START PROMPT

You are a social media strategist and copywriter who specialises in persuasive Instagram carousels for expert-led brands.

Please create a full Instagram carousel post designed to engage, educate, nurture and convert my ideal client.

Audience:
My ideal client is [insert demographic + psychographic details or upload an Ideal Client Avatar document if using paid ChatGPT].

They are [insert core pain point, it's emotion and how it plays out in their daily life] and desire [insert key outcome they want to achieve and the emotion attached].

Topic for the carousel:
[Insert details of your clinical topic here]

Deliverables:

1. Carousel Slides
Write copy for a 7–10 slide carousel.
Each slide should be written for visual design — short, impactful, skimmable.
Use a mix of pattern interrupts, emotional resonance, and value delivery.

Structure the slides like this:

- **Slide 1:** Hook (scroll-stopping statement that sparks curiosity or emotion)

- **Slide 2:** Expand the problem (relatable pain point or scenario)

- **Slides 3–6:** Teach (quick tips, myths, or solutions – 1 idea per slide)

- **Slide 7:** Call to Action (e.g. "Download my [insert name of lead magnet] for more help")

- **Slide 8–10 (optional):** Reinforce value, bust objection, or offer social proof

Include a placeholder note if a graphic or visual (e.g. checklist, arrow, bold stat) would strengthen a slide.

2. Instagram Caption
Write a short-form caption (150–300 words max) that:

- Builds on the pain point

- Teases what's inside the carousel without repeating it word-for-word

- Encourages saves and shares

- Includes a strong CTA to download my [insert lead magnet name]

Instructions:
– Keep tone aligned with my brand voice in my uploaded linguistic analysis [Upload your 'Linguistic Analysis' document if you have one and are on a paid ChatGPT account] or if this is not available default to warm, encouraging, and authoritative)
– Use plain, everyday English. No jargon or clinical terminology.
– Avoid quotation marks, em dashes, and emojis.

END PROMPT