



GUIDES / FREE PDF

One Idea, More Useful Content

Turn a strong source idea into a thoughtful sequence of channel-ready posts.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Start with a source worth reusing

Repurposing works when each version adds value for its setting. Begin with a useful idea rather than a target number of posts.

1

Choose the source

Use an approved article, demonstration, interview, customer question, or project story. Confirm who owns the material and what can be shared.

2

Extract the core message

Write the main point in one sentence. Separate supporting evidence, practical steps, and interesting details so each can become a focused piece.

3

Match formats to the idea

A process may suit a carousel, a demonstration may suit video, and a question may suit a short text post. Let the content determine the format.

4

Keep the context attached

Do not remove qualifications or turn an individual experience into a broad claim. Retain the source details your audience needs to understand the message.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



02 / Build a sequence, not duplicates

Give each post a different job while keeping the underlying message consistent.

1 **Version one: the problem**

Describe a situation your audience recognizes. Invite them to identify the question they most want answered.

2 **Version two: the practical step**

Show one useful action or a short example. Make the post valuable even if someone never sees the original source.

3 **Version three: the evidence**

Share an approved demonstration, project detail, or supporting explanation. Label illustrations and examples honestly.

4 **Version four: the next conversation**

Answer a follow-up question or direct people to a relevant resource. Review the sequence before reusing it again.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Source asset and permission owner

● Core message in one sentence

● Audience question to address

● Four versions: format, channel, and purpose

● Review owner and target dates

● What we learned from the sequence
