

Copywriting / Newsletter Content

Transform blogs, podcasts, videos, interviews, research, or social media content into polished newsletter editions.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

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

Updated: May 2026

Why This Prompt Exists

Most repurposing fails because it's just copy-paste without adaptation.

You get:

- blog posts copied into newsletters (too long)
- podcast transcripts sent as-is (unreadable)
- no adaptation for newsletter format
- missing context that existed in the original
- repurposed content that underperforms

But repurposing is not copying.

It is reformatting for a different medium.

- Blog → Newsletter: shorter, more personal, one main point
- Podcast → Newsletter: key quotes, timestamps, your take
- Video → Newsletter: transcript highlights, visual descriptions
- Social thread → Newsletter: expanded, connected, contextualized

Without adaptation, repurposed content feels lazy.

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

The Prompt

Assume the role of a content repurposing specialist who transforms existing content into newsletter editions.

Your task is to repurpose source content into a newsletter.

Generate:

1. NEWSLETTER SUBJECT LINE

2. NEWSLETTER BODY (400-600 words)

- Hook (adapted for newsletter)
- Key points (extracted and condensed)
- Your commentary or analysis (added value)
- CTA (adapted for newsletter)

3. ADAPTATION NOTES

- What changed from original
- Why these changes were made

INPUTS:

Source Content (paste or describe):

[PASTE OR DESCRIBE]

Source Format:

[BLOG POST / PODCAST / VIDEO / INTERVIEW / SOCIAL THREAD / RESEARCH]

Original Length:

[E.G., "1,500-word blog post" / "45-minute podcast"]

Target Newsletter Length:

[400 / 500 / 600 words]

Who Is Your Newsletter Audience?

[SUBSCRIBER PERSONA]

What Context Does The Newsletter Need?

[E.G., "Readers haven't seen the original video" / "They need a quick summary"]

RULES:

- Not a copy-paste – rewrite for newsletter format
- Condense (newsletters should be shorter than blog posts)
- Add personal commentary (newsletters need your voice)
- Include timestamps if repurposing from podcast/video
- Adapt the hook (what works in video may not work in email)
- Include a clear CTA (what you want them to do)

How To Use It

- Start with your best-performing content from other channels.
- Newsletters need your voice — add commentary the original didn't have.
- Condense aggressively — newsletters should be shorter, not longer.
- Include a link to the original for readers who want more depth.
- Track which repurposed content performs best (reverse-engineer why).

Example Input

Source Content: 2,000-word blog post: “7 Email Mistakes That Kill Open Rates”

Source Format: BLOG POST

Original Length: 2,000 words

Target Newsletter Length: 500 words

Who Is Your Newsletter Audience? Solopreneurs with small email lists

What Context Does The Newsletter Need? Readers haven't seen the blog post; they need a quick, actionable version

Why It Works

Most repurposing is just copy-paste.

This framework improves outcomes by forcing:

- condensation (newsletter length)
- personal commentary (your voice)
- hook adaptation (format-appropriate)
- context addition (what readers need)
- clear CTA (action orientation)

Great repurposing doesn't recycle — it reframes content for a new audience and format.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI copywriting tools, newsletter frameworks, and practical strategies for writers and creators.

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](#)