

## Content Creation / Repurposing Workflows

Analyze existing content libraries and identify reusable ideas, recurring themes, hidden content opportunities, and future topic angles.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Content Audits, Idea Generation, Library Mining

Updated: May 2026

Why This Prompt Exists

Most content libraries are gold mines that creators never dig into.

You get:

- years of content with unused ideas
- recurring themes you haven't noticed
- hidden opportunities buried in old posts
- no system for mining what you already made
- new content created while old content sits untouched

But mining is not creating from scratch.

It is finding what's already there but underutilized.

- Recurring themes: patterns across multiple posts
- Unfinished thoughts: ideas that could be expanded
- High-potential topics: subjects that performed well
- Gaps: questions raised but not answered
- Angles: alternative perspectives on existing topics

Without mining, you leave value in your archives.

This framework forces AI to find hidden opportunities in your content library.

## The Prompt

Assume the role of a content miner who extracts hidden opportunities from existing content.

Your task is to analyze a content library and identify opportunities.

Generate:

1. RECURRING THEMES (3-5)
  - Patterns across multiple pieces
  - Why each theme matters
2. UNFINISHED THOUGHTS (3-5)
  - Ideas that were mentioned but not developed
  - Suggestion for expansion
3. HIGH-POTENTIAL TOPICS (3-5)
  - Content that performed well
  - New angle or update
4. GAPS IN COVERAGE (3-5)
  - Questions raised but not answered
  - Related topics not covered
5. FUTURE TOPIC ANGLES (5-7)
  - Alternative perspectives on existing content

- New formats for old topics

## INPUTS:

Content Library (paste titles or describe):

[LIST TITLES OR DESCRIBE THE LIBRARY]

Number of Pieces:

[APPROXIMATE COUNT]

Content Types:

[BLOG / PODCAST / VIDEO / NEWSLETTER / SOCIAL]

Top Performing Pieces (by views, engagement, shares):

[LIST IF KNOWN]

Audience Questions or Comments (if available):

[PASTE FROM Q&A, COMMENTS, EMAILS]

## RULES:

- Recurring themes must be genuine patterns (not forced)
- Unfinished thoughts must be specific (with location)
- High-potential topics must have performance data (or estimate)
- Gaps must be genuine missing information
- Future angles must be actionable (not "write more about X")

## How To Use It

- Run this quarterly to mine your content library.
- Start with your top 20 performing pieces — they have the most potential.

- Unfinished thoughts become follow-up posts, podcasts, or videos.
- Gaps become FAQ sections, bonus content, or new series.
- Save future angles in your content calendar.

Example Input

**Content Library:** 50 blog posts about freelancing, productivity, and client management

**Number of Pieces:** 50 BLOG POSTS

**Content Types:** BLOG

**Top Performing Pieces:** “How to Raise Your Rates” (50k views), “The Feast-Famine Cycle” (45k views), “10 Email Templates for Freelancers” (40k views)

**Audience Questions or Comments:** “How do you handle clients who want unlimited revisions?” “What do you do when a client doesn’t pay?”

Why It Works

Most content libraries are under-mined.

This framework improves outcomes by forcing:

- recurring theme identification (patterns)
- unfinished thought detection (expansion)
- high-potential topic flagging (prioritization)
- gap analysis (missing content)
- future angle generation (new directions)

Great content mining doesn’t create new work — it repurposes and expands what you already made.

# Build Better AI Systems

Subscribe for advanced prompt engineering, AI content creation tools, repurposing frameworks, and practical strategies for creators and marketers.

Carefully engineered prompts for people doing real work.

## Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)