AI Expert AI Prompts

2026 EDITION



COMPANION REFERENCE · PROMPT ITERATION

Top 50 AI Prompt Iteration Commands

Refine any AI output in the same conversation. No starting over, no losing context.

5 categories

50 copy-ready commands

Works with ChatGPT · Claude · Gemini · Copilot

How to use this reference

These 50 commands are iteration tools. They work **after** your Expert AI Prompt has produced a first draft, in the same chat. Do not open a new conversation: the AI already holds your Business DNA, your brief and every decision so far.

1. **Run your Expert AI Prompt.** Start a fresh chat, paste your Business DNA, then run the prompt from your guide.
2. **Read the first draft properly.** Name the single biggest problem. One fix at a time beats "make it better".
3. **Pick the category.** Use the table below to match the problem to the right block of ten commands.
4. **Paste the command in the same chat.** Replace anything in [brackets] with your own detail, and send.
5. **Chain as many as you need.** Each builds on the last, so you can refine tone, then format, then evidence.

Which category do you need?

If the first draft…	Use this category	Commands
Sounds wrong in tone, or is too long or too short	Content refinement and optimisation	**1–10**
Is good content in the wrong format for the platform	Structural and formatting adjustments	**11–20**
Needs fresh angles, new ideas or more options	Ideation and brainstorming	**21–30**
Does not speak to your specific customer	Audience and persona targeting	**31–40**
Needs data, facts or expert-level authority	Data and research integration	**41–50**

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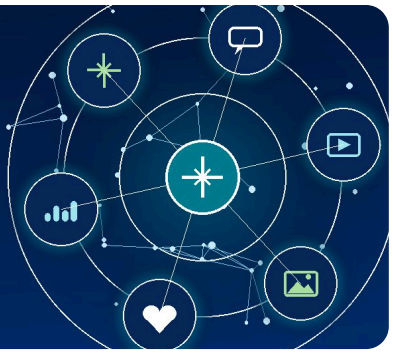
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01
Content refinement and optimisation

The structure is right; the tone, length or polish is not.



Use these when the first draft has the right shape but the wrong finish. The usual signals: the tone does not match your brand voice, the text is too long or too short for where it is going, or it is accurate but flat. These are the commands you will reach for most often.

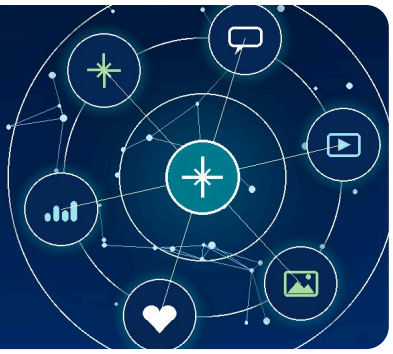
#	What it does	Paste this into the same chat
1	**Improve readability**	Rewrite this paragraph to improve its readability. Use shorter sentences and simpler words.
2	**Change tone**	Revise this section to sound more formal / casual / professional / friendly / urgent.
3	**Optimise for search**	Integrate the following keywords naturally into the text: `[keyword 1]`, `[keyword 2]`, `[keyword 3]`.
4	**Shorten text**	Condense this article into a 500-word blog post. Keep the main points intact.
5	**Lengthen text**	Expand on the first two paragraphs of this text. Add more details and examples.
6	**Summarise**	Create a concise summary of this content, highlighting the key takeaways.
7	**Paraphrase**	Paraphrase this sentence to avoid duplication while retaining its original meaning.
8	**Add a call to action**	Add a compelling call to action at the end of this blog post.
9	**Rewrite for a specific audience**	Rewrite this product description to appeal to a younger, more tech-savvy audience.
10	**Fix grammar and spelling**	Proofread this text for grammatical errors, spelling mistakes and typos. Use Australian English.

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02

Structural and formatting adjustments

The content is good; the format is wrong for the platform.



Use these when the thinking is sound but the packaging is not. A paragraph becomes a LinkedIn post, a report becomes a video script, a wall of text becomes a scannable checklist. Your ideas stay; only the container changes, which is how one piece of work covers several channels.

#	What it does	Paste this into the same chat
11	**Convert to a list**	Convert the main points of this text into a numbered or bulleted list.
12	**Create an outline**	Generate a detailed outline for an article based on this topic.
13	**Add title and subheadings**	Suggest three catchy titles and appropriate subheadings for this text.
14	**Change format**	Transform this blog post into a script for a 3-minute video.
15	**Create an FAQ section**	Generate a list of 5 to 10 frequently asked questions and answers based on this article.
16	**Format for social media**	Reformat this paragraph into a series of short, engaging posts for LinkedIn / Instagram / X.
17	**Add a table**	Create a comparison table of `[Topic A]` versus `[Topic B]` using the information provided.
18	**Build a narrative arc**	Structure this information into a compelling story with a clear beginning, middle and end.
19	**Add a how-to section**	Add a step-by-step guide on `[Task]` to this content.
20	**Create a checklist**	Generate a checklist for `[Activity]` based on the details in this guide.

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03
Ideation and brainstorming

You need fresh angles, new ideas or more options.



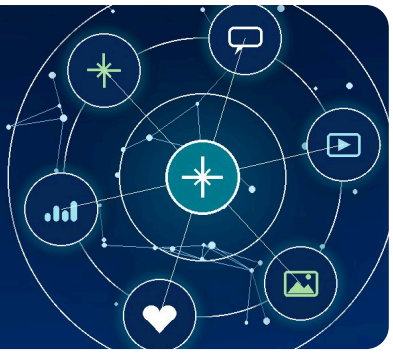
Use these at the start of a project when the direction is not settled, or mid-project when you have run dry. They treat the AI as a thinking partner rather than a typist. Load your Business DNA into the chat first: ideation gets markedly more specific when the AI knows who you serve.

#	What it does	Paste this into the same chat
21	**Suggest blog post ideas**	Generate 10 unique blog post ideas about `[Topic]` for a `[Target audience]`.
22	**Brainstorm headlines**	Brainstorm 20 different headlines for an article about `[Subject]`.
23	**Develop a persona**	Create a detailed persona for our ideal customer, including pain points and goals.
24	**Suggest content formats**	What are five content formats (for example infographic, podcast, webinar) to cover `[Subject]`?
25	**Find a unique angle**	Find a new, unexplored angle or perspective for an article about `[Common topic]`.
26	**Propose social campaigns**	Suggest three campaign ideas for a product launch on social media.
27	**Brainstorm product names**	Generate a list of 15 creative and memorable names for a new `[Product type]`.
28	**Develop a storyline**	Develop a storyline for a short piece about `[Theme]`.
29	**Suggest email subject lines**	Generate 10 effective email subject lines for a newsletter about `[Topic]`.
30	**Create a mission statement**	Draft a compelling mission statement for a business focused on `[Industry]`.

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04
Audience and persona targeting

It is well written, but it does not speak to your customer.



Use these when the draft reads well and still feels generic. They push your audience context into existing content so each line addresses the person most likely to buy. Paste your persona summary, or an exported segment from the free Audience Definition tool, before you run them.

#	What it does	Paste this into the same chat
31	**Address pain points**	Write content specifically addressing the following pain points for [Audience]: [Pain point 1], [Pain point 2].
32	**Use audience-specific language**	Rewrite this content using the language and terms that would resonate with [Audience].
33	**Answer common questions**	Generate a response to a customer asking about [Question] in a friendly, helpful tone.
34	**Craft a persona scenario**	Write a scenario where [Persona] successfully uses our product to solve [Problem].
35	**Create an About page**	Draft an About page that speaks directly to our target audience, [Audience].
36	**Draft a testimonial template**	Draft a testimonial template a real customer who fits [Persona] could complete in their own words.
37	**Address objections**	List and address the top three objections a potential customer might have about [Product or service].
38	**Craft a lead magnet**	Generate an idea for a lead magnet (for example an ebook or checklist) that would attract [Audience].
39	**Write a landing page**	Write landing page copy that persuades [Audience] to sign up for [Service].
40	**Develop a customer journey**	Outline a customer journey from discovery to purchase for [Product], tailored for [Audience].

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05
Data and research integration

It needs authority, evidence or depth.



Use these when a draft has to stand up to scrutiny: proposals, whitepapers, case studies and anything a buyer will check. They tell the AI how to handle facts, figures and sources. Verify every number and every citation yourself before you publish; an AI can produce a convincing reference that does not exist.

#	What it does	Paste this into the same chat
41	**Incorporate statistics**	Integrate the following statistics naturally into the article: `[Stat 1]`, `[Stat 2]`, `[Stat 3]`.
42	**Synthesise data**	Synthesise the data from this report into a clear, concise summary.
43	**Cite sources**	Add citations in APA or MLA format for the following sources: `[Source 1]`, `[Source 2]`.
44	**Explain a complex topic**	Explain `[Topic]` in a way a complete beginner can understand, using an analogy.
45	**Create a case study**	Draft a case study based on the success story of `[Customer]`, highlighting their use of `[Product or service]`.
46	**Compare and contrast**	Compare and contrast the features of `[Product A]` and `[Product B]` in a balanced, informative manner.
47	**Question an expert**	Create a question-and-answer session with an expert on `[Topic]`, addressing common questions.
48	**Forecast a trend**	Based on current information, suggest a future trend in `[Industry]` and explain the reasoning.
49	**Test a common claim**	Examine the common claim about `[Topic]` and set out what the credible evidence actually supports.
50	**Create an infographic script**	Generate a script for an infographic on `[Topic]`, breaking the information into key visual and text elements.

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SECTION 06

All 50 commands at a glance

Print this page and keep it beside you. The command number is all you need to find the full wording.

1–10

Content refinement and optimisation

- 1. Improve readability
- 2. Change tone
- 3. Optimise for search
- 4. Shorten text
- 5. Lengthen text
- 6. Summarise
- 7. Paraphrase
- 8. Add a call to action
- 9. Rewrite for a specific audience
- 10. Fix grammar and spelling

11–20

Structural and formatting adjustments

- 11. Convert to a list
- 12. Create an outline
- 13. Add title and subheadings
- 14. Change format
- 15. Create an FAQ section
- 16. Format for social media
- 17. Add a table
- 18. Build a narrative arc
- 19. Add a how-to section
- 20. Create a checklist

21–30

Ideation and brainstorming

- 21. Suggest blog post ideas
- 22. Brainstorm headlines
- 23. Develop a persona
- 24. Suggest content formats
- 25. Find a unique angle
- 26. Propose social campaigns
- 27. Brainstorm product names
- 28. Develop a storyline
- 29. Suggest email subject lines
- 30. Create a mission statement

31–40

Audience and persona targeting

- 31. Address pain points
- 32. Use audience-specific language
- 33. Answer common questions
- 34. Craft a persona scenario
- 35. Create an About page
- 36. Draft a testimonial template
- 37. Address objections
- 38. Craft a lead magnet
- 39. Write a landing page
- 40. Develop a customer journey

41–50

Data and research integration

- 41. Incorporate statistics
- 42. Synthesise data
- 43. Cite sources
- 44. Explain a complex topic
- 45. Create a case study
- 46. Compare and contrast
- 47. Question an expert
- 48. Forecast a trend
- 49. Test a common claim
- 50. Create an infographic script

Next

Chain them into a system

Iteration fixes one draft. The free AI Chaining Workflows tool runs 15 three-step systems that produce a complete deliverable from the start.

expertaiprompts.info/tools/chaining-workflows

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Free tool

Not sure which command?

The Prompt Quality Checkpoint scores output against nine criteria and names the fix for each failure.

.../tools/prompt-quality-checkpoint

Free tools

All twelve tools

Customer research, Business DNA, prompt building, the Content Engine, audiences, chaining, QA and ROI.

expertaiprompts.info/tools

One habit worth keeping. When a command produces a version you are happy with, save the wording you used. Over a few months you build a short list of the five or six commands that fit how you work, and most drafts need nothing else.

Refine in the chat. Never start over.

A first draft is a starting point, not a verdict. One command at a time, in the same conversation, turns an adequate output into one you are happy to publish.

More prompts, tools and guides: expertaiprompts.info

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