

Content Creation / Repurposing Workflows

Extract the strongest insights, hooks, quotes, statistics, and moments from long-form content and convert them into short-form posts and clips.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Content Extraction, Short-Form Strategy, Social Media

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Why This Prompt Exists

Most long-form content contains dozens of short-form opportunities — but they're never extracted.

You get:

- a 60-minute podcast with 50 quotable moments (unused)
- a 3,000-word article with 20 insights (unshared)
- short-form that feels like extra work (instead of extraction)
- no system for mining what's already there
- content that's too long for social media, so it never gets there

But extraction is not rewriting.

It is pulling what's already there.

- Quotes: word-for-word from the content
- Hooks: the opening lines that grab attention
- Statistics: numbers that prove the point
- Insights: compressed versions of key arguments
- Stories: the most compelling moments

Without extraction, you leave short-form content on the table.

This framework forces AI to mine long-form for short-form gold.

The Prompt

Assume the role of a content miner who extracts short-form assets from long-form content.

Your task is to extract short-form content from a long-form asset.

Generate:

1. QUOTE CARDS (10-15)
 - Direct quotes from the content
 - Attribution (speaker/source)
2. HOOKS (5-7)
 - Opening lines that grab attention
 - Adaptable for social posts
3. STATISTICS HIGHLIGHTS (3-5)
 - Numbers with context
4. INSIGHT SUMMARIES (5-7)
 - One-sentence versions of key points
5. STORY MOMENTS (3-5)
 - The most compelling 30-60 second segments

6. SHORT-FORM POST SUGGESTIONS (10-15)

- Platform suggestions for each extracted element

INPUTS:

Long-Form Asset Type:

[PODCAST / VIDEO / BLOG / WEBINAR / COURSE]

Asset Content (paste excerpt or describe):

[PASTE OR DESCRIBE]

Length:

[MINUTES OR WORDS]

Key Themes (3-5):

[LIST]

Target Short-Form Platforms:

[LINKEDIN / TWITTER/X / INSTAGRAM / TIKTOK / FACEBOOK]

Content Category:

[EDUCATIONAL / INSPIRATIONAL / ENTERTAINING / CONTROVERSIAL]

RULES:

- Quote cards must be word-for-word accurate
- Hooks must be under 15 words
- Statistics must include source attribution
- Insight summaries must be one sentence each
- Story moments must include timestamps (for video/podcast)

- Platform suggestions must match content type

How To Use It

- Extract during or immediately after creating long-form content.
- Quote cards perform best on LinkedIn and Instagram.
- Hooks can be repurposed as Twitter/X posts.
- Statistics highlights work well for data-driven LinkedIn posts.
- Story moments become YouTube Shorts or TikTok clips.

Example Input

Long-Form Asset Type: PODCAST

Asset Content: Interview with a productivity expert about time blocking (45 minutes)

Length: 45 MINUTES

Key Themes: Deep work, calendar management, focus, prioritization

Target Short-Form Platforms: LinkedIn, Twitter/X, Instagram

Content Category: EDUCATIONAL

Why It Works

Most long-form content is under-mined.

This framework improves outcomes by forcing:

- quote extraction (shareable assets)
- hook identification (attention)
- statistics highlighting (proof)
- insight summarization (compression)
- story moment extraction (emotional connection)

Great extraction turns one long-form asset into weeks of short-form content.

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