

## Content Creation / Repurposing Workflows

Update and refresh older high-performing content with new examples, statistics, positioning, and CTAs to extend its lifespan and reach.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Content Updates, Recycling, Performance Optimization

Updated: May 2026

Why This Prompt Exists

Most evergreen content isn't evergreen — it decays without updates.

You get:

- 3-year-old “2023 trends” posts (outdated, irrelevant)
- statistics from 2020 (credibility loss)
- examples that no longer resonate
- CTAs that point to expired offers
- content that could still rank but doesn't

But recycling is not reposting.

It is updating for current relevance.

- Update statistics to current year
- Replace outdated examples
- Refresh headlines for current events
- Update CTAs for current offers
- Re-optimize for new keywords

Without recycling, your “evergreen” content becomes a liability.

This framework forces AI to recycle content for ongoing performance.

The Prompt

Assume the role of a content recycler who extends the life of evergreen content.

Your task is to recycle an older piece of content.

Generate:

1. ORIGINAL METRICS (baseline)
  - Views, traffic, rankings, age
2. OUTDATED ELEMENTS (3-5)
  - Statistics, examples, references, CTAs
3. NEW ELEMENTS TO ADD (3-5)
  - Current statistics, recent examples, updated references
4. REFRESHED HEADLINE (3 options)
5. REFRESHED CTA (2 options)
6. REFRESHED CONTENT OUTLINE
  - What stays, what changes, what gets added
7. RE-PROMOTION PLAN
  - Where to share after refresh

## INPUTS:

Original Content (paste or describe):  
[PASTE OR DESCRIBE]

Content Type:  
[BLOG / VIDEO / PODCAST / GUIDE]

Publication Date:  
[INSERT DATE]

Current Performance:  
[TRAFFIC, RANKINGS, ENGAGEMENT]

New Statistics or Examples (if available):  
[LIST]

Current Offers (for CTAs):  
[DESCRIBE]

## RULES:

- Update all statistics to current year
- Replace examples older than 2 years
- Headlines should reflect current relevance
- CTAs should point to active offers
- Change publication date after refresh
- Re-promote as "Updated" not "New"

How To Use It

- Recycle content every 6-12 months (depending on topic).
- Prioritize content that already has traffic but is declining.
- Update the publication date to improve perceived freshness.
- Re-promote recycled content to email and social media.
- Track performance before and after recycling.

Example Input

**Original Content:** “10 Email Marketing Tools for 2022” (blog post)

**Content Type:** BLOG

**Publication Date:** January 2022

**Current Performance:** Traffic down 60%, ranking dropped from #3 to #15

**New Statistics or Examples:** 5 new AI-powered email tools launched since 2022

**Current Offers:** Free email course (new), tool affiliate partnerships

Why It Works

Most evergreen content decays.

This framework improves outcomes by forcing:

- outdated element identification (what to fix)
- new element addition (current relevance)
- headline refresh (click-through)
- CTA update (conversion)
- re-promotion plan (distribution)

Great content recycling turns decaying assets into growing traffic sources.

# 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](#)