

AI Writing Prompt Pack

100+ Prompts for Authors & Self-Publishers

Fiction · Non-Fiction · Marketing · Genre · Craft · Productivity

Fiction

Non-Fiction

Marketing

Genre

Craft

AI Moves

HOW TO USE THIS PACK

Copy any prompt into your favourite AI tool (ChatGPT, Claude, Gemini). Replace bracketed text with your specifics. For best results, add context: your genre, target reader, tone, and a sample of your writing style. The ✦ tips beneath each prompt tell you *why* the prompt works — understanding the why makes you a better prompter.

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🏠 ■ Fiction & Storytelling

Character, plot, world-building, and scene-level prompts for novelists

Character Development

- #1** *Write a 300-word backstory for my protagonist that explains their deepest fear without stating it directly.*
✦ Let actions and memories imply the wound rather than naming it.
- #2** *My antagonist believes they are the hero of this story. Write their internal monologue justifying their next cruel act.*
✦ Great villains have coherent — if warped — moral logic.

#3 Give my side character [NAME] one scene that makes the reader root for them, using only dialogue and action — no inner thought.

◆ Constraints force creativity. No 'she felt' allowed.

#4 Write a 200-word physical description of my character that reveals personality, not just appearance.

◆ What does the way they dress tell us about who they are?

#5 Create a character flaw for my hero that feels real and sympathetic, then write the scene where it costs them something important.

◆ Flaws must have consequences or they're just quirks.

#6 Write a scene where two characters who have never met instantly dislike each other — without telling us why.

◆ Show tension through body language, word choice, and subtext.

#7 My character needs to lie convincingly. Write the scene so the reader knows they're lying but another character doesn't.

◆ dramatic irony is one of fiction's most powerful tools.

Plot & Structure

#8 I'm stuck at the midpoint of my novel. Write three different 'dark night of the soul' turning points that could work for my story: [brief premise].

◆ The midpoint shift should make going back impossible.

#9 Write a plot outline for a three-act structure based on this premise: [your premise]. Include the inciting incident, midpoint, and climax.

◆ Use the 3-act framework as a skeleton, not a cage.

#10 Give me five unexpected but logical plot twists for a story where [setup]. Each twist should recontextualize what came before.

◆ The best twists feel inevitable in hindsight.

#11 Write the opening line and first paragraph of a thriller that makes the reader physically unable to stop reading.

◆ Start mid-action or mid-thought. No weather. No waking up.

#12 My story has a 'ticking clock' element. Help me escalate the tension across five scenes leading to the climax.

◆ Each scene should raise the stakes AND shrink the time window.

#13 Write a chapter outline for a heist story where everything goes wrong in a different way than planned.

◆ Complications should test character, not just create chaos.

Dialogue & Voice

#14 Rewrite this dialogue so each character has a distinct voice without using dialogue tags other than 'said': [paste your dialogue].

◆ Readers should know who's speaking from word choice alone.

#15 Write an argument between two characters who love each other but can't say what they actually mean.

◆ The real fight is always about something underneath the surface issue.

- #16** *My character has a verbal tic or speech pattern. Write three pages of dialogue that naturally incorporates it without it feeling repetitive.*
◆ Quirks should illuminate character, not become annoying.
- #17** *Write a scene where a character reveals a secret through what they almost say rather than what they do say.*
◆ Omission and hesitation carry enormous weight in dialogue.
- #18** *Create a conversation between [two characters] that starts as small talk and ends as a confession.*
◆ Let the subtext build gradually — don't rush the reveal.

World-Building & Setting

- #19** *Describe [your fictional location] at three different times of day through the eyes of three different characters who have conflicting feelings about it.*
◆ Setting filtered through POV reveals character and place simultaneously.
- #20** *Write the 'rules' of the magic system in my world as if explaining them to a skeptical ten-year-old. Then break one rule logically.*
◆ Magic systems need internal consistency to feel real.
- #21** *Create the social hierarchy of [your fictional society] and write a scene where that hierarchy is challenged by someone from the lowest rank.*
◆ Power structures create natural conflict and story tension.
- #22** *Describe the smells, sounds, and textures of [your setting] — not a single visual detail allowed.*
◆ Over-reliance on sight is the most common sensory mistake in fiction.

■ Non-Fiction & Self-Help

Prompts for memoir writers, business authors, and how-to book creators

Memoir & Personal Narrative

- #23** *Write a 400-word memoir scene about a moment when you realised something important — without stating the realisation. Show it through what you saw, heard, and did.*
◆ The epiphany should live in the reader, not on the page.
- #24** *Describe a person from your childhood in such specific detail that a reader who never met them feels they know them.*
◆ Specific details — one earring, a particular laugh — make people real.
- #25** *Write the hardest moment of [your true story] from the perspective of someone else who was there.*
◆ Shifting POV reveals blind spots and deepens empathy.
- #26** *Write a scene from your life that could serve as the opening chapter of your memoir. Hook the reader in the first line.*
◆ Memoir openings often work best when starting in the middle of the chaos.
- #27** *Identify the central wound or question at the heart of your memoir, then write the first scene that planted it — even if the reader won't understand its significance yet.*
◆ A memoir's power comes from its central question and how it gets answered.

How-To & Business Books

- #28** Write a compelling introduction for a book on [your topic] that makes the reader feel seen and understood in the first paragraph.
◆ People buy books that seem to know their problem better than they do.
- #29** Turn this concept: [concept] into a memorable acronym, metaphor, or framework name that readers will remember years after finishing the book.
◆ Frameworks and named concepts become the most quotable parts of non-fiction.
- #30** Write a case study for Chapter [X] of my book. The hero is [persona], their problem is [problem], and my method solved it. Make it feel real and narrative-driven.
◆ Case studies should read like mini-stories, not PowerPoint slides.
- #31** Write three different versions of the same key insight from my book — one for a skeptic, one for a beginner, one for an expert.
◆ One idea needs multiple entry points for different reader types.
- #32** Create a chapter summary framework for each chapter of my non-fiction book: key insight, story example, actionable takeaway, and reflection question.
◆ Structure gives readers confidence that their time is well spent.
- #33** Write the 'cost of inaction' section for my book on [topic] — what happens to the reader if they close this book and do nothing?
◆ Urgency is one of the most underused tools in non-fiction writing.
- #34** Generate 10 research questions I should investigate to make my book on [topic] authoritative and credible.
◆ Good non-fiction is built on questions, not just answers.

Self-Help & Transformation

- #35** Write a journaling exercise for Chapter [X] that helps readers identify their core limiting belief around [topic].
◆ Exercises should guide discovery, not lecture.
- #36** Create a '7-day challenge' chapter that turns the main concept of my book into daily micro-actions.
◆ Behaviour change happens in small, consistent steps.
- #37** Write a reader persona for my book — name, age, job, pain point, and what they desperately want but can't figure out alone.
◆ Every word of your book should speak to this specific person.
- #38** Rewrite this dry instructional paragraph as an engaging story that teaches the same lesson: [paste paragraph].
◆ If it sounds like a manual, it will be abandoned. If it sounds like a story, it will be finished.

■ Book Marketing & Publishing

Blurbs, descriptions, ads, and platform copy for self-publishers

Book Descriptions & Blurbs

#39 Write a 150-word Amazon book description for [title] in [genre]. Hook in line 1, escalate stakes in lines 2–5, end with a cliffhanger question.

◆ Amazon descriptions are sales copy, not summaries. Never spoil. Always intrigue.

#40 Write three versions of my book blurb: one punchy (50 words), one standard (150 words), one extended (300 words with HTML formatting for KDP).

◆ Having all three ready saves hours at upload time.

#41 My book description is boring. Rewrite it to start with the reader's pain point, not the plot: [paste current description].

◆ Lead with 'you' not 'when'. Readers care about themselves first.

#42 Write a comp title sentence for my book: '[Title] is perfect for fans of [Author A] and [Author B] who want [unique angle].'

◆ Comp titles help readers self-select and help algorithms place your book.

#43 Generate five different opening hooks for my book description. Each should use a different technique: question, bold claim, 'if you' statement, shocking fact, or character voice.

◆ Test multiple hooks. The one that feels most uncomfortable often converts best.

Social Media & Email Marketing

#44 Write 5 Twitter/X posts promoting [book title] — each from a different angle: quote, question, reader result, behind-the-scenes, and controversial opinion.

◆ Variety prevents your feed from feeling like an infomercial.

#45 Write an Instagram caption for my book launch using storytelling, not selling. End with a call-to-action that doesn't feel pushy.

◆ The caption that feels least like an ad usually performs best.

#46 Write a launch-day email for [book title] that feels personal, excited, and human — not like a press release.

◆ Your email list wants to hear from a friend, not a brand.

#47 Create 10 TikTok BookTok video concepts for my book [title/genre] that would work without showing my face.

◆ Text overlays, aesthetic shots, and voiceovers work brilliantly on BookTok.

#48 Write a Goodreads author update post announcing my book launch that sounds genuine and grateful — not salesy.

◆ Goodreads readers are sensitive to marketing speak. Be human.

#49 Write a 5-email welcome sequence for new subscribers who joined my list via a [genre] reader magnet. Deliver value first, introduce my book last.

◆ Build relationship before you pitch. Aim for 4 value emails per 1 sales email.

#50 Create a re-engagement email for subscribers who haven't opened in 60+ days. Make them feel remembered, not guilty.

◆ Win-back emails work best when they lead with curiosity, not desperation.

Amazon Ads & Paid Promotion

#51 Write three Sponsored Product ad headlines for my book [title] in [genre], each under 50 characters, each using a different emotional trigger.

◆ Fear of missing out, aspiration, and curiosity are your three best levers.

#52 Generate 20 keyword phrases I could target in Amazon Ads for a [genre] book about [topic].

◆ Mix broad (romance novels), phrase ('enemies to lovers romance'), and exact ([competitor title]).

#53 Write the copy for a BookBub Featured Deal application for my book. Pitch why their audience would love it in 100 words.

◆ BookBub cares about reviews, cover, and clear genre fit above all.

#54 My Amazon Ad is getting clicks but no sales. Rewrite this book description to better match what the ad copy promises: [paste both].

◆ Conversion problems are almost always a description problem, not an ad problem.

Author Brand & Platform

#55 Write my author bio in three lengths: 50 words (Twitter), 150 words (Amazon Author Central), 300 words (website About page). Tone: [warm/authoritative/playful].

◆ Your bio should answer: who are you, why should I trust you, and why do you write this?

#56 Create a tagline for my author brand that captures my genre, my promise to readers, and my unique voice in under 10 words.

◆ The best taglines work as a filter — the right readers immediately self-select.

#57 Write an 'About the Book' page for my author website that sells the experience, not just the plot.

◆ Website visitors decide in 8 seconds. Hook emotionally before you explain logically.

#58 Generate 12 content ideas for my author newsletter that have nothing to do with promoting my book but keep readers engaged.

◆ A newsletter only about your books is a sales letter. Add value between launches.

#59 Write a reader magnet landing page for [freebie title] in 200 words. Headline, benefits, and opt-in above the fold.

◆ Remove every word that doesn't help the reader decide to click 'Download'.

■ Genre-Specific Prompts

Targeted prompts for Romance, Thriller, Fantasy, Mystery, and Children's

Romance

#60 Write the 'meet-cute' scene between [Character A] and [Character B] where everything goes wrong in the most endearing way possible.

◆ The best meet-cutes set up the central tension of the relationship.

#61 Write the moment my two leads almost kiss for the first time but don't — make the tension unbearable.

◆ Delayed gratification is the engine of romance. The almost-kiss > the kiss.

#62 Write the black moment in my romance where the reader believes the relationship is truly over. Make it feel earned, not manufactured.

◆ The black moment must feel like a natural consequence of who these characters are.

#63 Create a unique love language for my male lead that expresses love through action rather than words.

◆ Show don't tell applies to romance chemistry above all.

#64 Write the grovel scene where my male lead must earn back the heroine's trust. Make him work for it.

◆ Readers want the grovel to feel proportionate to the wound. No easy fixes.

Thriller & Mystery

#65 Write the opening scene of my thriller where the reader knows something terrible is about to happen before the protagonist does.

◆ Dramatic irony in thrillers creates dread. Use it early and often.

#66 Plant three red herrings in Chapter [X] — each one believable enough that even careful readers might be fooled.

◆ A good red herring contains real, verifiable evidence that simply points the wrong way.

#67 Write the scene where my detective/sleuth discovers the clue that changes everything — but doesn't realise its significance yet.

◆ The clue that matters most should feel minor when it first appears.

#68 Create a villain reveal that recontextualises three earlier scenes from the book in a way the reader didn't expect.

◆ The reveal should make the reader want to immediately re-read from the beginning.

#69 Write the interrogation scene where my detective knows the suspect is lying but can't prove it yet.

◆ Interrogation scenes are chess matches. Every line should have a strategy.

Fantasy & Sci-Fi

#70 Write the scene where my protagonist first discovers their power/ability and it goes catastrophically wrong.

◆ Powers should cost something. There's no drama without consequence.

#71 Create a creation myth for my fantasy world that hints at the central conflict of the story without explaining it directly.

◆ Mythology should feel ancient and ambiguous — let readers interpret.

#72 Write the scene where my sci-fi protagonist encounters technology so advanced it seems like magic — but explain the science to the reader in a way that doesn't slow the story.

◆ The best sci-fi makes the strange feel inevitable once explained.

#73 Create a political system for my fantasy world where the conflict for power mirrors the protagonist's internal conflict.

◆ The best fantasy worlds feel like amplified metaphors for real human experience.

#74 Write the moral dilemma scene where my hero must choose between saving one person they love or a hundred strangers.

◆ How a character chooses in impossible situations defines who they truly are.

Children's & Middle Grade

#75 Write the opening scene of a picture book about [topic] where a child solves a big problem in an unexpectedly small way.

◆ Children's books work best when kids, not adults, have the power and solutions.

#76 Create a middle-grade protagonist with a specific, niche obsession that drives the plot — not sports, not magic school.

◆ Unusual passions (competitive birdwatching, competitive eating, geocaching) make MG heroes memorable.

#77 Write a chapter book scene where the child hero makes the wrong choice for understandable reasons, and must live with the consequences.
◆ Children's fiction doesn't need to protect kids from consequences — it needs to be honest about them.

#78 Write a read-aloud picture book page with a repeating refrain, three escalating attempts at a problem, and a surprise resolution.
◆ The rule of three is the most powerful structural tool in picture books.

■ ■ Editing, Craft & Productivity

Prompts to improve prose, beat writer's block, and level up your craft

Prose & Style Improvement

#79 Rewrite this paragraph in the style of [Author Name], preserving my meaning but adopting their sentence rhythm and word choice: [paste paragraph].

◆ Imitation is the fastest path to finding your own voice.

#80 Find every passive voice construction in this passage and rewrite each one with active, muscular verbs: [paste text].

◆ Passive voice distances the reader from the action. Use it deliberately or not at all.

#81 Rewrite this scene cutting the word count by exactly 30% without losing any meaning, emotion, or essential information: [paste scene].

◆ Cutting is where good writing becomes great writing.

#82 My prose feels flat. Identify the three most common sentence structures I'm using and rewrite this passage with greater variety: [paste text].

◆ Sentence length variation is the music of prose.

#83 Replace every instance of a 'telling' emotion word (felt, seemed, appeared, was) in this passage with a physical or behavioural detail: [paste text].

◆ 'Her stomach dropped' beats 'she felt afraid' every single time.

#84 Write five alternative versions of this opening sentence, each using a completely different technique: [paste sentence].

◆ The best first sentence often isn't the first one you write.

#85 Analyse this chapter for pacing — identify where it drags and where it rushes, then suggest specific fixes: [paste chapter].

◆ Pacing problems are usually scene-length problems in disguise.

Beating Writer's Block

#86 I'm stuck at [specific plot point]. Give me 5 wildly different directions the story could go from here — the weirder the better.

◆ Constraints create the stuck feeling. Options dissolve it.

#87 Write the next 200 words of my story from the perspective of a minor character who disagrees with everything the protagonist is doing.

◆ A shift in POV can unlock what the scene is really about.

#88 *My protagonist is making a decision. Write the scene where they make the opposite choice from what I've planned, then tell me what becomes more interesting.*
◆ Your story's 'yes' only means something because of its 'no'.

#89 *I've written myself into a corner. Here's the situation: [describe situation]. Give me three ways out, each using something already established in the story.*
◆ The solution is almost always hiding in your setup.

#90 *Write a 5-minute freewriting prompt that will help me discover what my character wants in this scene, not what they say they want.*
◆ Characters often lie to themselves. Freewriting reveals what they won't say.

Revision & Self-Editing

#91 *Read this chapter and identify: (1) every scene that could be cut, (2) every scene that needs expanding, (3) the one scene that is already perfect. Explain each: [paste chapter].*
◆ Good revision requires the courage to kill your darlings and the wisdom to keep them.

#92 *List every question this chapter raises for the reader — then tell me which ones are answered too quickly, too slowly, or never: [paste chapter].*
◆ Reader questions are the engine of forward momentum.

#93 *Read this dialogue exchange and tell me what each character wants, what they're afraid of, and what they're hiding: [paste dialogue].*
◆ Every line of dialogue is a negotiation between what characters want and what they'll admit.

#94 *Check this chapter's emotional arc — does the protagonist feel something different at the end than they did at the start? If not, why not: [paste chapter].*
◆ A chapter without an emotional shift is a chapter the reader will skim.

#95 *Find every adverb in this passage. Keep only those that genuinely add meaning. Delete or rewrite all others: [paste text].*
◆ Most adverbs are apologies for weak verbs. Find a better verb instead.

Productivity & Process

#96 *Help me create a writing schedule for 30 days that will produce [word count] words, working only [X hours] per day. Include buffer days for resistance.*
◆ Realistic schedules account for bad days. Unrealistic ones get abandoned after day three.

#97 *I need to write a chapter today but have no motivation. Give me a 10-minute warm-up writing exercise specific to my current chapter challenge: [describe challenge].*
◆ The blank page is terrifying. Warm-up writing makes it familiar.

#98 *Create a chapter-by-chapter outline template I can reuse for every book I write, including the questions I should answer before writing each chapter.*
◆ A repeatable system removes decisions and conserves creative energy.

#99 *I write best in the morning but have to work until noon. Design a 45-minute evening pre-writing ritual that primes my subconscious so I'm ready to write at 5am.*
◆ Your best writing sessions are set up the night before.

- #100** Write a personalised accountability statement I will say to myself each morning before I open my manuscript, based on these writing goals: [paste your goals].
- ◆ Ritual and intention prime the mind. Don't underestimate them.

■ Bonus Prompts: AI Power Moves

Advanced prompts that use AI as a true creative collaborator

AI Collaboration Techniques

- #101** Act as a brutally honest developmental editor and tell me the three biggest structural problems with this manuscript synopsis — no softening: [paste synopsis].
- ◆ Ask for honesty explicitly. AI defaults to encouragement unless told otherwise.
- #102** Take this rough scene and rewrite it three times: once leaning into more tension, once more emotional resonance, once faster pacing. Then explain what changed each time: [paste scene].
- ◆ Three rewrites reveal three craft levers you can pull independently.
- #103** I want to write in the style of [Author]. Analyse what makes their prose distinctive and give me 10 specific exercises to practise their techniques.
- ◆ Ask for analysis before imitation. Understanding beats mimicry.
- #104** Read this opening chapter and tell me: Will a reader who opens this book in a bookstore and reads page one buy it or put it back? What's the tipping point? [paste chapter].
- ◆ The bookstore test is ruthlessly practical. Ask it before you launch.
- #105** Help me build a book bible for my series: world rules, character sheets, timeline, recurring symbols, and things that must never change across all books.
- ◆ Series continuity errors destroy reader trust. A bible prevents them.
- #106** I've written the same type of scene five times in my manuscript. Identify the pattern and give me five completely different ways to convey the same emotional beat without repetition: [paste scenes].
- ◆ Pattern recognition is where AI collaboration genuinely shines.
- #107** Generate 15 possible titles for my book based on this synopsis, ranging from commercial to literary, obvious to cryptic: [paste synopsis].
- ◆ Generate 20 to get 2 great ones. Quantity creates quality in title generation.
- #108** Read this chapter and identify every place where I'm telling the reader how to feel instead of trusting them to feel it themselves: [paste chapter].
- ◆ Emotional micromanagement is the number one craft issue in early drafts.

■ FINAL THOUGHT

AI doesn't replace your voice — it amplifies it. The best prompts are the ones you personalise with your genre, your characters, and your specific creative problem. Come back to this pack at every stage: planning, drafting, revising, and publishing. The prompts that seem irrelevant today will be exactly what you need six months from now.