

Content Creation / Repurposing Workflows

Convert interviews, case studies, presentations, client calls, research, or internal documents into polished authority-building public content.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Authority Building, Internal-to-External Content, Thought Leadership

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Why This Prompt Exists

Most authority-building content is locked in internal documents, client calls, and unpublished research.

You get:

- brilliant insights from client calls (never shared)
- research findings sitting in internal docs
- case studies that only the sales team sees
- presentations given to 50 people (not 5,000)
- authority that stays hidden instead of public

But authority is not internal.

It is demonstrated publicly.

- Interviews → blog posts, social content, quotes
- Case studies → success stories, data, testimonials
- Presentations → videos, slides, summaries
- Research → white papers, reports, data visualizations
- Client calls → insights, FAQs, frameworks

Without repurposing, your authority stays in the shadows.

This framework forces AI to turn internal assets into public authority content.

The Prompt

Assume the role of an authority content strategist who turns internal assets into public thought leadership.

Your task is to repurpose an internal asset into public content.

Generate:

1. ASSET TYPE AND SOURCE
 - What it is (client call, case study, research, presentation)
2. KEY INSIGHTS EXTRACTED (5-7)
 - Public-worthy insights
3. BLOG POST VERSION (800-1,200 words)
 - Polished for public consumption
 - Anonymized if needed
4. SOCIAL MEDIA CONTENT (3-5 pieces)
 - LinkedIn post, Twitter thread, quote graphics
5. LEAD MAGNET VERSION
 - Gated version of the full asset
6. AUTHORITY POSITIONING STATEMENT

- How this content positions you as an expert

INPUTS:

Internal Asset Type:

[INTERVIEW / CASE STUDY / CLIENT CALL / RESEARCH / PRESENTATION / INTERNAL DOC]

Asset Content (paste excerpt or describe):

[PASTE OR DESCRIBE]

Sensitivity Level:

[PUBLIC-SAFE / ANONYMIZE / CONFIDENTIAL - DO NOT REPURPOSE]

Target Audience:

[WHO SHOULD SEE THIS?]

Authority Goal:

[BUILD CREDIBILITY / LEAD GENERATION / THOUGHT LEADERSHIP / SOCIAL PROOF]

Anonymization Needed:

[YES / NO – if yes, remove identifying details]

RULES:

- Anonymize client-specific information (if needed)
- Key insights must be specific and valuable
- Blog post must be polished (not raw transcript)
- Lead magnet must be valuable enough to exchange email

- Authority positioning statement must be one sentence
- Do not repurpose confidential information

How To Use It

- Get permission before repurposing client-specific content.
- Anonymize case studies (change names, industries, specifics).
- Internal research is often your most valuable authority asset.
- Presentations can become video series or blog posts.
- Client call insights become FAQ content and social posts.

Example Input

Internal Asset Type: CLIENT CASE STUDY

Asset Content: E-commerce client struggling with Facebook Ads, implemented new strategy, went from \$0 to \$50k/month in 6 months

Sensitivity Level: ANONYMIZE (change name and industry specifics)

Target Audience: E-commerce founders running Facebook Ads

Authority Goal: BUILD CREDIBILITY (prove our strategy works)

Anonymization Needed: YES

Why It Works

Most authority content stays internal.

This framework improves outcomes by forcing:

- internal asset identification (mining)
- key insight extraction (value)
- public-facing polishing (readability)

- anonymization (privacy)
- lead magnet creation (list growth)

Great authority repurposing turns internal expertise into public credibility.

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