

# Content Repurposing Systems — Workbook

This workbook turns the course into a repurposing system you can run this week. Each section maps to one course module and moves you from defining your pillar and atoms, to setting up tools and transcripts, to reformatting into newsletters, threads, and carousels, to batching the whole thing on a calendar. Fill in the worksheets, run the exercises, and use the templates to map your atoms, track your clips, and plan your week.

## The Repurposing Mindset and the Pillar Model

Define your pillar format, cadence, and the standard set of atoms every pillar will produce.

### Exercise: Audit One Existing Pillar for Hidden Atoms

Take one long-form piece you have already published (a video, podcast episode, or long post). Spend 30 minutes mining it on paper for every atom it could have produced. Aim to find at least 8.

- How many distinct teachable points can you list from this one piece, and which is the single strongest?

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- Which 3 to 6 moments are self-contained enough to become 20 to 60 second clips, and roughly where do they occur?

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- Which quotable lines, frameworks, or lists could become tweets, a carousel, or a newsletter section?

### Worksheet: Pillar-to-Atoms Map

Lock your standard recipe: choose your pillar format and list the exact atom set every pillar will produce, with the platform and format for each. This becomes the recipe you repeat weekly.

Chosen pillar format (YouTube video / podcast / video podcast / long post)

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Pillar length and rough production time

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Clip atoms: how many, which platforms (Shorts / Reels / TikTok)

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Text atoms: X thread? standalone tweets? LinkedIn post?

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Visual atoms: carousel? quote graphics? audiogram?

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Owned-channel atom: newsletter (provider used)

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Where each atom links back to (pillar URL / newsletter signup)

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## Worksheet: Cadence and Buffer Planner

Decide a cadence you can actually sustain and plan your one-pillar buffer. Be honest about capacity rather than ambitious.

Pillars per week or per two weeks

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Fixed recording day and time

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Fixed repurposing day and time

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Current buffer (how many pillars are recorded ahead?)

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Target buffer (aim for at least one)

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Backup plan for a bad week (evergreen re-share?)

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## Checklist: Foundations Checklist

- Mined one existing pillar and found at least 8 possible atoms
- Chose a single pillar format you can produce consistently
- Defined a standard atom set that every pillar will produce
- Set a sustainable cadence with fixed recording and repurposing days
- Confirmed every atom type has a link back to the pillar or newsletter
- Started building a one-pillar buffer

## Tools and Transcript-First Workflows

Set up a lean toolstack and a transcript-first extraction process for every pillar.

## Worksheet: Toolstack and Budget Worksheet

Choose one tool per job and record its cost so the system stays profitable. Leave the monthly total blank and add it up yourself.

Capture and transcribe tool (Descript / Riverside / camera) and cost

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Auto-clip tool (Opus Clip / Vizard / Descript) and cost

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Caption and edit tool (CapCut / other) and cost

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Design tool (Canva / other) and cost

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Scheduler (Buffer / Metricool / Publer) and cost

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Monthly total (fill in)

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## Exercise: Transcript-First Extraction Pass

Generate the transcript for your latest pillar and run one full extraction pass. Bracket every usable moment and tag it with the atom it will become. Save this as the pillar's master document.

- Which sentences did you bracket as teachable points, and what atom did you tag each one (clip / tweet / thread point / carousel slide / newsletter section)?

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- Which bracketed moments will become clips, and what timestamp does each start at?

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- Which single line is the strongest quotable line for a standalone post or graphic?

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## Worksheet: Clip Cut List

Plan each short-form clip from the pillar before you open the editor. Use your annotated transcript to fill the start point, the idea, and the hook. Leave the published-status and metric columns blank to fill in later.

Clip number and working title

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Start timestamp in the pillar

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The one idea this clip delivers

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Hook line for the on-screen text

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Target platforms (Shorts / Reels / TikTok)

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Captions added (yes/no)

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Published (yes/no) and date

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## Checklist: Workflow Setup Checklist

- Selected one reliable tool per job and recorded the monthly cost
- Generated the transcript immediately after recording
- Read the transcript and bracketed every teachable point and quotable line
- Tagged each bracketed moment with its atom type
- Noted timestamps for every moment that will become a clip
- Saved the annotated transcript as the pillar's master document

## Reformatting Into Platform-Native Atoms

Reformat the pillar into a newsletter, an X thread, a LinkedIn post, and a carousel using format-specific rules.

## Worksheet: Newsletter Issue Builder

Draft this week's newsletter straight from the annotated transcript using the course structure. The email must stand alone and still drive people to the pillar.

Hook (2 to 3 sentences framing the problem)

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Core idea taught in full

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Go-deeper link to the pillar (with a one-line teaser)

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Quotable line or mini-list lifted from the transcript

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Single call to action (watch / reply / share)

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Provider used to send (Kit / Beehiiv / MailerLite / Substack)

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### Exercise: Thread and LinkedIn Reformat Drill

Build one X thread and one LinkedIn post from the same pillar without copy-pasting. Use the teachable points for the thread and the single strongest point for the LinkedIn post, matching each platform's rhythm.

- What is your thread's standalone hook post, and which teachable point becomes each numbered post?
  - Which single point is strongest for LinkedIn, and what is your one-line opening hook plus closing question?
  - Where does each piece link back to the pillar or newsletter signup?
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### Worksheet: Carousel Planner

Turn a framework or list from the pillar into a carousel. Map the hook slide, one idea per slide, and the call-to-action slide before you open Canva.

Framework or list chosen (number of steps)

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Slide 1 hook (promise or problem)

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One headline per step slide

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Final call-to-action slide text

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Platform (Instagram / LinkedIn) and format (carousel / document)

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Template used (yes/no) and brand style notes

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### Checklist: Reformatting Checklist

- Newsletter stands alone and links clearly back to the pillar
- Thread opens with a standalone hook and gives one idea per post
- LinkedIn post leads with a hook line and ends with a question
- Carousel uses a hook slide, one idea per slide, and a call-to-action slide
- Every atom was reformatted to the platform's rhythm, not copy-pasted
- Every atom links home to the pillar or newsletter signup

## Building the System and Avoiding Burnout

Batch the work, lock it into templates and a calendar, and track what works so the system is sustainable.

### Worksheet: Weekly Repurposing Run

Plan this week as task batches with a time budget for each block. Follow it like a checklist so a full content week fits in a few focused hours beyond recording.

Capture block: day, time, and pillar(s) to record

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Transcribe and annotate block: day and time

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Clip block: day, time, and number of clips planned

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Write block: day and time (newsletter + thread + LinkedIn)

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Design and schedule block: day and time

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Estimated total hours for the week (fill in)

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### Exercise: Write Your Repurposing SOP

Document every step of your process in order, from recording to scheduling, so it is repeatable and eventually delegable. Keep it to a single page.

- What are the exact steps, in order, from finishing a recording to having every atom scheduled?
  - Which steps could a freelancer or VA do (clipping, drafting from transcript, designing), and which must you keep?
  - Which templates does each step rely on, and where are they stored?
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### Worksheet: Atom Performance Tracker

Log each atom you publish and the platform metrics it earns so you can spot winners. Record raw numbers only and leave any totals, averages, or rates blank for you to compute.

Atom (clip / thread / carousel / newsletter) and pillar it came from

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Platform and publish date

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Reach or views

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Saves or shares

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Watch time or completion (clips)

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Newsletter clicks or new subscribers (if applicable)

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Notes: winner to repeat or format to drop

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### Checklist: Sustainable System Checklist

- Batched the week by task, not by platform
- Built reusable templates for newsletter, thread, and carousel
- Set up a content calendar with pillar, atoms, status, and publish date
- Wrote a one-page repurposing SOP
- Tracked reach, saves, and conversions per atom for at least one month
- Maintained a one-pillar buffer and reviewed metrics monthly to double down on winners

### Your Action Plan

1. Mine one existing pillar for at least 8 atoms and lock your standard atom recipe
2. Choose a single pillar format and a sustainable weekly cadence with fixed blocks
3. Set up one tool per job (capture, clip, design, schedule) and record the monthly cost
4. Generate a transcript for your next pillar and run a full annotate-and-tag extraction pass
5. Cut, caption, and hook 3 to 6 vertical clips and queue them across the week
6. Write the newsletter, X thread, and LinkedIn post back to back from the transcript
7. Build one carousel from a pillar framework using a reusable Canva template
8. Batch the whole week into task blocks and load every atom into a scheduler
9. Write a one-page repurposing SOP and build a one-pillar buffer
10. Track reach, saves, and conversions per atom monthly, then make more pillars around the winners











