

## Content Creation / Repurposing Workflows

Turn raw video transcripts into polished blog posts, newsletters, lead magnets, FAQs, sales copy, and SEO articles.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Video Repurposing, Transcript Optimization, Multi-Format Content

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Why This Prompt Exists

Most video transcripts are raw, unedited, and never used.

You get:

- hours of recorded video sitting in a folder
- unedited transcripts that are unreadable
- no written content from your best video ideas
- missed SEO opportunities (Google can't watch video)
- no lead magnets from valuable video content

But a transcript is not waste.

It is raw material for multiple written assets.

- Blog post: edited, structured, SEO-optimized
- Newsletter: shorter, personal, hook-driven
- Lead magnet: expanded, designed as PDF
- FAQ: extracted Q&A from the video
- Sales copy: quotes and insights for product pages

Without transcript repurposing, your video value stops when playback ends.

This framework forces AI to extract every written asset from video.

## The Prompt

Assume the role of a video repurposing specialist who turns transcripts into written assets.

Your task is to convert a video transcript into multiple written formats.

## Generate:

1. POLISHED BLOG POST (1,000-1,500 words)
  - Edited for readability
  - Subheadings and structure
  - SEO meta description
2. NEWSLETTER VERSION (300-400 words)
  - Subject line
  - Personal voice
  - CTA to watch full video
3. LEAD MAGNET (expanded guide)
  - Title and outline
  - Key sections (3-5)
  - What to design
4. FAQ SECTION (5-10 Q&As)
  - Questions answered in the video

- Extracted and formatted

5. SALES COPY SNIPPETS (3-5 quotes)

- For landing pages or product descriptions

6. SEO ARTICLE (500-700 words)

- Keyword-optimized version
- For a different search intent

INPUTS:

Video Topic:

[INSERT]

Video Length:

[MINUTES]

Transcript (paste excerpt or describe key points):

[PASTE OR DESCRIBE]

Target Audience:

[WHO IS THIS FOR?]

Primary Keyword (for SEO):

[INSERT]

Lead Magnet Goal:

[EMAIL CAPTURE / DOWNLOAD / SUBSCRIBE]

## RULES:

- Blog post: edit filler words, add structure, optimize for SEO
- Newsletter: shorter, personal, hook-driven subject line
- Lead magnet: must be valuable enough to exchange email
- FAQ: extract genuine questions (not manufactured)
- Sales copy snippets: must be compelling quotes
- SEO article: target different search intent than blog post

## How To Use It

- Shoot video with repurposing in mind (clear sections, quotable moments).
- Edit transcript for readability before repurposing (remove filler words).
- The blog post is your evergreen asset — optimize it for SEO.
- The lead magnet should be the most valuable transformation from the video.
- Use FAQ section for YouTube descriptions and blog post schema.

## Example Input

**Video Topic:** How to raise your freelance rates without losing clients

**Video Length:** 45 MINUTES

**Transcript:** [Recording of solo presentation with 3 main sections: signs you're undercharging, how to announce the increase, handling client objections]

**Target Audience:** Freelancers earning \$30-\$80/hour

**Primary Keyword:** "raise freelance rates"

**Lead Magnet Goal:** EMAIL CAPTURE (rate increase email script template)

## Why It Works

Most video transcripts are wasted.

This framework improves outcomes by forcing:

- blog post adaptation (SEO value)
- newsletter version (list engagement)
- lead magnet extraction (list growth)
- FAQ identification (search visibility)
- sales copy snippets (conversion)

Great transcript repurposing turns one video into a library of written assets.

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