



Exactly What to Say® Certified Guide Writing Prompts for Articles and Social Captions

Important: Always complete your **3x3x3 exercise** before using these prompts so your audience, challenges, and solutions are crystal clear.





Article Prompts (500–1,200 words)

Prompt 1 – Audience Challenge & Solution

You are a Certified Guide for Exactly What to Say®. Write a 750-word article for [audience type] about the challenge of [specific challenge from your 3x3x3].

- ✓ Explain the challenge clearly and why it matters.
- ✓ Show how one principle or concept from EWTS can address it.
- ✓ Include a real-world example from your own work.
- ✓ Write in a professional, precise, and audience-first tone.
- ✓ Avoid clichés, overuse of emojis, and over-explaining Magic Words.

Prompt 2 – Step-by-Step / Checklist

Write an 800-word article for [audience type] on [specific challenge].

- ✓ Create a 5-step process or checklist the reader can follow.
- ✓ Tie each step to an EWTS principle without over-explaining it.
- ✓ Use sub-headings for each step.
- ✓ Include 1–2 sentences per step on how to apply it.

Prompt 3 – Expert Perspective

Write a 1,000-word article for [audience type] where you give your expert take on [industry topic relevant to audience].

- ✓ Reference an EWTS concept that supports your point.
- ✓ Include a story or case study from your experience.
- ✓ Keep tone confident, specific, and solution-focused.





Social Caption Prompts (LinkedIn & Instagram)

Prompt 1 – Quick Insight with CTA

Write a LinkedIn and Instagram caption for [audience type] sharing one practical insight from EWTS about [specific challenge].

- ✓ Keep it to one core idea.
- ✓ Hook the reader in the first 2–3 lines without clickbait.
- ✓ End with a simple call-to-action such as: “Comment QUESTIONS below and we’ll DM you a 3-minute prep sheet.”
- ✓ Avoid overuse of emojis (❤️ only when relevant).
- ✓ Keep tone professional, clear, and audience-first.

Prompt 2 – From Problem to Principle

Write a caption showing [audience type] how to go from [specific challenge] to [desired outcome] using one EWTS principle.

- ✓ Open with the challenge in relatable terms.
- ✓ Introduce the principle naturally.
- ✓ End with a question that invites responses.

Prompt 3 – Story with Takeaway

Write a short LinkedIn/Instagram caption that tells a real example from your own work with [audience type] where applying [specific EWTS principle] made a difference.

- ✓ Keep the story concise.
- ✓ End with the takeaway in one impactful sentence.
- ✓ Avoid “story time” tropes – just start with the action or context.





How to Get the Best Results from These Prompts

- ✓ Always give the AI your **audience**, **challenge**, and **principle** in the prompt.
- ✓ Add details from your real experience to keep it credible.
- ✓ Edit heavily – never post AI output without reviewing for tone and flow.
- ✓ Run your draft through the “Before You Submit” checklist for articles or the style guidelines for captions.

