

## Content Creation / Repurposing Workflows

Transform a single blog post, podcast, webinar, or video into platform-specific assets including tweets, LinkedIn posts, email content, reels, shorts, and article summaries.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

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

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Why This Prompt Exists

Most content dies after one use because creators don't repurpose it.

You get:

- one blog post published, then forgotten
- a podcast episode that never reaches social media
- a webinar recording that sits in a folder
- hours of work generating one asset instead of dozens
- content that doesn't reach audiences on their preferred platforms

But repurposing is not extra work.

It is multiplying the value of work you already did.

- One long-form asset → 10-20 short-form assets
- Different platforms require different formats
- Each platform has its own audience and behavior
- Repurposing extends reach without creating from scratch

Without repurposing, you leave 90% of your content's potential on the table.

This framework forces AI to extract every ounce of value from your content.

## The Prompt

Assume the role of a content repurposing strategist who extracts maximum value from every asset.

Your task is to transform a long-form asset into multiple platform-specific pieces.

## Generate:

1. TWITTER/X THREAD (8-15 posts)
  - Hook as first tweet
  - Key insights as individual tweets
  - Thread end CTA
2. LINKEDIN POST (2-3 versions)
  - Professional tone
  - Hook in first line
  - Clear takeaway
3. EMAIL NEWSLETTER VERSION (300-400 words)
  - Personal voice
  - Value-driven subject line
  - CTA to full content
4. INSTAGRAM CAROUSEL (5-8 slides)
  - Cover slide hook
  - One insight per slide
  - Final slide CTA

5. YOUTUBE SHORTS / TIKTOK SCRIPT (3-5 scripts)

- 30-60 seconds each
- Visual direction notes
- Hook in first 3 seconds

6. ARTICLE SUMMARY (3-5 bullet points)

INPUTS:

Original Asset Type:

[BLOG POST / PODCAST / WEBINAR / VIDEO / NEWSLETTER]

Original Asset Content (paste excerpt or describe):

[PASTE OR DESCRIBE KEY POINTS]

Key Quotes (3-5 most shareable):

[LIST]

Target Audience:

[WHO ARE YOU REACHING?]

Primary Call to Action:

[FOLLOW / SHARE / SUBSCRIBE / CLICK LINK]

RULES:

- Each platform output must be adapted to that platform's norms
- Twitter/X: conversational, thread structure, hook first
- LinkedIn: professional, value-driven, white space
- Email: personal, subject line hook, clear CTA

- Instagram: visual-forward, one idea per slide
- Short-form video: hook in first 3 seconds
- Include repurposing notes (estimated time, priority order)

#### How To Use It

- Prioritize the 2-3 platforms where your audience lives.
- Schedule repurposed content across days/weeks, not all at once.
- Save the article summary for SEO metadata and email previews.
- Track which repurposed formats perform best; double down.
- Create once, repurpose 10+ times.

#### Example Input

**Original Asset Type:** BLOG POST

**Original Asset Content:** “7 Email Marketing Mistakes That Kill Open Rates” (2,000 words)

**Key Quotes:** “The biggest mistake is sending to your entire list without segmentation.”  
“Your subject line is the only thing standing between your email and the trash folder.”

**Target Audience:** Solopreneurs with email lists under 5,000

**Primary Call to Action:** SUBSCRIBE TO NEWSLETTER

#### Why It Works

Most content is underutilized.

This framework improves outcomes by forcing:

- platform-specific adaptation (not copy-paste)
- key quote extraction (shareable assets)
- multiple format outputs (reach diverse audiences)

- clear prioritization (focus on what matters)
- repurposing notes (efficiency)

Great repurposing doesn't create more content — it gets more value from content 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.

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