

# THE VIRAL CONTENT PLAYBOOK

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8 PROMPTS FOR WRITING, HOOKS, VISUALS, REPURPOSING, SCRIPTS, AND REVIEW



VIRAL-FOCUSED FRAMEWORKS



HOOKS THAT STOP THE SCROLL



REPURPOSE ONCE, PUBLISH EVERYWHERE



REVIEW & IMPROVE BEFORE YOU POST



CREATE



ADAPT



AMPLIFY



// READ FIRST

# HOW TO USE THIS PLAYBOOK

**8 prompts.** Each one runs in any AI tool you already pay for, ChatGPT, Claude, Gemini, whichever. Together, they're the system that produced 20 million Facebook views in a single month. Here's the order to run them.

## 01 Build your Voice Rules first.

Run Prompt 06 (Voice Profile Builder) with 3 to 5 of your best writing samples. Save the "Voice Rules for AI" output. That goes at the top of every other prompt in this playbook.

## 02 Run anti-slop on every output.

Prompt 01 is the editing system that strips AI patterns. Run it on every draft before you publish. The first time you run it, you'll hear the difference in 10 minutes.

## 03 Use the rest as needed.

Prompts 02 through 08 cover writing posts, finding angles, repurposing, scripting video, generating images, and reviewing drafts. Pick what fits the job.

## 04 Don't tweak the prompts on the first run.

The wording is calibrated. Run each one as written to see how it performs. After 5 to 10 runs, customize for your niche and voice.

## 05 The patterns matter more than the prompts.

Prompts get outdated. Patterns don't. Notice what each prompt is doing structurally, and you'll learn to write your own.

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# WHAT'S INSIDE

8 prompts, organized by job. Run any one standalone. Stack them for a full content workflow.

**01 / EDIT****ANTI-AI SLOP CHECKLIST**

The 5-pass editing system that strips AI patterns from any draft. Run it on every output before you publish.

**02 / POST****FACEBOOK LONG-FORM POST**

Turn raw notes into a Facebook post using one of 4 proven structures. Authority-first, not attention-first.

**03 / STRATEGY****NEWSJACKING ANGLES**

Find trending stories from the last 48 hours and connect them to your niche with specific opening hooks.

**04 / DISTRIBUTE****CONTENT REPURPOSER**

Take one piece of content and rebuild it as platform-native posts for Facebook, X, IG, TikTok, YouTube, LinkedIn.

**05 / VISUAL****SCENE GENERATOR**

AI image prompts that place a real person into any scene with their identity preserved. Works in Gemini, Midjourney, DALL-E, ChatGPT.

**06 / VOICE****VOICE PROFILE BUILDER**

Run this first. Analyzes your writing samples and produces the Voice Rules you paste into every other prompt.

**07 / SCRIPT****SHORT-FORM VIDEO SCRIPT**

15 to 60 second scripts for TikTok, Reels, and YouTube Shorts. Hook, body, close, optimized for retention.

**08 / REVIEW****CONTENT CRITIC**

Reviews any draft against 6 criteria, names the AI patterns it found, and gives you a revised version ready to publish.

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// PROMPT 01 SYSTEM

# ANTI-AI SLOP CHECKLIST

Runs your AI-generated content through 5 editing passes that catch and fix the patterns that make content sound robotic. **Strips the "AI wrote this" fingerprint so your posts sound like you.**

## // VOICE RULES

Paste your Voice Rules (from Prompt 06) above this prompt before running.

## // WHEN TO USE IT

After any AI-generated draft. Before publishing. The output is publish-ready prose plus a changelog showing exactly which patterns it stripped.

## // HOW TO USE THE OUTPUT

Read the changelog before you read the rewrite. The patterns it caught are the patterns you'll start catching yourself. After 10 runs, you'll write fewer of them on the first draft.

## // THE PROMPT

## ANTI-AI-SLOP.PROMPT

● COPY-PASTE READY

You are an expert editor who specializes in detecting and removing AI writing patterns. I'm going to give you a piece of content. Run it through these 5 editing passes in order. For each pass, make the fixes silently and move to the next. At the end, give me the cleaned version and a short summary of what you changed.

**PASS 1 - STRUCTURE**

Look for and fix:

- Binary opposites ("It's not about X, it's about Y") - say what you actually mean instead
- Forced threes ("fast, efficient, and reliable") - use two items, or four, or one with proof
- Infomercial transitions ("The best part?" "Here's the kicker" "Sound familiar?") - delete the question, connect setup to payoff directly
- "No X. No Y. Just Z." patterns - skip the theatrical negation, state what it IS

**PASS 2 - PHRASES**

Delete or replace these on sight. The sentence is stronger without them:

- Game-changer, revolutionize, supercharge, level up, deep dive, actionable insights, move the needle, low-hanging fruit, synergy, unlock your potential
- Throat-clearing hedges: "It's worth noting," "It's important to remember," "You might want to consider," "Needless to say," "Interestingly enough"
- Thesaurus syndrome: utilize -> use, facilitate -> help, implement -> start/build, leverage -> use, commence -> start, endeavor -> try, comprehensive -> full/complete
- Melodramatic realizations: "That's when everything changed," "Something shifted in that moment," "This stopped me in my tracks"
- "Enter: [thing]" introductions
- "If you're serious about..." calls to action
- "To your success," sign-offs

**PASS 3 - VERBS**

Fix these patterns:

- Too many -ing forms (more than 2 per paragraph is a red flag). Replace with direct verb forms: "I run a business" not "Running a business"
- Passive voice: "was created," "is designed," "has been shown" -> name the actor, "We did X"
- Corporate zombie verbs: highlighting, emphasizing, facilitating, driving engagement, enabling, empowering -> use normal verbs

**PASS 4 - FORMATTING**

Fix these tells:

- Arrow bullets (-> or ->) - use regular dashes or bullets, one arrow per post max
- Emoji confetti - zero emojis in professional content, one per section max in casual
- Em dash addiction - if there's more than one per paragraph, replace extras with commas or periods
- Over-bolding - if everything is emphasized, nothing is

**PASS 5 - CONTENT**

Fix these problems:

- Generic claims without numbers, names, or dates ("significant improvement," "many companies have found")
- Fake case studies with generic names and perfectly clean success stories
- Symbolism overdose ("This symbolizes," "Which reflects," "Underscoring the importance")
- Authenticity theater ("Real strategies for real results," "No fluff, just transparent approaches")
- Universal transformation claims ("This one shift changed everything")

After all 5 passes, give me:

1. The cleaned version, ready to use
2. A changelog showing what you fixed, grouped by pass number

Here's the content to clean:

[PASTE YOUR CONTENT HERE]

// PROMPT 02 CONTENT

# FACEBOOK LONG-FORM POST

Takes raw material (an idea, a story, rough notes, or a topic) and turns it into a long-form Facebook post using one of four proven structures. **Builds authority, not just attention.**

## // VOICE RULES

Paste your Voice Rules (from Prompt 06) above this prompt before running.

## // THE FOUR STRUCTURES

**System Map.** Use when explaining how something works or naming a pattern others haven't named yet.

**Field Report.** Use for "here's what happened and what I took from it" posts grounded in real experience.

**Personal Signal.** Use for observations about life or work that carry weight without being vulnerable for vulnerability's sake.

**Bridge.** Use for shifting the reader from a problem they recognize to a frame they haven't considered.

## // HOW TO USE THE OUTPUT

Paste the result into Facebook as-is. Then run it through Prompt 01 (Anti-AI Slop) before you publish. The structure note tells you which one was used so you can rotate over time.

## // THE PROMPT

FB-LONG-FORM.PROMPT

● COPY-PASTE READY

You are a content strategist who writes Facebook posts that build authority, not just attention. I'm going to give you raw material (an idea, a story, rough notes, or a topic). Your job is to turn it into a Facebook post using one of the four structures below. Pick whichever structure best fits the content.

**THE FOUR STRUCTURES:**

- 1. SYSTEM MAP** - Use when explaining how something works or naming a pattern others haven't named yet.  
Structure: Hook (breaks a pattern or names something true) -> Pattern statement (what this is) -> Structure (3-5 layers that make the system visible) -> Consequence (what happens when people miss or get this) -> Anchor question (invites reflection)
- 2. FIELD REPORT** - Use for "here's what happened and what I took from it" posts grounded in real experience.  
Structure: Context (what was happening) -> Action (what was done) -> Process (3-4 specific details) -> Result (what actually happened) -> Meaning (why this matters beyond this situation)
- 3. PERSONAL SIGNAL** - Use for observations about life or work that carry weight without being vulnerable for vulnerability's sake.  
Structure: Unexpected setup -> Grounding detail -> Reflection (an observation, not a lesson) -> Values anchor -> Optional question
- 4. BRIDGE** - Use for shifting the reader from a problem they recognize to a frame they haven't considered.  
Structure: Acknowledgment (meet them where they are) -> Problem (name the actual friction) -> Reveal (the reframe) -> Solution (concrete, not abstract) -> Low-friction CTA (optional)

**WRITING RULES (non-negotiable):**

- The first two lines must earn the rest of the post. If they don't stop the scroll, nothing below matters.
- No section headers, no bold, no italic, no emojis, no bullet points, no numbered lists in the output
- Use a single blank line between distinct ideas
- Short sentences for impact. Medium for flow. Long sentences sparingly for complexity.
- Be specific: real numbers, real situations, real details. "Revenue went up 20%" beats "results improved."
- Kill the warm-up. If the first sentence is setup ("I've been thinking a lot about..."), delete it and start with the actual thought.
- No motivational filler: "believe in yourself," "you've got this," "stay hungry"
- No corporate words: leverage, optimize, unlock, transform, game-changer, actionable, deep dive
- No em dashes
- No hedge phrases: "It's worth considering," "You might want to think about"
- End on the actual last point. No tidy bows. No "What do you think?"
- 200-500 words for most posts. Hard ceiling 800.

Give me the post ready to paste into Facebook. Nothing before it, no preamble. After the post, tell me which structure you used and one thing I could push further for more edge.

Here's my raw material:

[PASTE YOUR IDEA, NOTES, OR TOPIC HERE]

// PROMPT 03 STRATEGY

# NEWSJACKING ANGLES

Takes your niche and finds trending news stories you can create content around. **Gives you specific angles and opening hooks that connect viral moments to your expertise.** Skip TikTok challenges and memes without substance.

## // REQUIRES WEB ACCESS

This prompt asks the AI to search current news. Use it in a tool with web search enabled (ChatGPT with browsing, Claude with search, Gemini, Perplexity).

## // FILL IN BEFORE RUNNING

Replace the four bracketed sections with your specifics: niche, core themes, audience, and voice. Be honest about your voice (casual, professional, bold, measured). The output adapts.

## // HOW TO USE THE OUTPUT

Each angle includes a hook concept. Use that as the opening line of a post. Run the post through Prompt 02 (FB Long-Form) for full structure, then Prompt 01 (Anti-Slop) before publishing. Hit the time-sensitive ones first.

## // THE PROMPT

NEWSJACKING.PROMPT

● COPY-PASTE READY

You are a viral content strategist who specializes in newsjacking: taking trending topics and creating compelling content angles for creators in specific niches.

**MY POSITIONING:**

- My niche: [YOUR NICHE]
- My core themes: [3-5 TOPICS YOU REGULARLY POST ABOUT]
- My audience: [WHO FOLLOWS YOU AND WHAT THEY CARE ABOUT]
- My voice: [CASUAL/PROFESSIONAL/BOLD/MEASURED - describe briefly]

**YOUR JOB:**

1. Search for 8-10 trending news stories from the last 48 hours. Look across tech, business, culture, economy, and anything relevant to my niche. Every story must have named people or companies, a clear event, and active social discussion. Skip TikTok challenges and memes without substance.

2. For each story that has a genuine connection to my niche, give me:

STORY: [Headline]

What happened: [2-3 sentences with specific details]

Why it's trending: [The controversy, surprise, or impact]

ANGLE: [Give it a name]

My position: [How this connects to my worldview, in my voice]

Viral potential: X/10

Content direction: [What kind of post to write]

Hook concept: [An actual opening line I could use, not a generic description]

Why this hits: [Why my specific audience cares]

3. Only include stories where you see an authentic connection to my niche. If a story has no real angle for me, skip it entirely. One strong angle per story is better than two mediocre ones.

4. After all angles, give me a content calendar:

- Post first (most time-sensitive)
- This week (still in the conversation window)
- Next week (longer shelf life)

Find me stories to newsjack right now.

// PROMPT 04 **CONTENT**

# CONTENT REPURPOSER

Takes one piece of content (a post, newsletter, article, podcast notes) and turns it into platform-native versions for Facebook, X, Instagram, TikTok, YouTube, and LinkedIn.

**Each version rebuilt for that platform from scratch, not copy-pasted.**

## // VOICE RULES

Paste your Voice Rules (from Prompt 06) above this prompt. Then list the platforms you want at the bottom of the prompt.

## // THE THREE STEPS

- 1. Mine the source.** Extracts central takeaway, supporting points, stories, stats, and standalone lines.
- 2. Build platform versions.** Each one uses native format, scroll-stopping hooks tuned to that channel, and a clear CTA.
- 3. Recommend a posting schedule.** Which platform first, stagger over how many days.

## // HOW TO USE THE OUTPUT

Run each platform version through Prompt 01 (Anti-Slop) before publishing. The native structure is right, but the AI fingerprint can still leak through. Edit the hooks once you see what hits.

## // THE PROMPT

REPURPOSER.PROMPT

● COPY-PASTE READY

You are a content strategist who specializes in turning one piece of content into platform-native posts for multiple channels. Not lazy cross-posting. Each version must feel like it was built for that platform from scratch.

**STEP 1: MINE THE SOURCE**

Read my content below and extract:

- Central takeaway (one sentence)
- 3-7 supporting points
- Any stories, examples, or anecdotes
- Numbers, stats, or proof points
- The most unexpected or contrarian angle
- Any standalone lines that work without context

**STEP 2: BUILD PLATFORM VERSIONS**

Create versions for each platform I select. For each one, use the platform's native format, open with a scroll-stopper that fits that channel's energy, and include a clear call to action.

**PLATFORMS (remove any you don't need):**

FACEBOOK: 200-500 words. No headers, no bold, no emojis, no bullets. Single blank lines between ideas. Hook must land above the "See More" cutoff (first 3 lines on mobile). End without a tidy bow.

X/TWITTER (long-form post): 500-2500 characters. Sharp, direct tone. Open with a bold claim or observation. One idea, fully developed. No thread format.

X/TWITTER (thread): 8-15 tweets. Opening tweet is a bold claim with a thread indicator. Each tweet is numbered with a headline and 2-3 sentences. Closing tweet summarizes and asks for repost/follow.

INSTAGRAM (caption): Hook line that works before the "more" cutoff. 2-4 short paragraphs of value. Save/share prompt at the end. 3 niche hashtags.

TIKTOK (script): 15-30 seconds. Hook in first 3 seconds (visual + verbal). "Here's the thing:" then 3 points delivered fast. Close with "Follow for more [topic]" or "Save this."

YOUTUBE SHORT (script): 10-35 seconds. Immediate value promise or pattern interrupt. Deliver value fast. End with subscribe prompt or end abruptly to drive rewatches.

LINKEDIN: 1,200-1,500 characters. Professional but not corporate. Open with a scroll-stopper. Five numbered points with brief explanations. Takeaway. Question or CTA. 3-5 hashtags at bottom.

**VOICE CALIBRATION:**

- LinkedIn: professional, reflective
- X: sharp, direct
- Instagram: visual, motivational
- TikTok: casual, high energy
- YouTube: conversational, thorough
- Facebook: personal, authoritative

IMPORTANT: Do not copy-paste the same content across platforms. Each version must use that platform's native structure, length norms, and scroll-stopping conventions.

**STEP 3: POSTING SCHEDULE**

Recommend a publishing order with timing (which platform first, stagger over how many days).

Here's my source content:

[PASTE YOUR CONTENT HERE]

Create versions for these platforms: [LIST WHICH PLATFORMS YOU WANT]

// PROMPT 05 VISUAL

# SCENE GENERATOR

Takes a description of a scene you want to create and writes a detailed AI image generation prompt that places a real person into that scene with their identity preserved. **Works in Gemini, ChatGPT image generation, Midjourney, and DALL-E.**

// HOW TO USE THE OUTPUT

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**01 Copy the prompt the AI writes for you.**

The output is itself a prompt, designed to be pasted into your image tool.

**02 Open your image generation tool.**

Gemini, ChatGPT image gen, Midjourney, or DALL-E.

**03 Upload a clear photo of the person you want in the scene.**

Best results: front-facing, well-lit, single subject.

**04 Paste the prompt alongside the photo.**

Generate. Iterate on lighting and pose if the first image misses.

## // THE PROMPT

SCENE-GENERATOR.PROMPT

● COPY-PASTE READY

You are a senior visual director and identity-preservation specialist. I'm going to describe a scene I want to create. Your job is to write a complete, copy-paste-ready image generation prompt that I can use in Gemini, ChatGPT, Midjourney, or any AI image tool.

The prompt you write must:

1. Describe the scene in enough detail that any image model can recreate it
2. Include an identity lock system so the subject looks exactly like themselves
3. Specify lighting, color grading, and atmosphere precisely
4. Include integration instructions so the person looks like they belong in the scene

WRITE THE PROMPT IN THIS FORMAT:

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TASK: Analyze the attached subject image. Perform a complete identity extraction. Generate an image of that exact person placed into the scene described below. The subject's identity is locked. All reasoning is internal. Only output the generated image.

IDENTITY RULES (apply silently):

- Extract the subject's bone structure, face shape, eye shape/color/spacing, nose character, mouth proportions, skin tone/undertone, and hair color/texture from the uploaded photo
- Identify the 2-3 most distinctive features that make this person immediately recognizable. These survive everything: pose changes, angle changes, lighting changes
- Do not generate someone who "looks like" the subject. Generate the actual subject.
- Do not idealize, beautify, or smooth distinctive features
- What adapts to the scene: lighting, expression, gaze, pose, clothing, hair movement. What never changes: bone structure, eye spacing, nose shape, skin undertone, distinctive marks

THE SCENE:

[Describe the full environment: location, spatial depth, surfaces, textures, time of day, atmosphere, background detail. Be specific enough that a director could build this set.]

LIGHTING:

[Every light source: direction using clock positions (e.g. "primary at 10 o'clock upper left"), hardness vs softness, color temperature, how it creates shadow and highlights on the subject]

COLOR AND GRADE:

[Dominant palette, shadow warmth/coolness, contrast level, grain, overall mood of the color treatment]

INTEGRATION REQUIREMENTS:

[How the subject physically interacts with the scene: ground shadows, reflections, atmospheric wrapping, depth of field consistent with their position in the scene]

ASPECT RATIO: [e.g. 4:5, 16:9, 1:1, 9:16]

ADDITIONAL DETAILS (optional): [Any specific wardrobe, expression, pose, or mood]

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THE SCENE I WANT:

[DESCRIBE YOUR SCENE HERE - be as specific as possible about the environment, mood, lighting, and what the person should be doing]

// PROMPT 06 VOICE

# VOICE PROFILE BUILDER

Analyzes 3 to 5 of your writing samples and builds a profile of your unique voice: vocabulary, tone, sentence patterns, rhetorical habits, and values. **Run this first.** The "Voice Rules for AI" output goes at the top of every other prompt in this playbook.

## // THIS IS THE FOUNDATION

Skip this prompt and every other output sounds 30% less like you. Run it once with your best samples. Save the output. Update every few months.

## // WHAT IT ANALYZES

Vocabulary, tone, sentence structure, rhetorical patterns, content patterns, and values. Six dimensions in total. The profile applies to anything you might write on any topic, not just the samples you fed it.

## // HOW TO USE THE OUTPUT

Save the full Voice Profile somewhere you can reference. The "Voice Rules for AI" section at the bottom is the 10 to 15 bullet points you paste at the top of every prompt in this playbook before you fill in the blanks. That single paste makes the difference between AI sounding generic and AI sounding like you.

## // THE PROMPT

## VOICE-PROFILE.PROMPT

● COPY-PASTE READY

You are an expert writing analyst. I'm going to give you 3-5 samples of my writing. Your job is to analyze my voice and produce a Voice Profile I can reference whenever I use AI to create content.

Do NOT give me specific examples or quotes from my writing. Instead, describe the patterns and tendencies you observe so the profile applies to anything I might write on any topic.

Analyze these dimensions:

**VOCABULARY**

- Word complexity level (simple and direct vs. elevated and technical)
- Industry-specific language patterns
- Words or phrases I gravitate toward
- Words or phrases I avoid

**TONE**

- Overall energy (calm, intense, playful, serious, irreverent, measured)
- How I handle authority (do I assert, suggest, question, challenge?)
- Emotional range (how much feeling shows in the writing)
- Humor style (if any)

**SENTENCE STRUCTURE**

- Average sentence length and variation patterns
- Paragraph length tendencies
- How I open paragraphs (do I lead with claims, questions, stories, data?)
- How I close sections (tidy conclusions, open questions, abrupt stops?)
- Punctuation habits

**RHETORICAL PATTERNS**

- How I build arguments (linear, layered, story-driven, contrarian)
- How I use proof (personal experience, data, analogies, authority)
- Transition style between ideas
- How I handle nuance and qualifiers

**CONTENT PATTERNS**

- Recurring themes across the samples
- What I emphasize vs. what I skip
- How much context I provide before making a point
- Whether I address the reader directly or speak generally

**VALUES AND WORLDVIEW**

- What principles surface across the writing
- What frustrates me (based on what I push back against)
- What I respect and advocate for
- How I view my audience (peers, students, community, clients)

**OUTPUT FORMAT:**

Give me a single document titled "Voice Profile" with each dimension as a section. Write it in second person ("You tend to...") so I can paste it directly into future prompts as a voice reference.

At the end, add a section called "VOICE RULES FOR AI" that distills the profile into 10-15 bullet points I can paste at the top of any prompt to make AI match my voice. Format these as direct instructions ("Write in short declarative sentences" not "The author tends to use short sentences").

Here are my writing samples:

[PASTE 3-5 PIECES OF YOUR WRITING HERE - blog posts, social posts, emails, newsletters. The more variety, the better the profile.]

// PROMPT 07 CONTENT

# SHORT-FORM VIDEO SCRIPT

Writes a 15 to 60 second video script for TikTok, Reels, or YouTube Shorts from a topic or talking point. **Structures the hook, body, and close for maximum retention.** Filmable in one take.

## // VOICE RULES

Paste your Voice Rules (from Prompt 06) where it says "MY VOICE" in the prompt. Specify length up front (15, 30, or 60 seconds).

## // THE STRUCTURE

**Hook (first 3 seconds):** Pattern interrupt. Bold claim, specific number, audience callout, or unexpected admission.

**Body (middle):** Maximum 3 points, each one sentence. Build momentum, no padding.

**Close (final 3-5 seconds):** One CTA only. "Follow for more X," "Save this," "Part 2?" or end abruptly mid-thought to drive rewatches.

## // HOW TO USE THE OUTPUT

Read it out loud once before filming. If a line feels written, rewrite it. The [PAUSE] and [CUT] markers are stage directions, not lines to say. Run the script through Prompt 01 (Anti-Slop) if it sounds polished.

## // THE PROMPT

SHORT-FORM-VIDEO.PROMPT

● COPY-PASTE READY

You are an expert short-form video scriptwriter. I'm going to give you a topic. Write a script for a talking-head video that I can film in one take.

VIDEO LENGTH: [15 / 30 / 60] seconds

**SCRIPT STRUCTURE:**

HOOK (first 3 seconds):

Write a pattern interrupt that stops the scroll. This must work as both spoken words AND a visual moment. Options:

- A bold claim that challenges what people believe
- A specific number or result that creates curiosity
- A direct callout to a specific audience ("This is for anyone who...")
- A confession or unexpected admission

Do NOT open with: "Hey guys," "So today I want to talk about," "Did you know," or any warm-up. The first word out of my mouth needs to earn the next 3 seconds.

BODY (middle section):

Deliver the value fast. Rules:

- Maximum 3 points. Fewer is better.
- Each point gets one sentence, maybe two. No padding.
- Build momentum. Each point should feel more interesting than the last.
- Use the phrase "Here's the thing:" or "Here's what nobody tells you:" as a transition into the meat only if it fits naturally. Otherwise just start.

CLOSE (final 3-5 seconds):

Pick ONE:

- "Follow for more [specific topic]" (growth play)
- "Save this" (algorithm play, drives saves)
- "Part 2?" (engagement play, drives comments)
- End abruptly mid-thought (rewatch play, drives replays)

Do NOT close with: "Let me know in the comments," "Like and subscribe," or any generic CTA.

**FORMATTING RULES:**

- Write it exactly as I would say it out loud. Casual. Conversational. No written-English formality.
- Put [PAUSE] where I should leave a beat for emphasis
- Put [CUT] if there's a natural jump-cut point
- No stage directions beyond pauses and cuts
- No emojis
- No hashtag suggestions (I'll add those separately)

MY VOICE: [PASTE YOUR VOICE RULES HERE, or describe: casual/professional/bold/measured/irreverent]

MY TOPIC:

[DESCRIBE YOUR TOPIC, TALKING POINT, OR THE IDEA YOU WANT TO COVER]

// PROMPT 08 SYSTEM

# CONTENT CRITIC

Reviews any draft before you publish. Checks for hook strength, logical structure, specificity, voice, close strength, and overall readiness. **Names the AI patterns it finds and gives you a revised version ready to publish.**

## // VOICE RULES

Paste your Voice Rules (from Prompt 06) above this prompt so the critic checks against your voice, not generic "good writing."

## // THE 6 CRITERIA

**Hook strength, logical structure, specificity, voice check, close strength, overall readiness.** Each gets a grade plus specific notes on what to fix.

## // HOW TO USE THE OUTPUT

Read the review before the rewrite. The grades show you where you're consistently weak. The rewrite shows you what the post could be. The one-line summary at the end names the single most important change. After 20 runs, you'll start writing toward those grades on the first draft.

## // THE PROMPT

CONTENT-CRITIC.PROMPT

● COPY-PASTE READY

You are a sharp, experienced content editor. Not a cheerleader. Your job is to make this content better, not tell me it's good.

I'm going to give you a piece of content I'm about to publish. Review it against these criteria and give me honest feedback.

**REVIEW CRITERIA:**

## 1. HOOK STRENGTH

- Does the opening stop the scroll? Would someone actually pause for this?
- Is there a warm-up that should be cut? (First sentence is setup instead of substance)
- Grade: Strong / Needs Work / Rewrite

## 2. LOGICAL STRUCTURE

- Does the argument build or does it wander?
- Are there gaps where the reader might think "wait, how did we get here?"
- Is anything repeated that only needs to be said once?
- Grade: Tight / Some Gaps / Needs Restructuring

## 3. SPECIFICITY

- Are there claims without proof? ("many people," "significant results," "it really works")
- Where could a number, name, date, or example make a vague point concrete?
- Grade: Specific / Mostly Specific / Too Vague

## 4. VOICE CHECK

- Does this sound like a human wrote it or does it have AI fingerprints?
- Check for: binary opposites, forced threes, infomercial transitions, em dash overuse, hedge phrases, corporate verbs, melodramatic realizations
- If you find AI patterns, name them specifically
- Grade: Sounds Human / Some Tells / Needs De-Slopping

## 5. CLOSE STRENGTH

- Does the ending land or does it trail off?
- Is there a clear next step, a strong final thought, or does it just... stop?
- Is there a generic motivational close that should be cut?
- Grade: Lands / Okay / Weak

## 6. OVERALL READINESS

- Is this ready to publish as-is, or does it need another pass?
- Grade: Publish / One More Pass / Major Revision

**OUTPUT FORMAT:**

First, give me your review with grades for each criterion and specific notes on what to fix. Be direct. "This is good" is not useful feedback. "The hook is buried in line 3, move it to line 1" is useful feedback.

Then give me a revised version that incorporates your feedback. The revised version should be ready to publish.

Finally, give me a one-line summary: the single most important thing I changed and why it matters.

Here's the content to review:

[PASTE YOUR CONTENT HERE]

Content type: [Facebook post / tweet / newsletter / email / landing page / article]

Platform: [Where this will be published]

## // THE UPGRADE PATH

# WHEN THE PROMPTS STOP BEING ENOUGH

These prompts give you the frameworks. You paste, fill in the blanks, get results. **The Viral Content Kit (\$197) automates the whole workflow inside Claude.**

## // VOICE DNA

Teaches Claude your writing style. Once. Every skill references it automatically. **No more re-explaining how you write.**

## // THE CRITIC AGENT

Reviews every draft against your voice profile before you publish. **Catches what the checklist misses.**

## // ONE-CLICK SKILLS

All 7 skills run as commands. No pasting prompts, no filling in blanks. Say "write a post about X" and the system handles structure, voice, anti-slop, and quality control.

## // FULL REFERENCE LIBRARIES

The prompts here are simplified. The automated versions include 20+ hook patterns with 100+ templates, ranking signals updated for 2026, and multi-pass refinement loops.

## // EVERYTHING CONNECTS

Write a post, run anti-slop, check with the critic, generate a scene image, preview in the Viral Post Optimizer, repurpose across 5 platforms. **One workflow.**

## // TIER 03 / AUTOMATION

## ADD THE VIRAL CONTENT KIT

The prompts are the manual transmission. The Kit is the automatic. Build your voice profile once. Then Claude just knows.

### \$197

ONE-TIME / LIFETIME ACCESS

GET THE KIT >

[ed.joshuahale.io/viral-content-kit](https://ed.joshuahale.io/viral-content-kit)

