Magic Content Creation Prompt

For use with your favorite AI Tool such as ChatGPT, Gemini or Claude. You can cut and paste into the prompt box and fill in the blanks.

Content Creation am a [insert role – e.g., commercial mediator, arbitrator, neutral] who works primarily with [insert audience – e.g., general counsel, trial lawyers, business owners] in [insert field – e.g., high-value disputes, personal injury, complex family matters].

I want to create a [blog post / LinkedIn article / CLE outline / checklist / podcast topic / explainer PDF] to be shared on [LinkedIn / my firm's website / a bar association / newsletter / panel presentation].

The goal of this content is to:

- Help my audience understand [insert insight or mistake you see often]

- Show how I help them achieve [insert outcome – e.g., faster resolutions, better client experience, reduced litigation risk]

- Build trust and credibility in a way that feels [choose tone – helpful / professional / approachable / thought-provoking]

Please generate 3–5 impactful content ideas that align with this — each one should include:

- A working title or headline

- A one-sentence hook or introduction

- One or two key takeaways my audience would find helpful