

Turn one piece of content into many – without starting from scratch.

These prompts help you get more mileage from your existing content. But remember—repurposing only works if your brand voice is consistent. If your messaging is all over the place, start there first.

Content Types You Can Start With:

- Blog post
- Email or newsletter article
- Webinar or podcast outline
- Whitepaper or research summary
- Product/service page copy
- LinkedIn post or announcement
- Internal presentation or team update

Ask ChatGPT to Turn It Into:

Social Media Posts

“Turn this [email/blog/post] into 3 LinkedIn updates with different angles.”

“Give me 5 tweet-style takeaways from this content.”

Email Campaigns or Teasers

“Convert this whitepaper summary into a 3-part email series.”

“Write a short email teaser for this blog post that drives clicks.”

Slide Decks/Carousels

“Summarize this article as a 5-slide presentation with a hook and closing call-to-action.”

Scripts or Talking Points

“Give me a script for a 2-minute video explaining this.”

“Turn this content into talking points for a short podcast episode.”

Lead Magnets or Tip Sheets

“Convert this blog into a downloadable checklist or tip sheet.”

“Summarize this email as a free resource PDF for small business owners.”

New Blog Posts or FAQs

“Use this whitepaper to draft a blog post focused on a key takeaway.”

“Turn this customer email into a blog post answering the same question.”

Bonus Tip – Add a note to your prompt like:

“Make it sound like our brand, [friendly and professional]” or “Use a tone that’s [conversational, confident, and clear]”
This helps ChatGPT match your voice and style – whether you’re casual, corporate, or somewhere in between.