

DIGITAL**SAVVY**HQ
FREE TOOLKIT · ITEM 4 OF 6

The Content Repurposing Map

One pillar asset in. Ten platform-native pieces out.

A FREE resource from DigitalSavvyHQ

The Idea

You don't need to create content daily to look consistent. You need **one strong pillar piece, multiplied deliberately** across formats and platforms. This map shows you exactly what to extract, and the prompt that does it.

The Map

1 PILLAR ASSET (a 600-800 word post, or a 10-minute video/voice note)

- → 3 LinkedIn posts (one insight each, hook-first)
- → 1 Twitter/X thread (5-7 tweets, numbered)
- → 1 Instagram carousel (5-7 slides, one idea per slide)
- → 2 short-form video scripts (30-45 seconds, Reels/TikTok/Shorts)
- → 1 email newsletter section (200-300 words)
- → 1 quote graphic (single strongest line, pulled verbatim)
- → 1 FAQ/comment-reply bank (3 likely questions, pre-answered)

= 10 platform-native assets from one 30-45 minute writing or recording session.

The Repurposing Prompt

Paste your pillar piece into your AI engine with this instruction:

POWER PROMPT

You are an expert content strategist. I am pasting one pillar piece of content below.

Extract 3 high-impact insights from it. For each insight, produce:

1. A hook-driven LinkedIn post (150-250 words)
2. A single quote-graphic line (under 15 words, my exact phrasing, not paraphrased)

Then produce, from the piece as a whole:

3. A 5-7 tweet thread
4. A 5-7 slide Instagram carousel outline (one idea per slide, slide 1 = hook)
5. Two 30-45 second short-form video scripts
6. A 200-300 word newsletter section with a clear CTA
7. Three likely reader questions with short, confident answers

Preserve my specific stories, examples, and phrasing throughout — do not generalise or flatten my voice.

My pillar piece:

[PASTE YOUR CONTENT HERE]

The Guardrail

AI repurposing fails when the output sounds like nobody — generic, safe, forgettable. Before publishing anything this prompt produces:

- ☐ Read it out loud once — if it doesn't sound like you, edit until it does
- ☐ Replace any generic example with a specific one from your own experience
- ☐ Cut anything that could have been written about any topic by any person

Weekly Rhythm

Day	Action
Monday	Write or record 1 pillar piece (30-45 min)
Monday	Run the repurposing prompt (10 min)
Tuesday	Edit outputs to sound like you (30 min)
Tuesday	Schedule the week's 10 assets (15 min)

Next Step: The DSHQ Vault

The Vault includes the full Content Multiplication Engine — platform-specific prompt chains, a Notion repurposing tracker, and done-for-you templates for every format above.

vault.digitalsavvyhq.com