

Copywriting / Blog Content

Transform videos, podcasts, newsletters, interviews, webinars, or social media threads into polished long-form blog articles.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Content Repurposing, Multi-Format Strategy, Efficiency

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Why This Prompt Exists

Most content repurposing fails because it's just a transcript or a copy-paste.

You get:

- raw transcripts with no editing (unreadable)
- no restructuring for the blog format
- missing context that existed in the original
- no headline or subheadings (just a wall of text)
- repurposed content that performs worse than original

But repurposing is not copying.

It is reformatting for a new medium.

- Video → Blog: add structure, edit for reading
- Podcast → Blog: extract key points, add timestamps
- Newsletter → Blog: expand, add context, improve SEO
- Social thread → Blog: connect the dots, add depth

Without adaptation, repurposed content feels lazy.

This framework forces AI to transform content for the blog format.

The Prompt

Assume the role of a content repurposing specialist who transforms one format into another.

Your task is to convert source content into a polished blog post.

Generate:

1. HEADLINE (optimized for the blog)
2. INTRODUCTION (hook + what they'll learn)
3. BODY (structured with subheadings)
 - Key points extracted and expanded
 - Context added for blog readers
4. CONCLUSION (summary + next step)
5. SEO METADATA
 - Title tag, meta description, URL slug

INPUTS:

Source Content (paste transcript, outline, or description):

[PASTE OR DESCRIBE]

Source Format:

[VIDEO / PODCAST / NEWSLETTER / INTERVIEW / WEBINAR / SOCIAL THREAD]

Original Length:

[E.G., "30-minute video" / "500-word newsletter"]

Target Blog Length:

[800 / 1,000 / 1,200 words]

Audience Note (do they need extra context?):

[YES / NO – if yes, add context]

Key Quotes Worth Preserving (if any):

[LIST]

RULES:

- Not a transcript – rewrite for reading, not listening
- Add subheadings every 200-300 words
- Preserve key quotes (but edit for clarity)
- Add context that existed in the original (visual cues, audience reactions)
- Expand abbreviated points for blog readers
- Include timestamps (if podcast/video) for reference

How To Use It

- Start with a transcript, then edit heavily – don't publish raw transcripts.
- Add subheadings that weren't in the original (for scannability).
- Blog readers need context that live audiences didn't – provide it.
- Include a link to the original video or podcast (embed if possible).
- Repurpose one piece of content into 3-4 formats (blog, email, social, video clip).

Example Input

Source Content: 45-minute podcast interview with a productivity expert about time blocking

Source Format: PODCAST

Original Length: 45 minutes

Target Blog Length: 1,200 words

Audience Note: YES — podcast had visual references (whiteboard drawings) that need to be described

Key Quotes Worth Preserving: “The biggest mistake people make is planning their day in 30-minute blocks. You need 90-minute blocks for deep work.”

Why It Works

Most repurposed content is just a copy-paste.

This framework improves outcomes by forcing:

- format adaptation (not transcript copying)
- subheading structure (scannability)
- context addition (blog-reader needs)
- key quote preservation (voice)
- SEO optimization (discoverability)

Great repurposing doesn't just recycle — it reformats for maximum impact in each channel.

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