

The Content Repurposing Playbook

Turn One Video Into a Video, Blog Post, and Lead Magnet in Minutes

01

Start With One Source

Pick a single piece of content to repurpose: a YouTube video, a short-form clip that's already performing, or an old blog post. You only need one source input — the system pulls the transcript or text automatically and that single pull is what feeds every output below.

QUICK TIPS

- Favor content that already has proof it resonates (a clip with real views, a post with real traffic) over untested new ideas
- Longer sources give the rewrite step more material to work with, but a 60-second clip is enough

02

Rewrite It in Your Voice

The raw transcript gets rewritten into a short-form script matched to your brand voice, not left as a robotic transcription. This is the step that keeps the output sounding like you instead of like generic AI copy.

QUICK TIPS

- Feed the rewrite step a short brand voice brief once, then reuse it for every future source

03

Generate the Voiceover and Avatar

An AI voiceover reads the new script, and a talking avatar of you delivers it on camera, so no new recording session is required. Hooks, captions, and platform-specific titles are added automatically before the final video is assembled.

QUICK TIPS

- Record a short reference clip once so the avatar and voiceover match your real delivery style

04

Let the Same Source Become a Blog Post

The transcript that fed the video also feeds a long-form, SEO-structured blog post, complete with headings and a meta description. Nothing is written from scratch a second time.

💡 QUICK TIPS

- Keep a running list of related posts to link internally — it strengthens SEO with almost no extra effort

05

Turn It Into a Lead Magnet

The same source is condensed into a downloadable freebie, functioning as a cheat-sheet version of whatever the video or post just taught. Because it's pulled from content you already made, it stays relevant to whoever downloads it.

💡 QUICK TIPS

- Ask viewers to comment a single keyword to unlock the freebie — it's the easiest opt-in mechanism to run

06

Publish Everywhere, Once

The finished video, blog post, and freebie are ready to post without a manual editing pass. What used to take about three hours per piece of content now runs in roughly two minutes.

💡 QUICK TIPS

- Batch your source content weekly so the whole pipeline runs on a predictable schedule

Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

Join the Build →

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