

Using ChatGPT to Build Content Briefs

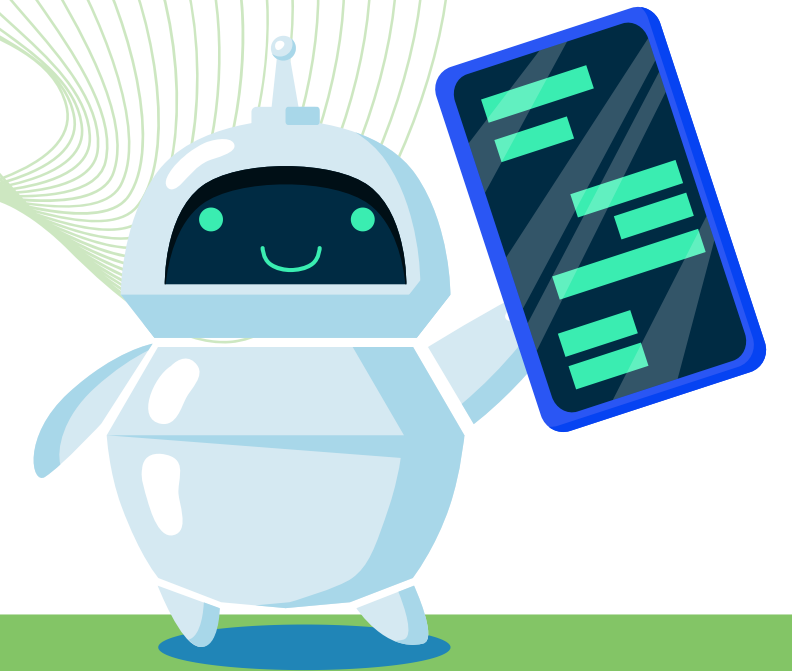


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1. Generate the title using ChatGPT



Title provides more context to the writer, allowing them to focus on the article's intent

ChatGPT Prompt: You are a blog topic generator. Generate [X] different creative and catchy titles for the topic [Topic]

2. Create a brief topic overview using ChatGPT



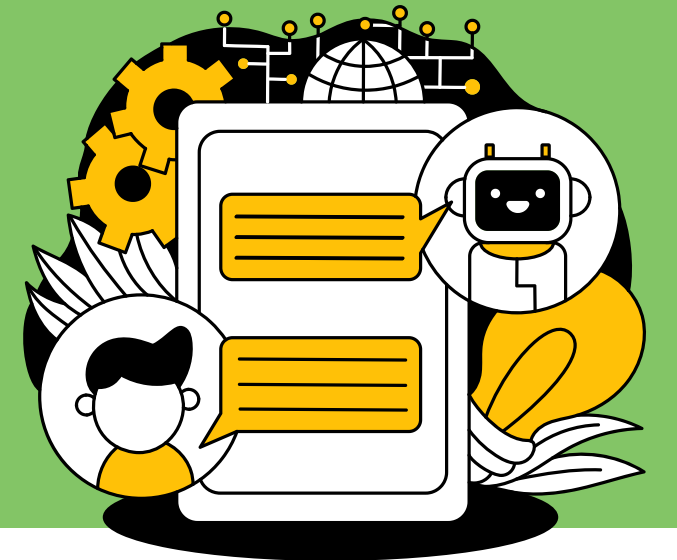
Gives the writer ideas on how to approach the topic

ChatGPT Prompt: What should be the general theme of an article on [topic]

3. Determine the content format using ChatGPT

Determine which blog writing format to use for a particular topic

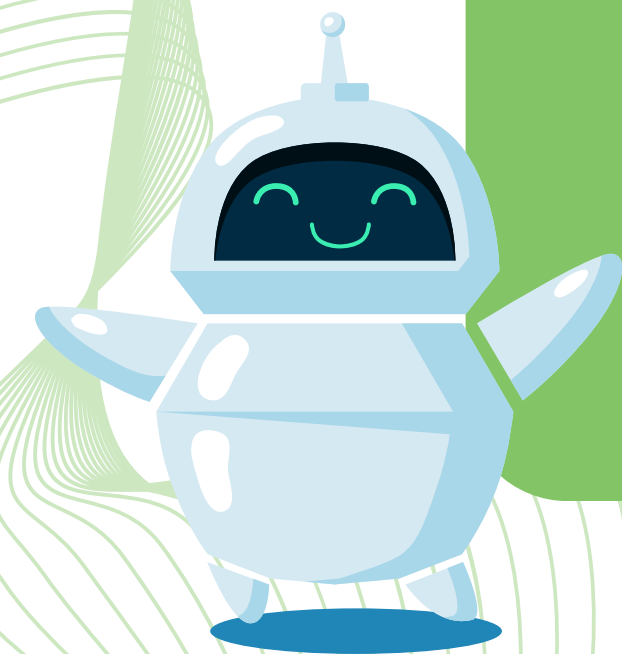
ChatGPT prompt: What would be the ideal blog content format for the topic [Topic]?



4. Find out the target word count using ChatGPT

Knowing the target word count allows the writer to allocate their time and resources effectively

ChatGPT Prompt: Suggest an ideal word count for a blog post on the topic [Topic]



5. Use ChatGPT to define the content goals



ChatGPT can help you determine a few topic-specific content goals

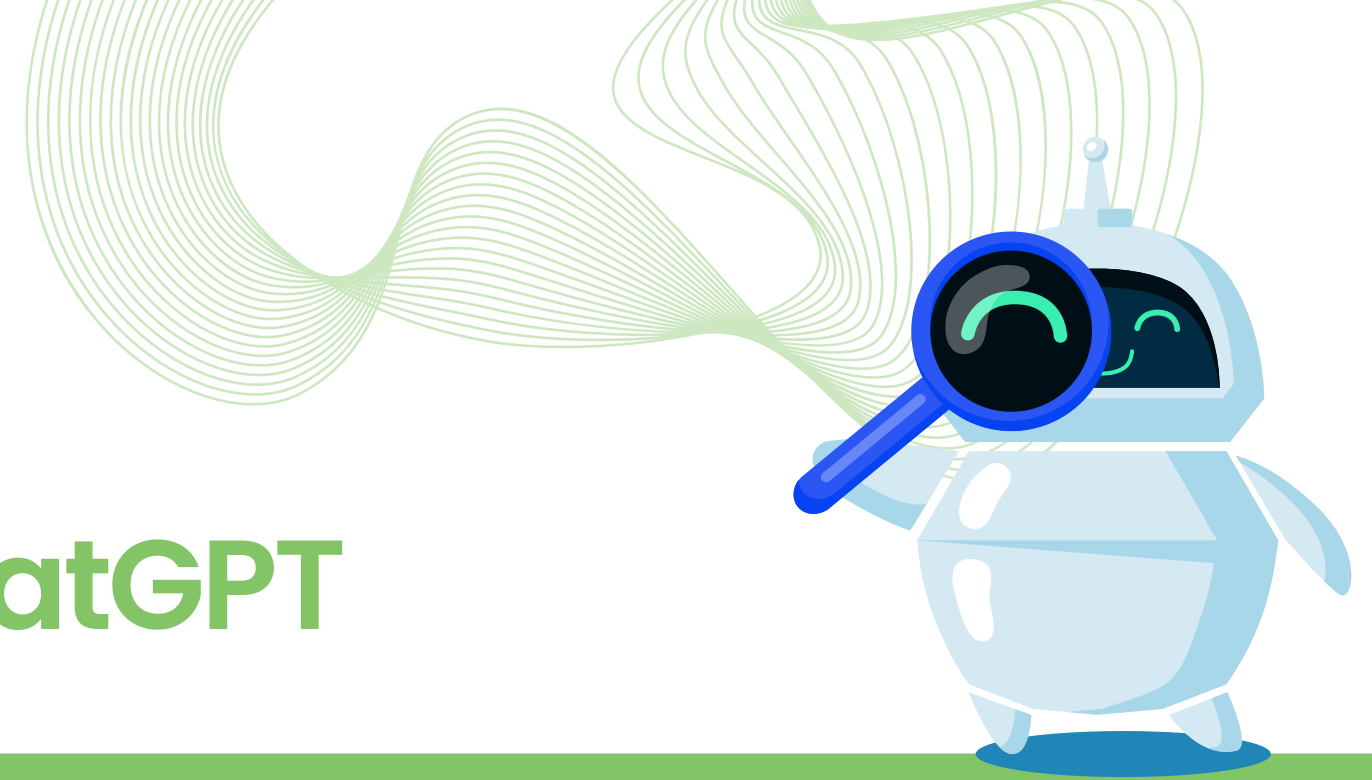
ChatGPT Prompt: Define some content goals for the topic [Topic]

6. Create audience personas using ChatGPT

To create content that resonates with audience, writers need details about audience

ChatGPT Prompt: Define audience persona for the topic [Topic].
Also, provide information about their search intent





7. Keyword research with ChatGPT

Identify primary and secondary keywords for topic

ChatGPT Prompt: Generate a list of top keywords for [topic] which will improve the content's search rankings

Narrato's SEO brief generator can also help with keyword research

8. Use ChatGPT to generate topic-specific brand guidelines

It's a good idea to include topic-specific brand guidelines, besides general brand guidelines

ChatGPT Prompt: Generate brand guidelines for the topic
“Content marketing trends”



9. Use ChatGPT to come up with CTA suggestions

Along with the CTA guidelines, provide your writers with some CTA suggestions too

ChatGPT Prompt: Generate a list of CTA suggestions for the topic [Topic]



10. Research reference materials for a topic

ChatGPT is not the best option for generating references, because it has only been trained on data up to 2021

Narrato's SEO content brief generator is a better option to get useful reference links



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Thank You

If you want to learn more about using ChatGPT to build content briefs, read the complete article.

<https://narrato.io/blog/how-to-use-chatgpt-for-building-content-briefs/>