

FREE PROMPT PACK

19 Claude Prompts for Writing a Complete Blog Post

Copy-and-paste templates for every step, from first idea to published post. Each prompt comes with a filled-in example and a sample of what Claude gives back.

From the guide: How to Write a Complete Blog Post with Claude (Step-by-Step)
aiguidepro.in

How to Use This Prompt Pack

Each prompt has three parts:

- **Template:** Copy it and replace everything in [square brackets] with your own details.
- **Example:** The same prompt filled in for a real blog post, so you can see what good details look like.
- **Sample output:** A shortened preview of what Claude might send back. Your results will vary.

All examples use one running topic: a blog post about AI lesson planning tools for middle school teachers. Follow it from start to finish to see the whole workflow.

QUICK TIPS BEFORE YOU START

- Run the prompts in order, in the same chat, so Claude remembers your topic and voice.
- Turn on web search for research and fact-checking prompts.
- Write one section at a time. Never ask for the whole post in one prompt.
- Always edit, add your own stories, and check facts before publishing.

Contents

Part 1: Planning and Research (prompts 1–5)

Part 2: Writing the Draft (prompts 6–10)

Part 3: Editing and Fact-Checking (prompts 11–14)

Part 4: SEO and Publishing (prompts 15–19)

Bonus: Before You Hit Publish checklist

Part 1: Planning and Research

Use these before you write a single paragraph. A clear plan makes every later step faster.

1. Topic Brainstorm

When to use: You know your niche but not what to write about next.

TEMPLATE

I write a blog about [your niche] for [your target reader]. Give me 15 blog post ideas that solve specific problems they face. For each idea, add the main question the reader is trying to answer.

EXAMPLE

I write a blog about AI tools for teachers for busy middle school teachers. Give me 15 blog post ideas that solve specific problems they face. For each idea, add the main question the reader is trying to answer.

SAMPLE OUTPUT (SHORTENED)

1. "5 AI Tools That Cut Lesson Planning Time in Half" (Reader asks: How can I plan lessons faster?)
2. "How to Grade Essays Faster with AI (Without Losing Fairness)" (Reader asks: Can AI help me grade fairly?)
3. "AI Prompts for Creating Differentiated Worksheets" (Reader asks: How do I make one lesson work for every level?)

2. Keyword Ideas by Search Intent

When to use: You picked a topic and need keywords to target.

TEMPLATE

For the topic '[your topic]', list 20 keywords my reader might search for. Group them by search intent: informational, comparison, and how-to. Note which ones look easiest for a small blog to rank for.

EXAMPLE

For the topic 'AI lesson planning tools', list 20 keywords my reader might search for. Group them by search intent: informational, comparison, and how-to. Note which ones look easiest for a small blog to rank for.

SAMPLE OUTPUT (SHORTENED)

Informational: what is AI lesson planning, is AI lesson planning safe for students...
Comparison: best AI lesson planning tools, MagicSchool vs Brisk...
How-to: how to make a lesson plan with AI, AI lesson plan template...

Easier to rank: long, specific phrases like "AI lesson plan for 7th grade science."

💡 Tip: Claude can't see real search volumes. Check the numbers in Google Trends, Search Console, or a keyword tool.

3. Web Research Summary

When to use: You need fresh facts and sources. Turn on web search first.

TEMPLATE

Search the web for the latest information on [your topic]. Summarize the [number] most useful findings for [your target reader]. Include a link to each source and the date it was published.

EXAMPLE

Search the web for the latest information on how teachers are using AI in 2026. Summarize the 5 most useful findings for middle school teachers. Include a link to each source and the date it was published.

SAMPLE OUTPUT (SHORTENED)

Finding 1: A short summary of a recent teacher survey, with the publisher, the date, and a link.

Finding 2: A short summary of new school guidance on AI use, with the source link.

(Claude lists each finding with its source so you can click and check it.)

💡 Tip: Always open the links yourself before using any fact in your post.

4. Reader Questions Finder

When to use: You want to cover what beginners actually wonder about.

TEMPLATE

What questions would a [beginner / intermediate] [your target reader] ask about [your topic]?
List 15 questions and group them by theme.

EXAMPLE

What questions would a beginner middle school teacher ask about AI lesson planning tools?
List 15 questions and group them by theme.

SAMPLE OUTPUT (SHORTENED)

Getting started: Do I need to pay? Which tool is easiest to learn?

Quality: Are AI lesson plans accurate? Do they match my curriculum?

Rules and safety: Is it allowed in my school? Is student data safe?

5. Detailed Blog Outline

When to use: You have your topic, keywords, and research ready.

TEMPLATE

Using the research above, create a detailed outline for a [word count]-word blog post on [your topic]. Target keyword: '[main keyword]'. Reader: [your target reader]. Include H2 and H3 headings, a one-line note on what each section covers, and a target word count for each section.

EXAMPLE

Using the research above, create a detailed outline for a 2,000-word blog post on AI lesson planning tools. Target keyword: 'AI lesson planning tools'. Reader: busy middle school teachers. Include H2 and H3 headings, a one-line note on what each section covers, and a target word count for each section.

SAMPLE OUTPUT (SHORTENED)

H2: Why Lesson Planning Takes So Long (200 words): The real time cost for teachers.
H2: 5 AI Lesson Planning Tools Worth Trying (900 words)
H3: Tool 1, what it does, who it's for, price (180 words)...
H2: How to Write a Lesson Plan with AI in 15 Minutes (500 words)...

 **Tip:** Edit the outline now. Moving a heading takes seconds; rewriting a section takes much longer.

Part 2: Writing the Draft

Work one section at a time. You'll get stronger writing and keep full control of the direction.

6. Brand Voice Setup

When to use: At the start of every new chat, so Claude writes like you.

TEMPLATE

Here are 3 samples of my writing: [paste samples]. Describe my writing voice in 5 bullet points (tone, sentence length, word choice, humor, how I address the reader). Then use that voice for everything you write in this chat.

EXAMPLE

Here are 3 samples of my writing: [3 past blog posts pasted here]. Describe my writing voice in 5 bullet points (tone, sentence length, word choice, humor, how I address the reader). Then use that voice for everything you write in this chat.

SAMPLE OUTPUT (SHORTENED)

- Warm and practical, like a fellow teacher in the staff room
- Short sentences, often 10 to 15 words
- Light humor about classroom life, never sarcastic
- Speaks directly to the reader as "you"
- Ends sections with a clear action step

 **Tip:** Save your voice description in a Claude Project so you don't have to repeat this step.

7. Title Options

When to use: You need a title that earns the click.

TEMPLATE

Write 10 title options for a blog post about [your topic]. Include the keyword '[main keyword]' naturally. Keep each title under 60 characters. Mix how-to, list, and question styles.

EXAMPLE

Write 10 title options for a blog post about AI lesson planning tools. Include the keyword 'AI lesson planning tools' naturally. Keep each title under 60 characters. Mix how-to, list, and question styles.

SAMPLE OUTPUT (SHORTENED)

5 AI Lesson Planning Tools That Save Teachers Hours
Are AI Lesson Planning Tools Worth It? I Tested 5
How to Use AI Lesson Planning Tools (Beginner Guide)

8. Hook Options

When to use: Your intro needs to grab attention in the first 2 to 3 lines.

TEMPLATE

Write 3 different hooks for the introduction of this post. One should open with a relatable problem, one with a surprising fact, and one with a short personal story. Keep each under 50 words.

EXAMPLE

Write 3 different hooks for the introduction of my post on AI lesson planning tools. One should open with a relatable problem, one with a surprising fact, and one with a short personal story. Keep each under 50 words.

SAMPLE OUTPUT (SHORTENED)

Problem: It's Sunday night. You've got three classes to plan and a stack of papers to grade. Sound familiar?

Story: Last spring, I planned a full week of science lessons in one afternoon. Here's what changed.

9. Section-by-Section Drafting

When to use: Writing the body of your post. Repeat for each section.

TEMPLATE

Write the section '[section heading]' in about [number] words. Use short paragraphs (2 to 4 sentences), a conversational tone, and one real-world example. Don't repeat points from earlier sections. Leave a placeholder like [ADD MY STORY] where a personal story would fit.

EXAMPLE

Write the section 'Why Lesson Planning Takes So Long' in about 200 words. Use short paragraphs (2 to 4 sentences), a conversational tone, and one real-world example. Don't repeat points from earlier sections. Leave a placeholder like [ADD MY STORY] where a personal story would fit.

SAMPLE OUTPUT (SHORTENED)

Lesson planning isn't just writing down what you'll teach. It's finding materials, adjusting for different learners, and lining it all up with standards...

[ADD MY STORY: the week I spent 12 hours planning one unit]

 **Tip:** Give quick feedback after each section: "shorter," "add an example," or "less formal."

10. Conversational Rewrite

When to use: A paragraph sounds stiff or formal.

TEMPLATE

Rewrite this paragraph to sound more conversational, like I'm explaining it to a friend over coffee. Keep the meaning the same and keep it about the same length: [paste paragraph]

EXAMPLE

Rewrite this paragraph to sound more conversational, like I'm explaining it to a friend over coffee. Keep the meaning the same and keep it about the same length: "Artificial intelligence tools can significantly reduce the time educators allocate to instructional planning."

SAMPLE OUTPUT (SHORTENED)

Honestly? AI tools can give you back a big chunk of the time you spend planning lessons.

Part 3: Editing and Fact-Checking

Switch Claude from writer to editor. Ask for suggestions, not full rewrites, so your voice stays yours.

11. Strict Editor

When to use: Your full draft is done and you want honest feedback.

TEMPLATE

Act as a strict editor. Review this post for clarity, tone, and flow. Flag sentences that are too long, phrases that sound robotic or repetitive, and spots where transitions feel abrupt. Suggest fixes, but don't rewrite the whole post. [paste post]

EXAMPLE

Act as a strict editor. Review this post for clarity, tone, and flow. Flag sentences that are too long, phrases that sound robotic or repetitive, and spots where transitions feel abrupt. Suggest fixes, but don't rewrite the whole post. [full draft of the AI lesson planning post]

SAMPLE OUTPUT (SHORTENED)

Paragraph 3: "In today's fast-paced educational landscape" sounds generic. Try opening with the Sunday-night problem instead.

Section 4 to 5: The jump from tools to steps is sudden. Add a one-line bridge.

12. Reading Level Check

When to use: You want the post easy to read, especially on mobile.

TEMPLATE

Check this post's reading level. List any sentence above an [6th / 8th]-grade reading level and give a simpler version of each. [paste post]

EXAMPLE

Check this post's reading level. List any sentence above an 8th-grade reading level and give a simpler version of each. [full draft]

SAMPLE OUTPUT (SHORTENED)

Original: "Utilizing these platforms facilitates differentiated instruction."

Simpler: "These tools help you teach students at different levels."

13. Fact-Check Helper

When to use: Before publishing, to catch any wrong numbers or claims.

TEMPLATE

List every factual claim in this post that needs a source (numbers, dates, prices, quotes, features). For each one, search the web and tell me if it's accurate, outdated, or unverifiable. Include a link. [paste post]

EXAMPLE

List every factual claim in this post that needs a source (numbers, dates, prices, quotes, features). For each one, search the web and tell me if it's accurate, outdated, or unverifiable. Include a link. [full draft]

SAMPLE OUTPUT (SHORTENED)

Claim: "Tool X has a free plan." Status: Accurate, with a link to the pricing page.

Claim: "Teachers spend 7 hours a week planning." Status: Needs a source. I couldn't verify this exact figure.

 **Tip:** If you can't trace a claim to a real source, cut it.

14. Filler and AI-Phrase Cleanup

When to use: Your draft feels padded or a bit "AI-sounding."

TEMPLATE

Find filler phrases, repeated ideas, and overused AI words (like 'delve', 'crucial', 'landscape', 'in today's world') in this post. Show each one with a tighter replacement or say 'delete'. [paste post]

EXAMPLE

Find filler phrases, repeated ideas, and overused AI words (like 'delve', 'crucial', 'landscape', 'in today's world') in this post. Show each one with a tighter replacement or say 'delete'. [full draft]

SAMPLE OUTPUT (SHORTENED)

"It's important to note that" → delete

"Let's delve into the details" → "Here's how it works"

Paragraphs 6 and 9 make the same point about saving time → keep one

Part 4: SEO and Publishing

Help search engines and readers understand your post, then tell readers what to do next.

15. On-Page SEO Review

When to use: Your post is edited and ready for optimization.

TEMPLATE

Review this post for on-page SEO. Target keyword: '[main keyword]'. Check whether the keyword appears in the title, the first 100 words, at least one H2, and the conclusion. Suggest related terms to add naturally. Don't stuff keywords. [paste post]

EXAMPLE

Review this post for on-page SEO. Target keyword: 'AI lesson planning tools'. Check whether the keyword appears in the title, the first 100 words, at least one H2, and the conclusion. Suggest related terms to add naturally. Don't stuff keywords. [full draft]

SAMPLE OUTPUT (SHORTENED)

Title: ✓ First 100 words: X (add it to sentence 2) H2: ✓ Conclusion: X
Related terms to add: lesson plan generator, AI for teachers, free lesson planning app

16. Internal Link Finder

When to use: You want to link to your other posts.

TEMPLATE

Here's a list of my existing posts and their URLs: [paste list]. Suggest 3 to 5 places in this draft to add internal links. For each one, give the exact sentence, the anchor text, and the URL. [paste draft]

EXAMPLE

Here's a list of my existing posts and their URLs: [10 posts from my blog]. Suggest 3 to 5 places in this draft to add internal links. For each one, give the exact sentence, the anchor text, and the URL. [full draft]

SAMPLE OUTPUT (SHORTENED)

Sentence: "Grading takes just as long as planning." Anchor: "AI grading tools" → link to your post on grading with AI.

17. SEO Title and Meta Description

When to use: Final step before publishing.

TEMPLATE

Write 5 SEO titles under 60 characters and 3 meta descriptions between 150 and 160 characters for this post. Include '[main keyword]' and give the reader a clear reason to click.

EXAMPLE

Write 5 SEO titles under 60 characters and 3 meta descriptions between 150 and 160 characters for this post. Include 'AI lesson planning tools' and give the reader a clear reason to click.

SAMPLE OUTPUT (SHORTENED)

Meta: "I tested 5 AI lesson planning tools to see which ones really save teachers time. See my picks, free options, and a 15-minute planning method."

18. Call to Action (CTA)

When to use: Ending your post with a clear next step.

TEMPLATE

Write 3 short calls to action for the end of this post: one to join my newsletter, one to read [related post title], and one to leave a comment. Keep each under 30 words and make them friendly, not pushy.

EXAMPLE

Write 3 short calls to action for the end of this post: one to join my newsletter, one to read 'Best AI Tools for Teachers', and one to leave a comment. Keep each under 30 words and make them friendly, not pushy.

SAMPLE OUTPUT (SHORTENED)

Comment: Which part of lesson planning eats most of your time? Tell me below, and I'll suggest a prompt to help.

19. FAQ Section Builder

When to use: You want an FAQ section that answers common questions.

TEMPLATE

Write an FAQ section with [number] questions real readers ask about [your topic]. Keep each answer to 2 to 3 short sentences, start with a direct answer, and include '[main keyword]' naturally in one or two answers.

EXAMPLE

Write an FAQ section with 6 questions real readers ask about AI lesson planning tools. Keep each answer to 2 to 3 short sentences, start with a direct answer, and include 'AI lesson planning tools' naturally in one or two answers.

SAMPLE OUTPUT (SHORTENED)

Q: Are AI lesson planning tools free?

A: Many have free plans with limits. Paid plans add more features and usage. Start free and upgrade only if you need more.

Before You Hit Publish: Checklist

- ☐ I added at least one personal story or real example.
- ☐ I removed filler, repeated points, and robotic phrases.
- ☐ Every number, date, and quote links to a real source.
- ☐ The main keyword is in the title, intro, one H2, and conclusion.
- ☐ I added 3 to 5 internal links.
- ☐ Images have short, descriptive alt text.
- ☐ The meta description is 150 to 160 characters.
- ☐ The post ends with a clear call to action.
- ☐ I read the whole post out loud once.

Want the full walkthrough behind these prompts? Read the complete guide on aiguidepro.in.