THE 30-MINUTE CONTENT SYSTEM

How UGC Creators Use AI to Research, Script & Distribute Content Faster Than Everyone Else

by Brandon Kyle • @brandonkyleugc

WHO THIS IS FOR

Stop Guessing. Start Creating.

If you're a UGC creator, aspiring creator, or someone who makes content for brands — and you're spending more time **thinking about what to post** than actually posting — this is for you. Most creators scroll social media for 45 minutes hoping inspiration strikes, write a script from scratch, post it on one platform, and repeat the whole exhausting cycle tomorrow.

This system flips that. Using AI — specifically Claude — combined with a distribution tool called Repurpose.io, I go from **zero idea to camera-ready in under 30 minutes.** This guide gives you the exact framework.

The 3-Layer System

Research Layer (10 min) → Script Layer (10 min) → Distribution Layer (10 min)

LAYER 01 • RESEARCH

Know What to Make Before You Make It

Most creators skip this entirely. They post based on a gut feeling and wonder why nothing lands. The research layer uses Claude to analyze what's *already working* in your niche so you're not guessing.

How to get transcripts:

- **Free method:** Open a video from a creator you follow, turn on captions, and copy the text — or use CapCut's auto-caption feature on a downloaded video
- **Easy mode:** Use Tokscript — paste any TikTok or Instagram URL and it pulls the full transcript automatically in seconds. My favorite tool for content research → tokscript.com/pricing?aff=1Oy6ry

What you do with them:

- Pull transcripts from 3–5 top creators in your niche
- Drop them into Claude with the prompt below

• Get back a reusable style guide: hooks, structure, tone, topics that convert

◆ COPY THIS PROMPT

Here are transcripts from [Creator A], [Creator B], and [Creator C]. Analyze their hook patterns, content structure, tone of voice, and recurring topics. Build me a style guide I can use to create content in this niche. Format it as: Hook Formulas / Content Structure / Tone & Language / Top Performing Topics.

Run this once and you have a reusable style guide. Revisit it monthly as trends shift.

Tool used: Claude.ai — free plan works for this

LAYER 02 • SCRIPTING

Let AI Write the Bones. You Deliver the Soul.

Claude doesn't know your voice out of the box — you have to teach it. Once you do, it becomes the fastest scriptwriter you've ever had on your team.

Step 1 — Build your voice doc (one time only):

Create a short document that tells Claude who you are. Include:

• Your creator name and niche

• Your target audience

• Your tone (conversational, no fluff, talking head)

• 2–3 examples of your best-performing captions or scripts

Step 2 — Use this prompt to get 4 scripts at once:

◆ COPY THIS PROMPT

Here is my voice doc: [paste it]. Here is my style guide: [paste it]. Write me a 60-second talking head script about [TOPIC] for my audience of [AUDIENCE]. Hook should be result-first. Keep it conversational — I'll riff from this, not read it. Then give me 3 more rewrites of the same script, each optimized for a different goal: (1) maximum saves, (2) maximum shares, (3) maximum comments.

How to use the 4 versions: You get all 4 scripts at once — think of it like getting 4 drafts from a writer in one shot. Read through all of them, pick the one with the best bones, borrow the strongest hook or closing line from another if needed, and riff from there. You're mixing and matching, not rewriting from scratch.

Pro tip: Riff, don't read.

The script is your skeleton. Your delivery, your personality, your energy — that's what nobody can replicate. Let Claude do the structure. You do the sauce.

Tool used: Claude.ai

LAYER 03 • DISTRIBUTION

Post Once. Show Up Everywhere.

If you hate logging into five different apps just to post one video — you're not alone. There are two solid options for automating your distribution. Here's the honest breakdown:

Option 1: Repurpose.io (my preferred tool)

Repurpose.io is built for creators who want to film once and show up everywhere — without the watermark. You can film directly in-app or upload a finished video, add trending music, add titles that other platforms don't natively support, and it will repost that finalized version completely watermark-free. That last part is a big deal.

- Pushes to TikTok, Instagram, YouTube Shorts, Facebook, Pinterest, LinkedIn and more
- Watermark-free redistribution — even from TikTok
- Add music and titles that get baked into the final version before publishing
- Set it up once, runs automatically on every new post

Try Repurpose.io free →

14-day free trial (no credit card needed) → tinyurl.com/repurposeiobko Watch the full Repurpose.io walkthrough → youtu.be/S4g5Q2JDE1c

Option 2: Metricool (solid alternative)

Metricool is a scheduling and analytics platform that can post to multiple platforms from one dashboard. The key difference: everything has to be baked into your final video before you upload. No access to platform-native music, stickers, or effects. Great for analytics and scheduling, slightly less flexible on the content side.

- Strong analytics dashboard across all platforms
- Schedule posts in advance with a visual calendar
- Best for creators who edit everything externally first

Try Metricool →

Start free → f.mtr.cool/JKFIHQ

BONUS • MY GEAR STACK

What I Actually Use to Film UGC Content

99% of the time I use my phone. You don't need a cinema setup — you need the right tools for the job. And the most important thing aside from your recording device is **quality audio.** Bad audio kills good content. Here's my full stack:

DJI Mic Mini	This is the first thing I tell every creator to buy. Very affordable right now, small, lightweight, and the best sub-$75 wireless mic option available. Clean audio, charging case included, no editing headache. Shop on Amazon → amzn.to/494qiKV

Neewer CM28	If you want internal recording instead of wireless, the CM28 is the move. It also has an aux input so you can plug in a smaller lav mic — versatile for different shooting situations. Shop on Amazon → amzn.to/4nuKueM
Omoton Phone Holder	My favorite handheld phone holder/tripod combo. Think of it as the Swiss Army knife of phone mounts for content creators — works handheld, on a desk, on a tripod. Multipurpose, affordable, always in my bag. Shop on Amazon → amzn.to/3RwjNKR
DJI Osmo Pocket 3	When you're ready to upgrade beyond your phone, this is it. Amazing video quality, incredibly compact, frees up your phone storage completely, and opens up a whole new level of creative shots. My favorite camera for UGC and lifestyle content. Shop on Amazon → amzn.to/4uhgcyZ

All links are Amazon affiliate links — no extra cost to you.

Ready to Go Further?

Follow @brandonkyleugc on TikTok — I post this system in action every week.

If this system helped you think differently about content — you'll want to see what else I've built.

The UGC Ultimate Combo ($39) gives you everything you need to look professional and protect every brand deal:

→ A plug-and-play Canva portfolio template to land the deal

→ A rate card template so you never fumble when they ask your prices

→ A real contract, usage rights policy, and cheat sheet to protect the deal

Everything in one place. Instant access. Yours forever.

Grab the UGC Ultimate Combo → beacons.ai/bktbe

© 2026 Brandon Kyle • @brandonkyleugc • Not financial or legal advice — just what works for me.