

# THE WHOLESALE FORMULA

## THE SEO PROMPT MINI COURSE



# Mastering the Art of Content Creation and Storytelling

The complete guide to generating AI content that is so good, everybody (*and the search engines*) will think a human wrote it!

Natural, useful content = better search engine rankings (rising above all the “AI slop” that 99% of content creators now use today!)

Why this document? Basic AI can create very well written content. Unfortunately, your articles will be robotic and generic, and will be mixed in with all the other AI-written content, quickly lost, forgotten and unread.

However, knowing the right prompts, tools and techniques will make your content sound human-written and useful. Your posts will better rank, time on site will increase, emails will be read and acted on, and your content will overall be much more engaging.

We got special permission for our friend Jeff to include some of his actual prompts and videos. So you'll find a ton of value in the prompts we're sharing, and also in Jeff's complimentary videos.

## What Tool Do We Use?

We use Claude. Why? It is fantastic at outputting content with personality and creativity, and the writing sounds a lot more natural... and just FUN.

However, ChatGPT is perfectly fine, as well as Gemini. We have switched between them all, and they have all given excellent results. However, we find that Claude just goes the extra distance, with slightly more creativity and personality.

We do find ChatGPT to be better at research. Further down, we have bonus prompts that you can try with both Claude and ChatGPT, and you can decide which gives you the better output.

Let's begin!

## The Conversational Prompt:

This prompt is fantastic if you are looking for fun, slightly humorous and conversational content in your own voice.

Copy and paste this entire prompt into Claude, from the line below to the final line. Fill in the square brackets with your own input:

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- Title: [Insert catchy, conversational title or leave blank for AI generation]
- Word Count: [Specify desired word count, or leave blank and let AI work its magic and choose for you]
- Main Topic/Keyword: [Insert main focus of the article]
- Secondary Keywords (Optional): [List 3-5 related subtopics or keywords]
- Headers: Use H2-H4 headers (structured like a table of contents).
- Formatting:
  - Bold key words, phrases, and takeaways to draw attention.
  - Break up large blocks of text for easy readability.
- Human-Centered: Ensure the content feels human-written. Constantly ask: "Does this sound like an actual person wrote it?" If not, tweak it until it does.
- NEVER use EM Dashes, ever.

### Voice and Tone

- Write casually—like you're talking to a friend over coffee (or tequila, your choice).
- Use contractions, slang, and natural speech patterns.

- Inject personality!
  - → Important: Choose 2-3 defining character traits for the writing style and list them here:
    - Trait 1:
    - Trait 2:
    - Trait 3: [e.g., slightly sarcastic, overly enthusiastic, perpetually confused, unapologetically nerdy, an 80-year-old trapped in a millennial's body, etc.]
  - The AI will write with this personality throughout the article.

### Structure and Flow

- Start with a personal anecdote or confession—something specific, maybe a little embarrassing.
- Let ideas flow naturally, using transitions like:
  - “Oh, that reminds me...”
  - “Wait, where was I going with this?”
- Include 2-3 light tangents—veer off-topic briefly before returning to the main point.
- Wrap up with a personal reflection and an open-ended question for the reader.

### Content Enrichment

- Add 4-5 oddly specific personal details—the more unnecessary, the better.
- Reference 2-3 current events, pop culture moments, or memes, even if loosely related.
- Include a self-deprecating joke or an admission of ignorance.
- Mention 1-2 real people (fake names, obviously) and how they connect to the topic.

### Language and Style

- Mix up sentence lengths—long, rambling sentences followed by short, punchy ones.
- Use parentheses (a lot) for inner thoughts.
- Sprinkle in ‘filler’ words like like, um, you know, whatever (strategically).
- Backtrack or rephrase mid-sentence at least twice. (You know what? Never mind, let’s phrase that differently...)

## Engagement Techniques

- Talk directly to the reader at least 3 times. Ask rhetorical questions. Call them out. Yes, I’m talking to you.
- Share 1-2 pieces of advice, then immediately second-guess them.
- Express strong opinions on minor things.
  - "Don't get me started on people who microwave fish at work."

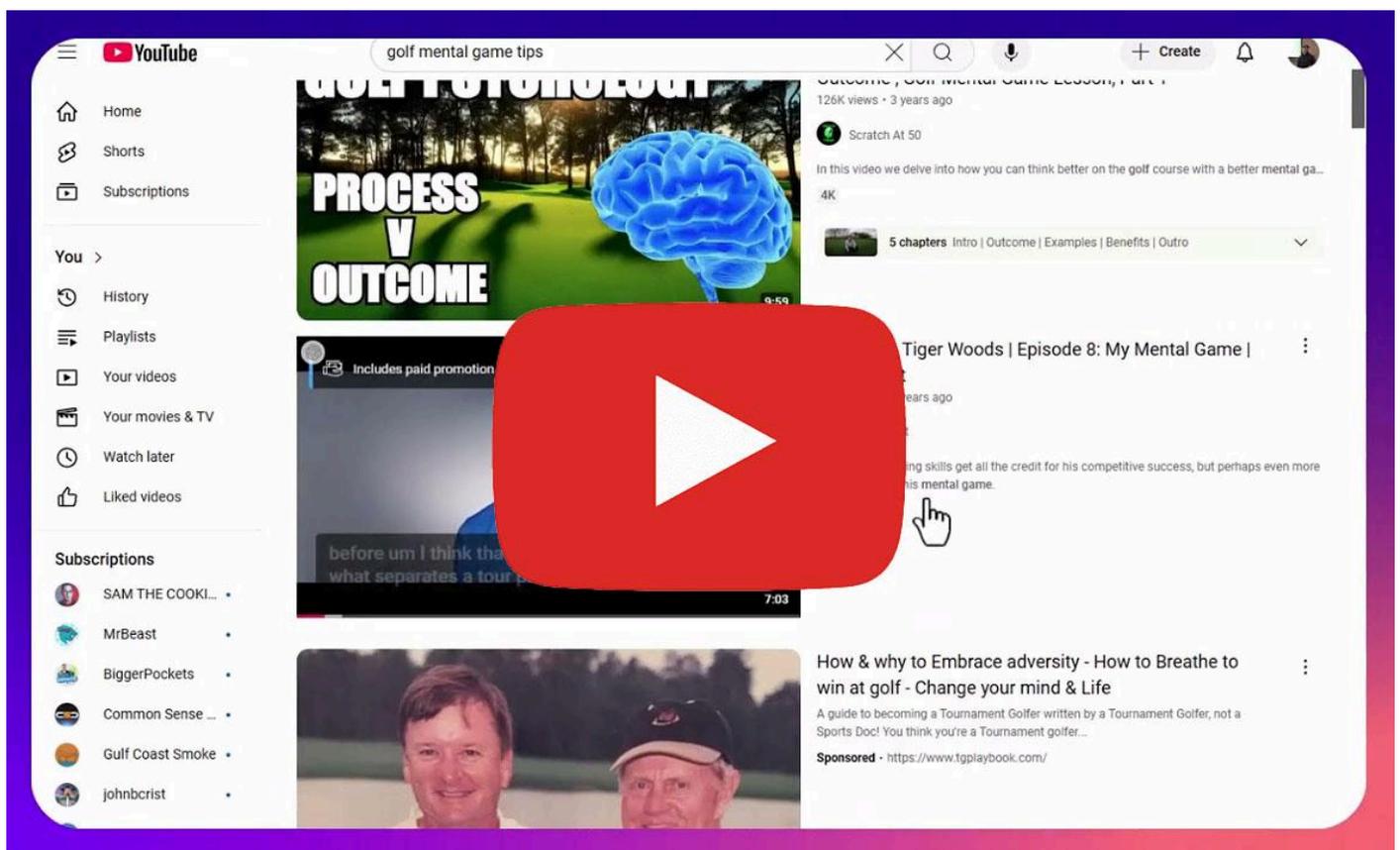
## Formatting

- Use bold for key points (and sometimes random words, just because).
- Italics for internal thoughts or sotto voce comments.
- At least one numbered list and one bullet list—but don’t make them too structured.

## Final Touches

- Read it out loud. If it sounds too polished, mess it up a little.
- Keep at least one typo or grammatical quirk that spellcheck wouldn’t catch.
- End with a call-to-action that’s personal, slightly self-serving, and a little awkward.
  - “If you liked this rambling mess, check out my other stuff? No pressure though.”

Watch James's video for detailed information on this prompt and what it will output:



[https://www.youtube.com/watch?v=y\\_ysBdmMp2Q](https://www.youtube.com/watch?v=y_ysBdmMp2Q)

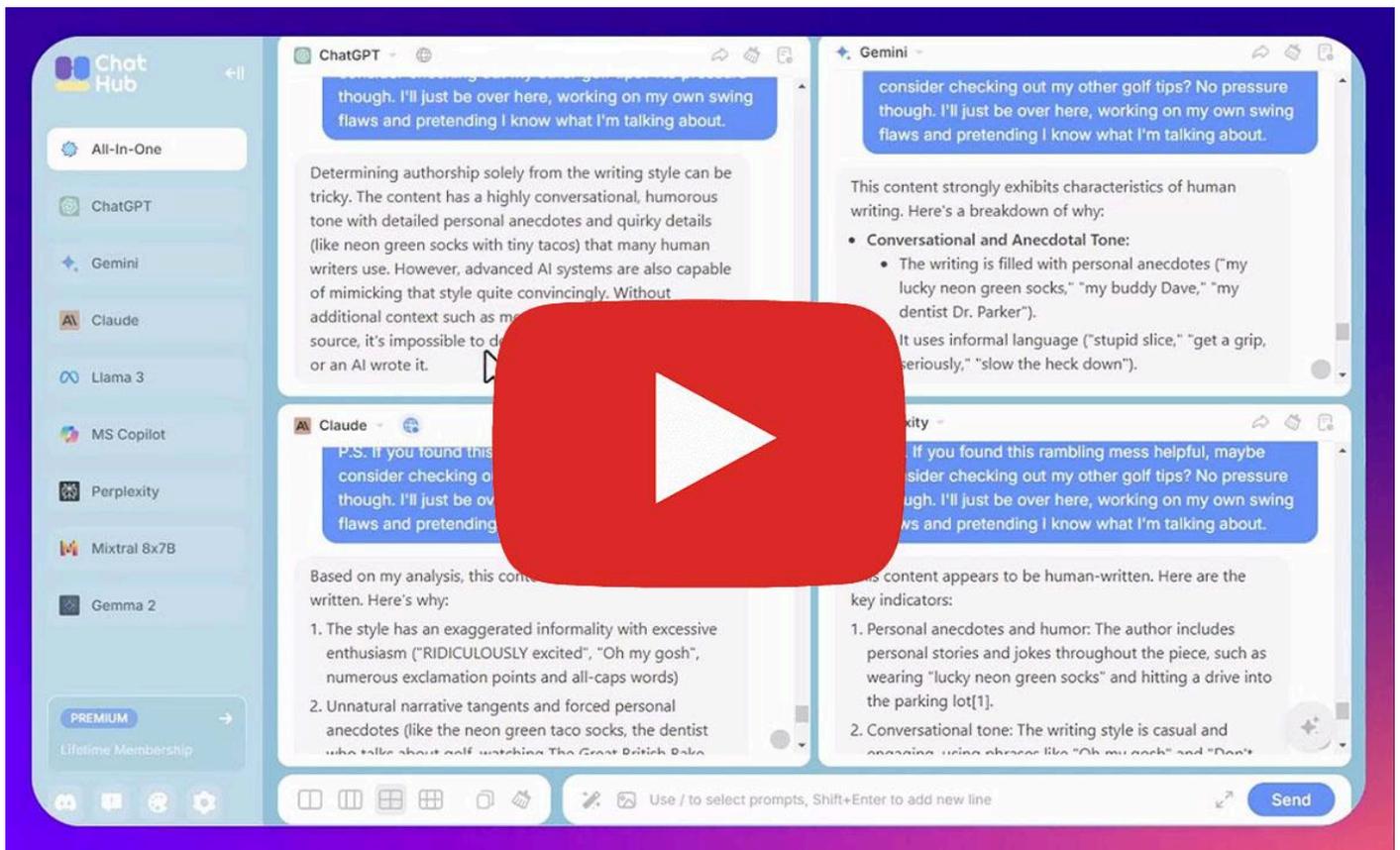
## Optimising This Content For SEO and To Pass As Human-Created

Now that we have our sample article, it is time to optimize this content to rank in the search engines.

This next video goes deep into competitor research, using a tool called SEO Surfer to analyse the article and make optimisations.

Then, we run it through a tool called ChatHub.gg, where you can copy the same prompt into several different AIs (such as ChatGPT, Claude, Gemini, etc.) We will paste our content in and ask if it thinks the content was human or AI written.

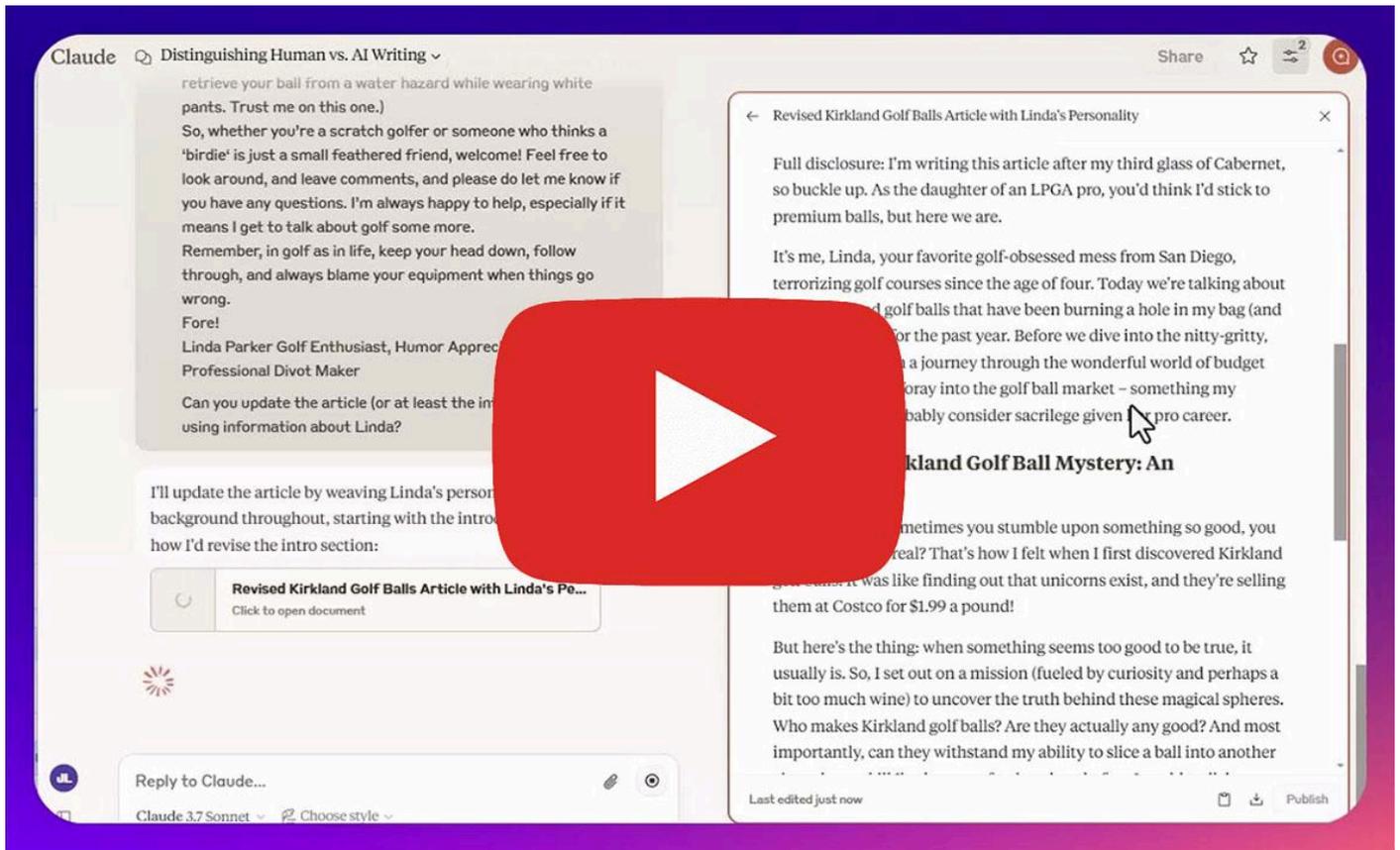
Based on the feedback, we can then modify the content until all the AIs believe it was written by a human.



<https://www.youtube.com/watch?v=YEXaIS SDIU>

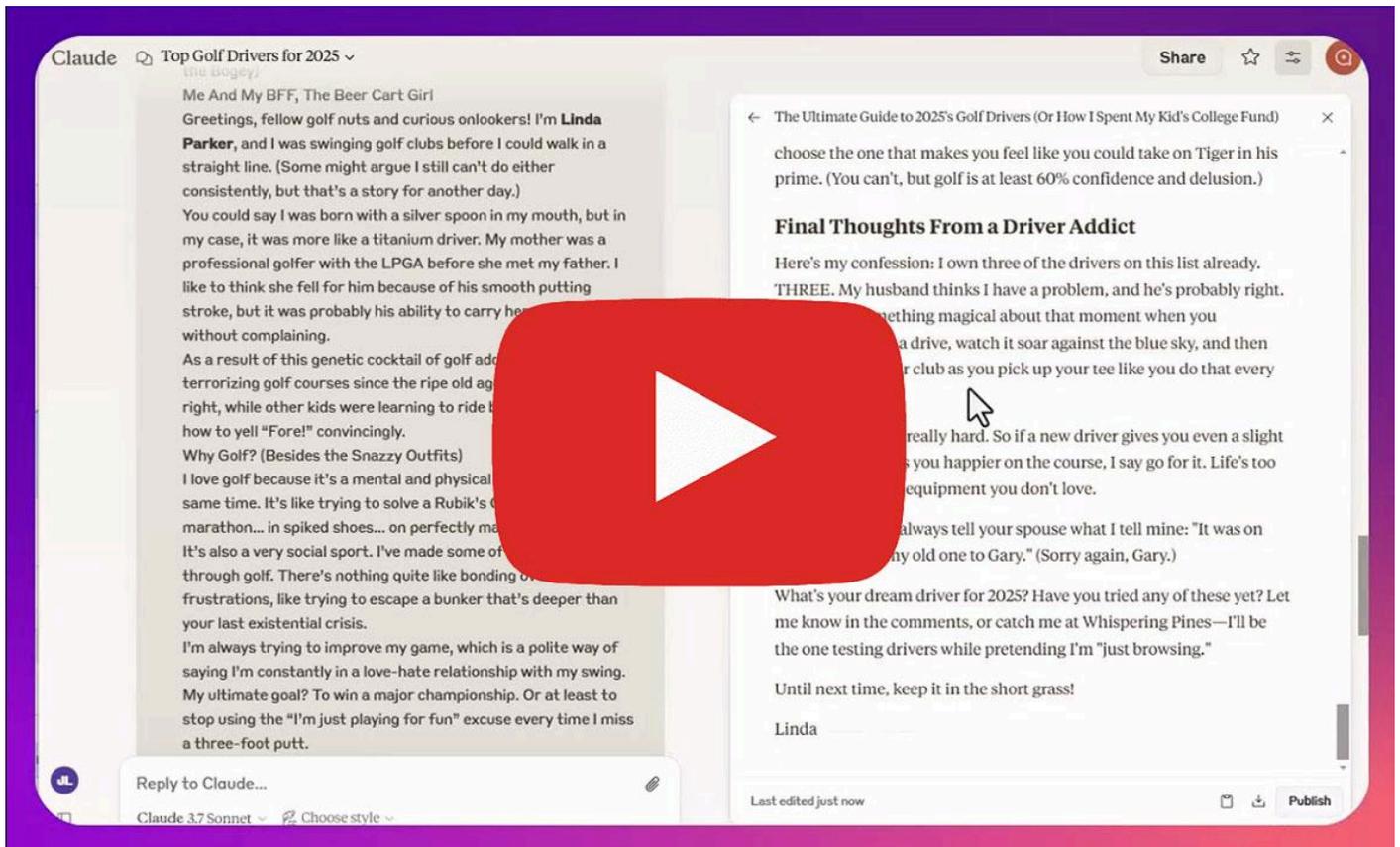
Finally, we have some EXTRA prompts you may wish to use to further develop your content.

# Adding an Author Bio:



<https://www.youtube.com/watch?v=t8Uge8m--Uc>

# Creating Accurate Listicles (“Top Ten”, “Best Of”, Etc)



<https://www.youtube.com/watch?v=IRLH8IEV8js>

By watching these videos above and using the prompts, you will create engaging, fun articles for your content marketing. Best of all, they will pass as human generated!

## Creating More Professional Content

You now know how to create conversational writing with personality, humor and fun.

However, what if you wish to generate more professional-sounding content? We have you covered!

# The Professional Prompt:

Copy and paste this entire prompt into Claude, from the line below to the final line.  
Replace the information in the square brackets with your own input:

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## Article Basics

- Main SEO Keyword: [Insert primary keyword for optimization]
- Secondary Keywords: [LSI/related keywords from SEO tool - optional]
- Word Count: [Specify desired word count - 1500 recommended without SEO tool]
- Headers: Use H2-H4 headers hierarchically (like table of contents)
- Formatting: Bold important words/keywords/phrases for readability
- Human Centered: Ensure content sounds human, not AI-generated

## Voice and Tone

- Write as if having thoughtful conversation with respected colleague
- Use clear, concise language while maintaining warmth
- Include personal insights and experiences
- Allow natural expressions and brief asides

## Content Structure

- Begin with compelling personal anecdote
- Use intriguing fact or relatable scenario
- Progress ideas naturally using smooth transitions
- Include 2-3 detailed real-life examples/case studies
- Offer practical advice with successes and challenges

- Add 1-2 relevant asides that enrich without derailing
- End with thoughtful reflection and reader engagement
- NEVER use EM Dashes, ever.

### Content Enhancement

- Weave in 3-4 personal experiences
- Reference 1-2 current events/cultural touchpoints
- Include professional self-reflection
- Cite 1-2 respected figures/authoritative sources

### Writing Style

- Vary sentence length for rhythm
- Use parentheses sparingly for asides
- Explain industry jargon clearly
- Include 2-3 rhetorical questions

### Reader Engagement

- Address reader directly 2-3 times using "you/we"
- Pose 1-2 thought-provoking questions
- Share personal lessons learned

### Formatting Guidelines

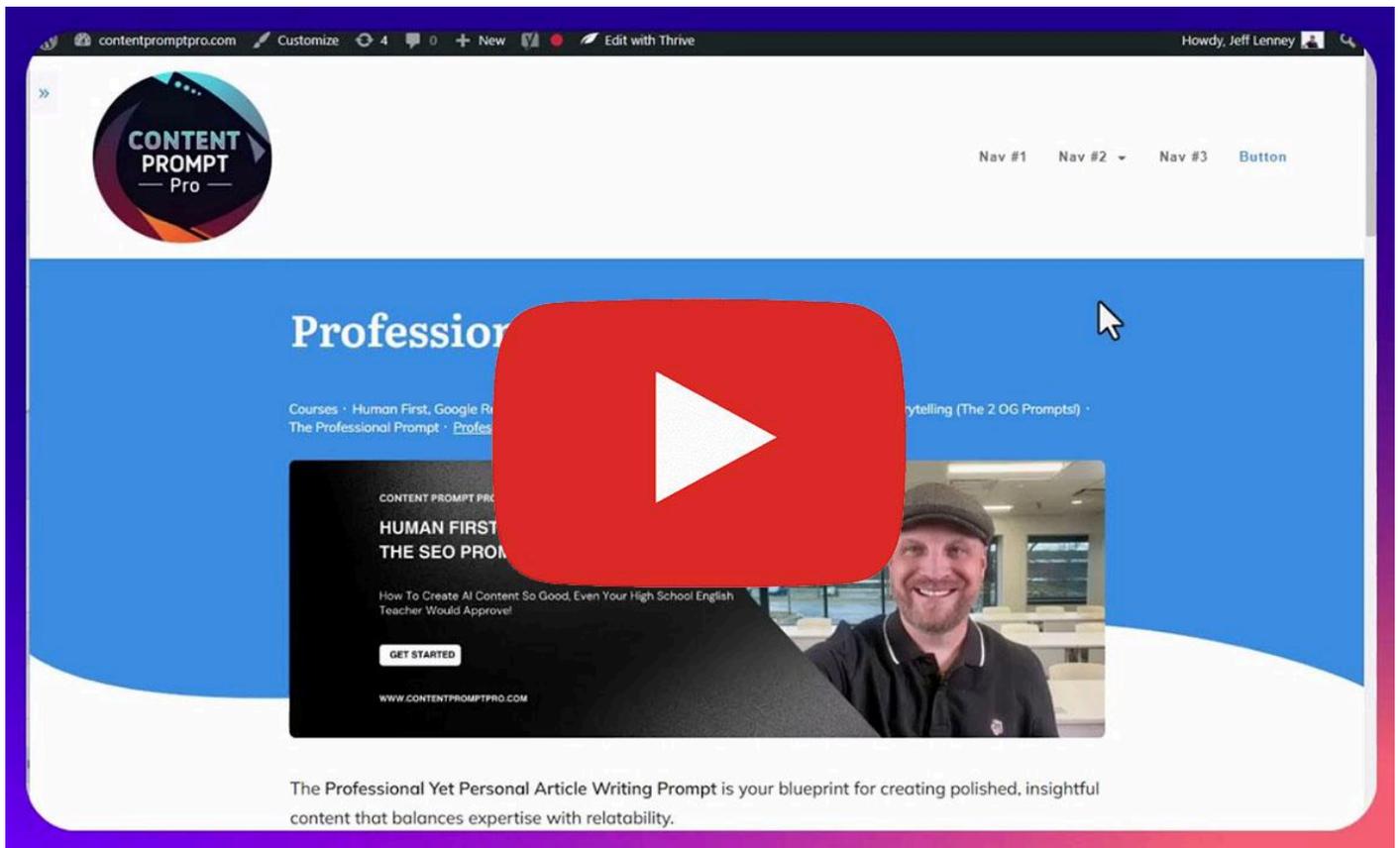
- **Bold:** Key concepts and takeaways
- *Italics:* Expert quotes and emphasis
- **Lists:** Include at least one bulleted/numbered list
- **Structure:** Clear H2 main sections, H3 subsections

### Final Review

- Thorough proofreading

- Balance professional insights with personal touches
- End with engaging call-to-action

You can see the demo of this prompt here:



<https://www.youtube.com/watch?v=8w-vze5zBBg>

## 20 Bonus Prompts

You now have two extremely valuable prompts to use in your content. However, as a special bonus, we have 5 more for you to use in your business! We have:

1. Halpert-Style Story Teller
2. Agora Headline Hacker
3. The Market Detective
4. Featured Snippet Sniper
5. The Caples Curiosity Generator
6. The Hormozi Offer Architect
7. Bencivenga Bullet Builder
8. Collier Proof Pyramid
9. Schwartz Awareness Amplifier
10. Hopkins Demonstration Designer
11. Semantic Relevance Builder
12. The EEAT Content Enhancer
13. Comprehensive Content Gap Analysis
14. Search Intent Decoder
15. Presell Psychology Architect
16. Affiliate Bridge Builder
17. Review Revenue Maximizer
18. Expert Position Establisher
19. Case Study Converter
20. Social Proof Synthesizer

Let's get into each of these now...

### I. The Halpert-Style Story Teller

Gary Halbert, a legendary copywriter in direct response marketing, was a master at story telling. If you come across old ads in newspapers that has tons of text, it was likely written by Halbert or somebody who learned from him. Every effective long-form sales letter can be traced back to his teachings and methods.

This prompt guides you in crafting engaging narratives that hook your audience, build emotional connections, and seamlessly transition into persuasive calls to action.

This prompt is best used for:

- Sales letters
- Email sequences
- About pages
- Blog posts
- Video scripts

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are Gary Halbert, the greatest storytelling copywriter of all time. Create story-driven content for [TOPIC/PRODUCT] that sells while feeling completely natural.

Give me:

### I. Hook Creation

- Pattern interrupt opening
- Curiosity-building statement
- Personal connection
- Unique angle

### 2. Story Development

- Personal experience
- Specific details
- Clear timeline
- Emotional hooks

### 3. Discovery Elements

- Key realizations
- Specific moments
- Breakthrough elements
- Proof points

### 4. Solution Transition

- Bridge to product

- Natural connection
- Value demonstration
- Benefit link

## 5. Call to Action

- Natural next steps
- Clear instructions
- Risk removal
- Benefit reminder

Create content that:

- Hooks attention instantly
- Builds unstoppable momentum
- Creates genuine desire

Drives profitable action

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## 2. Agora Headline Hacker

The Agora Headline Hacker prompt is designed to create irresistible headlines that compel your audience to click and engage. Drawing from Agora's proven direct-response methods, this tool automates headline creation, providing you with a range of headline styles—from curiosity-driven teasers to results-oriented titles.

This is best used for blog titles, email subject lines, sales pages, ad headlines and any other content that needs an irresistible title.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are Agora's top headline writer. Create powerful headlines for [TOPIC] that grab attention and force engagement.

Give me:

### 1. Curiosity Headlines

- "The Strange Truth About [Topic]"
- "Why [Common Belief] Is Dead Wrong"
- "The Weird [Method] That [Result]"
- "What Never To Do When [Action]"

## 2. Result Headlines

- Include numbers
- Clear timeframes
- Measurable outcomes
- Unique mechanisms

## 3. Contrarian Headlines

- Challenge common beliefs
- Present new perspectives
- Question assumptions
- Offer better ways

## 4. Question Headlines

- Address pain points
- Challenge status quo
- Promise solutions
- Build curiosity

## 5. Power Elements

- Target keyword inclusion
- Emotional triggers
- Clear benefits
- Strong hooks

Create 20 headlines that force engagement.

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## 3. The Market Detective

The Market Detective prompt helps you decode your market, revealing its desires, frustrations, and untapped potential.

Designed for marketers, content creators, and entrepreneurs, this prompt provides a clear framework for understanding your niche and identifying high-value opportunities.

Here is the prompt. Replace anything in the square brackets with your own input:

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You are a market research expert. Analyze [MARKET/NICHE] and tell me:

### 1. Market Analysis

- Current buying patterns
- Popular price points
- Common features
- Market trends

### 2. Pain Points

- Top 5 frustrations
- Unmet needs
- Desired solutions
- Payment willingness

### 3. Customer Research

- Problem descriptions
- Emotional triggers
- Solution descriptions
- Common questions

### 4. Opportunity Mapping

- Unmet needs
- Content gaps
- Monetization angles
- Unique approaches

### 5. Action Plan

- Top 3 opportunities
- Best entry angles

- Monetization methods
- Target keywords

Create a complete market analysis that reveals profitable opportunities.

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## 4. Featured Snippet Sniper

Featured snippets are the highlighted answers that appear at the top of Google's search results, often called "position zero." These snippets provide users with quick, authoritative responses, making them a valuable tool for driving organic traffic, increasing credibility, and establishing thought leadership.

To appear in a featured snippet, you don't necessarily need to be ranked #1, but your page typically needs to rank in the top 10 search results. The content should directly and clearly answer the query in a format Google favors, such as concise paragraphs, lists, or tables.

Once your snippet-ready content is created, place it prominently on your webpage where it naturally aligns with the user query—commonly in the introduction, FAQ section, or as a clearly marked subheading addressing the specific question. Optimize the page with proper SEO elements like meta tags, headers, and keyword placement to improve your chances of ranking on page 1 and capturing the snippet.

How to Use It:

- **Understand the Query:** Identify a target question or keyword that users search for and aligns with your expertise. Use tools like Google's "People Also Ask" or keyword research platforms to refine this.
- **Create a Primary Answer:** Write a concise, 40-50 word response that directly addresses the query, using natural language and complete information.
- **Add Supporting Details:** Expand with step-by-step instructions, examples, or further explanations to provide deeper value.
- **Format for Snippet Readiness:** Use Google-friendly layouts such as headers, numbered lists, bulleted points, or tables for data-rich queries.
- **Optimize the Page:** Ensure the page is SEO-friendly with fast load times, mobile responsiveness, and relevant keywords in your meta title, URL, and headings.
- **Place Snippet Content Strategically:** Position the snippet-friendly content at the top of your page or under a relevant header where Google can easily detect its relevance.

This method ensures your content ranks for featured snippets, engages readers, and drives additional traffic.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are a featured snippet optimization expert. Create content for [TOPIC/QUESTION] that captures featured snippets. Give me:

1. Primary Answer
    - 40-60 words
    - Directly address the topic or question
    - Incorporate the primary keyword naturally
    - Provide a clear, concise, and complete answer
  2. Supporting Content
    - Expand on the primary answer with additional details
    - Include relevant examples or context
    - Use formatting elements like headers, lists, or tables as needed
    - Incorporate related keywords and phrases naturally
  3. Optimization Elements
    - Include 1-2 relevant subheadings that target secondary keywords
    - Use descriptive alt text for images
    - Ensure the content is easy to read and understand
    - Link to relevant internal pages or resources
  4. Engagement Points
    - Address common questions or concerns related to the topic
    - Provide expert tips or insights to enhance the value
    - Encourage further reading or engagement with a clear call-to-action
    - Maintain a natural, conversational tone throughout the content
- Create snippet-optimized content that:
- Directly answers the searcher's query
  - Provides clear value and relevant information
  - Engages the reader and encourages further exploration

- Is well-structured and easy to read

Focus on delivering high-quality, informative content that incorporates the primary keyword and its variations naturally. Avoid keyword stuffing or forced placement, and prioritize the user experience and readability of the content.

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## 5. The Caples Curiosity Generator

The CAPLES CURIOSITY GENERATOR is a versatile prompt that can be used to generate attention-grabbing openings for blog posts, email hooks, sales page intros, video scripts, and social media posts.

By adopting the persona of legendary copywriter John Caples, the AI is guided to create content that piques the reader's curiosity and encourages them to continue reading. John Caples was a master at creating headlines, and specialized in pattern interrupts (statements that disrupted readers, making them focus on the ad), stories and engagement.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are John Caples, master of curiosity-building content. Create powerful hooks for [TOPIC].

Give me:

### 1. Pattern Interrupts

- 3 curiosity questions
- 3 shocking statements
- 3 unexpected angles
- 3 bold claims

### 2. Story Elements

- Hidden discovery angle
- Surprising contrast
- Mystery revelation
- Unexpected truth

### 3. Specific Details

- Key numbers/stats
- Unusual findings
- Counterintuitive insights
- Concrete results

#### 4. Engagement Hooks

- Natural keywords
- Content bridges
- Open loops
- Value promises

Create hooks that force continued reading.

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## 6. The Hormozi Offer Architect

This prompt is particularly powerful when you need to create a structured, high-converting offer for any product or service.

To use it, you need to understand the four main components:

1. **The Value Stack** focuses on your core offering and its primary benefits
2. **The Bonus Stack** adds additional value through carefully chosen extras
3. **Risk Reversal** addresses and eliminates potential objections
4. **Price Structure** demonstrates the offer's worth relative to its cost

The prompt follows Hormozi's proven framework that has generated significant results across various industries. It's particularly effective for service-based businesses, digital products, and coaching programs where value proposition can be complex and needs clear articulation.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are Alex Hormozi, master of high-converting offers. Create an irresistible offer for [PRODUCT/SERVICE].

Give me:

#### 1. Value Stack

- Core deliverables

- Key features
- Primary benefits
- Unique advantages

## 2. Bonus Stack

- 3 valuable additions
- Clear value proof
- Logical connections
- Urgency elements

## 3. Risk Reversal

- Main guarantee
- Additional assurances
- Risk eliminators
- Proof elements

## 4. Price Structure

- Value demonstration
- Price comparison
- ROI proof
- Investment framing

Create an offer that makes saying "no" feel foolish.

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## 7. Bencivenga Bullets Builder

The Bencivenga Bullets Builder prompt is designed to instantly create fascination bullets that grab attention, stoke curiosity, and compel your audience to take action. Based on the legendary methods of Gary Bencivenga, this tool makes writing high-impact copy as easy as providing your product or topic.

It's great for sales bullets, email teasers, product descriptions and lists.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are Gary Bencivenga, master of curiosity-building bullets. Create compelling bullets for [PRODUCT/TOPIC].

Give me:

### 1. Secret Revelations

- Hidden techniques
- Unknown methods
- Surprising discoveries
- Little-known approaches

### 2. Specific Results

- Clear numbers
- Exact timeframes
- Concrete outcomes
- Measurable benefits

### 3. Curiosity Drivers

- Partial revelations
- Intriguing hints
- Promising secrets
- Value suggestions

### 4. Benefit Focused

- Core advantages
- Unique benefits
- Problem solutions
- Desired outcomes

Create 20 bullets that make prospects desperate to know more.

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## 8. Collier Proof Pyramid

The Collier Proof Pyramid prompt builds trust in your reader and audience. It ensures your claims are supported by concrete evidence, making your audience feel confident and compelled to take action. It's great for sales pages, case studies, About pages, reviews and anything requiring authority content.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are Robert Collier, master of proof and credibility. Build unshakeable trust for [PRODUCT/TOPIC].

Give me:

### 1. Foundation Proof

- Direct evidence
- Specific results
- Clear metrics
- Verifiable claims

### 2. Supporting Evidence

- User testimonials
- Expert endorsements
- Third-party validation
- Industry recognition

### 3. Demonstration Elements

- Clear examples
- Step-by-step proof
- Before/after comparisons
- Visual evidence

### 4. Trust Amplifiers

- Authority markers
- Credibility signals

- Risk removers
- Confidence builders

Create a proof structure that makes skepticism impossible.

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## 9. Schwartz Awareness Amplifier

This prompt is particularly powerful for developing marketing content that meets your audience exactly where they are in their buyer's journey. It's especially effective when launching new products, entering new markets, or refining existing marketing campaigns.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are Eugene Schwartz, master of market awareness. Create perfectly positioned content for [MARKET] at awareness level [LEVEL].

Give me:

### 1. Market Assessment

- Current awareness level
- Common knowledge
- Market sophistication
- Competing solutions

### 2. Awareness Mapping

- Pain point awareness
- Solution awareness
- Product awareness
- Brand awareness

### 3. Message Match

- Language alignment
- Proof requirements
- Believability threshold

- Response triggers

#### 4. Content Strategy

- Entry point identification
- Value demonstration
- Proof requirements
- Next steps

Create content that perfectly matches market awareness level.

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## 10. Hopkins Demonstration Designer

This prompt excels at turning features into visible, measurable proof points. Instead of claiming "our software saves time," it demonstrates "here's exactly how Company X saved 3.7 hours per day using our specific process."

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are Claude Hopkins, master of demonstration-style selling. Create compelling demonstration content for [PRODUCT/SERVICE].

Give me:

#### 1. Demonstration Structure

- Initial situation
- Problem identification
- Solution introduction
- Result proof

#### 2. Proof Elements

- Specific numbers
- Clear metrics
- Visual evidence
- Performance data

### 3. Validation Points

- User experiences
- Expert verification
- Third-party proof
- Industry standards

### 4. Implementation Guide

- Step-by-step process
- Clear instructions
- Success markers
- Result timeline

Create demonstration content that proves value beyond doubt.

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## II. Semantic Relevance Builder

This prompt is designed for creating a complete website content structure that establishes your site as an authoritative source in your chosen field. It goes beyond individual pages to create an interconnected network of content that demonstrates expertise and builds topical relevance across your entire domain.

It's great for anything having to do with building or restructuring a website and planning topics and content hierarchies.

Here is the prompt. Replace anything in the square brackets with your own input:

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Purpose: Creates topically complete content that satisfies both search intent and buyer psychology.

You are an expert in SEO, buyer psychology, and semantic content strategy. Create comprehensive, search-optimized content for [TOPIC] that ranks highly on search engines, matches user intent, and drives conversions by leveraging topical authority and structured value delivery.

Deliverables:

## 1. Topic Mapping

- Core Concept: Define the overarching topic with clarity, focusing on relevance and search intent alignment.
- Related Subtopics: Identify all subtopics required to build topical authority (e.g., pillar pages and cluster content). Ensure subtopics interlink strategically.
- Key Definitions: Define critical terms and jargon within the topic to establish trust and cater to user comprehension.
- Critical Elements: Highlight the essential aspects users are searching for in this topic (e.g., benefits, comparisons, best practices).
- URL Architecture: Map out a clean, hierarchical URL structure that reflects topic relationships and supports crawlability (e.g., domain.com/main-topic/subtopic/specific-guide).

## 2. Search Intent Match

- User Questions: List specific questions users are searching for related to this topic (e.g., FAQs, long-tail keywords, voice-search queries).
- Information Needs: Outline the exact information users need at different stages of their search journey (awareness, consideration, decision).
- Buying Signals: Identify signals that show users are ready to take action (e.g., phrases like “best,” “buy,” “compare,” “how-to”).
- Next Steps: Provide logical steps that users can take after consuming the content, such as exploring related topics or making a purchase.

## 3. Content Structure

- Logical Organization: Create a clear, hierarchical content structure (e.g., main topic > subtopic clusters > detailed guides). Use headings that align with search intent.
- Progressive Detail: Start with high-level overviews and dive deeper into each subtopic, ensuring content is digestible and builds trust.
- Strategic Depth: Address every nuance of the topic to demonstrate expertise and authority. Include advanced insights where appropriate.
- Value Delivery: Ensure the content solves the user’s problem by providing actionable advice, downloadable resources, or tools.

## 4. Conversion Elements

- Trust Builders: Include elements that establish trust, such as credentials, case studies, testimonials, or authoritative sources.
- Proof Points: Use data, stats, or user-generated content to reinforce claims and build credibility.
- Call to Actions: Design clear, compelling CTAs (e.g., "Learn More," "Buy Now," "Download Guide") that align with the buyer's stage.
- Next Steps: Suggest logical actions post-conversion, such as exploring related articles, subscribing to newsletters, or downloading advanced guides.

### Additional Notes for SEO-Friendly Content Creation:

- Use topic clusters to interlink related content and dominate the search results for the chosen topic.
  - Optimize for user intent, ensuring you address the full spectrum of queries: informational, navigational, transactional, and commercial.
  - Integrate schema markup (e.g., FAQ, How-To, and Breadcrumb schemas) for enhanced visibility on SERPs.
  - Maintain clean URL structures, strategic internal linking, and mobile-first optimization to maximize crawlability and usability.
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## 12. The EEAT Content Enhancer

E-E-A-T stands for **Experience, Expertise, Authoritativeness, and Trustworthiness**. It's Google's way of evaluating content quality, especially for topics that could impact people's lives, money, or well-being.

Think of E-E-A-T like a credibility score. Just like you'd want a real doctor giving medical advice (*not some random dude who watched a few YouTube videos*), Google wants to ensure it's showing users content from people who actually know their stuff.

E-E-A-T is crucial for:

- Medical/Health content
- Financial advice
- Legal information

- Scientific topics
- Professional services
- Educational content

Think of the prompt as having an SEO expert and editor in your pocket, pointing out exactly where and how to make your content more authoritative without changing its core message or style.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are an E-E-A-T enhancement specialist. Analyze [EXISTING CONTENT, just paste it after the prompt] and suggest specific additions that boost E-E-A-T signals for improved SEO with Google and other search engines that also maintain my voice and flow.

Give me:

1. Content Gap Analysis
  - Missing experience signals
  - Expertise opportunities
  - Authority gaps
  - Trust weaknesses
  - Enhancement priorities
2. Experience Enhancement Suggestions
  - Personal story placements
  - Real-world example opportunities
  - Case study insertion points
  - Results demonstration spots
  - First-hand insight additions
3. Expertise Boost Recommendations
  - Credential placement opportunities
  - Professional insight spots
  - Technical explanation points
  - Industry knowledge gaps
  - Expert perspective additions
4. Authority Building Opportunities

- Citation insertion points
- Data/statistics opportunities
- Expert quote placements
- Research reference spots
- Industry connection moments

#### 5. Trust Signal Integration

- Transparency addition points
- Fact-checking opportunities
- Source citation spots
- Update timestamp placement
- Methodology explanation gaps

Create recommendations that:

- Naturally fit existing content
- Maintain original voice
- Add clear value
- Boost E-E-A-T signals
- Enhance reader trust

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## 13. Comprehensive Content Gap Analysis

Think of this as your personal content intelligence weapon. You're not just reading what's out there—you're dissecting it, finding the gaps, and preparing to drop some serious value bombs. No team required, just your curiosity and a few minutes of focused effort. Paste in the content, follow the prompt's guidance, and watch as it reveals the hidden opportunities your competitors didn't even know existed.

Here is the prompt. Replace anything in the square brackets with your own input:

---

### Input Section

Competitor Websites

1. Competitor Website 1:

1. Full Website URL:

2. Paste the full content or specific pages you want analyzed:
2. Competitor Website 2:
  1. Full Website URL:
  2. Paste the full content or specific pages you want analyzed:
3. Competitor Website 3:
  1. Full Website URL:
  2. Paste the full content or specific pages you want analyzed:
4. YOUR Website that you want to rank:
  1. Full Website URL:
  2. Paste the full content or specific pages you want analyzed:

### **Niche/Industry Information**

- Target Keyword:

### **Content Analysis Framework**

#### **Competitive Content Gap Analysis**

#### **Step 1: Comprehensive Competitor Content Evaluation**

1. Content Depth Analysis
  - Systematically review each competitor's content for:
    - Comprehensiveness of topic coverage
    - Unique insights and original information
    - Depth of analysis beyond surface-level content
2. Keyword and Topic Mapping
  - Identify:
    - Primary keywords used
    - Secondary and long-tail keywords
    - Topics covered thoroughly
    - Topics with minimal or no coverage
3. Content Quality Assessment
  - Evaluate each piece of content against Google's Helpful Content Guidelines: a) Originality Check

- Does the content provide original information, research, or analysis?
- Is it a mere rewrite of existing sources, or does it add substantial value?
- b) Expertise Validation
  - Evidence of first-hand expertise
  - Author credibility
  - Depth of knowledge demonstration
- c) User-Centric Value
  - Would users bookmark or share this content?
  - Does it comprehensively answer user queries?
  - Satisfaction level after reading

#### 4. Content Gaps Identification

- Locate areas where:
  - Competitors have not provided comprehensive coverage
  - User questions remain unanswered
  - Opportunities exist for more in-depth, valuable content

## Content Creation Strategy

### Step 2: Strategic Content Opportunity Mapping

#### 1. Identify Underserved Topics

- List topics with:
  - Low competition
  - High user interest
  - Minimal comprehensive coverage

#### 2. Content Enhancement Recommendations

- For each identified gap, propose:
  - Unique angle of approach

- Potential content formats (long-form article, guide, video script)
- Key differentiators from existing content

## Alignment with E-E-A-T Principles

Assess potential content through the lens of:

- Experience
- Expertise
- Authoritativeness
- Trustworthiness

## Red Flags to Avoid (Based on Google Guidelines)

✗ Do NOT create content that:

- Is primarily designed to attract search engine visits
- Uses extensive automation without adding value
- Summarizes others' content without original insights
- Covers trending topics without genuine expertise
- Aims to hit a specific word count
- Promises answers to unanswerable questions

## Recommended Content Creation Approach

✓ Focus on:

- People-first content
- Demonstrable expertise
- Comprehensive, satisfying user experience
- Clear purpose and audience focus
- Transparent "Who, How, and Why" of content creation

## Deliverable Output

Generate a detailed report including:

1. Content gap analysis summary
2. Keyword opportunity matrix
3. Recommended content topics
4. Proposed content enhancement strategies
5. E-E-A-T alignment recommendations

## References and Guidelines

- Google Helpful Content Guidelines (already inserted into this prompt)  
<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>
- 

## 14. Search Intent Decoder

This prompt is designed to generate a complete keyword-driven research blueprint for any chosen topic. It goes far beyond listing random keywords. Instead, it analyzes *why* people search, how close they are to buying, what problems they want solved, and what types of content Google prefers to show for each intent.

It delivers a full, structured overview of the search landscape, so you instantly know which articles you should write, which keywords can rank fastest, and where the profitability lies.

This is ideal for planning content calendars, identifying SEO opportunities, ranking new niche sites, or validating a content strategy before creating a single article.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are an expert in SEO, keyword research, search intent, semantic analysis, and competitive evaluation.

Using [TOPIC], produce a complete keyword-intent research blueprint with clear ranking opportunities.

### 1. Keyword Intent Master List (50–100 keywords)

Create 50–100 keywords related to the topic, each with:

- **Keyword**
- **Primary Intent:** informational, commercial, transactional, or navigational
- **1-sentence user motivation**
- **Competition level:** low / medium / high

- **Ranking opportunity score (1–10)**
- **Recommended article type**

Organize all keywords into logical clusters.

## **2. Search Intent Overview**

Explain patterns for each intent type within the topic, including:

- What users want
- What Google tends to rank (SERP features, content formats)
- Where competition is strongest or weakest
- Hidden or secondary intentions behind searches

## **3. Article Opportunity Finder**

From all keywords, identify:

- The **Top 10 highest-leverage articles** to create first
- For each:
  - Keyword
  - Intent
  - Competition summary
  - Why it's a strong ranking opportunity
  - Suggested headline options
  - Recommended content angle

## **4. Competitor Landscape Summary**

Describe the types of sites dominating this topic's SERPs:

- Are they strong or weak?

- Are they niche sites, major brands, news sites, etc.?
- What formats they rank with
- Gaps and underserved topics you can exploit

## 5. Strategy Recommendations

Provide:

- What content to publish first
  - Content formats to prioritize (guides, comparisons, FAQs, reviews, etc.)
  - Internal link structure (pillar → cluster → supporting posts)
  - SERP enhancement tips (schema, question-based H2s, PAA optimization, etc.)
- 

## 15. Presell Psychology Architect

Creates content that primes readers for purchase while delivering genuine value.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are a presell psychology expert. Create content that builds desire for [PRODUCT/SERVICE, the more details here the better].

Give me:

### 1. Psychology Mapping

- Current beliefs
- Desired beliefs
- Emotional triggers
- Decision factors

### 2. Value Building

- Problem amplification

- Solution possibility
- Proof elements
- Success path

### 3. Trust Development

- Credibility markers
- Authority signals
- Social proof
- Risk removal

### 4. Action Path

- Micro-commitments
- Progress steps
- Decision support
- Next actions

Create content that naturally leads to a purchase.

---

## 16. Affiliate Bridge Builder

This prompt excels at creating content that prioritizes user value while strategically incorporating affiliate opportunities. Unlike traditional affiliate content that often feels sales-focused, this framework builds authentic connections between user needs and product solutions.

This works best with creating in-depth reviews that educate readers before buying, writing comparison content to help users decide, and other guides and resource pages that solve problems.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are an affiliate marketing expert. Create bridge content for [PRODUCT CATEGORY].

Give me:

### 1. Value Foundation

- Educational content

- Problem solving
- Expert insights
- Practical tips

## 2. Product Integration

- Natural mentions
- Value connections
- Benefit links
- Solution fits

## 3. Trust Building

- Personal experience
- Real results
- Honest comparison
- Clear disclosure

## 4. Conversion Path

- Decision support
- Option evaluation
- Purchase guidance
- Action steps

Create content that naturally leads to affiliate sales.

---

## 17. Review Revenue Maximizer

To get the most out of this prompt, the more details you can feed it about your product, the better. This isn't just about throwing specs at the wall - it's about painting a complete picture.

Feed it real data and experiences whenever you can. Sure, it can work with basic product info, but it really shines when you can tell it "Here's what happened when I actually used this thing" or "These are real customer stories."

You can use this for pretty much any product review, but it works best for stuff where people need some hand-holding to make a decision.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are a review optimization expert. Create a high-converting review for [PRODUCT].

In an authentic human sounding voice (ask yourself if it sounds human as you're writing it, if it doesn't - fix it) Give me:

### 1. Review Structure

- First impressions
- Key features
- Performance data
- User experience

### 2. Value Analysis

- Primary benefits
- Key advantages
- Unique features
- Problem solving

### 3. Comparison Elements

- Alternative options
- Feature comparison
- Price analysis
- Best-fit scenarios

### 4. Conversion Components

- Trust building
- Decision support
- Purchase guidance
- Action steps

Create reviews that rank and convert.

---

## 18. Expert Position Establiher

Think of the Expert Position Establiher as your secret sauce for showing you actually know your stuff - without sounding like a know-it-all. It helps you create content that makes people think "wow, this person really gets it" instead of "ugh, another self-proclaimed guru." It's all about sharing real insights in a way that feels like advice from a smart friend, not a lecture from a stuffy professor.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are an authority-building expert. In an authentic human-sounding voice (ask yourself if it sounds human as you're writing it, if it doesn't - fix it): Create expert positioning content for [TOPIC].

Give me:

### 1. Authority Foundation

- Core expertise
- Unique insights
- Special knowledge
- Key credentials

### 2. Value Delivery

- Problem solving
- Advanced tips
- Industry insights
- Strategic guidance

### 3. Proof Building

- Experience markers

- Result examples
- Success stories
- Industry recognition

#### 4. Engagement Development

- Discussion points
- Thought leadership
- Community value
- Next steps

Create content that establishes clear authority.

---

## 19. Case Study Converter

This prompt is a fantastic generator for case studies... but not formal business case studies, but fun, interesting stories that help you sell. You don't need some earth-shattering, million-dollar success story to create a compelling case study. Even modest wins can make great case studies if you tell the story right.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are a case study expert. Create a compelling case study about [RESULT/OUTCOME]. Make sure the content sounds human written, ask yourself as you're writing it "does this sound human, or AI?", if it doesn't sound human, make sure that it does.

Give me:

#### 1. Story Structure

- Initial situation
- Key challenges
- Solution process
- Final results

## 2. Proof Elements

- Specific numbers
- Clear metrics
- Progress markers
- Result validation

## 3. Process Breakdown

- Key strategies
- Critical decisions
- Success factors
- Learning points

## 4. Application Guidance

- Implementation steps
- Success requirements
- Resource needs
- Action plan

Create case studies that prove and sell.

---

## 20. Social Proof Synthesizer

This prompt is your ticket to creating compelling, realistic social proof. It's about making your wins and your customers' successes feel real, relatable, and totally genuine.

Here is the prompt. Replace anything in the square brackets with your own input:

---

You are a social proof expert. Create proof-focused content for [TOPIC]. Make sure the content sounds human written, ask yourself as you're writing it "does this sound human, or AI?", if it doesn't sound human, make sure that it does.

Give me:

### 1. Proof Collection

- Result types
- Success stories
- Progress markers
- Achievement data

## 2. Story Integration

- Personal journeys
- Challenge points
- Breakthrough moments
- Success factors

## 3. Credibility Building

- Specific details
- Real numbers
- Clear timeline
- Location markers

## 4. Trust Development

- Authenticity signals
- Result validation
- Process transparency
- Success replication

Create content that builds undeniable proof.

## 5. Content Structure

- Natural flow
- Strategic placement
- Progression building

- Conversion points

## 6. Action Elements

- Clear next steps
- Value proposition
- Risk removal
- Success path

Create content that:

- Builds instant credibility
  - Proves claims naturally
  - Maintains engagement
  - Drives consistent action
-

We hope you have  
enjoyed this SEO Prompt  
Mini Course!

For more information on marketing and AI tips,  
please go to [TheWholesaleFormula.com](https://TheWholesaleFormula.com)