NEXTMIND AI

V1.0 / FREE

FREE STUDIO MODE

CONTENT HOOK SPRINT

Create 15 useful content angles from one real customer problem - without filling your feed with generic AI noise.

FAST TO USE

NO FLUFF

AI-READY

Practical systems. Clear outputs. Better decisions.

nextmindai.shop

FIELD GUIDE

Start with one real problem

Good content becomes easier when you stop trying to invent topics and start unpacking one real customer tension.

THE INPUT

Write one problem your audience actually experiences. Use their language, not your marketing language. Example: "I know I should post consistently, but I never know what to say."

BAD INPUT

"People need a better content strategy." Too abstract. No tension.

BETTER INPUT

"I open Instagram, stare at the blank caption box, and post nothing." Specific and visual.

COPY / PASTE PROMPT

My audience is [who]. One real problem they have is: [problem]. Give me 10 variations of how they might describe this problem in natural language. Do not create solutions yet. Avoid marketing jargon.

FIELD GUIDE

5 hook engines

Run the same problem through different angles instead of repeating the same post.

01 MISTAKE

The mistake that keeps [problem] happening.

02 CONTRAST

Most people do X. Try Y instead.

03 CONFESSION

What I stopped doing when I realized [insight].

04 PROCESS

The 3-step system I use to handle [problem].

05 PROOF

What changed after I tested [specific change].

FIELD GUIDE

The 15-hook sprint

Create three hooks from each engine. Keep them concrete, short and connected to the same real problem.

MISTAKE 1 / 2 / 3

_____

CONTRAST 1 / 2 / 3

_____

CONFESSION 1 / 2 / 3

_____

PROCESS 1 / 2 / 3

_____

PROOF 1 / 2 / 3

_____

FIELD GUIDE

Hook quality filter

A clever hook is useless if the rest of the post cannot deliver on it.

- [ ] Is the problem obvious in the first line?
- [ ] Would the right person recognize themselves?
- [ ] Does the hook create curiosity without hiding the topic?
- [ ] Can the content actually deliver what the hook promises?
- [ ] Is there one clear idea instead of three competing ideas?
- [ ] Could I remove hype and keep the hook interesting?

COPY / PASTE PROMPT

Score these hooks from 1-5 on clarity, relevance, specificity and curiosity: [paste hooks]. Reject hooks that overpromise. Rewrite only the bottom 5 and explain the change in one short line each.

FIELD GUIDE

Turn one hook into useful content

Use a simple four-part body so the post earns the attention the hook created.

1. HOOK

Name the tension.

2. VALUE

Teach one practical idea or framework.

3. PROOF

Add an example, observation, demonstration or honest limitation.

4. NEXT STEP

Give one simple action: try, save, reply, compare, download, or learn more.

FIELD GUIDE

Your mini content engine

Use this page whenever you are stuck.

1 REAL PROBLEM

_____

5 ANGLES

Mistake / Contrast / Confession / Process / Proof

15 HOOKS

Three hooks per angle. Keep only the strongest five.

1 NEXT STEP

What should the viewer do after consuming the content?

Want the full system?

The NextMind Content Week Kit expands this into audience pain mapping, content pillars, a 7-day engine, short-form workflows, conversion bridge, repurposing and KEEP / ITERATE / KILL review.

NEXTMIND CONTENT WEEK KIT -> nextmindai.shop