

MEDWIKI

Content Strategy & Prompt Playbook

V2 — Patient Moments Edition

6 Content Pillars | Topic Prompts | Script Prompts | Multilingual Strategy

All videos end:

“Got a health question? Ask Medwiki.”

How To Use This Playbook

Step 1	Read the pillar definition, audience psychology, and website destination.
Step 2	Copy the Topic-Finding Prompt into ChatGPT to generate ranked video ideas.
Step 3	Paste the top-ranked topic into the Script Prompt to get a 20–30 second English script.
Step 4	Take the approved script into Flow with your doctor image to generate the video.
Step 5	Every video ends: “Got a health question? Ask Medwiki.”

1

Why Was I Prescribed This?

A medicine appears on a prescription. The patient leaves with questions.

This pillar explains what specific medicines do, why doctors prescribe them, what pharmacists commonly see patients misunderstand, and what information matters most. The pharmacist perspective is the moat — only someone who has dispensed a medicine hundreds of times can speak to what patients consistently get wrong.

Audience Context

Factor	Detail
Viewer State	Just received a new prescription, started a new medicine, or feeling anxious after reading side effects.
Core Emotion	Confusion
Open Loop	Does this medicine affect MY body the way this article says?
Website Destination	Medicine Search / Ask Medwiki
Formats	Pharmacist Confession, Myth Flip, Cliffhanger, Checker

Example Topics

- Why was I prescribed Metformin if my sugar is only slightly high?
- Why do people take statins for years?
- What doctors are trying to prevent when they prescribe Telmisartan
- Why thyroid medicine timing matters more than most people realize

PROMPT 1A — Topic Finder: Why Was I Prescribed This?

Copy this entire prompt into ChatGPT:

```
# ROLE
You are a YouTube content strategist and pharmacist content expert for Indian patient audiences.

# CHANNEL CONTEXT
Channel: Medwiki — pharmacist-led medicine education in English
```

```
Pillar: Why Was I Prescribed This? – explaining what specific medicines do in plain language
Audience: 35-55, managing chronic conditions (diabetes, BP, thyroid, PCOD, joint pain)
Funnel goal: Drive viewers to Medwiki medicine search page

# YOUR TASK
Generate 10 short video topic ideas. Each topic must:
  - Focus on a specific medicine or drug class prescribed commonly in India
  - Create an open loop closable only on the Medwiki website
  - Use one format: Cliffhanger / Myth Flip / Checker / Pharmacist Confession

# FILTERS – reject any topic failing even one
  - Could a non-pharmacist make this video credibly? REJECT.
  - Can it be fully answered in 30 seconds? REJECT.
  - No specific medicine name in the title? REJECT.
  - Already covered by 20+ good English YouTube videos? REJECT.

# OUTPUT – for each topic
  TOPIC [number]:
  FORMAT: [Cliffhanger / Myth Flip / Checker / Pharmacist Confession]
  TITLE: [YouTube title – must contain medicine name + urgency word]
  THE MOMENT: [viewer's exact situation – 1 sentence]
  OPEN LOOP: [what question is raised but NOT answered in the video]
  WEBSITE DESTINATION: [specific Medwiki page that closes the loop]
  HOOK (10 words max): [complete statement mirroring viewer fear – no 'Did you know']
  CTA LINE: [ends with 'Got a health question? Ask Medwiki.']
  RISK FLAG: [1 specific medical fact to verify before filming]

# RANKING
After all 10, rank by FUNNEL SCORE (0-100):
  Open loop strength: 30pts | Search urgency: 25pts
  Website destination clarity: 25pts | Pharmacist uniqueness: 20pts
Justify #1 in 2 sentences.
```

PROMPT 1B — Script Generator: Why Was I Prescribed This?

Run the Topic-Finding Prompt first. Paste the #1 ranked topic's full output into [PASTE TOPIC HERE].

```
# ROLE
You are a short-form health video scriptwriter. You write 20-30 second English scripts that stop the scroll in 2 seconds and send viewers to the Medwiki website.

# FORMAT RULES
  Total words: 60-80 maximum. Language: plain conversational English, no jargon.
  Tone: calm trusted pharmacist – like a knowledgeable friend, not a lecturer.
  Platform: YouTube Shorts / Instagram Reels (vertical, talking head only).

# SCRIPT STRUCTURE – 4 mandatory parts
```

```
PART 1 – HOOK [0-3 sec, max 12 words]:  
    Mirror the viewer's exact fear as a statement. No questions. No 'Did you know.'  
  
PART 2 – AGITATE [3-15 sec, 2-3 sentences]:  
    Make the problem more urgent. Name one consequence they have not considered.  
    Do NOT give the solution – end at peak tension.  
  
PART 3 – INCOMPLETE ANSWER [15-22 sec, 1-2 sentences]:  
    Give one partial fact proving you have the full answer. Stop before completing it.  
    The viewer must feel: I need to know the rest.  
  
PART 4 – CTA [22-30 sec, 1 sentence]:  
    'Search [medicine name] on Medwiki for the complete guide.'  
    End with: 'Got a health question? Ask Medwiki.'  
  
# DELIVERABLES  
1. Script Variant A – Cliffhanger format  
2. Script Variant B – Myth Flip format  
3. Script Variant C – Pharmacist Confession format  
4. VISUAL DIRECTION for each (what to show on screen, text overlays)  
5. HOOK SCORE (1-10) for each variant with reason  
6. RECOMMENDED variant with 1-sentence justification  
  
# TOPIC INPUT  
[PASTE THE FULL OUTPUT FROM PROMPT 1A #1 RANKED TOPIC HERE]
```

Every video ends: “Got a health question? Ask Medwiki.”

2

Something Weird Happened Today **NEW**

A dose was missed. A medicine caused a symptom. The viewer wants to know if it matters.

This is the highest-retention pillar because it mirrors real-life patient moments in real time. Someone took their medicine wrong, skipped a dose, felt an unexpected symptom, or changed their routine. They are not looking for education — they are looking for immediate reassurance or a clear next step. Medwiki becomes the first place they go.

Audience Context

Factor	Detail
Viewer State	Missed a medicine, took it incorrectly, feeling unusual symptoms, worried they made a mistake.
Core Emotion	Concern
Open Loop	Did I make a mistake, and what do I do now?
Website Destination	Ask Medwiki
Why It Works	High retention, high repeat viewing, mirrors search behaviour exactly.

Example Topics

- You took Metformin without eating — what happens next
- You forgot your BP tablet today — do you double up?
- You drank tea right after your thyroid medicine
- You accidentally took two doses
- You feel dizzy after starting a new medicine

PROMPT 2A — Topic Finder: Something Weird Happened Today

Copy this entire prompt into ChatGPT:

```
# ROLE
You are a patient moment content strategist for Indian health audiences.

# CHANNEL CONTEXT
Channel: Medwiki — pharmacist-led health answers for real patient situations
Pillar: Something Weird Happened Today — what to do when a medicine mistake or symptom occurs
Audience: 35-60, managing chronic conditions, taking daily medicines
Funnel goal: Drive viewers to Ask Medwiki for personalised guidance

# YOUR TASK
Generate 10 short video topic ideas rooted in specific patient mistakes or unexpected moments.
Each topic must:
  - Name a specific medicine and a specific situation
  - Create immediate concern without catastrophising
  - Leave one critical question unanswered (closable only on Medwiki)

# FILTERS — reject if failing any
  - Is the situation too rare to be relatable? REJECT.
  - Is the full answer simple enough for 30 seconds? REJECT.
  - Does it require a specific medicine name? If absent, REJECT.
  - Could it cause unnecessary panic? REJECT.
```

```
# OUTPUT – for each topic
TOPIC [number]:
FORMAT: [Cliffhanger / Checker]
TITLE: [must name the medicine + the specific mistake or symptom]
THE MOMENT: [exact patient situation – 1 specific sentence]
THE WORRY: [what the viewer fears is happening]
PARTIAL ANSWER: [1 reassuring or alarming fact given in the video]
OPEN LOOP: [the specific question only Medwiki can answer for their situation]
HOOK (10 words max): [state the exact mistake or symptom as a fact]
CTA LINE: [ends with 'Got a health question? Ask Medwiki.']*
RISK FLAG: [medical fact to verify before filming]

# RANKING
Rank by CONCERN SCORE (0-100):
  Relatability of the moment: 35pts | Pharmacist uniqueness: 25pts
  Open loop strength: 25pts | Safety – no panic risk: 15pts
Justify #1 in 2 sentences.
```

PROMPT 2B — Script Generator: Something Weird Happened Today

Run the Topic-Finding Prompt first. Paste the #1 ranked topic's full output into [PASTE TOPIC HERE].

```
# ROLE
You write calm, reassuring scripts for patients who made a medicine mistake or noticed
an unexpected symptom. Your tone is a pharmacist friend – never alarming, never
dismissive.

# TONE RULES
Never catastrophise. Never minimise. One clear risk, proportionately stated.
Speak directly to the one person in that exact moment.
Always validate before advising.

# SCRIPT STRUCTURE
PART 1 – HOOK [0-3 sec]:
  Name the exact mistake or symptom. One sentence. Viewer must feel: that's me.

PART 2 – VALIDATE + ONE RISK [3-15 sec]:
  Acknowledge this happens often. Name one specific thing that can go wrong.
  One risk only. Proportionate language.

PART 3 – PARTIAL GUIDANCE [15-22 sec]:
  Give 1 general action. Then: 'But whether this applies to your specific dose
  and timing depends on your complete medicine profile – that's where Medwiki helps.'

PART 4 – CTA [22-30 sec]:
  'Ask Medwiki about [medicine name] – get guidance for your exact situation.'
  End: 'Got a health question? Ask Medwiki.'
```

```
# DELIVERABLES
1. Primary script
2. CALM CHECK: rate 1-10 on 'reassuring without minimising' with reason
3. VISUAL DIRECTION: what the presenter should show or gesture toward
4. PINNED COMMENT: invite viewers to share their own experience

# TOPIC INPUT
[PASTE THE FULL OUTPUT FROM PROMPT 2A #1 RANKED TOPIC HERE]
```

Every video ends: “Got a health question? Ask Medwiki.”

3

Is This True?

Health misinformation is no longer only on WhatsApp. Medwiki settles it.

India runs on WhatsApp health forwards — but this pillar goes wider. Misinformation now comes from family, friends, influencers, Reels, online forums, and news. Every video names a specific viral claim, raises doubt about both sides, and sends the viewer to Medwiki for the verified pharmacist verdict. The share button on the website is the conversion goal — not just the click.

Audience Context

Factor	Detail
Viewer State	Unsure what to believe. Has received a health claim from a trusted person.
Core Emotion	Doubt
Open Loop	Is this claim actually true — and is it dangerous if believed?
Website Destination	Myth Checker / Ask Medwiki
Formats	Myth Flip, Pharmacist Verdict, Cliffhanger

Example Topics

- Neem cures diabetes — fact or forward?
- Stop BP medicine in summer — what the pharmacist actually says

- Coconut water lowers blood sugar — checked
- Antibiotics cure viral infections — why this keeps spreading
- Honey is safe for diabetics — the real verdict

PROMPT 3A — Topic Finder: Is This True?

Copy this entire prompt into ChatGPT:

```
# ROLE
You are a health misinformation researcher and short-form video strategist for Indian audiences.

# CHANNEL CONTEXT
Channel: Medwiki — pharmacist-led health fact-checking in English
Pillar: Is This True? — debunking viral health claims circulating in India
Funnel goal: Drive viewers to Medwiki Myth Checker page

# YOUR TASK
Generate 10 short video topic ideas based on health myths and viral claims circulating in Indian family groups, Reels, and online forums.

# TOPIC REQUIREMENTS
- Must be a specific named claim — not a general health topic
- Must be currently circulating in India
- Must have a clear pharmacist verdict: True / False / Partially True
- Must create an open loop — raise the doubt, never resolve it in the video
- The verdict must require visiting Medwiki to access

# OUTPUT — for each topic
TOPIC [number]:
FORMAT: [Cliffhanger / Myth Flip]
TITLE: [must name the specific claim being challenged]
THE MYTH: [exact wording of the claim — quote it]
ACTUAL VERDICT: [True / False / Partially True — with 1-line reason]
SHAREABILITY: [why will this be forwarded after viewer visits Medwiki]
HOOK (10 words max): [mirror the myth back — do not reveal the verdict]
OPEN LOOP: [what question is NOT answered in the video]
CTA LINE: [must end 'Got a health question? Ask Medwiki.']]
DANGER LEVEL: [Low / Medium / High — how harmful if the myth is believed]

# RANKING
Rank all 10 by SHAREABILITY SCORE (0-100):
  Danger level: 30pts | Current circulation volume: 25pts
  Surprise factor of verdict: 25pts | Medwiki authority clarity: 20pts
```

PROMPT 3B — Script Generator: Is This True?

Run the Topic-Finding Prompt first. Paste the #1 ranked topic's full output into [PASTE TOPIC HERE].

```
# ROLE
You write scripts that make viewers feel the myth might be true –
then stop just before revealing the verdict. The verdict lives on Medwiki.

# SCRIPT STRUCTURE
PART 1 – HOOK [0-3 sec]:
    State the myth as if it might be true. Do not signal doubt yet.
    This makes believers feel seen – and makes sceptics lean in.

PART 2 – TENSION [3-15 sec]:
    Give one piece of evidence that seems to support the myth.
    Then introduce one piece that contradicts it. Leave both in tension.

PART 3 – OPEN LOOP [15-22 sec]:
    'The real answer depends on one thing most people never consider.'
    Do NOT name that thing. Stop here.

PART 4 – CTA [22-30 sec]:
    'Check the full verdict on Medwiki's Myth Checker.'
    End: 'Got a health question? Ask Medwiki.'

# DELIVERABLES
1. Primary script – Myth Flip format
2. Alternate script – Cliffhanger format
3. VISUAL DIRECTION: what to show during each part
4. ON-SCREEN TEXT: myth statement as bold overlay during Part 1
5. RECOMMENDED version with reason

# TOPIC INPUT
[PASTE THE FULL OUTPUT FROM PROMPT 3A #1 RANKED TOPIC HERE]
```

Every video ends: “Got a health question? Ask Medwiki.”

4

Living With It

You have it. You are not alone. Here is how to live well with it.

Living with a condition is about daily decisions, not diagnosis. This pillar helps patients manage life with diabetes, hypertension, thyroid disorders, PCOD, and joint pain. It builds the deepest viewer loyalty because the person returns every time their condition changes. The content goal is to become a companion — not a reference.

Audience Context

Factor	Detail
Viewer State	Living with a chronic condition — months or years in. Trying to manage day-to-day.
Core Emotion	Fatigue
Open Loop	Is what I'm experiencing right now a warning sign, or normal for my condition?
Website Destination	Condition Hub / Ask Medwiki
Formats	Cliffhanger, Checker

Example Topics

- Managing diabetes during travel — what the pharmacist packs
- Thyroid medicine and fasting — what actually matters
- What to do when sugar drops unexpectedly
- PCOD and irregular meal timing — the medicine timing question
- Joint pain during monsoon season — normal or a sign?

PROMPT 4A — Topic Finder: Living With It

Copy this entire prompt into ChatGPT:

```
# ROLE
You are a chronic disease content strategist who understands the daily emotional and practical reality of living with long-term health conditions in India.

# CRITICAL DISTINCTION
This pillar is NOT about explaining what a disease is.
It IS about: what do I do differently TODAY because I have this condition?
Every topic must have an immediate practical implication for the viewer's daily life.

# CHANNEL CONTEXT
Channel: Medwiki — daily health companion for Indians managing chronic conditions
Conditions covered: diabetes, hypertension, thyroid disorders, PCOD, joint pain
Funnel goal: Drive viewers to Medwiki Condition Management Hub
```

```
# YOUR TASK
Generate 10 short video topic ideas – minimum 2 per condition.
Each topic must be rooted in a specific daily-life moment, not a clinical concept.

# OUTPUT – for each topic
TOPIC [number]:
CONDITION: [diabetes / hypertension / thyroid / PCOD / joints]
FORMAT: [Cliffhanger / Checker]
TITLE: [must reference condition + a specific daily situation]
THE DAILY MOMENT: [exact situation – e.g. skipped breakfast and took Metformin]
THE FEAR: [what the viewer is worried is happening]
PARTIAL ANSWER: [1 fact given in the video – useful but not complete]
WEBSITE PERSONALISATION: [what Medwiki provides that the video cannot]
HOOK (10 words max): [viewer's daily reality stated as fact]
CTA LINE: [must end 'Got a health question? Ask Medwiki.']
RETURN VALUE: [why does this viewer come back to Medwiki next week]

# RANKING
Rank by RETENTION SCORE (0-100):
  Daily relevance: 35pts | Personalisation gap (website vs video): 30pts
  Emotional resonance: 20pts | Community shareability: 15pts
```

PROMPT 4B — Script Generator: Living With It

Run the Topic-Finding Prompt first. Paste the #1 ranked topic's full output into [PASTE TOPIC HERE].

```
# ROLE
You write chronic disease companion scripts – warm and specific, never lecturing,
always alongside the viewer in their daily reality.

# TONE RULES
Never say 'you should' or 'you must' – use 'here is what helps' or 'this is why'
Never catastrophise – keep risk language calm and proportionate
Always acknowledge the difficulty before offering guidance
Write as if speaking to one specific person – not an audience

# SCRIPT STRUCTURE
PART 1 – HOOK [0-3 sec]:
  Name the exact daily moment. Viewer must feel immediately seen.

PART 2 – ACKNOWLEDGE + STAKES [3-12 sec]:
  Validate that this is common and understandable.
  Name the one specific thing that can go wrong. One risk only.

PART 3 – PARTIAL GUIDANCE [12-22 sec]:
  Give 1 clear practical action for the general situation.
  End: 'But whether this applies to YOUR specific dose and timing
  depends on your complete medicine profile – and that is where Medwiki helps.'
```

```
PART 4 – CTA [22-30 sec]:
  'Check your personalised [condition] guide on Medwiki.'
  End: 'Got a health question? Ask Medwiki.'

# DELIVERABLES
1. Primary script
2. WARMTH CHECK: rate 1-10 on 'sounds like a friend not a doctor' with reason
3. VISUAL DIRECTION: what the presenter should do physically during each part
4. COMMUNITY COMMENT PROMPT: pinned comment inviting viewers to share

# TOPIC INPUT
[PASTE THE FULL OUTPUT FROM PROMPT 4A #1 RANKED TOPIC HERE]
```

Every video ends: “Got a health question? Ask Medwiki.”

5

Everyday Health Questions NEW

Questions people ask pharmacists every day. Not diseases. Not prescriptions. Practical curiosity.

This pillar captures broad search traffic and new audiences who are not yet managing a chronic condition. The content is driven by genuine daily health curiosity — food, sleep, digestion, immunity, and hydration. The pharmacist’s perspective still provides authority, but the entry point is universal. This is the top-of-funnel pillar that introduces Medwiki to the widest audience.

Audience Context

Factor	Detail
Viewer State	Trying to improve general health or understand a symptom they’ve noticed.
Core Emotion	Curiosity
Website Destination	Ask Medwiki
Sub-categories	Food, Sleep, Digestion, Immunity, Hydration
Content Goal	Capture broad search traffic. Convert curious viewers into Medwiki users.

Example Topics

- Which fruit affects blood sugar the fastest?
- Why are you tired after 8 hours of sleep?
- Does Vitamin C actually prevent illness?
- Why do healthy foods sometimes cause bloating?
- Are electrolyte drinks necessary, or is water enough?

PROMPT 5A — Topic Finder: Everyday Health Questions

Copy this entire prompt into ChatGPT:

```
# ROLE
You are a general health content strategist for Medwiki.

# CHANNEL CONTEXT
Channel: Medwiki — pharmacist-led health answers for everyday curiosity
Pillar: Everyday Health Questions — food, sleep, digestion, immunity, hydration
Audience: 25-50, generally health-conscious, not necessarily managing a condition
Funnel goal: Drive new viewers to Ask Medwiki for the first time

# YOUR TASK
Generate 10 short video topic ideas across everyday health categories.
Minimum 2 topics per category: Food, Sleep, Digestion, Immunity, Hydration.

# TOPIC REQUIREMENTS
- Must feel like a question a real person googles or asks a pharmacist
- Must have a pharmacist-authority angle — not just a wellness tip
- Must create an open loop: the full answer lives on Medwiki
- Must be filmable in 30 seconds with no props

# OUTPUT — for each topic
TOPIC [number]:
CATEGORY: [Food / Sleep / Digestion / Immunity / Hydration]
FORMAT: [Cliffhanger / Myth Flip / Checker]
TITLE: [conversational question as title]
THE CURIOSITY: [why does someone search this — 1 sentence]
PARTIAL ANSWER: [1 fact that proves you know more than a Google search]
OPEN LOOP: [what the video does NOT answer]
HOOK (10 words max): [state the tension or surprise — no question format]
CTA LINE: [ends with 'Got a health question? Ask Medwiki.']]
NEW AUDIENCE APPEAL: [why would someone new to Medwiki click this]

# RANKING
Rank by DISCOVERY SCORE (0-100):
  Search volume potential: 30pts | Pharmacist uniqueness: 25pts
  New audience appeal: 25pts | Open loop strength: 20pts
```

PROMPT 5B — Script Generator: Everyday Health Questions

Run the Topic-Finding Prompt first. Paste the #1 ranked topic's full output into [PASTE TOPIC HERE].

```
# ROLE
You write scripts that satisfy everyday health curiosity while proving
Medwiki has the deeper, personalised answer the viewer needs.

# FORMAT RULES
Total words: 60-80 maximum.
Tone: approachable pharmacist — informed, not clinical.
Entry point: pure curiosity. No assumed condition or medicine.

# SCRIPT STRUCTURE
PART 1 — HOOK [0-3 sec]:
    State the surprising or counterintuitive fact. No questions.
    Viewer must think: I didn't know that.

PART 2 — BUILD [3-15 sec]:
    Give 1 supporting detail. Then name the variable that changes everything.
    Do not reveal the variable.

PART 3 — PARTIAL ANSWER [15-22 sec]:
    Give one general answer. End: 'But the answer for you specifically
    depends on your health context — and that's where Medwiki helps.'

PART 4 — CTA [22-30 sec]:
    'Search [topic] on Medwiki for the full breakdown.'
    End: 'Got a health question? Ask Medwiki.'

# DELIVERABLES
1. Primary script
2. Hook alternatives (3 options, each under 12 words)
3. VISUAL DIRECTION: what to show or reference
4. SEARCH OPTIMISATION: 3 keyword phrases this video should rank for

# TOPIC INPUT
[PASTE THE FULL OUTPUT FROM PROMPT 5A #1 RANKED TOPIC HERE]
```

Every video ends: “Got a health question? Ask Medwiki.”

6

Pharmacist Confessions NEW

What 10 years behind the dispensary counter actually teaches you.

This is the brand’s signature format — the most humanising and authority-building content in the mix. The AI Pharmacist shares observations from years of patient interactions. It is not about a specific medicine or myth. It is about the patterns only a pharmacist sees. This pillar builds the character of Medwiki itself and is the content most likely to be shared beyond health contexts.

Audience Context

Factor	Detail
Viewer State	Trust-building. Not necessarily problem-solving.
Core Emotion	Curiosity and credibility
Website Destination	Ask Medwiki
Content Goal	Build authority and brand personality. The most shareable format.
Volume	5% of total content. Every video must feel earned.

Example Topics

- The medicine mistake I see every single day
- What patients misunderstand about statins
- One question I wish every patient asked before leaving
- Why pharmacists worry about skipped doses more than missed ones
- The most common thyroid medicine mistake — and why it keeps happening

PROMPT 6A — Topic Finder: Pharmacist Confessions

Copy this entire prompt into ChatGPT:

```
# ROLE
You are a brand content strategist helping Medwiki build authority through authentic pharmacist perspective content.

# CHANNEL CONTEXT
Channel: Medwiki — pharmacist-led health education
Pillar: Pharmacist Confessions — observations from years of patient interactions
```

```
Content goal: Build authority, humanise the brand, generate shares beyond health audiences

# YOUR TASK
Generate 10 Pharmacist Confession topic ideas.
Each must be rooted in a real, recurring pattern only a pharmacist would observe.

# TOPIC REQUIREMENTS
- Must come from the pharmacist's direct observation of patient behaviour
- Must be surprising or counterintuitive to a non-pharmacist
- Must be shareable beyond health audiences – anyone finds it interesting
- Must create an open loop: the full depth lives on Medwiki
- Must feel like a genuine confession, not a lecture

# OUTPUT – for each topic
TOPIC [number]:
THE CONFESSION: [the observation in 1 direct sentence – as the pharmacist would say it]
WHY IT'S SURPRISING: [what the viewer would expect instead]
THE PATTERN: [how often and why this happens – 1 sentence]
OPEN LOOP: [what the video does NOT explain – lives on Medwiki]
HOOK (10 words max): [the confession stated as a fact, not a question]
CTA LINE: [ends with 'Got a health question? Ask Medwiki.']*
SHARE AUDIENCE: [who shares this beyond health audiences – 1 sentence]

# RANKING
Rank by AUTHORITY SCORE (0-100):
  Pharmacist uniqueness: 35pts | Shareability beyond health: 30pts
  Surprise factor: 20pts | Open loop to Medwiki: 15pts
```

PROMPT 6B — Script Generator: Pharmacist Confessions

Run the Topic-Finding Prompt first. Paste the #1 ranked topic's full output into [PASTE TOPIC HERE].

```
# ROLE
You write first-person pharmacist scripts that feel like genuine professional observations, not educational content. The AI Pharmacist is speaking from experience, not from a script.

# TONE RULES
First person: 'I see this every week.' 'In my experience.'
Never lecture. Never generalise. Speak from a specific observation.
Curiosity over instruction. The viewer learns by listening, not by being taught.

# SCRIPT STRUCTURE
PART 1 – HOOK [0-3 sec]:
  State the confession directly. First person. No setup.
  Example: 'The number one mistake I see every day is not what people expect.'
```



```
PART 2 – THE OBSERVATION [3-15 sec]:  
Describe the pattern. Why it happens. What patients believe vs what is true.  
Do not fully explain the solution.
```

```
PART 3 – THE IMPLICATION [15-22 sec]:  
Name the consequence of the pattern. One consequence.  
End: 'The full picture is more nuanced – and it's on Medwiki.'
```

```
PART 4 – CTA [22-30 sec]:  
'Search [topic] on Medwiki to understand what this means for you.'  
End: 'Got a health question? Ask Medwiki.'
```

```
# DELIVERABLES  
1. Primary script  
2. AUTHENTICITY CHECK: rate 1-10 on 'sounds like a real pharmacist, not content' with  
reason  
3. VISUAL DIRECTION: what the presenter does physically – this is a confession, not a  
lecture  
4. SHARE PROMPT: what caption or overlay encourages sharing beyond health audiences  
  
# TOPIC INPUT  
[PASTE THE FULL OUTPUT FROM PROMPT 6A #1 RANKED TOPIC HERE]
```

Every video ends: “Got a health question? Ask Medwiki.”

Cross-Pillar Topic Finder

Use this when you want a broad batch of ideas across all six pillars — for weekly production planning, seasonal moments, or breaking health news.

PROMPT 7 — General Health Topic Finder (All Pillars)

Copy this entire prompt into ChatGPT:

```
# ROLE  
You are a health content strategist for Medwiki – a pharmacist-led health platform  
covering medicine education, real patient moments, myth-busting,  
patient empowerment, chronic disease management, and everyday health curiosity.
```

```
# TASK
Generate 24 short video topic ideas across all six Medwiki content pillars.
Distribute evenly: 4 topics per pillar.
All topics must be rooted in real, current Indian health concerns.

# THE 6 PILLARS
Pillar 1 – Why Was I Prescribed This?: specific medicine explainers
Pillar 2 – Something Weird Happened Today: patient moment content
Pillar 3 – Is This True?: health myth-busting
Pillar 4 – Living With It: daily chronic condition management
Pillar 5 – Everyday Health Questions: food, sleep, digestion, immunity
Pillar 6 – Pharmacist Confessions: brand authority content

# UNIVERSAL RULES – every topic must pass all of these
- Creates an open loop closable only on the Medwiki website
- Filmable as a 20-30 second talking-head video, no props required
- Ends with: 'Got a health question? Ask Medwiki.'
- Rooted in a real specific Indian patient moment
- English language (simple conversational – no medical jargon)

# TOPIC SCORING – apply to each topic before including
Search Demand: 25pts | Emotional Relevance: 25pts
Pharmacist Authority: 20pts | Website Conversion Potential: 20pts
Shareability: 10pts
MINIMUM SCORE TO INCLUDE: 75/100

# SEASONAL BONUS
Include at least 3 topics relevant to the current season in India.
[INSERT CURRENT MONTH/SEASON WHEN RUNNING THIS PROMPT]

# OUTPUT – for each of the 24 topics
TOPIC [number] | PILLAR [1-6] | SCORE [out of 100]:
TITLE: [exact YouTube/Shorts title]
FORMAT: [Cliffhanger / Myth Flip / Checker / Pharmacist Confession]
ONE-LINE BRIEF: [what this video does and where it sends the viewer]
HOOK (10 words max): [first sentence – complete statement, no questions]
CTA: [last sentence – must end 'Got a health question? Ask Medwiki.']

# FINAL OUTPUT
After all 24, pick the TOP 6 – one per pillar.
Justify each pick in 1 sentence. These 6 become this week's production queue.
```

Every video ends: “Got a health question? Ask Medwiki.”

Translation Rule

Never perform literal translation. Use: “Adapt this script naturally for a native [language] speaker in India while preserving meaning and emotional intent.”

