

Turn one piece of content into many – without starting from scratch.

These prompts help you get more mileage from your existing content. But remember—repurposing only works if your brand voice is consistent. If your messaging is all over the place, [start there first](#).

Content Types You Can Start With:

- Blog post
- Email or newsletter article
- Webinar or podcast outline
- Whitepaper or research summary
- Product/service page copy
- LinkedIn post or announcement
- Internal presentation or team update

Ask Your Favorite AI Tool to Turn It Into:

Social Media Posts

“Turn this blog post into 3 LinkedIn posts:

- One should challenge a common belief,
- One should feel like an aha moment,
- One should create a sense of relief.
- Keep them conversational and scroll-stopping. Target: small business owners feeling overwhelmed.”

“Create a LinkedIn carousel using this article. Each slide should give one useful idea, and the final slide should include a CTA that invites a DM or reply.”

“Turn this blog into 3 Instagram or Facebook captions—one that’s story-driven, one that highlights a mistake to avoid, and one that’s a mini how-to. Include a suggested hook for the first line and a CTA that encourages saves or shares.”

Email Campaigns or Teasers

“Use this post to create a 3-part email series that:

1. Identifies a relatable problem
2. Introduces a reframe or insight
3. Offers a next step (product, service, or booking link)
4. Each email should feel like advice from a smart friend—not a pitch.”

“Write an email teaser for this blog post that would make someone who’s short on time still want to click. Bonus points for curiosity, clarity, or contrast.”

Slide Decks/Carousels

“Break this into a 5-slide deck designed to pitch the idea, not the product. Each slide should be short, high-contrast, and feel like it could stand alone on Instagram or LinkedIn.”

“Turn this post into a keynote-style outline with a strong open, 3 main points, and a CTA. Keep it smart but informal—like something a non-boring marketing speaker would actually say.”

Scripts or Talking Points

“Use this article to create a short video script (under 90 seconds) that opens with a bold claim, supports it with 2 quick points, and ends with an open-ended question or CTA. Make it sound like I’m talking to my audience 1:1.”

“Take this blog post and write podcast intro notes: give me a snappy opener, 3 talking points, and one client-facing takeaway. Keep it tight and unscripted-feeling.”

Lead Magnets or Tip Sheets

“Turn this blog into a 1-page downloadable worksheet someone would actually print and use. Avoid fluff—make it valuable and skimmable.”

“Summarize this article as a tip sheet designed to make someone feel more in control of their marketing. Give it a confident, calm tone—like, ‘You’ve got this.’”

New Blog Posts or FAQs

“Pull one powerful line from this post and build a standalone blog post around it. Make the headline curiosity-driven, and keep the tone smart but human.”

“Use this customer email as the basis for a blog post that answers the question behind the question. Write it so it could rank as a helpful how-to article.”

Bonus Tip – Add voice guidance to your prompt.

If you want your AI tool to sound like your brand, you have to tell it how. Otherwise, it defaults to vague, generic tone.

Don’t just ask for “friendly and professional.” That’s not *your* voice. That’s *everyone’s*.

Instead, try: “Make it sound like our brand—[confident, conversational, and clear].”

Or swap in tones like:

- Calm, encouraging, and grounded
- Direct, witty, and a little irreverent
- Smart, no-fluff, and warm
- Thoughtful and articulate, but never corporate

Want to understand why tone clarity matters so much? [Read this quick explainer on what a brand voice guide actually does.](#)