

The Thought Leader Framework

This guide gives you prompts, examples, and ready-to-use content ideas so you can immediately put the course into action. Keep it handy as you build your visibility and authority.

1. Identify Your Topics

Use this framework to clarify your message. Each topic follows five steps: Question/Topic, Problem, Solution, Result, and Call to Action.

Question/Topic 1: _____
Problem: _____
Solution: _____
Result: _____
Call to Action: _____

Question/Topic 2: _____
Problem: _____
Solution: _____
Result: _____
Call to Action: _____

Question/Topic 3: _____
Problem: _____
Solution: _____
Result: _____
Call to Action: _____

Question/Topic 4: _____
Problem: _____
Solution: _____
Result: _____
Call to Action: _____

Question/Topic 5: _____
Problem: _____
Solution: _____
Result: _____
Call to Action: _____

2. Writing Your Content

Here's a repeatable content prompt you can use to turn raw material (like a transcript or notes) into full content assets.

2. Writing Your Content

Creating content doesn't have to be complicated. The secret is using one strong idea and repurposing it into multiple formats. Here are robust prompts you can use again and again — they're modeled after the exact process we use with our clients.

A. Long-Form Article (Blog or LinkedIn Post)

Prompt:

Take this transcription/outline and turn it into a blog article (800–1,200 words). Write in a conversational, professional tone. Use clear H2 subheads for each section and bullet points for clarity. Make it SEO-friendly by weaving in keywords my audience might search for. End with a simple call to action that invites the reader to take the next step with me.

Include:

- A **clear headline** that solves a problem.
- **Three key points** expanded into sub-sections.
- **Examples or stories** that bring the points to life.
- A **CTA** (schedule a call, download a resource, or comment).

B. 60-Second Video Script

Prompt:

Summarize this content into a 60-second video script. Start with a strong hook that addresses a pain point or question my audience cares about. Then share 3 key takeaways in plain, conversational language. End with a direct call to action. Write this so I can speak it naturally on camera.

Formula:

1. Hook (question, surprising stat, or bold statement)
2. Three quick points (framed as solutions)
3. Call to Action ("If you want help with this, reach out.")

C. Microcontent Captions & Graphics

Prompt:

“Take the main article and create 5 social posts. Each should be under 40 words, written in a conversational and professional tone. Include a mix of:

- Educational quick tips
- Pull quotes
- Calls to action
- Old way vs. new way comparisons
- Questions to spark engagement

Provide both the **caption text** and a **short headline or phrase** that could go on a graphic or carousel.”

Example:

- Caption: “Most businesses struggle to post consistently because they don’t know what to say. Start with three repeating themes each month — it makes content planning simple.”
- Graphic Text: “Consistency Starts with 3 Themes”

D. Newsletter / Email Version

Prompt:

Convert this content into an email newsletter (200–300 words). Write in a personal, conversational style, like I’m talking directly to my subscribers. Start with a hook (story, stat, or question), summarize the main takeaway, and end with a clear next step (CTA). Add a P.S. if helpful.

E. Short Social Video (30 Seconds)

Prompt:

Shrink this article into a 30-second script. Write it in first person, as if I’m talking casually to my audience. Start with a single problem, give one quick solution, and end with a soft call to action. Keep sentences short and conversational.

F. Carousel Post

Prompt:

Turn this article into a 5-slide carousel for LinkedIn or Instagram. Each slide should have:

- A bold headline (few words)
- 1–2 short supporting sentences
- A clean, professional message that can stand alone
- End the final slide with a clear call to action.”

G. Quote Graphics

Prompt:

Pull 3–5 memorable sentences or one-liners from this article that can be turned into standalone quote graphics. Keep them under 15 words. Each quote should communicate value even without context.

H. Question / Poll Post

Prompt:

From this article, write 2 questions I can post directly to LinkedIn or Instagram to spark conversation. Keep them open-ended, short (under 20 words), and relevant to my audience’s pain points.

👉 With just one transcript or idea, you can now create:

- 1 blog article
- 1 long video
- 1 short video
- 5 social posts (captions + graphics)
- 1 newsletter
- 1 carousel
- 3+ quote graphics
- 2 engagement questions

That’s 12+ pieces of content from a single idea.

3. 30 Social Content Topics

Here's a list you can pull from any time you feel stuck:

1. Share a key insight from a recent client conversation.
2. Post a behind-the-scenes photo from your workspace.
3. Share a short clip of your process in action.
4. Highlight a team member or collaborator.
5. Quote from a book or podcast that shaped your thinking.
6. Share a "before and after" transformation.
7. Client testimonial or review.
8. Address a common industry myth.
9. Share one mistake you see often (and the fix).
10. Quick tip your audience can implement today.
11. Promote a blog article you've written.
12. Pull a quote from your blog as a graphic.
13. Turn part of a blog into a carousel post.
14. Share a 30-second video answering a client FAQ.
15. Reflect on a recent challenge you overcame.
16. Share something you wish more clients understood.
17. Community or industry event highlight.
18. Celebrate a client win.
19. Call to action: invite people to schedule a call.
20. Share a statistic relevant to your industry.
21. Post about a trend you're watching.
22. Compare "old way vs new way" in your industry.
23. Explain why you started your business.
24. Share your company values in a short post.
25. Post a reminder about your free resource or lead magnet.
26. Share a "day in the life" snapshot.
27. Ask your audience a question to spark engagement.
28. Post a milestone (business anniversary, new client, launch).
29. Share a personal story that shaped your perspective.
30. Repeat your strongest post from a few months ago.