

One recording. A week of content.

The workflow we walked through during the session. One recording becomes multiple social posts, blog content, and shareable clips without spending hours editing. The recording is the raw material. The transcript is the spine. Everything else is generated from it.

01 Record one video.

A client testimonial, a behind-the-scenes walkthrough, a quick tip, or even a meeting recap. Five to fifteen minutes is the sweet spot. Your phone is good enough. Audio quality matters more than video quality: a quiet room and a clear voice beat a fancy camera every time.

TOOLS Your phone, Zoom or Teams recording, Riverside for higher production value.

02 Generate a transcript with AI.

Upload the recording and let AI transcribe it. Skim the transcript once and fix names, services, and industry terms the AI misheard. Five minutes here saves rework in every step that follows, because every asset downstream inherits this text.

TOOLS Otter or Granola for meetings. Descript, Opus Clip, and Flixier transcribe automatically on upload.

03 Ask AI to pull the best moments and rewrite them as standalone social posts.

Paste the transcript into ChatGPT or Claude with the extraction prompt on page 2. Ask for the strongest five to seven moments, each rewritten as a post that stands on its own. One round of refinement on voice is normal. Expect drafts, not finals.

TOOLS ChatGPT or Claude, with your Context Pack loaded so the posts sound like you.

04 Ask AI to generate a blog summary from the full transcript.

Same transcript, different job. Use the blog prompt on page 2 to turn the full recording into a short article for your website. This is also your search-engine asset: the video disappears into the feed, the blog post keeps working.

TOOLS ChatGPT or Claude for the draft. Your website platform for publishing.

05 Use a clipping tool to cut the video into short-form clips matched to the posts.

Upload the full video to a clipping tool. It finds high-retention moments, reframes them vertical, and adds captions automatically. Match each clip to the social post built from the same moment, so the clip and the caption reinforce each other instead of competing.

TOOLS Opus Clip, Descript, Flixier, Vizard, or CapCut. See the tool fit guide on page 2.

Record once. The transcript does the rest of the traveling.

Opus Clip

The category leader for AI clip detection. Upload long video, get ranked clips with captions and vertical reframing.

Best if you want the most hands-off clipping.

Descript

Edit the video by editing the transcript. Delete a sentence of text, the footage is cut. Clipping, filler-word removal, and transcription in one.

Best if the transcript is your home base.

Flixier

Browser-based editor with AI clipping, captions, and team collaboration. No software install, renders in the cloud.

Best if you want editing control without heavy software.

Vizard

AI clipping with strong team features: brand kits, fonts, and colors applied automatically across every clip.

Best for teams that need every clip on-brand.

CapCut

Free and capable, but you find and trim the moments yourself. No AI clip detection on the free tier.

Best for testing the workflow at zero cost.

Rule of thumb

Start free or on a trial, run two real videos through it, and only then subscribe. The risk filter from the workbook applies to tools too.

Workbook, page 15: can we try it before committing?

STEP 3 PROMPT: MOMENTS INTO POSTS

"You're helping [business name], a [what you do] serving [who you serve]. Below is a transcript of a [video type]. Pull out the 5 to 7 strongest standalone moments: specific advice, surprising statements, results, or stories. Rewrite each as a social post in our voice: [plain, direct, no hype, or paste a sample post]. Each post must stand alone without the video. Use only what was actually said. Do not invent quotes, numbers, or claims. Label each post with the transcript timestamp so we can match clips to posts later."

STEP 4 PROMPT: TRANSCRIPT INTO BLOG POST

"Using the same transcript, write a 500 to 700 word blog post for our website. Audience: [your customers], who are searching for [the problem this video solves]. Structure: a headline that states the benefit, a short intro, 3 to 4 sections with plain subheadings, and a closing with one clear next step. Keep our voice. Quote the speaker directly where it is strong. Do not add information that is not in the transcript. End by giving me a 2-sentence meta description for search."

QUALITY GATE BEFORE ANYTHING PUBLISHES

- A human reads every post and the blog draft. Client-facing means verified. Workbook, page 3.
- Check names, numbers, and promises against what was actually said.
- Testimonials need the client's permission before their face or words go public.

The math

One 10-minute recording becomes 5 to 7 social posts, 3 to 5 short clips, and 1 blog post. Run it twice a month and that is a full content calendar from 20 minutes of recording.

OUR FIRST RECORDING TOPIC

WHO RUNS THIS WORKFLOW AND WHO REVIEWS
