

The Content Repurposing Playbook

Turn one long article, webinar or podcast episode into a month of content that never feels recycled

SECOND DRAFT STUDIO

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The Content Repurposing Playbook

One long piece, a month of content, and none of it feels like a rerun.

You already made something substantial: a long article, a webinar, a podcast episode that took a week to prepare. It went out once, got a little attention, then sank under everything published after it.

This playbook turns that one piece into four weeks of posts, emails, videos and carousels. The trick is not to chop the original into smaller copies, but to find the separate ideas inside it and give each one the format where it reads best.

How to use this playbook: pick one source you are proud of, keep it open beside this guide and work through the chapters in order. The first four take one focused sitting; the rest becomes a weekly routine.

Choose a source worth cutting

Repurposing multiplies whatever you start with. A thin source gives you thin posts, so spend a few minutes checking the piece before you spend hours cutting it.

It has a point of view.	It argues something, rather than summarising what everyone already says.
It has stories and examples.	Specific moments, client cases and mistakes give you material that feels human on every channel.
It runs long enough.	A piece that takes twenty minutes or more to read, watch or hear usually holds several ideas worth separating.
It is still true.	Nothing in it is out of date, and you would happily say all of it again today.
You have the raw file.	The editable text, or a transcript of the recording. Reading is faster than rewatching, and good lines are easier to spot on a page.

One source, many cuts

Each format takes a different slice of the source. Pick three or four you can keep up, give each a regular day of the week, and use this map to decide what to cut.

Format	What to cut	Where it goes	Effort
Long post	One argument and its best example	LinkedIn or your blog	Medium
Newsletter section	The story behind one idea, plus a link	Your email list	Low
Short video	One surprising claim, said to camera	Reels, Shorts, TikTok	Medium
Carousel	A list or a process, one point per slide	LinkedIn, Instagram	High
Quote card	One line that stands on its own	Instagram, Pinterest	Low
Audio clip	Ninety seconds of the liveliest moment	Your feed, your site	Low
FAQ answer	A question the audience asked	Help pages, sales emails	Medium

EXAMPLE

An illustrative forty-minute webinar on pricing could become a long post on anchoring, a newsletter story about one client call, two short videos, a carousel of a three-tier method and an FAQ answer on discounts. Six pieces, one recording.

Pull out the ideas

Aim for a list of separate ideas, each strong enough to stand alone. Do it once, in one sitting.

1. **Read it as a stranger.** Go through it once without editing and mark every line that made you react.
2. **Name each idea in one sentence.** If you cannot write the sentence, it is not an idea yet.
3. **Find the proof.** Note the story, example or detail from the source that backs each claim.
4. **Give each idea a home.** Stories suit newsletters, lists suit carousels, bold claims suit video.
5. **Rank by strength.** Put your strongest ideas in the first two weeks, while the source is fresh.
6. **Keep the leftovers.** Ideas that miss this month go into a file for replies and second rounds.

Build your idea bank

Fill in one row per idea from the steps above, then pencil in the best format and the week it goes out. Copy the table if your source gives you more.

No.	Idea in one sentence	Proof from the source	Format and week
1			
2			
3			
4			
5			
6			

Fresh, not recycled

Repurposing goes wrong when every cut looks like a trimmed copy of the original, and people notice. These habits keep each piece feeling made for its channel.

Do

- Rewrite the first line for every channel.
- Add something new to each cut: an example, a reply.
- Match the native style of each format.
- Link back to the original once, at the end.
- Space out cuts of the same idea.

Don't

- Paste one paragraph everywhere with a new image.
- Open with "in case you missed it".
- Publish the whole month in a single week.
- Trim a quote until it loses its meaning.
- Chase every format at once.

> **A good cut is a new piece with an old root, not a smaller copy of the original.**

Templates for posts and emails

Fill-in patterns for the two formats you will use most. Replace everything in square brackets with material from your idea bank, then read the result out loud and cut any line that still sounds like a template.

A LinkedIn post skeleton

The hook.	I used to think [a common belief]. Then [a moment from the source] changed my mind.
The turn.	Here is what I noticed: [the one idea, in plain words].
The proof.	[One story, example or detail from the source, in three sentences or fewer.]
The takeaway.	If you [do what your reader does], try [one small change] this week.
The close.	I went deeper on this in [the title of the source]. The link is in the first comment.

A newsletter section

Keep it to one story, one idea and one link. It should make sense to someone who never saw the original.

[A headline that names the idea.] Last [week or month] I [wrote, recorded, hosted] [the source]. One moment keeps coming back to me: [the story in two or three sentences]. It matters for you because [the idea, applied to the reader's situation]. The full version is here: [link].

> **EXAMPLE**
>
> Last month we hosted a webinar on client onboarding. One question stuck with me: a founder asked why her clients went quiet right after signing. Her welcome email asked them for eleven things at once. We cut it to one.

Templates for video and carousels

Two patterns for the visual formats. Settle the words on paper first; filming and design go much faster once you know exactly what each moment says.

A short video outline

Under a minute, filmed in one take on your phone. A clear first line matters more than polish.

1	**The first three seconds.** Say the claim straight away: "[a bold claim from your idea bank]." No greeting, no logo.
2	**Why it matters.** One sentence on what goes wrong without it: "Most [audience] [common mistake], and it costs them [consequence]."
3	**The example.** Tell the shortest version of the story from the source, in your own words rather than from a script.
4	**The one thing to do.** "Next time you [situation], try [specific action]."
5	**The pointer.** "The full [episode, article or webinar] is linked below."

A carousel outline

One idea per slide, large type, and a final slide that tells people what to do next.

Slide one, the promise.	[The outcome] in [number] steps, or [the mistake] and how to fix it.
Slide two, the problem.	The situation your reader recognises, in one sentence.
Slides three to six.	One step per slide: a short title and one line of explanation.
Slide seven, the example.	A before and after, or a quick story from the source.
The last slide.	Save this, send it to [someone who needs it] or read the full [source].

The quality bar

Run every piece through these six checks before it goes out. If one fails, fix the piece or hold it for next month.

It stands alone.	Someone who never saw the source understands it and gets something useful from it.
One idea, not three.	The piece makes a single point and states it in the first two lines.
It sounds like you.	You would say it out loud to a client, word for word.
The proof is specific.	It carries a real example, story or detail, not a general claim.
It fits the channel.	Length, format and tone suit the place where it is published.
The next step is clear.	The reader knows where to find more, and getting there takes one tap.

Your four-week calendar

Front-load the strongest ideas and save the reflective pieces for the end. Treat this sample month as a menu, not a contract:

01

Week 1: Publish the original, a long post with its sharpest argument, and a newsletter section that tells the story behind it.

02

Week 2: Post two short videos built on your boldest claims, one carousel with the main process, and a quote card.

03

Week 3: Answer the questions people asked in the first two weeks, as an FAQ post and a second newsletter section.

04

Week 4: Share an audio clip of the liveliest moment, a recap carousel of the month, and what you would add today.

Want the templates ready to edit?

- [ ] Get the editable templates and calendar in your inbox
- [ ] Fill in the idea bank with your next long piece
- [ ] Send us your first month and we will reply with notes

Get the template pack