The "Generic-to-Expert" Content Audit

A 1-Page Checklist to Diagnose Generic Content and 3 Expert Prompts to Instantly Boost Your Authority

Introduction

Are you tired of spending hours on content only to have it sound... generic? You're not alone. Many ambitious small business owners struggle to sound like the expert they truly are, especially when using AI tools. The problem isn't the AI; it's the lack of strategy *in* the prompts.

This audit will help you diagnose the problem in 60 seconds and give you three powerful, copy-and-paste prompts to fix it instantly. It's time to transform your content from "overworked operator" to "confident strategist".

Part 1: The "Generic" Content Audit Checklist

If your content sounds like this, it's not building the credibility you deserve.

Does your content... (Check all that apply)

- [ ] **Use Vague Language?**
  - Uses words like "things," "stuff," "many ways," or "in conclusion" instead of specific data, examples, or bold takeaways.
- [ ] **Lack a Confident Tone?**
  - Uses "weasel words" like "maybe," "perhaps," "I think," or "it seems." An expert states facts with confidence.
- [ ] **State the Obvious?**
  - Tells the reader what they already know (e.g., "Social media is important") without offering a unique perspective, a new insight, or a strategic "why."
- [ ] **Sound Like Every Other AI?**
  - Follows the exact same "Introduction, 3 points, Conclusion" structure without any unique brand voice.
- [ ] **Ignore Specific Pain Points?**
  - Talks *about* a topic but fails to connect it directly to the *specific* pain points (like overwhelming workloads) or goals (like scalable growth) of your ideal customer.
- [ ] **Feel Disconnected from Your Brand?**
  - The tone is wrong, the values are missing, and it doesn't sound like *you*.

If you checked two or more, you're relying on 'generic' content. Let's fix that right now.

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Part 2: 3 "Copy-and-Paste" Prompts to Sound Like an Expert

Use these prompts *after* your AI generates a first draft to instantly elevate its quality and credibility.

Prompt 1: The Authority & Tone Shift

- **Use this to:** Instantly remove weak language and adopt a confident, expert voice.

- **The Prompt:** "Act as a 15-year industry veteran and expert [YOUR NICHE] strategist. Rewrite the text above with a more confident, empowering, and practical tone. Remove all weak or vague language ('maybe,' 'I think,' 'it seems'). Replace it with strong, declarative sentences that convey expertise and build trust. Focus on clarity and actionable advice."

Prompt 2: The Specificity & Pain Point Injection

- **Use this to:** Connect your content directly to your customer's biggest problems.

- **The Prompt:** "Review the text above. Identify 3 places where the content is too generic. Rewrite those sections to include specific examples, data, or a unique insight that directly addresses the core pain point of [YOUR CUSTOMER'S PAIN POINT, e.g., 'feeling overworked and stuck in daily operations']. Make it tangible and actionable."

Prompt 3: The Unique Perspective & "Why" Framework

- **Use this to:** Differentiate your content from competitors and position yourself as a leader.

The Prompt: "This content is accurate, but it's not unique. Rewrite it using my [YOUR UNIQUE FRAMEWORK/METHOD] framework. The goal is not just to inform, but to give the reader a competitive advantage. Start with a bold claim, back it up with a clear 'why,' and show them how this new perspective solves their problem better than any other solution."

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Part 3: The Next Step: Stop Auditing, Start Scaling

Tired of doing this 3-step "fix-it" process for every single piece of content?

The 3 prompts above are a small sample of the strategy built into **Expert AI Prompts**. Our 30 industry-specific prompt packs are designed to produce expert-level, credible content *from the very first click*.

Stop the trial and error. Reclaim your time and start building your brand as the expert you are.

Get your industry-specific pack of 50 Expert AI Prompts today:

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