

# Repurpose Like a Pro Quick Guide

How to easily turn one video into 5+ pieces of content

by Andrea Stenberg

# Repurpose Like a Pro Quick Guide

## Turn One Video Into 5+ Pieces of Content (Without Tech Overwhelm)

Creating one great video is just the beginning. Repurposing lets you stretch that content across multiple platforms, reach more people, and stay visible without constantly reinventing the wheel. Best part? You don't need fancy editing software or hours of extra work.

Here are **5 easy, low-tech ways** to get more mileage out of every video:

### 1. Quick Clips or Fresh Reels/Shorts

- **Option A:** Trim a 15–30 second highlight from your video (like your best tip or “aha” moment) and post it as a Reel, Short, or TikTok.
- **Option B (no editing required!):** Grab your phone and re-record that same tip as a short Reel. It'll feel fresh and casual, and you already know what to say.

### 2. Blog Post Without Writing From Scratch

- Use your video as the “rough draft.” Play it back and jot down the key points (or use a tool like [TurboScribe.ai](#), [Otter.ai](#), or [Descript.com](#) to transcribe your video).
- Turn those points into a simple blog post — even just an intro, your 3 main points, and a short conclusion is enough.
- If you have a transcription, use a tool like ChatGPT to write the post for you. Upload the transcription with the following prompt:
  - Please use this transcript from my video to write a standalone blog post of \_\_\_\_\_ words [give the approximate word count you would like] for \_\_\_\_\_ [insert audience you want to attract]. Please also include \_\_\_\_\_ [any information you forgot to include in the video] Also write an SEO friendly title, target keyword, focus keyword and meta description designed to attract my ideal client. Include a CTA at the end of the post to \_\_\_\_\_ [where do you want to send people after they finish the post: another blog post, your lead magnet, a social media profile]

### 3. Email Newsletter Made Easy

- Pull one tip or story from your video and use it as the focus of your email.
- Keep it short: *Intro sentence* → *your tip/story* → *link to watch the full video*.
- If you're using ChatGPT and your transcript you can ask it to write your email for you with the purpose of having them watch the full video or read your blog post.

### 4. Quote Graphics for Social Media

- Re-listen to your video and grab a punchy line, inspiring thought, or mic-drop moment. Or ask ChatGPT to pull them from your transcript for you.

- Drop the quote into Canva, pair it with your brand colors, plus a photo of you and you've got a scroll-stopping graphic.
- Share on Instagram, Facebook, and LinkedIn with a simple caption: *"This came up in my latest video — what do you think?"* Bonus marks if you include the link to the original video.

### 5. Carousel or List Post

- Take 3–5 tips or points from your video and turn them into a LinkedIn or Instagram carousel.
- Example: *"3 things I wish I knew before starting video marketing."*
- Each tip becomes its own slide/post — easy to create and gets great engagement.

✅ **Pro Tip:** You don't need to use all 5 every time. Even repurposing *just one* way can double your reach. Pick the easiest one for you and start there.

✨ With these 5 quick repurposing moves, you'll never look at a single video as "just one video" again. It's a whole content strategy in disguise — and it doesn't have to be complicated.

## Who is Andrea Stenberg?



If a picture is worth 1,000 words, a video is worth a library when it comes to gaining visibility, showing off your expertise, and actually growing your business online.

A video marketing strategist, Andrea Stenberg shows coaches, course creators, and other heart-centered entrepreneurs how to share their unique brilliance and connect with their ideal clients using video.

If you don't know what to say, hate how you look, and are intimidated by the technology, Andrea helps you quickly and confidently make client-attracting videos. Stop making it up as you go along and start using a proven video strategy to attract new clients.

## Ready to Move More Quickly?

You've got the framework—now let's put it into action. The easiest next step? Grab my [Ultimate Video Repurposing Toolkit](#) (\$9) and see how one video can turn into 17+ high-converting content assets.