

# Introduction

This guide is your shortcut to faster thinking, better output, and stronger results.

Inside are my favorite AI prompts built for real-world use—each one tested, tuned, and organized so you can skip the guesswork and get right to the good stuff.

Every prompt includes:

- **When to use it**
- **Steps to follow**
- **A working example**
- **Expected outcomes**
- **Pitfalls to avoid**
- **A tip to keep in mind**

At the end of each, you'll find a **Quick-Action Checklist**—a simple, fast way to take action when opportunity strikes.

Take what works, leave what doesn't, and keep iterating. No guarantees here—AI evolves faster than your morning coffee cools. But with these prompts, you can get ahead of the curve.

Let's go!

*Roamy*

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## A1. Zero-Shot Prompting

**USE WHEN:** You need a quick draft—titles, FAQs, or outlines—where accuracy risk is low or easy to verify.

### STEPS:

1. State goal, audience, and scope in 1–2 lines.
2. Add guardrails (e.g., “Plain language. No new claims. 120–150 words. US English.”).
3. Ask for 1–3 variants.
4. Skim; cut anything unverifiable.
5. Paste the keeper into your doc; mark items needing sources.

**EXAMPLE:** Create a short FAQ (6 bullets) for a Winter Lights Festival landing page.

Audience: families planning a weekend trip.

Tone: plain, helpful (like a visitor information page).

Coverage: dates, hours, tickets, parking, accessibility, and pets.

If specific details (like dates or hours) are not available, write *“Check official info at the venue desk.”*

Avoid inventing factual details or promotional language.

Target length: about 130 words.

Return: exactly 6 bullets.

**TEMPLATE:** Create a short FAQ (6 bullets) for a [EVENT NAME] landing page.

**Audience:** [describe the target visitors].

**Tone:** plain, helpful (like a visitor information page).

**Coverage:** dates, hours, tickets, parking, accessibility, and pets.

If specific details (like dates or hours) are not available, write *"Check official info at the venue desk."*

Avoid inventing factual details or promotional language.

**Target length:** about 130 words.

**Return:** exactly 6 bullets.

**OUTCOMES:** Faster first drafts, fewer editorial redlines, and fewer repetitive support tickets.

**PITFALLS:** Weak examples, copied facts, overfitting to word count, or forgetting the "no new claims" rule.

**TIP:** Place example text above the instructions and label each section clearly (INPUT / OUTPUT / NEW INPUT / DO THIS) to reduce drift.

### Quick-Action Checklist

- Draft a short FAQ using today's task as input.
- Keep the "no new claims" rule visible on your screen.
- Save the best version; flag anything needing a source.

## A2. Role-Based Prompting

**USE WHEN:** You want AI to speak from a specific point of view so outputs match a traveler type or business need without re-briefing.

**STEPS:**

1. Name the role and goal in one line.
2. Add constraints (budget, audience, length, tone, location, must/avoid).
3. Ask for a small, structured output (e.g., 3 bullets, 120–150 words).
4. Scan for accuracy and brand fit; remove anything unverifiable.
5. Save the best prompt as a reusable template.

**EXAMPLE PROMPT:** Act as a family-friendly travel planner. Create three activity recommendations for a weekend in [City].

**Audience:** parents with kids under 10.

**Constraints:** free or low-cost; walking or public transit; clear directions; accessibility note if relevant.

**Tone:** plain and practical. Output: 3 bullets, each 40–50 words. No new claims; if unsure, write 'Check official site.'

**OUTCOMES:** Fewer edits for tone/fit; faster draft time; higher engagement on pages tailored to traveler types.

**PITFALLS:** Over-roleplaying with hype; invented facts; ignoring accessibility/budget constraints; outputs too long to scan.

**TIP:** Keep the role stable but rotate constraints (budget, mobility, season) to generate distinct, on-brand variants fast.

## Quick-Action Checklist

- Pick one role (planner, editor, analyst) tied to your task.
- Run the prompt with 2 constraints (budget, audience, tone).
- Keep the best variant for repeat use.

## A3. Meta-Prompting

**USE WHEN:** Your task is fuzzy or high-stakes and you want the AI to first define inputs, rules, and output format—then generate a reusable meta-prompt.

### STEPS:

1. State the goal and audience in one line.
2. Tell the AI to list the required inputs before doing any work.
3. Provide the missing inputs it requests.
4. Ask it to return a meta-prompt with variables {like\_this}, guardrails, and a clear output schema.
5. Run that meta-prompt on one real case; keep what works, trim what doesn't.
6. Save the meta-prompt in your SOP and reuse.

**EXAMPLE PROMPT:** Create a meta-prompt I can reuse to produce short, on-brand 'Offer' blocks for a hotel's seasonal deals page.

Before any output, list the required inputs you need from me (e.g., offer\_name, dates, blackout\_dates, inclusions, booking\_instructions, legal\_text).

Then return:

- variables list with {placeholders},
- guardrails (plain language; no new claims; 120–150 words; quote [LEGAL] verbatim; add accessibility note if relevant),
- an output schema (Offer name; 2-line lead; Inclusions bullets; How to book; [LEGAL]).

After you return the meta-prompt, ask me to supply the inputs.

**OUTCOMES:** Clear input checklist; reusable template you can keep.

**PITFALLS:** Skipping the input-request step; accepting a template without variables.

**TIP:** Require a variables list and step order in the final template.

## Quick-Action Checklist

- State your end goal and audience in one clear line.
- Ask AI to list inputs needed before it writes.
- Save the final meta-prompt + schema for reuse.

## B1. Content Gap Finding

**USE WHEN:** Before briefs or refreshes to see what you do not cover yet.

### STEPS:

1. Paste your URLs or outlines.
2. Paste 3–5 competitor URLs.

3. Ask for gaps by topic, intent, and entity; prioritize by expected impact.

**EXAMPLE:** Compare these 8 hotel pages to ours. List coverage gaps by intent and entity.

**OUTCOME:** Actionable gap list grouped by add-to-existing vs net-new.

**PITFALLS:** Receiving vague categories ('more info').

**TIP:** Force grouping: augment existing vs create new; add priority tags.

### Quick-Action Checklist

- Paste your URL and 2 competitor URLs.
- Ask for gaps grouped as "augment existing" vs "create new."
- Add 1 gap item to your next content brief.

## B2. Web Page-to-Page Comparison

**USE WHEN:** Refreshing a page against a top result.

### STEPS:

1. Provide our URL plus a top competitor URL.
2. Ask for specific additions or fixes that close the gap.
3. Ask for trust signals to add (proof, policy, data, citations).

**EXAMPLE:** Compare our 'Things to do in X' page to Competitor. List concrete changes.



**OUTCOMES:** A prioritized fix list; visible content and trust upgrades.

**PITFALLS:** Asking to 'improve quality' with no specifics; chasing style over substance.

**TIP:** Ask for examples of the exact modules or blocks to add.

### Quick-Action Checklist

- Compare your page to a top competitor's.
- Ask for concrete changes, not vague "improve quality."
- Add 1 trust signal (policy, proof, or data) today.

## B3. Long-Tail Coverage

**USE WHEN:** You want low-risk additions that expand reach.

### STEPS:

1. List competitors in your space.
2. Ask for long-tail patterns competitors cover that you do not.
3. Split outputs into 'add to existing' vs 'new pages' with suggested placement.

**EXAMPLE:** From these competitors, list long-tail patterns we don't cover and where they fit.

**OUTCOMES:** New pattern clusters mapped to pages; no cannibalization.

**PITFALLS:** Dumping keywords without mapping them to pages.

**TIPS:** Require AI to return results in a table with columns: Pattern | Add to Existing Page | New Page | Suggested Placement.; ChatGPT (currently) doesn't provide live keyword data, use for ideation, not as a replacement for top-tier SEO keyword tools.

### Quick-Action Checklist

- List 2–3 competitor URLs or brand names in your space.
- Ask AI to list long-tail topic patterns your competitors rank for that you do not.
- Place 1 pattern onto an existing page this week.

## B4. External Authority Links

**USE WHEN:** You need verifiable citations to strengthen claims.

### STEPS:

1. Paste the draft that contains claims.
2. Ask for authoritative sources by claim.
3. Request a short rationale for each source.

**EXAMPLE:** Mark claims needing citations and list 1–2 sources each with why they fit.

**OUTCOMES:** Claims backed by neutral sources; fewer pushbacks.

**PITFALLS:** Paywalled sources; vendor bias; spammy sites.

**TIP:** Choose government, academic, and recognized industry organizations.

\* **BONUS APPLICATION:** Use your keyword phrases in the link text.

### Quick-Action Checklist

- Paste a draft with claims needing proof.
- Ask for 1–2 neutral sources per claim.
- Keep the best source rationale for next time.

## C1. Brand Message Consistency

**USE WHEN:** You need to verify that brand messages (pillars, proof points, tone) are consistent across your website and other owned channels.

### STEPS:

1. Name the brand and the channels you want checked.
2. Ask the AI to list the required inputs before it starts.
3. Provide those inputs (pillars, tone words, URLs/handles, timeframe).
4. Have the AI analyze and return a findings table, short evidence quotes with sources, a 0–100 consistency score, and fixes.
5. Apply the quick fixes now; schedule deeper rewrites as needed.

**EXAMPLE:** Evaluate brand messaging consistency across our owned channels.

*Before you begin, ask me for these inputs:*

- Brand: official name + 3–5 brand pillars + 3–5 tone words.
- Scope: list of web URLs; social/newsletter handles; timeframe (e.g., last 90 days).
- Must/avoid: claims we must include or avoid; compliance notes.

**Return the analysis in this format:**

- **Findings table** (Channel/URL, Core Claim(s), Tone match [Yes/No], Notable Proof/Signals, Discrepancies).
- **5 short evidence quotes** with exact sources (URL/post link + date). Each quote  $\leq$  25 words.
- **Consistency score** (0–100) with a one-line rationale. Compute score as: Pillar coverage 40%, Tone match 30%, Proof signals 20%, Absence of contradictions 10%. Report sub-scores.
- **Top 5 fixes** (each tied to a specific page/post).
- **Guardrails:**

- No new claims; quote only what exists; be concise; prioritize discrepancies that affect trust or conversion.
- If you cannot browse URLs, ask me to paste the page/post text. Do not summarize links you can't open.
- Analyze a maximum of 10 URLs or 50 posts per run; if more are provided, batch them and stop at the first 10/50.
- If a required input (pillars, tone words, timeframe) is missing, ask once, then stop.
- For social/newsletters you cannot access, request exported text snippets (top 5 per channel within timeframe).

**OUTCOMES:** Fewer conflicting claims across pages/posts; higher editorial acceptance on revisions; reduced support/escalations tied to confusing messaging.

**PITFALLS:** Vague pillars or missing tone words; flooding the AI with too many URLs at once; treating competitor copy as a 'pillar'.

**TIP:** Lock pillars and tone words at the top of the prompt. Run channels in batches, then merge scores.

### **Quick-Action Checklist**

- Name your brand pillars and tone words.
- Run a check across 1–2 channels only.
- Note 1 discrepancy to fix in the next update.

**\* *BONUS APPLICATION: Use AI output to update your brand guidelines.***

## C2. Unique Content Angles

**USE WHEN:** You're identifying experience-based concepts only you can publish.

**STEPS:**

1. Paste trip notes or operations notes.
2. Ask for exclusive angles and why each matters to the reader.
3. Select 1–2 angles to draft first.

**EXAMPLE:** From these Puri Santrian Beach Resort notes, list exclusive angles and the reader payoff.

**OUTCOMES:** Non-commodity angles; higher engagement.

**PITFALLS:** Generic listicles; repeating what already ranks.

**TIP:** Require “why it matters” next to each angle.

### Quick-Action Checklist

- Paste raw notes from a trip or ops doc.
- Ask for “exclusive angles + why it matters.”
- Pick 1 angle and draft a short outline.

## C3. Text Before or After Keywords

**USE WHEN:** You want terms that tend to appear before or after target queries.

**STEPS:**

1. Provide the target queries.
2. Ask for common preceding and following words grouped by intent.
3. Use these patterns to guide headings and phrasing (not to stuff keywords).

**EXAMPLE:** For 'Hanoi coffee', list common before- or after-patterns with intents.

**OUTCOMES:** Cleaner phrasing that matches search patterns; better scannability.

**PITFALLS:** Confusing patterns with exact keywords; keyword stuffing.

**TIP:** Use patterns to shape headings—avoid stuffing.

### Quick-Action Checklist

- Provide 1–2 target queries.
- Ask for before/after patterns by intent.
- Use one pattern to shape a heading.

## D1. Rewrite for Clarity and Structure

**USE WHEN:** You have a messy draft that's hard to scan.

**STEPS:**

1. Paste the draft.
2. Ask for a rewrite with clear headings and bullets.
3. Restrict to existing claims only (no new facts).

**EXAMPLE:** Rewrite this draft for clarity and structure. Keep claims as-is.

**OUTCOME:** Higher readability with facts unchanged.

**PITFALLS:** New claims introduced; loss of nuance.

**TIP:** Say 'no new claims; keep citations'.

### Quick-Action Checklist

- Paste a messy draft into AI.
- Ask for a rewrite with clear headings and bullets.
- Keep only existing claims; reject new ones.

## D2. Structured Data Markup

**USE WHEN:** You're outlining required and recommended properties for a content type.

**STEPS:**

1. Name the content type.



2. Ask for required and recommended properties.
3. Request a minimal JSON-LD example for that type.

**EXAMPLE:** For Article pages, list key properties and a minimal JSON-LD.

**OUTCOME:** Valid, lightweight markup that matches the page type.

**PITFALLS:** Site-wide boilerplate; bloated or invalid JSON.

**TIP:** Keep it minimal; validate snippets before rollout.

\* **BONUS APPLICATION:** [Test structured data markup.](#)

### Quick-Action Checklist

- Name the content type (e.g., Article).
- Request required + recommended properties.
- Validate the JSON-LD snippet before rollout.

# Take This Forward

You've got everything you need to write smarter and create work that earns attention. Use these prompts when the pressure's on—when a launch looms, a draft stalls, or you need sharper ideas in less time.

If these prompts sparked a breakthrough, eased second-guessing, or helped you land a better idea, [raise a coffee](#) to fuel my next project. Your support matters and is deeply appreciated.

Keep building what matters most. I'll be right here, helping you maintain momentum 🦋

*Roamy*