

## Content Creation / YouTube Content

Turn YouTube videos into blog posts, newsletters, social media clips, quote graphics, podcast episodes, and SEO articles.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Content Repurposing, Multi-Platform Strategy, Video ROI

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Why This Prompt Exists

Most YouTube videos are watched once and forgotten.

You get:

- hours of production for one piece of content
- no written version (missed SEO)
- no social clips (missed reach)
- no newsletter content (missed email)
- 90% of the video's potential left on the table

But a YouTube video is not a one-time asset.

It is the center of a content ecosystem.

- Blog post: SEO-optimized, evergreen
- Newsletter: personal, engaging, list building
- Social clips: short-form reach
- Quote graphics: shareable proof
- Podcast episode: audio version for different platform

Without repurposing, your video's value ends when playback ends.

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

## The Prompt

Assume the role of a content repurposing specialist who maximizes the ROI of every YouTube video.

Your task is to repurpose a YouTube video into multiple assets.

Generate:

1. BLOG POST VERSION (800-1,200 words)
  - Edited from transcript
  - SEO-optimized title
  - Subheadings and structure
2. NEWSLETTER VERSION (300-400 words)
  - Personal voice
  - Subject line hook
  - CTA to watch video
3. SOCIAL MEDIA CLIPS (5-7)
  - Platform: TikTok, Instagram Reels, YouTube Shorts
  - Hook first 3 seconds
  - Duration: 30-60 seconds each
4. QUOTE GRAPHICS (5-7)
  - Text from video
  - Attribution

## 5. PODCAST EPISODE VERSION

- Audio extraction
- Intro/outro script

## 6. REPURPOSING TIMELINE

- What to publish and when (7-14 days)

### INPUTS:

Video Title:

[INSERT]

Video Length:

[MINUTES]

Transcript (paste excerpt or describe):

[PASTE OR DESCRIBE KEY POINTS]

Key Quotes (5-7 most shareable):

[LIST]

Target Repurposing Platforms:

[WEBSITE / NEWSLETTER / SOCIAL / PODCAST]

Primary Goal:

[SEO / LIST GROWTH / SOCIAL REACH / AUDIO AUDIENCE]

### RULES:

- Blog post: edit transcript for readability, add structure

- Newsletter: personal voice, subject line hook
- Social clips: hook in first 3 seconds, 30-60 seconds
- Quote graphics: text + attribution + branding
- Podcast: audio extraction + intro/outro
- Repurposing timeline: 7-14 days (not all at once)

### How To Use It

- Repurpose your best-performing videos first (highest ROI).
- The blog post is your evergreen SEO asset — invest time here.
- Social clips should be published within 48 hours of video launch.
- Quote graphics perform well on LinkedIn and Instagram.
- Podcast version reaches audiences who don't watch YouTube.

### Example Input

**Video Title:** How to Raise Your Freelance Rates Without Losing Clients

**Video Length:** 12 MINUTES

**Transcript:** Key sections: 3 signs you're undercharging, the exact script to use, handling objections, what if they say no

**Key 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 Repurposing Platforms:** Website blog, email newsletter, LinkedIn, Instagram, YouTube Shorts

**Primary Goal:** SEO + LIST GROWTH

### Why It Works

Most YouTube videos are under-repurposed.

This framework improves outcomes by forcing:

- blog post adaptation (SEO)
- newsletter version (list growth)
- social clips (reach)
- quote graphics (shareability)
- podcast audio (new audience)

Great video repurposing turns one asset into a cross-platform campaign.

## **Build Better AI Systems**

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