draft a referral request email asking a satisfied client to introduce you to 2 peers in their professional network.

2. Research, Ideation & Topic Discovery

Prompts 016–030

016. Act as a research analyst. Generate 20 high-intent blog post topics for target persona [Target Audience] interested in [Topic].

017. Identify 10 common pain points, complaints, and misconceptions frequently discussed by users in the [Niche/Industry] sector.

018. Brainstorm 15 unique metaphors and analogies to explain complex technical concept [Concept] to non-technical readers.

019. List 10 contrarian opinions or counter-intuitive arguments surrounding [Industry Trend] to spark newsletter debate.

020. Generate a list of 12 "Versus" comparison topic ideas for high-buying-intent software review articles in [Category].

021. Provide 10 key statistics, historical milestones, and industry benchmarks related to [Topic] for an expert guide.

022. Extract 5 core themes, frequently asked questions, and objections from this raw target audience interview transcript: [Text].

023. Brainstorm 10 creative case study angles showcasing how [Product] solves workflow bottlenecks for enterprise buyers.

024. Generate 15 evergreen article ideas for [Industry] that remain relevant and accurate for at least 3 to 5 years.

025. Identify 8 beginner-level, 8 intermediate-level, and 8 advanced-level content subtopics within the [Niche] space.

026. Outline 10 practical step-by-step tutorial ideas for users struggling to configure [Software/Tool] correctly.

027. Generate 12 seasonal content ideas for [Industry/Niche] aligned with Q1, Q2, Q3, and Q4 business cycles.

028. List 10 sub-niches with high commercial value within the broader market of [Main Niche] for specialized writing.

029. Find 7 common regulatory, compliance, or security topics that enterprise buyers care about when picking [Software Type].

030. Generate 10 interactive content concepts (calculators, quizzes, cheat sheets) that accompany an article about [Topic].

3. SEO Content Briefs & Outlining

Prompts 031–045

031. Create a comprehensive SEO article outline for target keyword "[Keyword]" including H1, H2, and H3 tags with user intent notes.

032. Draft a structured content brief for a 2,000-word ultimate guide on [Topic], detailing target audience, tone, and key takeaways.

033. Analyze top-ranking SERP competitors for "[Keyword]" and generate an outline section that covers missing information gaps.

034. Generate an outline for a product comparison article evaluating [Product A] vs [Product B] with a balanced evaluation grid.

035. Create a 1,500-word article outline optimized for featured snippets, incorporating definition boxes and structured lists.

036. Draft a detailed content brief for a guest post targeting [Publication], following their specific guidelines: [Guidelines].

037. Build a 5-pillar topic cluster outline centered around core term "[Primary Keyword]" to build topical authority.

038. Generate 8 'People Also Ask' question blocks with brief 50-word direct answers for the topic [Topic].

039. Outline a problem-agitate-solution (PAS) structured long-form article addressing [Common Industry Problem].

040. Create a Pillar Page content map splitting a broad topic like [Topic] into 7 actionable sub-sections.

041. Develop an outline for a Buyer's Guide article featuring top 5 tools in [Industry] with evaluation criteria.

042. Generate a structured article layout designed to minimize bounce rate by placing high-value insights above the fold.

043. Draft an executive summary outline for a 15-page industry whitepaper on [Industry Trend].

044. Create an outline for a interview-style article incorporating quotes from key industry experts.

045. Build an outline for a "Mistakes to Avoid" post highlighting 7 common pitfalls in [Skill/Field].

4. Headline & Hook Generation

Prompts 046–060

046. Write 20 clickable, curiosity-gap blog headlines for an article about [Topic] without using clickbait buzzwords.

047. Generate 15 high-converting headlines following proven copywriting formulas: How-To, Listicle, Direct Benefit, and Mistake-Driven.

048. Rewrite this existing headline: "[Headline]" in 10 aggressive, punchy variations designed for high CTR on social feeds.

049. Draft 10 introductory hooks for a blog post on [Topic] using story-driven, statistical, and provocative question styles.

050. Generate 12 SEO-optimized H1 options containing primary keyword "[Keyword]" under 60 characters.

051. Create 10 emotional hooks for a story-driven sales letter addressing struggling [Target Persona].

052. Draft 15 newsletter subject lines with matching preview text for an issue covering [Subject].

053. Write 10 "Pattern Interrupt" opening sentences to instantly captivate readers in a cold email outreach sequence.

054. Generate 10 benefit-driven headlines tailored specifically for a B2B SaaS landing page hero section.

055. Create 12 sub-headlines (H2s) that maintain reader momentum throughout a 2,000-word technical guide.

056. Write 10 headline options focusing on fear-of-missing-out (FOMO) and urgency for a limited-time product offer.

057. Generate 8 minimalist, ultra-short headlines (3-5 words) that communicate authority and premium positioning.

058. Draft 10 A/B test headline pairs comparing positive gain framing vs loss aversion framing for [Offer].

059. Write 10 opening lines for a LinkedIn thought leadership post designed to maximize "see more" clicks.

060. Generate 15 YouTube video title concepts matching blog post topic "[Topic]" to drive cross-platform traffic.

5. Landing Page & Sales Copywriting

Prompts 061–075

061. Act as a conversion copywriter. Write a full landing page hero section for [Product/Service] using the PAS framework.

062. Draft a 4-card value proposition block highlighting key features, user benefits, and clear outcomes for [Offer].

063. Write 10 high-converting Call-to-Action (CTA) button copy options tailored for free trials, consultations, and downloads.

064. Draft an FAQ section addressing the top 6 purchase objections for high-ticket service offering [Service].

065. Write a feature-to-benefit transformation table converting 5 technical software features into tangible business outcomes.

066. Draft a compelling testimonial callout box framework highlighting customer before-and-after transformations.

067. Write a bulleted sales list using fascination bullets (Curiosity, Secret, If-Then) for an upcoming ebook launch.

068. Generate a 300-word Founders' Story section for an About Page that builds authenticity and emotional trust.

069. Draft a risk-reversal guarantee section for a SaaS subscription product emphasizing no-risk cancelation.

070. Write a pricing page tier comparison description for Starter, Professional, and Enterprise plans.

071. Create a urgency-driven countdown banner text block for a promotional flash sale campaign.

072. Write a lead magnet landing page copy sequence offering a downloadable PDF checklist in exchange for emails.

073. Draft a micro-copy element set (field labels, error messages, trust badges) for a checkout funnel.

074. Rewrite sales copy "[Paste Copy]" using direct-response principles to increase conversion velocity.

075. Write a exit-intent popup copy block offering a 10% discount code to abandoning website visitors.

6. Email Sequences & Newsletters

Prompts 076–090

076. Draft a 5-email automated welcome sequence for new subscribers joining a newsletter on [Industry/Topic].

077. Write a product launch email using story-driven copywriting that transitions smoothly into a call-to-action.

078. Create an abandoned cart email sequence (3 emails) offering helpful support, social proof, and a final discount.

079. Draft a weekly curation newsletter issue template featuring 3 link summaries, 1 key insight, and 1 quote.

080. Write a re-engagement email campaign targeting unengaged newsletter subscribers inactive for 90 days.

081. Generate a case study highlight email telling a story of how a real client achieved [Result] using [Product].

082. Write a black friday / seasonal promo email sequence (4 emails over 48 hours) maximizing sales urgency.

083. Draft an event / webinar invitation email sequence including initial invite, reminder, and 1-hour-left notice.

084. Write a post-webinar replay access email offering additional resources and booking links for consults.

085. Draft a survey request email asking loyal customers for feedback in exchange for a free gift or credit.

086. Write a price increase announcement email communicating added value and honoring legacy customer rates.

087. Draft a affiliate promo email promoting a partner tool with honest evaluation and exclusive bonuses.

088. Write a customer onboarding email guiding new software buyers through their first 3 setup steps.

089. Create a referral program invite email encouraging subscribers to share the newsletter to earn rewards.

090. Draft an apology / mistake resolution email addressing a broken link or technical glitch gracefully.

7. Editing, Rewriting & Tone Matching

Prompts 091–105

091. Act as an expert copy editor. Edit the following text for clarity, conciseness, and flow without changing meaning: [Text].

092. Analyze the voice and tone of this text sample: [Text]. List 5 core style traits (vocabulary, sentence length, rhythm).

093. Rewrite the draft below: [Draft] to strictly match the analyzed tone parameters: [Style Parameters].

094. Trim this 800-word blog draft by 25% while preserving all key statistics, headers, and core conclusions.

095. Rewrite passive voice sentences in the following passage into punchy, direct active voice: [Passage].

096. Simplify this dense corporate passage: [Passage] into plain English suitable for an 8th-grade reading level.

097. Elevate the vocabulary and authority of this draft to sound like an executive industry thought leader.

098. Check this article draft for repetitive words, weak adverbs, and fluff phrases, offering a corrected version.

099. Inject humor, conversational banter, and relatable anecdotes into this dry technical tutorial: [Text].

100. Rewrite this draft to replace generic buzzwords ("synergy", "cutting-edge", "game-changer") with concrete specifics.

101. Format this unformatted text stream into clean Markdown with clear headings, bold text, and bullet points.

102. Scan this text for potential factual claims and highlight items requiring manual human verification and citation.

103. Rewrite this intro paragraph using 3 different narrative hooks: storytelling, shocking stat, and provocative question.

104. Adapt this US English article for a UK English audience, adjusting spelling, idiom references, and tone subtleties.

105. Score this draft on readability, engagement, and clarity (1-10) and implement the top 3 recommended fixes.

8. Social Media & Content Repurposing

Prompts 106–120

106. Repurpose this long-form blog post: [Article] into an engaging 7-slide LinkedIn carousel breakdown script.

107. Turn this 1,500-word article into a 10-tweet X thread with a strong viral hook and concluding summary tweet.

108. Draft 5 short-form video scripts (60 seconds each for TikTok/Reels/Shorts) based on key takeaways from [Article].

109. Create 10 quick punchy quote posts and graphic text overlays for Instagram based on this podcast transcript.

110. Convert this case study into a high-converting text-only LinkedIn post focusing on metrics and lessons learned.

111. Draft a detailed Quora response to the question "[Question]" leveraging insights from our client's recent blog post.

112. Repurpose a long webinar transcript into 3 separate newsletter topics and 5 standalone social snippets.

113. Write 5 engaging Pinterest pin titles and description copy variants optimized for visual search traffic.

114. Draft a Facebook community group post inviting discussions around common industry challenge [Challenge].

115. Turn key data points from this whitepaper into an infographic layout copy outline for visual designers.

116. Write 8 snappy YouTube community tab update posts driving traffic back to newly released content assets.

117. Repurpose a single client testimonial into 3 distinct micro-copy ad formats for LinkedIn and Meta ads.

118. Draft a Medium article intro and reformatted version of an existing piece to optimize for algorithmic distribution.

119. Create a Reddit post adaptation for r/[Subreddit] explaining a technical concept without sounding self-promotional.

120. Write a series of 5 interactive polls with commentary scripts for Instagram stories to boost audience engagement.

9. Business, Operations & Client Communication

Prompts 121–135

121. Draft a professional freelance writing contract scope-of-work section outlining deliverables, deadlines, and revisions.

122. Write a polite client onboarding email asking for brand guidelines, target persona briefs, and asset access.

123. Create a project discovery questionnaire (10 essential questions) to send to new copywriting clients before kickoff.

124. Draft a diplomatic email pushing back against scope creep when a client requests uncontracted extra revisions.

125. Write a polite payment overdue follow-up email sequence (Send at Day 3, Day 7, and Day 14 post-due date).

126. Draft an email announcing a rate increase for existing long-term clients with 30-day notice and context.

127. Create a client testimonial request template with 4 specific questions that elicit high-impact social proof.

128. Write an out-of-office automated responder managing client expectations during vacations or sick leave.

129. Draft a professional apology email explaining a missed deadline due to emergency, providing a revised schedule.

130. Create a monthly retainer reporting template summarizing published assets, word counts, and organic performance metrics.

131. Write a polite offboarding email delivering final files, transferring copyright, and thanking the client.

132. Draft a boundary-setting email response explaining why you don't do unpaid spec writing assignments.

133. Write a clarification request email sent when client project briefs contain conflicting instructions.

134. Draft a proposal follow-up text/email asking if the decision-maker needs a brief call to finalize details.

135. Write an inquiry response template for inbound leads explaining your availability and booking process.

10. Advanced AI Voice Matching & System Prompts

Prompts 136–150

136. Create a System Prompt that forces ChatGPT to write exclusively in tone: direct, no fluff, active voice, short sentences.

137. Build a voice persona prompt using this sample text: [Sample] capturing rhythm, vocabulary, and punctuation habits.

138. Design a Custom Instruction block instructing AI to never use words like "tapestry", "delve", "testament", or "unlock".

139. Create a multi-step prompt chain for writing a 2,000-word guide section by section without losing coherence.

140. Write a critique prompt where ChatGPT acts as a ruthless Senior Content Director reviewing a draft for logical flaws.

141. Build a prompt that forces the AI to output content exclusively in valid Markdown table format for quick export.

142. Create a prompt asking ChatGPT to generate 5 distinct persona angles for the same topic: CFO, Tech Lead, Beginner.

143. Design a prompt instructing AI to generate content adhering strictly to specific character length constraints.

144. Create a feedback prompt asking AI to suggest 3 structural improvements to enhance content flow before drafting.

145. Build an AI editor prompt focused on removing passive language, filler words, and redundant adjectives.

146. Write a prompt instructing AI to cross-examine a draft against a specific target keyword list for contextual coverage.

147. Design a prompt that trains AI to emulate a conversational, story-first email newsletter writing style.

148. Create a prompt that formats output directly into ready-to-use HTML code blocks for WordPress publishing.

149. Build a prompt requesting 5 headline variants ranked by predicted emotional impact and click intent.

150. Create a comprehensive Master System Prompt for a freelance agency AI assistant managing content, pitches, and edits.