BOOKTRONAUT

100

THE 100 SERIES

100 CONTENT PROMPTS

A month of posts in one afternoon. In your voice, not a robot's.

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BOOKTRONAUT

BOOKTRONAUT.COM

100 Content Prompts

A month of posts in one afternoon. In your voice, not a robot's.

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Use AI to draft, never to invent. Every story, number and result you post must be true. If you use AI for significant parts of your content, follow the disclosure rules of each platform and of your country.

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START HERE

READ THIS BEFORE YOU POST

Every week, millions of people ask AI to write their posts. And every week, millions of posts come out sounding exactly the same. Same hooks. Same lists. Same fake excitement. You've seen them. You scroll past them without even noticing.

So let's be clear about what this book is not. It is not a way to let a machine pretend to be you.

It's a way to get the boring parts done in minutes, so you can spend your energy on the one thing AI can't fake. Your actual experience. Your opinion. The weird specific detail from your Tuesday that makes a post feel alive.

THE RULE OF 80 AND 20

Let AI do 80 percent of the structure. Ideas, outlines, first drafts, rewrites, formats, scheduling. You bring 20 percent that matters. The story, the opinion, the proof, the voice.

Skip your 20 percent and you get generic content. Generic content is worse than no content, because it trains people to ignore you.

HOW TO USE THIS BOOK

The hundred prompts are grouped into ten chapters, following the life of a post. Find your voice, find ideas, write hooks, write for each platform, repurpose, build community, review and grow.

Start with chapter one. Every prompt after that works better once your assistant knows your voice.

Anything in [square brackets] is yours to fill in.

> **THREE THINGS YOU NEVER LET AI DO**
>
> 1. Invent a story that didn't happen to you.
> 2. Make up numbers, results or client quotes.
> 3. Copy the exact style or words of a living creator.

PROMPTS 01 TO 10

FIND YOUR VOICE

#01 THE VOICE EXTRACTOR

Use once, at the very start

Here are five posts or messages I wrote that I'm proud of.
Describe my voice in eight bullet points. Sentence length, words I use, humor, tone, what I never do.
I will paste these bullets at the start of every content conversation.

[My five pieces of writing]

#02 THE AUDIENCE SKETCH

Use before writing anything

Ask me ten questions about the people I want to reach, one at a time. Their job, their problems, what they scroll at night, what they are tired of hearing.
Then write a one paragraph portrait of my ideal reader that I can keep.

#03 THE POINT OF VIEW

Use when your content feels flat

Ask me five questions to find opinions I hold about [my field] that many people in it disagree with.
Turn my answers into three clear statements I could build content around. Make sure they are things I actually believe.

#04 THE CONTENT PILLARS

Use to stop posting randomly

Based on my expertise in [field] and my audience below, suggest four content pillars.
For each pillar, give the purpose, three example post ideas and why my audience would care.

[My audience]

#05 THE ORIGIN STORY

Use for an about section or pinned post

Interview me about how I got into [field], one question at a time. Ask about the turning points and mistakes.
Then help me write a short, honest origin story under 200 words, using only what I told you.

#06 THE BANNED WORDS LIST

Use to sound less like AI

List thirty words and phrases that make social posts sound generic or AI written.
Then rewrite this draft without any of them, keeping my voice.

[Draft]

#07 THE BIO BUILDER

Use for every profile

Write five bios for my [platform] profile, each under [character limit].
I help [audience] with [result]. Proof I can mention is [real proof].
My tone is [tone].

#08 THE SIGNATURE FORMAT

Use to become recognizable

Suggest five recurring post formats I could own, like a weekly series or a fixed structure.
Each must fit my voice and pillars, be easy to repeat and have a memorable name.

#09 THE VALUES FILTER

Use before you post anything

Here are my values and what I want to be known for.
Read the draft below and tell me honestly if it fits, what feels off, and what I should change or cut.

[Values and draft]

#10 THE STYLE GUIDE

Use to keep everything consistent

Combine my voice description, audience portrait and pillars into a one page style guide.
Include do and don't lists and three example sentences that sound like me.

PROMPTS 11 TO 20

IDEAS THAT NEVER RUN OUT

#11 THE QUESTION MINE

Use when you have nothing to say

I work as [role]. List twenty questions my audience asks or would ask, from beginner to advanced.
Mark the five that would make the best posts and explain why.

#12 THE INBOX HARVEST

Use every month

Here are questions and comments I received from people recently, with names removed.
Group them into themes and turn each theme into three post ideas.

[Questions and comments]

#13 THE MISTAKE BANK

Use for honest, relatable posts

Ask me about five mistakes I made in [field], one at a time, and what each taught me.
Turn each into a post idea with a lesson my audience can use.

#14 THE MYTH BUSTER

Use to create discussion

List ten common beliefs about [topic] that are wrong or oversimplified.
For each, explain what is closer to the truth and how sure we can be. Mark anything I should double check before posting.

#15 THE BEHIND THE SCENES

Use to build trust

Ask me what my typical week looks like, one question at a time.
Find ten moments that would make interesting behind the scenes posts and suggest how to show each one.

#16 THE TREND TRANSLATOR

Use when a topic is everywhere

Everyone is talking about [trend].
Suggest five angles on it that connect to my field and my opinions, without just repeating the news.

#17 THE BEFORE AND AFTER

Use for transformation posts

Help me describe a before and after from my own work or life, using only facts I give you.
Turn it into three post ideas, one emotional, one practical and one surprising.

[My before and after]

#18 THE IDEA REMIX

Use to multiply one idea

Take this one idea and give me ten different posts from it.
A story, a list, a myth, a question, a how to, a mistake, a comparison, a prediction, a quote and a challenge.

[Idea]

#19 THE 30 DAY CALENDAR

Use once a month

Using my pillars and the ideas below, plan 30 days of posts.
Mix formats, alternate between helpful, personal and opinion posts, and put the strongest ideas on [best days].
Give it to me as a table.

[Pillars and ideas]

#20 THE IDEA RANKER

Use when you have too many ideas

Rank these ideas by how useful they are for my audience, how unique they are to me, and how easy they are to make this week. Explain the top three in one line each.

[Ideas]

PROMPTS 21 TO 30

HOOKS

A hook is the first line. On most platforms it's the only line most people will ever read. These prompts help you write openings that are honest and still impossible to ignore.

#21 THE HOOK GENERATOR

Use for any post

Write fifteen first lines for a post about [topic] for [audience].
Use different styles. A surprising fact I give you, a bold opinion, a question, a tiny story, a number and a confession.
No clickbait. Each line must be true to the post.

#22 THE CURIOSITY GAP

Use when posts get no clicks

Rewrite this opening so it creates curiosity without lying or exaggerating.
Give five versions and explain what makes each one work.

[Opening]

#23 THE SPECIFICITY UPGRADE

Use when hooks feel generic

Here is my hook.
Make it more specific using real details I give you, like a number, a place, a time or a name of a tool.
Specific always beats general.

[Hook and details]

#24 THE CONTRARIAN OPENER

Use for opinion posts

Help me write an opening that disagrees with common advice in [field].
Base it on my real opinion here and keep it respectful, not rage bait.

[My opinion]

#25 THE STORY OPENER

Use for personal posts

Turn this experience into a first line that drops the reader straight into the moment.
Start in the middle of the action. Give five options.

[Experience]

#26 THE VIDEO HOOK

Use for the first three seconds of a video

Write ten spoken hooks for a short video about [topic].
Each must be under twelve words and paired with a visual idea for the first frame.

#27 THE TITLE DOCTOR

Use for articles, videos and newsletters

Here are my title ideas.
Score each one for clarity and curiosity, then write five better versions.

[Titles]

#28 THE HOOK TEST

Use before posting

Here are three hooks for the same post.
Pretend to be my ideal reader scrolling fast. Tell me which one would stop you and why. Be brutally honest.

[Hooks]

#29 THE HOOK LIBRARY

Use to build a swipe file of your own

Here are my ten best performing first lines.
Find the patterns and turn them into ten templates I can reuse, using my own words.

[My best first lines]

#30 THE HONEST PROMISE

Use to avoid clickbait

Read this hook and the post below it.
Does the post deliver what the hook promises? If not, rewrite the hook so it is still strong but completely honest.

[Hook and post]

PROMPTS 31 TO 40

X POSTS AND THREADS

#31 THE SINGLE POST

Use daily

Write five posts for X about [topic] in my voice.
Each under 280 characters, one idea per post, no hashtags, no emojis unless I ask.

#32 THE THREAD BUILDER

Use for deeper ideas

Turn this idea into a thread of seven to ten posts.
Post one is the hook, posts two to eight deliver one point each, the last post sums up and invites a reply.
Keep each post readable on its own.

[Idea]

#33 THE LESSON THREAD

Use after finishing a project

I just finished [project]. Here is what happened.
Turn it into a thread of lessons learned, honest about what went wrong, with one practical tip per post.

[What happened]

#34 THE TOOL BREAKDOWN

Use for practical audiences

Write a thread explaining how I use [tool or method] for [task]. Include the steps, one mistake to avoid and a tip most people don't know. Base it only on how I actually use it.

[How I use it]

#35 THE REPLY GUY UPGRADE

Use to grow through replies

Here is a post from someone in my field.
Write five thoughtful replies that add a new angle, a question or a personal example. No flattery and no self promotion.

[Post]

#36 THE QUOTE POST

Use for commentary

Help me write a quote post responding to [idea].
Agree or disagree clearly, add one reason from my experience and end with a question.

#37 THE POLL MAKER

Use for engagement and research

Write five poll ideas for my audience about [topic].
Each with four options, and tell me what I could learn from the results.

#38 THE BUILD IN PUBLIC UPDATE

Use weekly

Here are my numbers and events from this week.
Write an honest build in public update. What I did, what worked, what didn't and what's next. Only use numbers I provide.

[This week]

#39 THE THREAD EDITOR

Use before publishing a thread

Read my draft thread.
Cut every word that doesn't earn its place, make sure each post flows into the next, and flag any claim that needs proof.

[Draft]

#40 THE PINNED POST

Use once

Write a pinned post that tells new visitors who I am, who I help and why they should follow.
Under 280 characters, plus one alternative as a short thread.

PROMPTS 41 TO 50

LINKEDIN

#41 THE STORY POST

Use weekly

Turn this work experience into a LinkedIn post.
Start with the moment, explain the challenge, share what I learned and end with a question for readers.
Short paragraphs, under 200 words, no buzzwords.

[Experience]

#42 THE EXPERTISE POST

Use to show what you know

Write a practical LinkedIn post that teaches [skill] to [audience] in five steps.
Make each step concrete and add one personal example from the details I give you.

#43 THE CAREER LESSON

Use for personal reflection

Ask me about a turning point in my career, one question at a time.
Turn my answers into a post with a lesson that would help someone two steps behind me.

#44 THE ANNOUNCEMENT WITHOUT BRAGGING

Use for wins and launches

Help me announce [news] in a way that thanks the people involved, explains why it matters to others and sounds humble but not fake.

#45 THE CAROUSEL OUTLINE

Use for document posts

Outline a ten slide carousel about [topic].
Slide one is a hook, slides two to nine each have one idea in under twenty words, slide ten has a takeaway and an invitation to comment.

#46 THE COMMENT STARTER

Use for your own posts

Write five comments I can leave on posts in my field this week that show expertise without self promotion.
Topics are [topics].

#47 THE PROFILE ABOUT SECTION

Use once a year

Rewrite my About section in first person.
Who I help, how, proof and what I'm working on now. Under 250 words, my voice, only facts I give you.

[Current About and facts]

#48 THE HIRING POST

Use when you need people

Write a LinkedIn post announcing that we're hiring a [role].
Make it human, say what the person will actually do, who would love it and who wouldn't.

#49 THE LESSONS FROM FAILURE

Use after something didn't work

Help me write an honest post about [failure] and what I'd do differently.
Keep it constructive, take responsibility and avoid self pity.

#50 THE WEEKLY RECAP

Use on Fridays

Here is what I learned or noticed this week.
Turn it into a short list post with five takeaways for my audience.

[Notes]

PROMPTS 51 TO 60

SHORT VIDEO SCRIPTS

#51 THE 30 SECOND SCRIPT

Use for TikTok, Reels and Shorts

Write a 30 second video script about [topic].
Hook in the first three seconds, one main point, a quick example and a clear ending.
Include what to show on screen for each line.

#52 THE TALKING HEAD SCRIPT

Use when you speak to camera

Write a 45 second script I can say naturally to camera about [topic].
Short sentences, written for speaking, with pauses marked. Add a text overlay suggestion for each part.

#53 THE TUTORIAL SCRIPT

Use to teach something visual

Write a step by step script for a 60 second tutorial on [task].
Number the steps, say what the camera should show, and add one common mistake to warn about.

#54 THE DAY IN THE LIFE

Use for personal channels

Here is what my day looks like.
Turn it into a 40 second video plan with ten shots, a voiceover line for each and a hook at the start.

[My day]

#55 THE MYTH VIDEO

Use for engaging formats

Write a short video script that says a common myth in [field], then reveals what is closer to the truth.
Keep it under 40 seconds and make the reveal feel satisfying.

#56 THE SERIES PLANNER

Use to build a following

Plan a ten episode video series about [topic].
Give each episode a title, a hook and the one thing viewers will learn.

#57 THE CAPTION WRITER

Use for every video

Write three captions for this video script. One short, one with context and one with a question to drive comments.

[Script]

#58 THE B ROLL LIST

Use before filming

For this script, list all the supporting shots I should film, with simple ideas I can do at home or at work.

[Script]

#59 THE RETENTION FIX

Use for videos people stop watching

Here is my script and the second where most people stopped watching.
Suggest why they left and how to rewrite that part.

[Script and drop off point]

#60 THE LIVE PLAN

Use before going live

Plan a 20 minute live session about [topic].
An opening, three segments, questions to ask viewers and a clear ending.

PROMPTS 61 TO 70

CAROUSELS AND VISUALS

#61 THE CAROUSEL SCRIPT

Use for Instagram and LinkedIn

Write the text for a seven slide carousel about [topic].
Big headline per slide, under fifteen words each, one idea per slide, last slide saves and shares.

#62 THE CHECKLIST GRAPHIC

Use for saveable content

Turn this process into a checklist graphic with eight items, each under ten words.
Suggest a title and a layout idea.

[Process]

#63 THE COMPARISON VISUAL

Use for this versus that topics

Write the text for a visual comparing [option A] and [option B] for [audience].
Five rows, honest about the trade offs.

#64 THE QUOTE CARD

Use for memorable lines

From my post below, pull five lines that would work as a quote card.
Each under fifteen words and meaningful on its own.

[Post]

#65 THE IMAGE BRIEF

Use when working with a designer or image tool

Describe the visual for this post so a designer can make it.
Mood, colors, composition and what to avoid. No copying of existing brands or artists.

[Post]

#66 THE INFOGRAPHIC PLAN

Use for data or processes

Plan an infographic about [topic] using only these facts.
Title, sections, which facts go where and one sentence conclusion.

[Facts]

#67 THE MEME BRAINSTORM

Use for lighter content

Suggest ten meme ideas about everyday struggles of [audience].
Use common, generic formats described in words. Keep them kind, not mean.

#68 THE THUMBNAIL TEXT

Use for videos

Write ten thumbnail texts for a video titled [title].
Each under five words, emotional or curious, not misleading.

#69 THE ALT TEXT WRITER

Use for every image

Write clear alt text for this image description so people using screen readers understand it.
Keep it under 125 characters.

[Image description]

#70 THE VISUAL CONSISTENCY CHECK

Use monthly

Here are descriptions of my last ten visuals.
Tell me if they look like one brand, what is inconsistent and three simple rules to fix it.

[Descriptions]

PROMPTS 71 TO 80

REPURPOSE ONE INTO TEN

The most productive creators don't make more content. They make one strong piece and turn it into many.

#71 THE CONTENT WATERFALL

Use for every big piece

Here is my article or video transcript.
Turn it into one LinkedIn post, three X posts, one thread, one carousel outline, one short video script and one newsletter intro.

[Content]

#72 THE PODCAST TO POSTS

Use after an episode

Here is a podcast transcript.
Find the ten best moments and turn each into a short post with a strong opening line.

[Transcript]

#73 THE THREAD TO ARTICLE

Use for your best threads

Expand this thread into a 900 word article with an introduction, examples and a conclusion.
Keep my voice.

[Thread]

#74 THE OLD POST REFRESH

Use for posts that did well a year ago

Here is a post that performed well last year.
Update it with what I've learned since, write a new hook and change the format.

[Old post and what changed]

#75 THE NEWSLETTER BUILDER

Use weekly

Turn my best three posts this week into a newsletter.
A personal opening, the three ideas expanded slightly and one recommendation.

[Posts]

#76 THE WEBINAR TO CONTENT

Use after any talk or webinar

Here are my slides and notes.
Plan two weeks of content from it, one piece per day, with format and hook for each.

[Slides and notes]

#77 THE LONG TO SHORT

Use for videos

Here is a long video transcript.
Find five clips under 60 seconds that work alone, with start and end lines and a hook for each.

[Transcript]

#78 THE FAQ PAGE

Use when people keep asking the same things

Turn these questions and my answers into a clear FAQ page.
Short answers, my voice.

[Questions and answers]

#79 THE PLATFORM TRANSLATOR

Use when moving content across platforms

Rewrite this post for [new platform].
Adapt length, tone and format to what works there, but keep the core idea.

[Post]

#80 THE EVERGREEN FINDER

Use quarterly

Here are my posts from the last three months.
Find the ones that will still be useful in a year and suggest how to reshare each one.

[Posts]

PROMPTS 81 TO 90

ENGAGEMENT AND COMMUNITY

#81 THE COMMENT REPLY HELPER

Use when comments pile up

Here are comments on my post.
Suggest short, genuine replies for each. Thank people, answer questions and keep the conversation going.

[Comments]

#82 THE CRITIC RESPONSE

Use for negative comments

Someone left this critical comment.
Help me reply calmly. Acknowledge what is fair, correct what is wrong, no defensiveness. Or tell me if it's better not to reply.

[Comment]

#83 THE DM OPENER

Use for networking

Write a short first message to [type of person] that I admire.
Mention something specific they made, ask one easy question and don't ask for anything big.

#84 THE COLLABORATION PITCH

Use to work with other creators

Write a short collaboration pitch to [creator type].
Explain the idea, what's in it for them and an easy next step.

#85 THE COMMUNITY QUESTION

Use weekly

Write ten open questions that would get my audience talking about [topic].
Easy to answer, but interesting enough to read other people's answers.

#86 THE CHALLENGE DESIGNER

Use to activate followers

Design a seven day challenge for my audience related to [topic].
One small task per day, a way to share progress and a simple reward.

#87 THE SHOUT OUT POST

Use to support others

Help me write a post recommending three people or resources in my field.
Explain exactly why each one is worth following.

#88 THE WELCOME MESSAGE

Use for new subscribers or members

Write a warm welcome message for new followers of my newsletter or community.
Who I am, what to expect, and one question to reply to.

#89 THE EVENT INVITE

Use for live events

Write an invitation for [event].
What it is, who it's for, what they'll get, when and how to join.
Short and exciting.

#90 THE THANK YOU POST

Use at milestones

Help me write a thank you post for reaching [milestone].
Focus on the audience, share one lesson and say what's coming next.

PROMPTS 91 TO 100

REVIEW AND GROW

#91 THE MONTHLY ANALYTICS READ

Use once a month

Here are my numbers for the month by post.
Find what worked, what didn't and what patterns you see.
Suggest three experiments for next month. Use only these numbers.

[Numbers]

#92 THE TOP POST AUTOPSY

Use on your best post

This post performed much better than usual.
Analyze why it might have worked and how to repeat that without copying myself.

[Post and numbers]

#93 THE FLOP REVIEW

Use on your worst post

This post performed worse than usual.
Give me five possible reasons, ranked, and one change for next time.

[Post and numbers]

#94 THE CONTENT AUDIT

Use quarterly

Here is a list of my last 30 posts with topic and format.
Show the balance between pillars and formats, and what I'm overdoing or missing.

[Posts]

#95 THE EXPERIMENT PLANNER

Use monthly

Design three small content experiments for next month.
For each, what I change, what I keep the same, how long I test and how I know if it worked.

#96 THE BURNOUT CHECK

Use when posting feels like a chore

Ask me five questions about how content creation feels right now, one at a time.
Help me find a sustainable rhythm and what to drop.

#97 THE OFFER BRIDGE

Use when you sell something

I sell [product or service].
Suggest how my content can naturally lead to it, with five post ideas that help first and mention the offer honestly.

#98 THE GOAL SETTER

Use every quarter

Help me set three content goals for the next 90 days that are within my control, like posting rhythm and experiments, not just follower numbers.
Break each into weekly actions.

#99 THE YEAR IN REVIEW

Use in December

Ask me about my content year, one question at a time.
Then write a year in review post with lessons, favorite pieces and what's next.

#100 THE VOICE CHECK UP

Use every six months

Here are my latest ten posts and my original voice description.
Tell me if my voice drifted, where I sound most like myself and where I sound like everyone else.

[Posts and voice description]

THE LAST PAGE

YOUR FIRST AFTERNOON

Block three hours this week. Here's what to do with them.

- [ ] Hour one. Run prompts 01, 02 and 04. Save the results.
- [ ] Hour two. Run 11 and 19 to plan a month of posts.
- [ ] Hour three. Write the first week with the platform chapters, then add your own stories to every draft.

That's it. A month planned, a week written and a voice that's actually yours.

> *AI can write a post. Only you can mean it.*



THANK YOU FOR READING

Content isn't about posting more. It's about saying something only you could say, often enough that people remember it.

This book is part of the Booktronaut universe. Every category is a planet, every book is a world, and every page you read grows a universe of your own.

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