

Content Repurposing Checklist

Stop creating from scratch every damn day. Turn one piece of content into a week's worth of posts without losing your mind.

STEP 1: START WITH YOUR PILLAR CONTENT

One solid piece. That's all you need. Pick one:

- Blog post (800+ words)
- YouTube video or podcast episode
- Live training or workshop recording
- Email newsletter that got great engagement
- Client Q&A or coaching call (with permission)

STEP 2: EXTRACT THE GOLD

Pull these elements from your pillar content:

- 3-5 key takeaways or main points
- 1-2 quotable one-liners (screenshot-worthy)
- A personal story or example you shared
- Stats, data, or proof points
- A contrarian take or hot opinion
- Common mistakes your audience makes

STEP 3: REPURPOSE INTO PLATFORM-SPECIFIC CONTENT

Instagram / Threads:

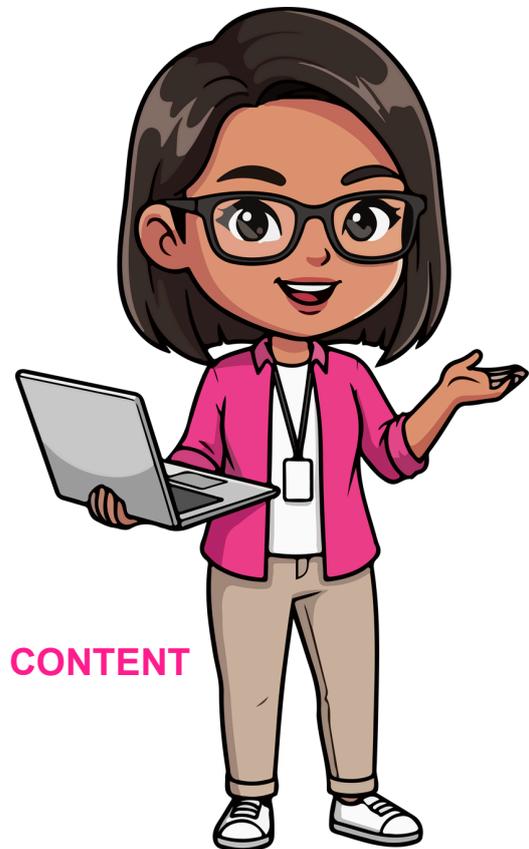
- Carousel post (turn key points into slides)
- Story series breaking down the main topic
- Quote graphic with your one-liner
- Threads post with your hot take
- Reel using a key soundbite (15-30 sec)

Facebook:

- Long-form text post with the story element
- Group discussion prompt from your hot take
- Live video expanding on one point (10-15 min)

Pinterest:

- Idea pin with step-by-step breakdown
- Infographic summarizing key points
- Quote pin linking to full content



Email List:

- Newsletter with expanded insights
- Quicktip email with one takeaway
- Storyemail connecting to your offer

STEP 4: SCHEDULE & BATCH (THE CEO WAY)

- Map content to your weekly calendar
- Batch create all graphics in one session
- Schedule everything using your scheduler tool
- Set aside 30 min for engagement (not creation)
- Save your repurposing template for next time



PRO TIPS (FROM SOMEONE WHO'S BEEN THERE)

- Use AI to help you draft variations faster (ChatGPT, Claude, etc.)
- One pillar piece = minimum 7 pieces of content. No excuses.
- Repurpose doesn't mean copy-paste. Reframe for each platform.
- Track what performs best so you know what to repurpose MORE.

WANT YOUR ENTIRE MARKETING SYSTEM ON AUTOPILOT?

This checklist is just the beginning. Get the full framework inside:

OFF THE CLOCK™ MARKETING SPRINT

Build a 30-day content system in one sitting. No daily scrambling. No burnout.

👉 [GRAB IT NOW FOR \\$147](#) 👈

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