

Works with ChatGPT, Gemini et al

Prompt to create LinkedIn Carousel copy

using 'The Cognitive Fluency Effect'



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What is 'Cognitive Fluency Effect' ?

The Cognitive Fluency Effect is a psychological principle that refers to the ease with which information is processed by the brain. When information is easy to understand and process, it is perceived as more trustworthy, likable, and true.

First part of the prompt

Create an engaging LinkedIn carousel post for [**JOB TITLE**,(e.g. marketers)] on how to [**SUBJECT** (e.g.integrate DALL-E-3 into their daily workflow)] using '**The Cognitive Fluency Effect**' framework.

The post should include the following elements:

Second part of the prompt

Hook: Start with a compelling question or statement to grab attention.

Re-hook: Reinforce interest with an intriguing follow-up.

Lead: Introduce the topic and its relevance to the audience.

The Rule of Three: Present three key benefits of using [SUBJECT].

Proof: Provide evidence or examples of success.

Third part of the prompt

Body (Answer to Hook): Elaborate on the initial hook with detailed information.

Listicles: Include a list of actionable tips or steps.

Power Ending: Conclude with a strong, memorable statement.

Call to Action: Encourage readers to take a specific action.

Bonus: Offer an additional piece of valuable content or insight.

LinkedIn or otherwise?

What framework do you use

To create your content?

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