longcut

FREE STARTER PACK

One Idea, Three Platforms

14 fill-in-the-blank AI prompts and a simple weekly routine for turning one idea into content for X, Instagram and Telegram.

- 3 hook prompts
- 3 full-post prompts: X thread, Instagram carousel, Telegram post
- 1 repurposing prompt and a five-step playbook
- 3 planning prompts
- 4 extra prompts: Reel script, reply starters, lead-magnet post, calls to action
- A content planner layout and a performance tracker

A free pack from Longcut. One long piece. A week of posts.
Works with ChatGPT, Claude, Gemini or Grok.

How to use this pack

Four steps, about ten minutes per post once you are used to it.

1. Pick a prompt and replace everything in [SQUARE BRACKETS] with your own details.
2. Paste it into the AI assistant you use.
3. Edit the result so it sounds like you. Cut anything you would not say out loud.
4. Post it, then record how it did in the tracker on the last page.

> **Give the AI your real material.** If you ask for examples or numbers without supplying any, it will invent them. Paste in your own notes, results and stories, and check every fact in the output before you post.

Platform notes

Platform	What to aim for
X	The first line decides whether anyone reads on. Standard posts are limited to 280 characters. Threads suit teaching; replies and bookmarks extend reach.
Instagram	Carousels and Reels. Put the hook in the first 125 characters of the caption, before it is cut off. Saves and shares matter most.
Telegram	Direct and conversational. Problem, then solution, then one clear next step. Good for communities and for giving away free resources.

Part 1: Hooks

Write the opening line first. Everything else depends on it.

1 Universal hook generator

```
You are a social media copywriter writing opening lines for [PLATFORM: X / Instagram /
Telegram].

Topic or idea: [YOUR TOPIC]
Target audience: [DESCRIBE AUDIENCE]
Goal: [engagement / saves / replies / clicks / follows]

Write 8 hook options, one for each formula:
1. Curiosity gap
2. Specific number or data (use only numbers I give you)
3. Contrarian opinion
4. Confession or personal story
5. Problem callout
6. Before and after
7. Question that invites a reply
8. Pattern interrupt

For each hook: keep it within the platform's preview length, make it specific to the
topic, and name the formula used.

Output as a numbered list.
```

2 X thread opener

```
Act as an X content strategist. Write 5 opening posts for a thread on: [TOPIC]

Requirements:
- Each opener must work as a standalone post
- Use one of: a number lead, an insider story, a bold claim, or "I analysed X"
- Give a reason to keep reading
- Under 280 characters

Topic details: [ADD DETAILS, FACTS AND NUMBERS]
```

3 Instagram carousel cover

```
You are an Instagram carousel strategist. Write 6 cover-slide headlines for a carousel
about: [TOPIC]

Audience: [AUDIENCE]
Core takeaway: [ONE SENTENCE]

Rules:
- Benefit-driven, under 8 words where possible
- Create curiosity or promise a clear result
- Include one option that uses a number
- Add a visual note for each (for example: large number, contrast colours, face with
text)
```

Part 2: Full posts

One prompt per platform, each producing a complete draft.

4 X thread generator

```
You are an X thread writer. Write a complete 7-post educational thread on: [TOPIC]

Structure:
1. Hook post (works on its own)
2. Context or problem
3. Key point 1 with example
4. Key point 2 with example
5. Key point 3 or a common mistake
6. Practical tip or framework
7. Summary and soft call to action

Requirements:
- Each post under 280 characters
- Conversational, clear language; one idea per post
- Use the examples and numbers in my brief; do not invent any
- Suggest where an image or screenshot would help

Topic brief: [DETAILS, EXAMPLES, NUMBERS]
Call to action: [reply with your experience / link in bio / follow for more]
```

5 Instagram carousel generator

```
Act as an Instagram carousel copywriter. Turn this idea into an 8 to 10 slide carousel:
[IDEA]

For each slide give:
- Slide number and purpose (Cover, Point, Example, Mistake, Tip, Call to action)
- Headline (short)
- Body text (1 to 3 short lines)
- Visual suggestion (layout, colours, icons, photo idea)

Then write the caption: hook in the first line, the value, a question for the comments,
and 3 to 5 relevant hashtags.

Core message: [MESSAGE]
Brand voice: [casual / professional / bold]
```

6 Telegram value post

```
You are writing for a Telegram channel about: [YOUR NICHE]

Write a post on: [TOPIC]

Choose the format that fits best, or write all three:
1. Problem, solution, next step
2. Tip of the day with a short explanation
3. Poll with a discussion starter

Requirements:
- Direct and useful, no filler
- 150 to 400 words
- One takeaway the reader can act on today
- End with one low-effort next step (reply, send a keyword, or a link)

Goal of this post: [educate / engage / offer a free resource]
```

Part 3: Repurposing

One idea, three platforms, two or three days.

1. Write the core idea in one sentence.
2. Run the X thread generator (prompt 4).
3. Take the strongest points and run the carousel generator (prompt 5).
4. Condense the main tip with the Telegram value post (prompt 6).
5. Post over two or three days: X first for discussion, Instagram for saves, Telegram for your community.

7 Repurposing prompt

```
I have this content: [PASTE A THREAD, ARTICLE OR NOTES]

Repurpose it into:
1. An 8-slide Instagram carousel (slide text and caption)
2. A Telegram post (problem, solution, next step)
3. Three short X posts that each stand alone

Keep the core message and every fact as written. Adapt tone and length to each
platform. Do not add examples or numbers that are not in my content.
```

Part 4: Planning

Run these once a month so you never start from a blank page.

8 Content ideas generator

```
Generate 15 content ideas for [YOUR NICHE] aimed at [AUDIENCE]. Mix teaching posts,
story posts and conversation starters. Label each with the best format: X thread,
Instagram carousel, or Telegram tip.
```

9 Content pillar planner

```
Help me define 3 content pillars for my niche: [NICHE]

For each pillar give:
- Name and purpose (attract / build trust / convert)
- 5 example post ideas
- The best platform for it
- A suggested share of my posts (for example 40 / 35 / 25)
```

10 Monthly content calendar

```
Create a 4-week content plan for [NICHE] across X, Instagram and Telegram.

For each week give:
- A theme
- 5 to 7 specific post ideas with platform and format
- A suggested hook type for each
- One repurposing opportunity

Posting frequency: [for example: 1 X thread, 3 Instagram posts, 4 Telegram updates per
week]
```

Part 5: Extras

Four prompts for specific jobs.

11 Instagram Reel script

```
You are a short-form video scriptwriter for Instagram Reels.

Topic: [TOPIC]
Goal: [educate / entertain / promote]
Length: 30 to 60 seconds

Write a script with:
1. Hook for the first 1 to 3 seconds (spoken line and on-screen text)
2. Value section (3 to 5 points or steps)
3. A change of pace or an example in the middle
4. A clear call to action at the end
5. Suggested on-screen text
6. Caption with the hook in the first line and a question

Keep it conversational and easy to film.
```

12 X reply starters

```
Write 5 X posts designed to start a conversation about: [TOPIC]

Each post should:
- Ask a specific question that is easy to answer, or state an opinion people will want
to respond to
- Give people a reason to reply
- Stay under 280 characters
- Come with one follow-up reply I can post later
```

13 Telegram free-resource post

```
Write a Telegram post offering a free resource: [DESCRIBE RESOURCE]

Structure:
- Open with a common pain point
- Explain briefly how the resource solves it
- List 2 or 3 specific benefits
- One clear next step: "Reply with [KEYWORD] or message me [KEYWORD] to get it"
- Under 250 words
```

14 Call-to-action variations

```
For this post: [PASTE POST]

Suggest 5 different calls to action: one for replies, one for saves, one for follows,
one soft sell, and one that builds community. Make each specific and low-pressure.
```

Planner and tracker

Set these up once in Notion or a spreadsheet.

Content planner

List	Columns
Idea bank	Title, Pillar (educate / entertain / promote), Platform priority, Status (idea / ready), Notes
Content calendar	Title, Platform, Format, Publish date, Status (idea, draft, scheduled, published), Hook, Body, Call to action, Link, Results

Useful views: a calendar by publish date, a board by status, and a table filtered by platform.

Weekly rhythm

Day	Task
Monday	Review last week and choose 5 to 7 ideas
Tuesday to Thursday	Generate and edit drafts in one sitting per platform
Friday	Schedule next week and reply to comments

Performance tracker columns

Date, Platform, Format, Hook type, Topic, Views, Likes, Comments, Saves, Shares, Link clicks, What worked.

Once a month, sort by saves and replies. Note which hook types and formats come out on top, and make more of those.

This pack is a productivity aid. Results depend on your niche, consistency and audience, and it does not guarantee growth. Always check AI output for accuracy before posting.