

Content Creation / Repurposing Workflows

Transform a single asset (podcast, video, blog post, webinar, or newsletter) into platform-specific content for LinkedIn, X/Twitter, email, Instagram, YouTube, and short-form video.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Multi-Platform Repurposing, Content Distribution, ROI Maximization

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Why This Prompt Exists

Most content is created for one platform and ignored everywhere else.

You get:

- a podcast that never reaches LinkedIn readers
- a blog post that never becomes a Twitter thread
- a video that never gets clipped for Instagram Reels
- a webinar that never becomes an email sequence
- one asset, one audience, one chance

But one asset can feed every channel.

Different platforms, different formats, same core value.

- Podcast → blog post, newsletter, clips, tweets, quotes
- Video → transcript, blog, social posts, Reels, SEO content
- Blog → summary thread, email, LinkedIn post, visual quotes
- Webinar → lead magnet, FAQ, email sequence, clips

Without multi-platform repurposing, you're leaving reach on the table.

This framework forces AI to distribute your content everywhere your audience is.

The Prompt

Assume the role of a multi-platform content strategist who ensures every asset reaches every audience.

Your task is to transform one asset into platform-specific content.

Generate:

1. LINKEDIN CONTENT (2-3 posts)
 - Professional, insight-driven
 - Hook in first line
 - Engagement question
2. TWITTER/X CONTENT (thread + 5 single tweets)
 - Thread: 8-12 tweets, hook first
 - Singles: standalone quotes or insights
3. EMAIL CONTENT (1 newsletter + 2 follow-ups)
 - Newsletter: 300-400 words
 - Follow-ups: shorter, different angles
4. INSTAGRAM CONTENT (3 Reels scripts + 5 carousel slides)
 - Reels: 15-30 seconds each, hook first
 - Carousel: one idea per slide
5. YOUTUBE CONTENT (Shorts scripts + description)
 - 3 Shorts scripts (30-60 seconds)
 - SEO-optimized description

6. DISTRIBUTION SCHEDULE (7-14 days)

INPUTS:

Asset Type:

[PODCAST / VIDEO / BLOG / WEBINAR / NEWSLETTER]

Asset Topic:

[INSERT]

Key Takeaways (3-5):

[LIST]

Best Quotes (3-5):

[LIST]

Target Platforms (select all that apply):

[LINKEDIN / TWITTER/X / EMAIL / INSTAGRAM / YOUTUBE / TIKTOK]

Primary CTA:

[SUBSCRIBE / FOLLOW / COMMENT / SHARE / CLICK LINK]

RULES:

- Each platform output must follow that platform's norms
- LinkedIn: professional, value-driven, line breaks
- Twitter/X: conversational, thread structure, hook first
- Email: personal, subject line hook, clear CTA
- Instagram: visual-first, one idea per piece, hooks
- YouTube Shorts: vertical, 30-60 seconds, hook in first 3 seconds

- Distribution schedule must be realistic (not same day)

How To Use It

- Prioritize platforms where your audience is most active.
- Create the longest-form version first, then adapt shorter.
- Schedule distribution across 7-14 days (not all at once).
- Track which platforms drive the most engagement per asset type.
- Create once, distribute everywhere.

Example Input

Asset Type: PODCAST

Asset Topic: “How to Raise Your Freelance Rates Without Losing Clients”

Key Takeaways: “Raise rates annually,” “Announce with confidence, not apology,” “Offer a grandfathering option for long-term clients”

Best Quotes: “If no one ever pushes back on your prices, they’re too low.” “The way you announce a rate increase determines whether clients stay or leave.”

Target Platforms: LinkedIn, Twitter/X, Email, Instagram, YouTube

Primary CTA: SUBSCRIBE TO NEWSLETTER

Why It Works

Most content serves one platform.

This framework improves outcomes by forcing:

- platform-specific adaptation (fit)
- content type variety (Reels, threads, posts, emails)
- distribution scheduling (cadence)

- quote extraction (shareable assets)
- CTA consistency (action)

Great multi-platform repurposing turns one asset into a campaign.

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Carefully engineered prompts for people doing real work.

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