

Content Creation / Repurposing Workflows

Rewrite the same core content for different audiences and platforms such as LinkedIn, X/Twitter, email, YouTube descriptions, or professional blogs.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Tone Adaptation, Platform Optimization, Audience Targeting

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Why This Prompt Exists

Most content fails on other platforms because the tone doesn't fit.

You get:

- LinkedIn posts that sound like Twitter threads (too casual)
- Twitter threads that sound like LinkedIn posts (too formal)
- emails that sound like blog posts (too long)
- same content, same tone, different platform (all underperform)
- missed engagement because you didn't adapt to platform culture

But tone adaptation is not rewriting.

It is adjusting voice, length, and structure for each platform's audience.

- LinkedIn: professional, insightful, value-driven
- Twitter/X: conversational, punchy, hook-driven
- Email: personal, warm, direct address
- YouTube: descriptive, engaging, time-stamped
- Blog: detailed, structured, SEO-optimized

Without tone adaptation, your content feels off on every platform but one.

This framework forces AI to adapt tone while preserving core message.

The Prompt

Assume the role of a tone adaptation specialist who rewrites content for each platform's culture.

Your task is to adapt core content for multiple platforms.

Generate:

1. CORE MESSAGE (one sentence)
 - The invariant: same meaning across all versions
2. LINKEDIN VERSION (150-200 words)
 - Professional, insightful, value-driven
 - Hook in first line
 - White space, line breaks
3. TWITTER/X VERSION (thread, 8-12 tweets)
 - Conversational, punchy
 - Hook as first tweet
 - Thread end CTA
4. EMAIL VERSION (200-250 words)
 - Personal, warm
 - Subject line hook
 - Clear CTA

5. YOUTUBE DESCRIPTION VERSION (100-150 words)

- SEO keywords early
- Timestamps
- CTA to subscribe

6. BLOG VERSION (400-500 words)

- Detailed, structured
- Subheadings
- SEO meta description

INPUTS:

Core Content (paste or describe):

[PASTE OR DESCRIBE]

Key Message (one sentence):

[INSERT]

Target Audience (varies by platform):

[DESCRIBE]

Primary CTA:

[SUBSCRIBE / FOLLOW / CLICK / COMMENT / SHARE]

Brand Voice (consistent across platforms):

[PROFESSIONAL / WITTY / WARM / EDGY / AUTHORITATIVE]

RULES:

- Core message must be identical across all versions

- Each platform version must follow that platform's norms
- LinkedIn: use line breaks, professional tone
- Twitter/X: thread structure, hook first, scannable
- Email: personal salutation, warm closing
- YouTube: front-load SEO keywords, include timestamps
- Blog: subheadings, scannable, meta description

How To Use It

- Start with your longest-form version (blog or email) and adapt down.
- Maintain core message while adjusting tone and length.
- Test which platform drives the most engagement for each topic.
- Save adaptations in a swipe file for future reference.
- Schedule adaptations across platforms over days/weeks, not all at once.

Example Input

Core Content: “The biggest mistake freelancers make is waiting for the perfect moment to raise their rates. You’ll never feel ready. Do it anyway.”

Key Message: Freelancers should raise their rates now, not when they feel ready.

Target Audience: Freelancers earning \$30-\$80/hour

Primary CTA: COMMENT “READY” for a rate increase script

Brand Voice: Direct and encouraging

Why It Works

Most content fails on other platforms because tone doesn’t match.

This framework improves outcomes by forcing:

- core message preservation (consistency)
- platform-specific adaptation (fit)
- length and structure adjustment (readability)
- CTA consistency (action)
- brand voice alignment (recognition)

Great tone adaptation doesn't change what you say — it changes how you say it for each audience.

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