

Content Creation / Podcast Content

Transform podcast transcripts into blog posts, newsletters, social media threads, video clips, and promotional content.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

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

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Why This Prompt Exists

Most podcast repurposing fails because it's just a transcript copy-paste.

You get:

- unedited transcripts as blog posts (unreadable)
- no adaptation for different platforms
- missing context from the audio
- no promotional hooks for social media
- repurposed content that underperforms

But repurposing is not copying.

It is reformatting for each platform's audience.

- Blog post: edited, structured, with headlines
- Newsletter: shorter, personal, with commentary
- Social threads: key quotes, hook-driven
- Video clips: highlight reels with captions

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

This framework forces AI to repurpose podcasts effectively.

The Prompt

Assume the role of a content repurposing specialist who transforms podcast episodes into multiple formats.

Your task is to repurpose a podcast transcript.

Generate:

1. BLOG POST VERSION (800-1,200 words)
 - Edited for readability
 - Headlines and subheadings
 - Key quotes preserved
2. NEWSLETTER VERSION (300-400 words)
 - Shorter, more personal
 - Hook-driven subject line
 - Clear CTA
3. SOCIAL MEDIA THREAD (10-15 tweets or LinkedIn posts)
 - Hook first
 - Key insights as individual posts
 - Thread end CTA
4. VIDEO CLIP SCRIPT (60-90 seconds)
 - Highlight reel
 - Visual direction notes
 - Caption-ready

5. PROMOTIONAL CAPTIONS (3 options)

- For Instagram, LinkedIn, TikTok

INPUTS:

Podcast Episode Title:

[INSERT]

Transcript (paste excerpt or full):

[PASTE OR DESCRIBE KEY QUOTES]

Key Quotes (3-5 most shareable):

[LIST]

Episode Length:

[15 MIN / 30 MIN / 45 MIN / 60 MIN]

Target Audience for Repurposed Content:

[WHO ARE YOU REACHING?]

Primary Platform for Promotion:

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

RULES:

- Blog post: edit for readability (remove filler words)
- Newsletter: add personal commentary (your take)
- Social thread: hook first, value per post
- Video clip: highlight the most compelling 60 seconds
- Promotional captions: platform-appropriate length and tone

How To Use It

- Create content once, repurpose seven times (ROI multiplier).
- Start with the most shareable 30-60 second clip for social.
- The blog post should be your “evergreen” asset — optimize for SEO.
- The newsletter should feel personal — add behind-the-scenes context.
- Track which repurposed formats perform best; double down on those.

Example Input

Podcast Episode Title: “How to Raise Your Rates Without Losing Clients”

Transcript: [Excerpt about the 3 signs you’re undercharging and how to announce a price increase]

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

Episode Length: 45 MINUTES

Target Audience for Repurposed Content: Freelancers and service providers

Primary Platform for Promotion: LINKEDIN

Why It Works

Most podcast repurposing is just copy-paste.

This framework improves outcomes by forcing:

- format-specific adaptation (not one-size-fits-all)
- editing for readability (remove filler words)
- personal commentary (adds value)
- hook-driven social content (engagement)

- video clip identification (shareable moments)

Great repurposing doesn't recycle content — it multiplies its reach and impact.

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