The Content Multiplication System: Turn 1 Recording into 30 Pieces of Content

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The Content Multiplication System: Turn 1 Recording into 30+ Pieces of Content

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I spent 10 years as a high school English teacher before starting my content marketing agency. My teaching background taught me that the best learning happens through systems, repetition, and meeting people where they are, principles that now drive how I create content for my clients.

This guide shares the exact system I use to turn a single conversation into an entire quarter of strategic content. It's not theory. It's what I do every day for service-based businesses that need consistent, authentic content without burning out their teams.

How to Use This Guide

This isn't meant to be read once and forgotten. It's a reference manual for building your own content multiplication system.

Read through once to understand the full process, then return to specific chapters as you implement each phase. The appendices contain templates and prompts you'll use repeatedly.

If you're a solopreneur, you can execute this entire system yourself. If you have a team, the guide indicates where to delegate.

What You'll Learn

By the end of this guide, you'll be able to:

- Transform one 30-40 minute recording into 30+ pieces of content
- Create pillar blog posts on topics you're not an expert in
- Build cluster content strategies that support SEO and authority
- Generate LinkedIn content that multiplies from a single source
- Systematize quarterly campaigns that drive consistent results
- Save 15-20 hours per week on content creation

Introduction: Why Most Content Strategies Fail

Most businesses approach content the same way: they post when they feel like it, about whatever seems relevant that day.

Monday: Share an industry article

Wednesday: Post about a client win

Friday: Quick tip about their service

There's no connection between these posts. No strategic thread. No cumulative effect.

This is content creation, not content strategy.

The problem isn't the quality of individual posts. It's that random content doesn't build momentum. Each post starts from zero. Your audience never gets the depth they need to actually trust you enough to buy.

Here's what happens with strategic content multiplication:

Instead of 20 random posts, you create one comprehensive piece of pillar content. From that pillar, you extract 6-7 related cluster posts. From those, you generate 25 videos, 12 carousels, and 50+ social media captions.

Every piece connects to the others. Every post reinforces your expertise on one core theme. Your audience sees consistent depth rather than scattered surface-level content.

The difference between content creation and content strategy is simple:

Content creation asks: "What should I post today?"

Content strategy asks: "What does my audience need to understand this quarter?"

This guide teaches you the second approach.

PART 1: Foundation - The Quarterly Campaign Framework

Chapter 1: Choosing Your Quarterly Theme

Theme selection makes or breaks your entire campaign. Choose the right theme and the content will flow naturally. Choose wrong and you'll struggle to generate even a handful of posts.

The Collaborative Discovery Process

I don't let clients choose their own themes without guidance. Most business owners think in terms of what they want to talk about, not what their audience actually needs to hear.

My process is strategist-led but client-validated. Here's how it works:

Step 1: Industry and Audience Analysis

Before talking to the client about themes, I research:

- What questions their audience is asking (Reddit, Quora, Perplexity, industry forums)
- What competitors are covering (and what gaps exist)
- What problems their recent clients came to them with
- Seasonal relevance for their industry
- Current trends that intersect with their expertise

Step 2: Business Goals Alignment

I schedule a 60-minute call focused entirely on understanding their business priorities for the next quarter:

- "What do you want to be known for?"
- "What services are you trying to grow?"
- "What questions are you tired of answering in sales calls?" (These become content opportunities)
- "What's changing in your industry that your clients don't understand yet?"

Step 3: Theme Presentation

I present 3-4 theme options with this structure:

Theme Option 1: [Title]

- Why this matters to your audience

- Business goals it supports
- Content angles available
- Competitive advantage

I don't ask "Which do you like?"

I ask "Which aligns most with where you're trying to take the business?"

Questions That Uncover What the Business Actually Needs

The best themes emerge from these questions:

"What are your clients struggling with right now that they don't even realize is connected to what you do?"

"What's the most expensive mistake your clients make before they find you?"

"If you could teach your audience one thing that would make them better clients, what would it be?"

"What aspect of your work do competitors oversimplify?"

These questions reveal themes that serve both content and business development.

Red Flags: Themes That Sound Good But Won't Perform

Avoid these theme traps:

Too broad: "Marketing strategies for small businesses"	**Better**: "Email marketing for service businesses with zero list growth"
Too niche: "How to optimize Instagram carousel engagement rates"	**Better**: "Visual content strategies that actually convert"
Self-serving: "Why you need our services"	**Better**: "How to evaluate if you're ready for [service type]"
Already saturated: "AI tools for productivity"	**Better**: "AI tools for service businesses that don't replace human relationships"

A strong theme has three qualities:

1. Specific enough that you can go deep
2. Broad enough to generate multiple angles
3. Valuable to your audience even if they never hire you

Example Theme Breakdown

Let's say your client is a sales consulting firm. Here's how I'd develop their quarterly theme:

Weak theme: "Sales training tips"

- Too generic, everyone covers this
- No clear business goal connection
- Hard to differentiate

Strong theme: "Building a sales team that scales: The hiring-to-onboarding system"

- Specific problem (scaling sales teams)
- Clear content angles (hiring process, interview techniques, onboarding frameworks)
- Supports business goal (attracting companies ready for consulting)
- Demonstrates unique methodology

The strong theme becomes a pillar blog post: "The Complete Guide to Building a Scalable Sales Team"

From there, cluster content writes itself:

- "The 6-minute phone screen that predicts sales success"
- "What to ask in second-round sales interviews"
- "The 30-60-90 day onboarding plan for sales reps"
- "Red flags in sales resumes you're probably missing"

See how one theme multiplies?

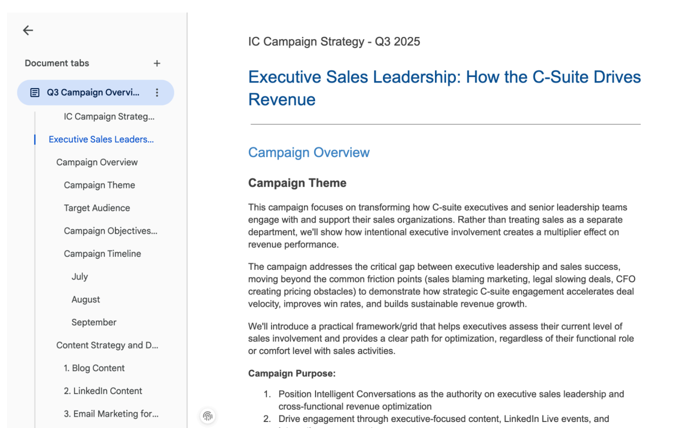
Chapter 2: Setting Up Campaign Architecture

Once you have your theme, you need structure before creating any content.

The 90-Day Content Calendar Structure

Think of your quarter like a semester syllabus. You wouldn't teach a class by deciding each day what to cover. You map the entire arc first.

Your content calendar needs:



Week 1-2: Foundation

- Pillar blog post published
- First 2-3 cluster posts scheduled
- LinkedIn announces the theme

Week 3-8: Deep Dive

- Remaining cluster posts (one per week)
- 2-3 LinkedIn videos per week
- 1 carousel per week
- Daily captions pulling from pillar/cluster content

Week 9-12: Reinforcement and Transition

- Case studies or results posts
- Behind-the-scenes content
- Community engagement
- Preview next quarter's theme

Timeline Reality: 1-2 Weeks from Theme to 30 Pieces

Here's my actual production timeline:

Day	Task
1	Theme finalized, campaign goals set
2-3	Pillar blog outline created, CEO interview questions written
4	Client records 30-40 minute video answering questions
5-7	Transcript extracted, pillar blog drafted and revised (8-10 versions)
8-10	Cluster content created from pillar post
11-12	LinkedIn strategy, video scripts, and carousel outlines generated
13-14	Final review, scheduling, and handoff

That's 2 weeks of intensive work for 3 months of content.

Front-Loading vs Ongoing Production Strategy

I front-load as much as possible because:

1. **Quality control:** Everything gets proper review before publishing

2. **Flexibility:** If something timely happens, you can adjust without panic
3. **Mental space:** You're not constantly in production mode
4. **Strategic thinking:** You can see the full quarter and optimize connections

What I create upfront:

- Complete pillar blog post
- All cluster posts (at least in draft form)
- Video scripts and outlines
- Carousel frameworks and copy
- 4-6 weeks of captions

What I produce throughout the quarter:

- Timely commentary on industry news
- Response to audience questions
- Behind-the-scenes and personal content
- Results/case study updates

Resource Allocation and Workflow Planning

For solo execution, block time like this:

Week 1: Research and planning (8-10 hours)

Week 2: Production (15-20 hours)

Ongoing: 2-3 hours per week for scheduling and engagement

With a team, delegate:

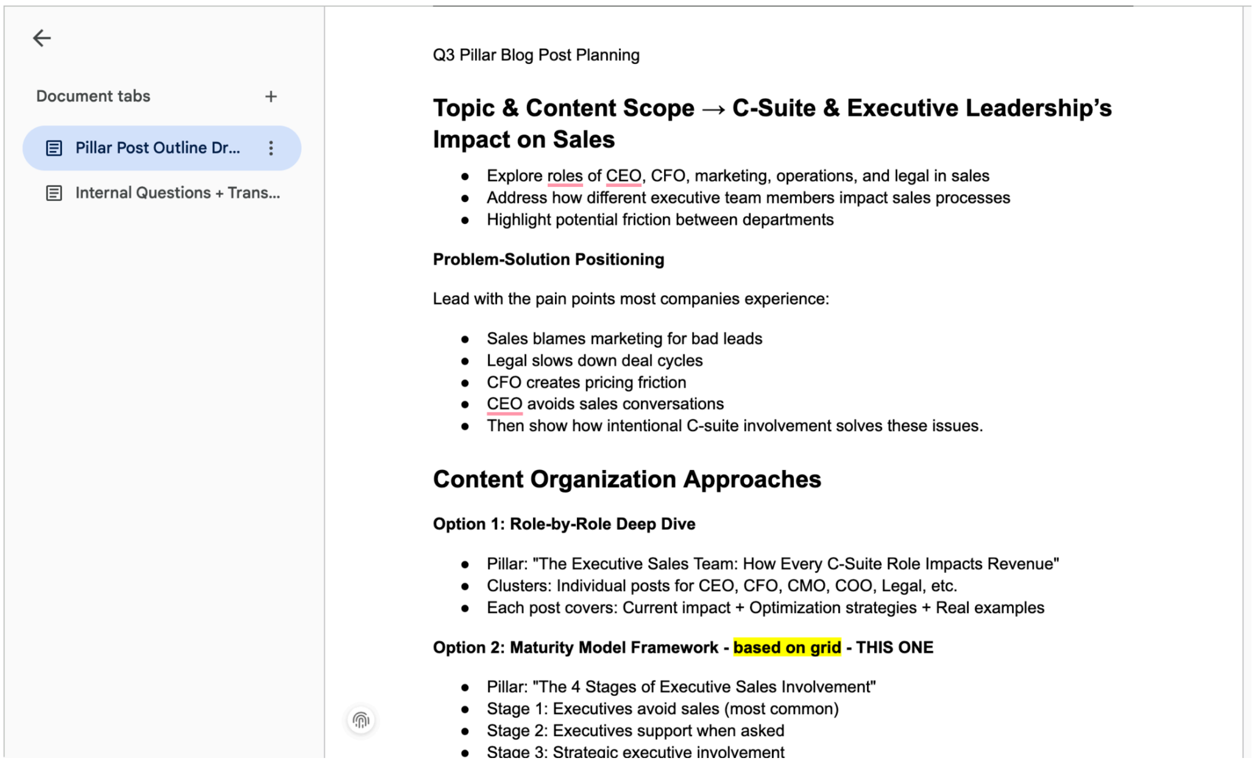
- Transcript extraction: VA
- First draft creation: Writer
- Video recording: Client or in-house videographer
- Design: Graphic designer
- Scheduling: Social media manager

You maintain: Strategy, CEO interview questions, content review, Claude prompting

PART 2: Creating Your Pillar Content (This is the Fun Part!)

Chapter 3: The Pillar Blog Post Anatomy

A pillar blog post isn't just a long blog post. It's strategic content architecture.



Q3 Pillar Blog Post Planning

Topic & Content Scope → C-Suite & Executive Leadership's Impact on Sales

- Explore roles of CEO, CFO, marketing, operations, and legal in sales
- Address how different executive team members impact sales processes
- Highlight potential friction between departments

Problem-Solution Positioning

Lead with the pain points most companies experience:

- Sales blames marketing for bad leads
- Legal slows down deal cycles
- CFO creates pricing friction
- CEO avoids sales conversations
- Then show how intentional C-suite involvement solves these issues.

Content Organization Approaches

Option 1: Role-by-Role Deep Dive

- Pillar: "The Executive Sales Team: How Every C-Suite Role Impacts Revenue"
- Clusters: Individual posts for CEO, CFO, CMO, COO, Legal, etc.
- Each post covers: Current impact + Optimization strategies + Real examples

Option 2: Maturity Model Framework - based on grid - THIS ONE

- Pillar: "The 4 Stages of Executive Sales Involvement"
- Stage 1: Executives avoid sales (most common)
- Stage 2: Executives support when asked
- Stage 3: Strategic executive involvement

What Makes Content "Pillar-Worthy"

Pillar content should be:

- **Comprehensive:** Covers a topic thoroughly, not superficially
- **Evergreen:** Valuable for 12-24 months minimum
- **Linkable:** Other content naturally references it
- **Authoritative:** Demonstrates deep expertise
- **Actionable:** Readers can implement the advice

Length isn't the metric. Depth is. I've written 2,500-word pillar posts and 8,000-word ones. The right length is whatever it takes to be genuinely comprehensive.

How to Structure an Extensive Guide

Every pillar post I create follows this structure:

Introduction (10% of total length)

- The problem and why it matters
- What the reader will learn
- Why this guide is different from others

Main Sections (75% of total length)

- 5-8 major sections, each addressing one aspect of the topic
- Each section includes: explanation, examples, implementation steps
- Subheadings every 200-300 words for scannability

Implementation/Next Steps (10% of total length)

- Summary of key takeaways
- Action items prioritized
- What to do first

Conclusion (5% of total length)

- Reinforcement of main message
- CTA (download template, book call, subscribe)

The Outline Process Before You Write Anything

Never start writing without a complete outline. Here's mine:

Level 1: Major sections

What are the 5-8 big ideas that fully cover this topic?

For "Building a Scalable Sales Team":

1. The hiring framework
2. Interview process and questions
3. Assessment methods
4. Onboarding systems
5. Training and development
6. Performance metrics
7. Team culture

Level 2: Subsections

What specific points need to be covered in each major section?

Under "Interview process and questions":

- Phone screen structure
- Second-round interview format
- Questions that reveal cultural fit
- Role-play scenarios
- Reference check strategy

Level 3: Key points

What examples, data, or frameworks belong in each subsection?

This three-level outline typically takes 2-3 hours. It's the most important time investment in the entire process.

Determining Scope and Depth

The outline phase is where you decide what stays in the pillar post and what becomes cluster content.

Keep in pillar post:

- Core framework overview
- Essential concepts everyone needs
- Introduction to each major topic
- Enough detail to be valuable

Save for cluster posts:

- Deep dives on specific techniques
- Detailed how-to instructions
- Advanced strategies
- Niche applications

Think of your pillar post like a textbook chapter. It should be comprehensive but should also create natural curiosity for deeper exploration.

Chapter 4: The CEO Interview Technique (The Secret Weapon)

*****This is the most valuable technique in this entire guide.*****

Why 30-40 Minute Async Recordings Work Best

Most content agencies ask clients to fill out written briefs. This doesn't work because:

1. Busy executives don't write detailed responses
2. Written answers are formal and lack personality
3. You miss the nuance and examples that make content compelling
4. Back-and-forth questions are impossible

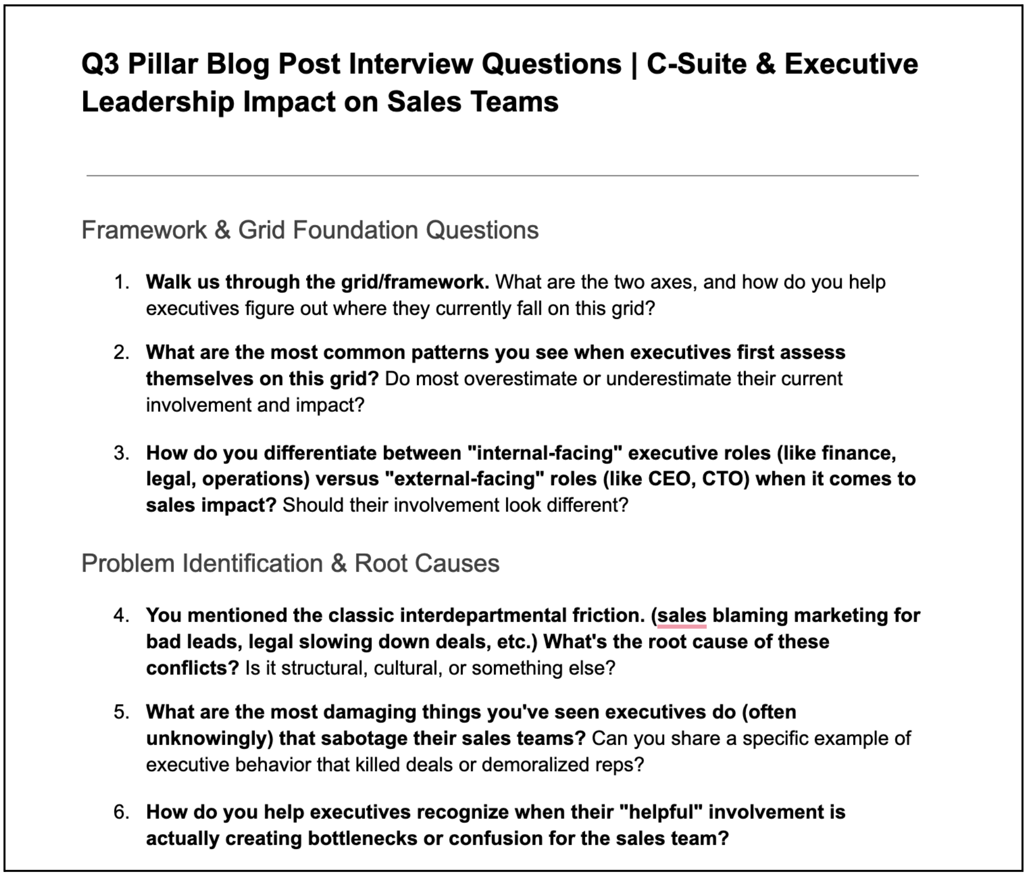
Recording solves all of this.

When someone speaks freely for 30-40 minutes, they:

- Share stories they'd never write down
- Reveal their authentic voice and personality
- Explain concepts the way they naturally explain them
- Go on tangents that become excellent content angles

I specifically request async recording (not live) because:

- No pressure or time constraints
- They can redo sections if needed
- I can review at my own pace
- Transcript is cleaner without cross-talk



Q3 Pillar Blog Post Interview Questions | C-Suite & Executive Leadership Impact on Sales Teams

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Framework & Grid Foundation Questions

1. **Walk us through the grid/framework.** What are the two axes, and how do you help executives figure out where they currently fall on this grid?
2. **What are the most common patterns you see when executives first assess themselves on this grid?** Do most overestimate or underestimate their current involvement and impact?
3. **How do you differentiate between "internal-facing" executive roles (like finance, legal, operations) versus "external-facing" roles (like CEO, CTO) when it comes to sales impact?** Should their involvement look different?

Problem Identification & Root Causes

4. **You mentioned the classic interdepartmental friction. (sales blaming marketing for bad leads, legal slowing down deals, etc.) What's the root cause of these conflicts?** Is it structural, cultural, or something else?
5. **What are the most damaging things you've seen executives do (often unknowingly) that sabotage their sales teams?** Can you share a specific example of executive behavior that killed deals or demoralized reps?
6. **How do you help executives recognize when their "helpful" involvement is actually creating bottlenecks or confusion for the sales team?**

How to Write About Topics You're Not an Expert In

I've written about sales methodologies, financial planning, software development, and dozens of other topics I have no personal expertise in.

The secret: I'm not writing as the expert. I'm translating the expert's knowledge into accessible content.

My role is:

- Asking the right questions
- Organizing their knowledge logically
- Adding structure and clarity
- Making complex ideas accessible

Their role is:

- Providing the expertise
- Sharing specific examples
- Reviewing for accuracy

This division of labor produces better content than either person could create alone.

Crafting Questions That Unlock Great Content

The quality of your recording depends entirely on the quality of your questions.

Bad questions: "Tell me about your sales process." (Too broad, you'll get generic rambling)

Good questions: "Walk me through exactly what happens in the first 10 minutes of a discovery call. What specific questions do you ask and why?" (Specific, actionable, reveals process)

Question Framework:

Foundation questions:

- "What's the biggest misconception about [topic]?"
- "What do people get wrong when they try to [do the thing]?"
- "How has your approach to this evolved?"

Process questions:

- "Walk me through your exact process for [specific task]"
- "What's the first thing you do when [situation]?"
- "What are the steps between [point A] and [point B]?"

Example questions:

- "Tell me about a specific client who [achieved result]"
- "What's the most dramatic transformation you've seen?"
- "Can you give me an example of when [strategy] didn't work?"

Teaching questions:

- "If you were training someone to do this, what would you teach them first?"
- "What's the one thing that separates good from great [role/skill]?"
- "What do you wish everyone knew about [topic]?"

Sample Question Bank by Content Type

For Process/How-To Content:

1. "What are the exact steps someone should follow?"
2. "Where do people typically get stuck?"
3. "What tools or resources do you need?"
4. "How long does each step take?"
5. "What does success look like at each stage?"

For Framework/Methodology Content:

1. "What's the name of your framework and why did you develop it?"
2. "Walk through each component in detail"
3. "How do the pieces connect to each other?"
4. "What happens if someone skips a step?"
5. "How is this different from other approaches?"

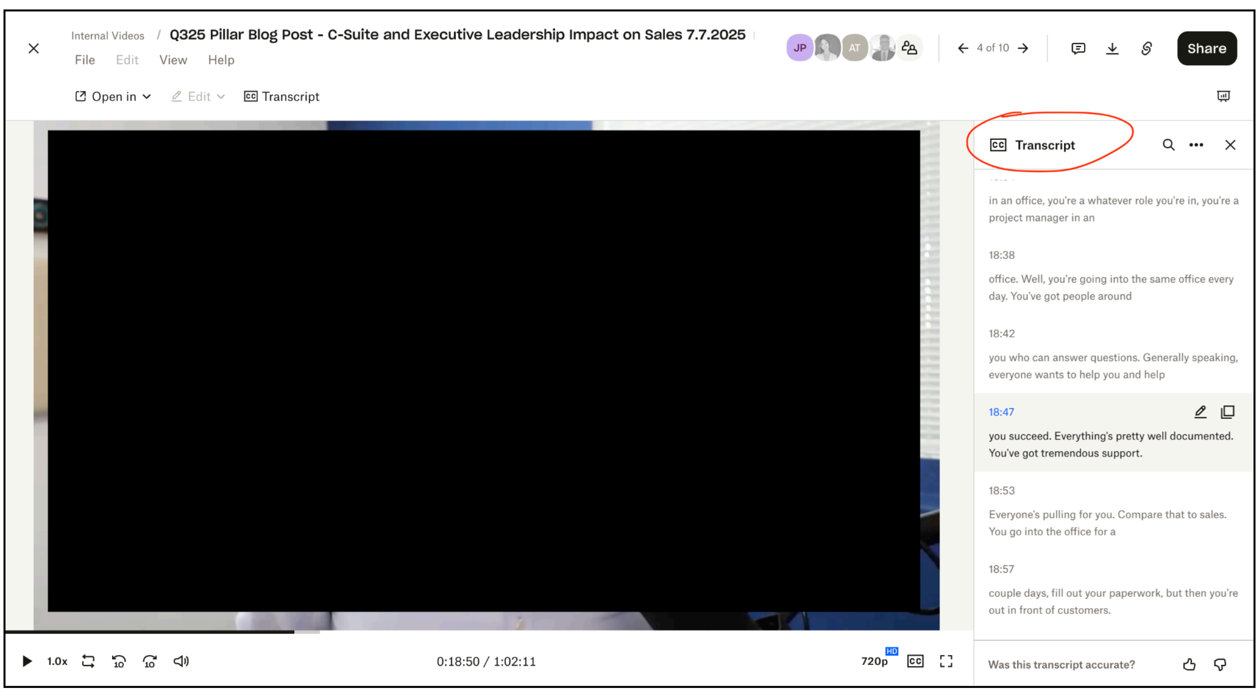
For Problem-Solution Content:

1. "What problem does this solve?"
2. "What causes this problem?"
3. "What have people tried that doesn't work?"
4. "What's your solution and why does it work?"
5. "What results have clients seen?"

For Thought Leadership Content:

1. "What trend are you noticing in your industry?"
2. "What's changing that most people haven't realized yet?"
3. "What's your contrarian opinion about [topic]?"
4. "Where is the industry heading in the next 3-5 years?"
5. "What should businesses be doing now to prepare?"

Technical Setup: Dropbox, Transcript Extraction, Video Review



Here's my exact technical workflow:

Client recording:

- Loom (easiest for most people)
- Zoom record (if they're more technical)
- Phone voice memo (for less tech-savvy clients)

File sharing:

- Client uploads to shared Dropbox folder
- Naming convention: [YYYYMMDD]*[ClientName]*[Topic].mp4

Transcript extraction:

- Dropbox also has a transcribing feature, so I extract transcripts directly from Dropbox
- If you don't have Dropbox, upload video/audio to Otter.ai
- Export transcript as .txt file
- Quick review for major errors (names, technical terms)

Video review process:

1. Watch full video first (no notes, just absorb)
2. Second watch: note timestamps for strong quotes
3. Third review: skim transcript, highlight key sections

Total time: 60-90 minutes for a 40-minute recording

What to Look for When Reviewing the Recording

As you watch and review, mark:

Strong quotes: Lines that capture their personality and expertise.	These become pull quotes and social media captions.
Stories and examples: Specific client situations, case studies, before/after scenarios.	These add credibility and relatability.
Frameworks or processes: Any time they describe steps, stages, or systems.	These become infographics and carousels.
Contradictions or corrections: Sometimes they'll say something and then clarify or correct it	Use the clarified version, but note the common misconception

Tangents with potential: They might mention something briefly that could be its own topic	Flag these for future content or cluster posts

When the Recording Reveals Gaps in Your Outline

This happens regularly. Your preliminary outline was based on **your understanding**. Their recording reveals what actually matters.

If the recording shows:

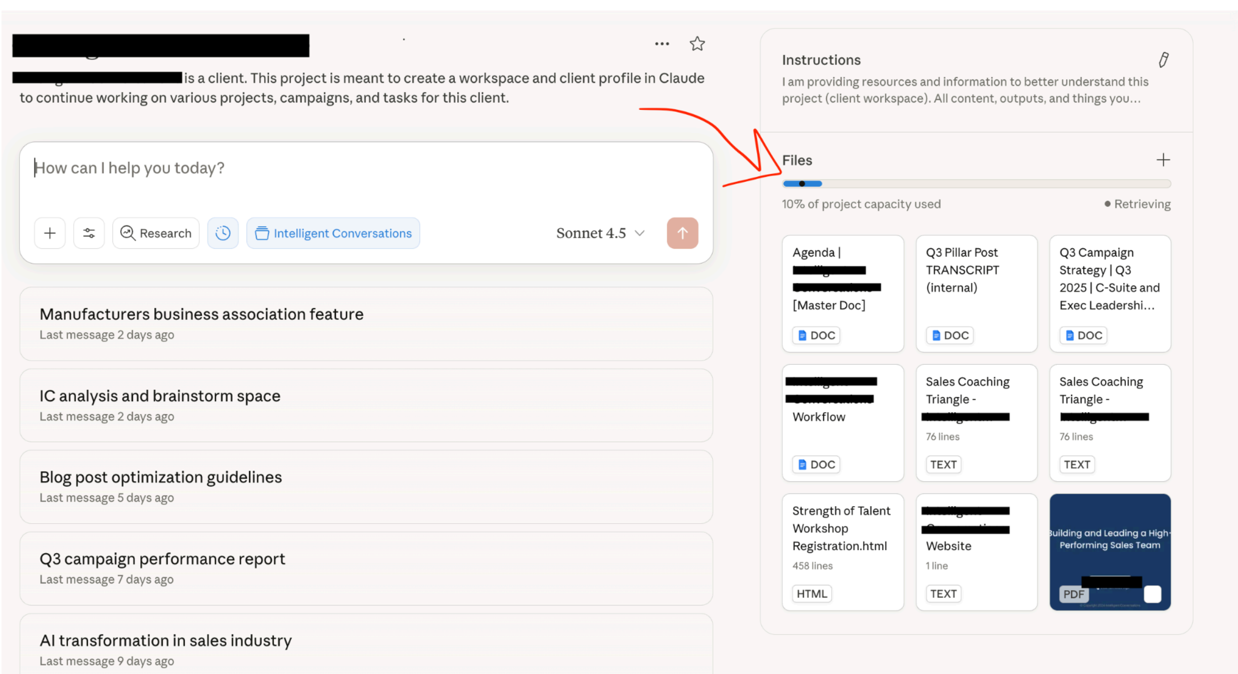
- They spend 15 minutes on something you had as a small point → expand it
- They barely mention something you thought was central → cut or minimize it
- They introduce a concept you hadn't considered → add a new section
- They reveal unexpected angles → adjust cluster content plans

The outline serves the content, not vice versa. Be willing to restructure.

Chapter 5: From Transcript to Strategy

Now you have a 30-40 minute recording and transcript. Time to turn it into structured content.

Setting Up Claude's Knowledge Base (One-Time Brand Voice Training)



Before doing anything with the transcript, you need to train your AI tool on the client's brand.

I use Claude Projects for this, but the principles apply to any AI with memory features (ChatGPT Project space is also great, but keep in mind this is a PRO feature you have to pay for).

What to upload to the knowledge base:

Brand documents:

- Brand guidelines (if they exist)
- Mission/vision statements
- Core values and positioning

Writing samples:

- Previous blog posts or articles
- Email newsletters
- Website copy
- LinkedIn posts

Audience information:

- Customer personas
- Common questions/objections
- Industry terminology

Style preferences:

- Formal vs conversational
- First person vs third person
- Technical vs accessible language
- Preferred sentence length and structure

This one-time setup takes 30-45 minutes but ensures every piece of content maintains brand consistency.

How Project Spaces Maintain Consistency Across Campaigns

With everything uploaded to the project space, Claude now understands:

- How this brand communicates
- What language they use (and avoid)
- Their target audience's needs
- Their unique methodology or approach

When you start a new quarterly campaign, you don't retrain. You just add the new transcript.

This is why content improves over time. By quarter 3, Claude knows the brand better than most employees.

Feeding the Transcript to an Already-Briefed Claude

Here's my exact prompt structure:

I've uploaded a transcript from [CEO name] discussing [topic]. This will become our Q[X] pillar blog post on [theme].

Context you already know:
- Brand voice and style (in knowledge base)
- Target audience (in knowledge base)
- Our content structure preferences

What I need from you:
1. Review the transcript and identify the 7-8 major themes or topics
2. Create a detailed outline for a comprehensive pillar blog post
3. Organize [CEO name]'s ideas logically (they may have spoken non-linearly)
4. Flag any gaps or areas where we'll need additional information
5. Suggest which sections could become standalone cluster posts

Format the outline with:
- Major sections (H2 level)
- Subsections (H3 level)
- Key points to cover in each section
- Specific quotes or examples from the transcript to include

Don't write the post yet. Just create the strategic outline.

The Outline Generation Process When Claude Knows Your Brand

Claude's response will be a structured outline that:

- Organizes the CEO's ideas thematically
- Suggests logical flow and progression
- Identifies strong quotes and examples
- Points out concepts that need expansion
- Recommends cluster content opportunities

This initial outline takes about 5 minutes to generate and saves hours of manual organization.

Quality Control: What to Check Manually

Never trust AI output blindly. Review the outline for:

Accuracy:

- Did Claude misunderstand any concepts?
- Are technical terms used correctly?
- Do the examples match what was actually said?

Strategy:

- Does the flow make sense for the audience?
- Are the most important points prominent?
- Will this outline support the campaign goals?

Completeness:

- Are there gaps in logic or explanation?
- Does each section have enough substance?
- Are there missing pieces you'll need to address?

Feasibility:

- Is this scope realistic for one pillar post?
- Should anything be moved to cluster content?
- Will this take 3,000 or 8,000 words to cover properly?

Make adjustments before moving to the writing phase. Fixing structural issues in the outline takes 20 minutes. Fixing them in a full draft takes 2 hours.

PART 3: The Writing and Revision Process

Chapter 6: Drafting with Purpose

You have your outline. Now it's time to write. But who writes what?

Your Role vs AI's Role in First Drafts

This isn't "AI writes, you edit." It's collaborative.

Your role:

- Write the introduction (AI can't capture the right hook)
- Draft any sections requiring strategic decisions
- Add examples or context not in the transcript

- Write transitions between major sections
- Ensure the narrative flow makes sense

***I spend A LOT of time prompting and feeding Claude background information and context, especially nuances it wouldn't consider otherwise.**

AI's role:

- Expand outline points into paragraphs
- Maintain consistent voice and tone
- Generate multiple variations of explanations
- Create section drafts you then refine
- Fill in straightforward explanatory content

Think of AI as your research assistant and first draft generator, not your replacement.

Section-by-Section Approach

Never try to write the entire post in one session. Work in sections.

My process:

Step 1: Write the introduction myself (200-300 words)

Step 2: Take the first major section from the outline and prompt Claude:

> *Based on the outline and transcript, write the "[Section Name]" section.*
>
> *Include:*
> - *The key concepts from the transcript*
> - *The specific example about [topic]*
> - *Practical implementation steps*
>
> *Keep it [formal/conversational] and around [X] words.*

Step 3: Review Claude's draft, mark what works and what doesn't

Step 4: Rewrite weak paragraphs myself or re-prompt Claude with more specific direction

Step 5: Move to next section

This section-by-section approach typically takes 3-4 hours for a complete first draft.

Maintaining Expert Voice and Authenticity

The biggest risk with AI-assisted writing is that everything sounds the same. To preserve authenticity:

Use direct quotes liberally

- Pull exact phrases from the transcript
- Let the CEO's personality shine through
- Mark these clearly so they're never edited out

Preserve their speaking patterns

- Some people use analogies constantly
- Some are data-driven and cite statistics
- Some tell stories to illustrate every point
- Keep these patterns in the written content

Add personality markers

- Occasional sentence fragments if that's their style
- Their favorite phrases or terminology
- Industry inside jokes or references
- Personal anecdotes that reveal character

Watch for AI tells

- Phrases like "in today's fast-paced world"
- Overly formal transitions
- Generic examples instead of specific ones
- Perfectly balanced paragraphs (real writing is messier)

When to Trust AI vs When to Rewrite

Trust AI for:

- Explanatory sections with clear right/wrong information
- Expanding bullet points into paragraphs
- Maintaining consistent formatting
- Creating variations to test tone

Rewrite yourself when:

- The section needs strategic positioning
- Personality and voice matter more than structure
- You're making a contrarian or bold claim
- The content requires nuance AI missed

Rule of thumb: If you'd be embarrassed for the client to think AI wrote it, rewrite it yourself.

Chapter 7: The 8-10 Revision Reality

First drafts are never enough. Here's why I do 8-10 revision cycles.

Why First Drafts Are Never Enough

Your first draft solves for structure. It gets the ideas on the page in a logical order.

But good content requires:

- Clarity (making complex ideas accessible)
- Flow (smooth transitions between ideas)
- Engagement (maintaining reader interest)
- Accuracy (getting the details right)
- Personality (revealing the brand's voice)

No one—human or AI—nails all of this in draft one.

What Each Revision Cycle Should Accomplish

Here's my revision sequence:

Revision 1-2: Structure and completeness

- Are all sections present?
- Is anything out of order?
- Are there logical gaps?
- Does each section accomplish its purpose?

Revision 3-4: Clarity and accuracy

- Is everything technically correct?
- Are explanations clear to the target audience?
- Do examples make sense?
- Are there confusing sections?

Revision 5-6: Voice and personality

- Does it sound like the CEO?
- Are there enough personal touches?
- Is the tone consistent?

- Could this be anyone's content or is it distinctly theirs?

Revision 7-8: Polish and flow

- Are transitions smooth?
- Is sentence variety good?
- Are paragraphs scannable?
- Do subheadings accurately preview content?

Revision 9-10: Final quality check

- Proofread for typos
- Check all links and references
- Verify formatting consistency
- Read aloud to catch awkward phrasing

Working Iteratively with Claude

After the first draft, my revision process looks like this:

Revision Cycle Prompt:

> *I'm revising the "[Section Name]" section. Here are the specific issues:*
>
> *[List specific problems you identified]*
>
> *Please revise this section to address these issues while maintaining:*
> - *The core message and examples*
> - *The brand voice we've established*
> - *The approximate length*
>
> *Show me the revised version.*

Claude gives you a revision. You review it. If it's better, you accept it. If not, you either:

- Re-prompt with more specific direction
- Rewrite that part yourself
- Combine Claude's suggestions with your own edits

This back-and-forth typically happens 3-4 times per major section.

Knowing When It's Done

You're done when:

The pass test: You can read start to finish without wanting to change anything

The CEO test: You'd be comfortable showing this to the CEO without caveats

The comprehension test: Someone unfamiliar with the topic can understand and act on the content

The differentiation test: This couldn't be about any other company—it's specifically theirs

If you're hitting revision 12 and still not satisfied, the problem is probably structural, not surface-level. Go back to your outline.

Most revisions after cycle 8 are just personal preference, not actual improvements. Ship it.

PART 4: Content Multiplication - Cluster Strategy

Chapter 8: What is Cluster Content?

Pillar content alone isn't a strategy. You need cluster content to complete the system.

Definition and Strategic Purpose

Cluster content is a set of related pieces that surround and support your pillar post.

Think of it like this:

Pillar post: "The Complete Guide to Building a Scalable Sales Team" **Cluster posts:**

- "The 6-Minute Phone Screen That Predicts Sales Success"
- "What to Ask in Second-Round Sales Interviews"
- "30-60-90 Day Onboarding Plans for New Sales Reps"
- "Red Flags in Sales Resumes You're Probably Missing"

Each cluster post goes deep on one aspect of the pillar. They're connected but can stand alone.

Why Clusters Outperform Random Posts

SEO/GEO benefits:

- Multiple pages targeting related keywords
- Internal linking strengthens domain authority
- More entry points for organic traffic
- Demonstrates topical expertise to search engines
- Addresses user search queries (AI search)

Authority building:

- Shows depth of knowledge, not surface-level understanding
- Covers a topic from multiple angles
- Anticipates and answers follow-up questions
- Positions you as the comprehensive resource

Content efficiency:

- Research once, write multiple times
- Consistent messaging across pieces
- Easier to write (direction is clear)
- Natural repurposing for social media

Audience experience:

- Readers can go as deep as they want
- Answers specific questions without overwhelming
- Natural content journey (pillar → cluster → conversion)
- Builds trust through consistent quality

The Hub-and-Spoke Model

Visualize your content like a wheel:

Hub (center): Pillar blog post covering the complete topic

Spokes: Cluster posts extending from specific sections

Rim: Social media content, videos, carousels connecting everything

Every piece links back to the hub. Every spoke connects to related spokes. Nothing exists in isolation.

This structure creates a content ecosystem where each piece amplifies the others.

Chapter 9: Identifying and Creating Clusters

Now for the practical work: how do you actually identify and create cluster content?

Planning Clusters During the Outline Phase

I identify potential clusters while outlining the pillar post. Here's how:

Review your pillar outline and ask: "Which sections could be their own 1,500-word post?"

Look for:

- Sections that feel cramped in 300-400 words
- Topics with multiple sub-points or examples
- Subjects your audience frequently asks about
- Processes that need step-by-step explanation
- Concepts that benefit from visual aids

Mark these in your outline:

III. Interview Process

A. Phone screen structure [CLUSTER OPPORTUNITY]
B. Second-round format
C. Assessment methods [CLUSTER OPPORTUNITY]
D. Reference checks

Planning clusters upfront means you can:

- Adjust pillar depth (preview vs full explanation)
- Plant links in the pillar to upcoming clusters
- See the full content roadmap before writing

Flexibility to Adjust After Pillar Completion

Sometimes you can't fully predict what needs expansion until the pillar is written.

After completing your pillar post, review it asking:

- "Where did I skim over something important?"
- "What deserves more examples or detail?"
- "What additional questions would readers have?"
- "What sections feel incomplete?"

It's completely fine to add 1-2 cluster posts you didn't originally plan.

Recognizing Unexpected Content Opportunities Mid-Process

Watch for these signals while writing:

"This could be a whole post"	You're 500 words into a subsection and realize there's way more to say.
"I need to explain this further"	You write something and immediately think of 3 more paragraphs of context.
"I have a great example for this"	You remember a specific client story that deserves its own showcase.
"This is a common mistake"	You identify a misconception that needs dedicated debunking.

Add these to your cluster list immediately.

Decision Framework: What Becomes a Cluster vs Stays in Pillar

Use this simple test:

Keep in pillar if:

- Necessary for understanding the overall framework
- Can be adequately covered in 200-400 words
- Reader needs it before moving to next section
- Removing it would create logical gaps

Make it a cluster if:

- Needs 1,000+ words to do it justice
- Contains detailed implementation steps
- Benefits from extensive examples
- Targets a specific audience segment
- Can be understood without reading pillar first

When in doubt: If someone could find value in reading ONLY that section, make it a cluster piece.

Chapter 10: Producing 6-7 Cluster Posts

CEOs + Executive Leadership
July - September 2025

Content Title	Description	Type	Target Audience	CTA	Status
Pillar Post: Executive Leadership Impact on Sales (C-suite focus)	**Title: The Executive Leadership Playbook: How C-Suite Leaders Drive Sales Growth** Explore roles of CEO, CFO, marketing, operations, and legal in sales, address how different executive team members impact sales processes, highlight potential friction between departments, use comfort with sales + selling skills grid	Blog post	CEO	Book a Consulta...	Published
Additional Post 1: The Executive Sales Involvement Grid: Finding Your Revenue Leadership Quadrant	**Title: The Executive Sales Involvement Grid: Finding Your Revenue Leadership Quadrant** A comprehensive deep-dive into the 2x2 diagnostic framework that helps executives identify their optimal sales involvement role. Includes detailed self-assessment questions, quadrant-specific action plans, development pathways, and real-world examples of executives moving between quadrants. Features downloadable assessment worksheet and 30/60/90-day development plans for each quadrant. Positions the grid as the definitive tool for executive sales engagement optimization.	Blog post	CEO	Book a Consulta...	Published
Additional Post 2: How Your Career Shapes Your Sales Perspective	**Title:** Explores how executive career backgrounds create specific blind spots and advantages in sales leadership. Detailed analysis of marketing, finance, operations, sales, legal, and technology executive mindsets with specific bias identification tools, development strategies for each type, and frameworks for leveraging background strengths while addressing weaknesses. Includes self-assessment questions to help executives recognize their built-in assumptions and optimize their sales impact.	Blog post	CEO	Book a Consulta...	Published

You've identified your clusters. Now to actually create them.

Workflow for Efficient Cluster Creation

Don't write clusters from scratch. Use what you already have.

Step 1: Extract the base content

Copy the relevant section from your pillar post. This is your starting point.

Step 2: Expand with transcript material

Return to the original transcript. Find everything the CEO said about this specific topic. Most of it didn't fit in the pillar—use it now.

Step 3: Create the cluster structure

Every cluster post should have:

Introduction (150-200 words)

- Why this specific topic matters
- How it fits in the larger framework (link to pillar)
- What the reader will learn

Main Content (1,200-1,500 words)

- Deep dive on the topic
- Step-by-step process or framework
- Examples and case studies
- Common mistakes to avoid

Implementation (200-300 words)

- Exact next steps
- Resources or tools needed
- What success looks like

Conclusion (100-150 words)

- Summary of key takeaways
- Link to related cluster posts
- CTA (comment, download, contact)

Step 4: Prompt Claude for the expansion

> *Take this section from our pillar post on [topic] and expand it into a complete 1,500-word cluster post.*
>
> *Base content:*
> *[Paste the pillar section]*
>
> *Additional information from transcript:*
> *[Paste relevant transcript sections]*

The cluster post should:

- *Go much deeper than the pillar*
- *Include specific examples and implementation steps*
- *Link back to the pillar post*
- *Maintain our established brand voice*

Create the full cluster post.

Step 5: Revise and refine (3-4 cycles)

Same revision approach as the pillar, just faster since it's shorter content.

This process takes 2-3 hours per cluster post.

Repurposing Without Redundancy

The challenge: Each cluster overlaps with the pillar. How do you avoid repeating yourself?

In the pillar: Give the "what" and "why"

In the cluster: Give the "how" and "when"

Pillar *Preview and context*	**Cluster** *Detail and application*
"Phone screens should be structured around 3 key questions."	"Here are the exact 3 questions I ask in every phone screen, why each one matters, and what responses to listen for."

This creates natural curiosity. Readers see the concept in the pillar and want the implementation details from the cluster.

Internal Linking Strategy

Every cluster post should:

Link to the pillar in the introduction: "This post is part of our comprehensive guide to [topic]. For the full framework, read [pillar title]."

Link to related clusters in the body: "Once you've mastered phone screens, you'll need a strong second-round interview process (covered in detail in [cluster title])."

Link to the pillar in the conclusion: "This phone screen process is just one part of building a scalable sales team. Learn the complete system in [pillar title]."

These links serve two purposes:

1. Help readers navigate the content ecosystem
2. Signal to search engines that these posts are related

Publishing Sequence and Timing

Week 1: Publish pillar post

Week 2: First cluster (preferably the "getting started" topic)

Week 3-8: One cluster per week

This spacing:

- Gives each piece time to get traction
- Maintains consistent publishing rhythm
- Builds anticipation for the next piece
- Allows time to create social content for each cluster

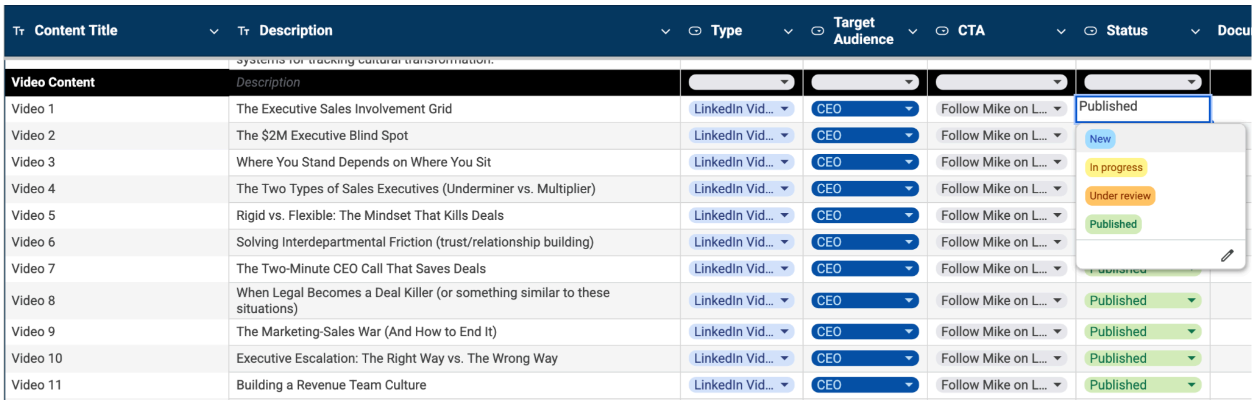
Don't dump all 7 clusters at once. Spread them across the quarter.

PART 5: Social Content Multiplication

Chapter 11: LinkedIn Video Strategy

From your pillar post and clusters, you can generate 20-25 LinkedIn videos. Here's how.

Creating 25 Videos from One Pillar Post



Content Title	Description	Type	Target Audience	CTA	Status	Docu
Video Content	Description					
Video 1	The Executive Sales Involvement Grid	LinkedIn Vid...	CEO	Follow Mike on L...	Published	
Video 2	The $2M Executive Blind Spot	LinkedIn Vid...	CEO	Follow Mike on L...		
Video 3	Where You Stand Depends on Where You Sit	LinkedIn Vid...	CEO	Follow Mike on L...		
Video 4	The Two Types of Sales Executives (Underminer vs. Multiplier)	LinkedIn Vid...	CEO	Follow Mike on L...		
Video 5	Rigid vs. Flexible: The Mindset That Kills Deals	LinkedIn Vid...	CEO	Follow Mike on L...		
Video 6	Solving Interdepartmental Friction (trust/relationship building)	LinkedIn Vid...	CEO	Follow Mike on L...		
Video 7	The Two-Minute CEO Call That Saves Deals	LinkedIn Vid...	CEO	Follow Mike on L...		
Video 8	When Legal Becomes a Deal Killer (or something similar to these situations)	LinkedIn Vid...	CEO	Follow Mike on L...	Published	
Video 9	The Marketing-Sales War (And How to End It)	LinkedIn Vid...	CEO	Follow Mike on L...	Published	
Video 10	Executive Escalation: The Right Way vs. The Wrong Way	LinkedIn Vid...	CEO	Follow Mike on L...	Published	
Video 11	Building a Revenue Team Culture	LinkedIn Vid...	CEO	Follow Mike on L...	Published	

Each major section of your pillar post contains 3-4 video ideas.

Pillar section: "Interview Process and Questions"

Video ideas from this section:

1. "The 3 Questions I Ask in Every Sales Interview"
2. "The Biggest Red Flag in Sales Interviews"
3. "How to Structure a 30-Minute Sales Interview"
4. "The Role-Play Exercise That Reveals Everything"

That's 4 videos from one section. With 7 sections in your pillar, that's 28 potential videos.

Video Topics Extraction Method

Review your pillar and cluster posts looking for:

Listicles	"5 Ways to..." "3 Mistakes..." "7 Steps to..." These make natural video topics
How-tos	Any process or method explained "How to conduct a phone screen"
Myths/mistakes	Common misconceptions or errors "Stop asking this question in interviews"

Frameworks	Visual models or systems "The 3-part interview framework"
Stories	Client examples or case studies "How we hired 10 sales reps in 3 months"

Pull 20-25 of these from your written content.

Scripts and Outlines Generated by Claude

Don't write video scripts from scratch. Use what you already created.

My video script prompt:

> *Create a 60-90 second video script based on this section from our content:*
>
> *[Paste section from pillar or cluster]*
>
> *The video should:*
> - *Hook viewers in the first 5 seconds*
> - *Cover one specific, actionable idea*
> - *Include a clear example*
> - *End with a CTA (comment, share, or follow)*
> - *Be written for spoken delivery (conversational, not formal)*
>
> *Format:*
> *[HOOK - 5 seconds]*
> *[MAIN CONTENT - 60 seconds]*
> *[CTA - 10 seconds]*

Claude generates a complete script. You review for:

- Does it sound natural when spoken?
- Is the hook compelling?
- Is one minute enough for this topic?

Adjust as needed. This takes 10-15 minutes per video script.

Production Tips and Batching

Record all 25 videos in 2-3 sessions. Here's how:

Session 1: Record 10 videos (2 hours)

- Set up once (lighting, background, camera)

- Warm up with the easiest scripts first
- Take breaks every 3-4 videos
- Don't obsess over perfection—B+ quality at scale beats A+ quality that never ships

Session 2: Record 10 more videos (2 hours)

- Wear different shirt/change background slightly
- Batch similar topics together (all "mistakes" videos, then all "how-to" videos)
- Keep energy high—this shows on camera

Session 3: Record final 5 videos + 3 backups (1 hour)

- Create variety by recording in different locations if possible
- Some sitting, some standing
- Different camera angles

Technical setup:

- Natural window light > fancy lighting setup
- Built-in laptop camera is fine for LinkedIn
- External mic improves quality more than better camera
- Record in quiet space (morning often works best)

Post-production: Minimal editing. Jump cuts for mistakes, captions for accessibility, branded intro/outro if you have them. Don't overcomplicate.

Chapter 12: Carousel Creation System

Carousels are LinkedIn's highest-performing format. Create 12 from your pillar content.

12 Carousels from Pillar Themes

Extract carousel ideas the same way as videos, but look for:

Frameworks/processes: "The 7-Step Hiring Process"	Each step = one slide
Comparisons: "Phone Screen vs Second Interview: What to Assess at Each Stage"	Split-screen design
Common mistakes:	One mistake per slide

"5 Interview Questions That Reveal Nothing"	
Checklists: "Sales Hire Evaluation Checklist"	Checkboxes and criteria
Before/After: "Our Interview Process: Before vs After"	Side-by-side comparisons
Tips/Strategies: "10 Ways to Improve Your Sales Hiring"	One tip per slide

You'll easily find 12 carousel topics in your pillar and cluster content.

Design Approach and Templates

Don't reinvent design for every carousel. Create **one branded template** and reuse it.

Your template should include:

- Branded colors and fonts
- Consistent layout structure
- Space for title, body text, and visual element
- Footer with logo and CTA

I use Canva with a saved template. Each carousel takes 20-30 minutes:

- 10 minutes: Copy from written content, organize into slides
- 15 minutes: Design and formatting
- 5 minutes: Export and schedule

Copy Adaptation for Visual Format

Written content doesn't transfer directly to carousels. Adapt it:

Written format: "The first thing you need to understand about phone screens is that they serve a different purpose than second-round interviews. While second rounds assess fit and skills deeply, phone screens are purely about efficient disqualification of poor fits."

Carousel format:

Slide 1: "Phone Screens ≠ Interviews"

Slide 2: "Phone screens are for disqualification, not selection"

Slide 3: "Ask: Should we NOT move forward? Not: Should we hire this person?"

See the difference? Carousel copy is:

- Shorter sentences
- Clearer assertions
- More visual spacing
- Scannable at a glance

What Makes Carousels Shareable

People share carousels that:

Teach something actionable "5 Questions for Sales Interviews" > "Why Hiring is Hard"

Challenge conventional thinking "Stop Asking These Questions in Interviews"

Provide reference material "The Complete Interview Scorecard"

Tell a story visually "Our Hiring Process Evolution: 2020 → 2024"

Make your carousels valuable enough that someone would save or share them.

Chapter 13: Caption and Post Strategy

From your pillar content, generate 50+ captions for LinkedIn posts.

Generating 50+ Captions from Core Content

Every section of your pillar post contains multiple caption ideas:

From one section about "Phone Screen Questions," you can create:

- Caption 1: "The 3 questions I ask in every phone screen"
- Caption 2: "Why most phone screen questions waste time"
- Caption 3: "The answer that immediately disqualifies candidates"
- Caption 4: "How to conduct a 6-minute phone screen"
- Caption 5: "The question that reveals culture fit"

That's 5 captions from one section. Multiply across your entire pillar and clusters.

Variety in Format and Angle

Don't make every caption the same format. Mix:

Story-based: "Yesterday I did 8 phone screens. Here's what I learned..."

List-based: "3 phone screen questions that reveal everything:

1. [Question]
2. [Question]
3. [Question]"

Myth-busting: "Stop asking 'Where do you see yourself in 5 years?' in phone screens. Here's why..."

Behind-the-scenes: "My phone screen process has changed completely. Here's the evolution..."

Question-based: "What's the best question to ask in a phone screen? Here's mine..."

Vary the format so your audience doesn't tune out.

Engagement Hooks and CTAs

Every caption needs:

Hook (first line): Make them stop scrolling

Examples:

- "I stopped doing phone screens."
- "Phone screens are backwards."
- "6 minutes. That's all I need."
- "I learned this the hard way:"

Body (middle): Deliver value, tell a story, teach something

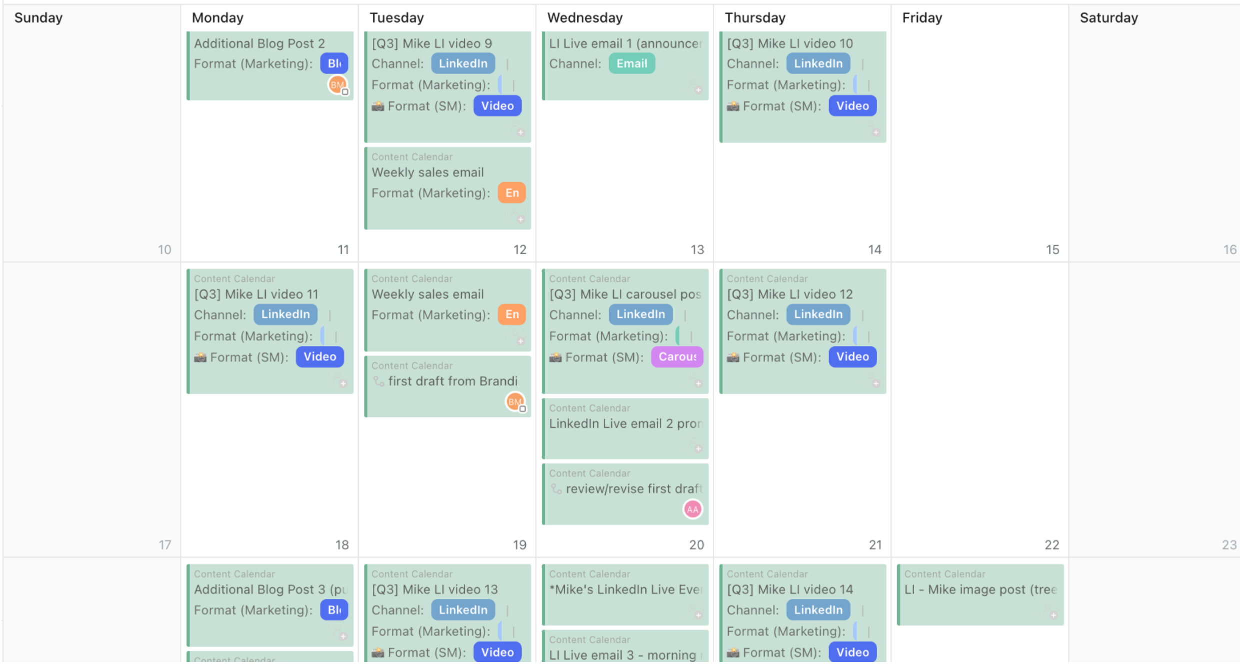
CTA (last line): Drive engagement

Examples:

- "What's your go-to phone screen question?"
- "Comment 'TEMPLATE' and I'll send you my scorecard"
- "Save this for your next hiring round"
- "Share this with your recruiter"
- "What would you add to this list?"

Posting Schedule Optimization

Don't post everything at once. Strategic timing matters.



My posting rhythm:

Week 1 (Pillar launch week):

- Monday: Pillar announcement post
- Tuesday: Key insight from pillar
- Thursday: Video related to pillar topic

Week 2-8 (Cluster rollout):

- Monday: Cluster post announcement
- Tuesday: Quick tip from cluster
- Wednesday: Video on related topic
- Thursday: Carousel visualizing concept
- Friday: Story or case study

Week 9-12 (Reinforcement):

- Continue posting insights
- Behind-the-scenes content
- Results and testimonials
- Preview next quarter

This schedule keeps you visible without overwhelming your audience.

PART 6: Implementation and Systems

Chapter 14: Putting It All Together

You understand the system. Now for the practical implementation plan.

Week-by-Week Implementation Plan

Week 1: Planning

- Day 1-2: Theme selection and campaign goals
- Day 3: Pillar outline creation
- Day 4: CEO interview questions written
- Day 5: Client records video

Week 2: Production

- Day 1: Extract transcript, review video
- Day 2-3: Draft pillar post (with revisions)
- Day 4: Create cluster outlines
- Day 5: Generate LinkedIn content plan

Week 3: Content Creation

- Day 1-2: Write first 3 cluster posts
- Day 3-4: Write remaining cluster posts
- Day 5: Create video scripts

Week 4: Finalization

- Day 1-2: Create carousel content
- Day 3: Generate social captions
- Day 4: Schedule everything
- Day 5: Buffer week for adjustments

Total: 4 weeks from start to fully scheduled quarter.

Team Roles and Responsibilities

If you're solo: You do everything. Plan for 60-80 hours over 4 weeks.

With a small team:

Strategist (you):

- Theme selection
- CEO interview questions
- Content review and approval
- Claude prompting and oversight

Writer:

- First drafts of cluster posts
- Caption writing
- Transcript review

Designer:

- Carousel creation
- Video editing
- Branded templates

Project Manager:

- Timeline management
- Client communication
- Scheduling and publishing

Tools and Tech Stack Needed

Essential tools:

AI and content creation:

- Claude AI (or ChatGPT) for content generation
- Otter.ai or Dropbox for transcription
- Grammarly for editing

Design and video:

- Canva for carousels and graphics
- Loom or Zoom for video recording
- Descript or CapCut for video editing (optional)

Organization:

- Notion or Google Docs for content management
- Asana or ClickUp for project tracking
- Dropbox or Google Drive for file sharing

Publishing:

- HubSpot for setting up and social scheduling
- WordPress or Webflow for blog hosting (depending on where you host your website)

Budget: ~$100-200/month for all tools

Troubleshooting Common Issues

Issue	Solution
CEO's recording is rambling and unfocused	Provide tighter question structure, shorter time limit
AI-generated content doesn't match brand voice	Add more writing samples to knowledge base, be more specific in prompts
Running behind schedule	Cut 1-2 cluster posts, focus on pillar + social content
Content feels repetitive across pieces	Review for redundancy, adjust cluster angles, vary format
Not enough video ideas from one pillar	Pull from cluster posts too, create "series" of related videos

---

Chapter 15: Measuring Success

Content without measurement is just busy work.

What to Track Beyond Impressions

Standard metrics (views, likes) don't tell the whole story. Track:

Engagement quality:

- Comments that ask questions or request more info
- Saves (indicates reference value)
- Shares (indicates shareability)
- Click-throughs to blog/website

Lead generation:

- Newsletter signups during campaign
- Contact form submissions
- DM conversations initiated

- Discovery calls booked

SEO/GEO performance:

- Organic traffic to pillar post
- Keyword rankings for target terms
- Backlinks earned
- Time on page
- AI search visibility audit (ask me about this!)

Content efficiency:

- Time spent creating vs pieces produced
- Cost per piece of content
- Reuse rate of content across platforms

Content Performance Analysis

After each quarter, review:

What performed best:

- Which cluster posts got most traffic?
- Which videos had highest engagement?
- Which carousels were saved/shared most?
- Which topics resonated most?

What underperformed:

- Which content got low engagement?
- Where did people drop off?
- What topics didn't resonate?
- What format didn't work?

Audience insights:

- Who engaged with content?
- What questions did they ask?
- What objections came up?
- What do they want more of?

Iterating Based on Results

Use quarterly performance data to improve:

Next quarter's theme: If "hiring process" content performed well, go deeper with "onboarding systems"

Content format mix: If carousels outperformed videos, create more carousels

Topics and angles: Double down on what worked, eliminate what didn't

Publishing schedule: Post more on days/times that drove engagement

The system improves each quarter as you learn what your specific audience responds to.

Scaling the System

Once you've run 2-3 quarterly campaigns successfully, you can scale:

Add more campaigns simultaneously: Run campaigns for multiple clients using the same process

Expand to more platforms: Adapt LinkedIn content for Threads, Instagram, newsletter

Create templates: Build reusable structures for common content types

Train team members: Document your process so others can execute

Automate more: Use tools to handle scheduling, formatting, reporting

The beauty of this system: it scales linearly. One person can manage 3-4 quarterly campaigns simultaneously.

Final Thoughts

Congratulations on making it this far! You now have a complete system for turning one 40-minute recording into a quarter of strategic content.

The key principles:

1. **Strategy before creation:** Choose the right theme before producing anything
2. **Interview beats writing:** Record experts, don't rely on written briefs
3. **AI as collaborator:** Use AI to amplify your work, not replace your judgment
4. **Pillar + cluster structure:** Connected content builds authority and SEO
5. **Multiplication through repurposing:** One idea, multiple formats
6. **Consistency beats perfection:** Ship good content regularly, not perfect content occasionally

Your next steps:

1. Choose your next quarterly theme
2. Write CEO interview questions
3. Record and transcribe the interview
4. Follow the system outlined in this guide
5. Launch your first quarter of content

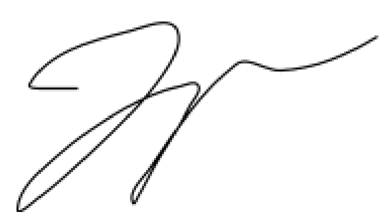
Most importantly: Start before you feel ready. You'll learn more from producing one imperfect campaign than from planning the perfect one.

The businesses winning with content aren't the ones with the biggest budgets or the most sophisticated tools.

They're the ones with systems.

Now you have one too.

Happy Content Planning!



APPENDICES

Appendix A: CEO Interview Question Templates

For Process/How-To Content

1. Walk me through your exact process for [specific task], step by step
2. What's the first thing you do when [situation occurs]?
3. What tools or resources are essential for [process]?
4. Where do most people get stuck in this process?
5. How long does each step typically take?
6. What does success look like at each stage?
7. What's the biggest mistake people make with [process]?
8. How has your approach to this evolved over time?
9. What would you do differently if you were starting over?
10. What's one thing that separates good execution from great execution?

For Framework/Methodology Content

1. What's the name of your framework and why did you develop it?
2. Walk me through each component in detail
3. How do these pieces connect to each other?
4. What happens if someone skips a step?
5. How is your approach different from conventional methods?
6. What results have you seen from using this framework?
7. Where does this framework work best?
8. Where doesn't it work, and why?
9. How do you adapt the framework for different situations?
10. What's the theory or principle behind this approach?

For Problem-Solution Content

1. What specific problem does this solve?
2. Why does this problem exist in the first place?
3. What have people tried that doesn't work?
4. What's your solution and why does it work better?
5. What results have clients seen?
6. How long does it take to see results?
7. What's required to implement this solution?
8. What are the common obstacles to implementation?
9. How do you know when this solution is working?
10. What's the most dramatic transformation you've seen?

For Thought Leadership Content

1. What trend are you noticing that others aren't talking about yet?
2. What's changing in your industry that most people haven't realized?
3. What's your contrarian opinion about [topic]?
4. Where is the industry heading in the next 3-5 years?
5. What should businesses be doing now to prepare?
6. What common advice in your field do you disagree with?
7. What does everyone get wrong about [topic]?
8. What's the biggest opportunity people are missing?
9. What needs to change in how we think about [topic]?
10. If you could change one thing about your industry, what would it be?

Appendix B: Claude Prompts Library

Initial Outline Generation

I've uploaded a transcript from [CEO name] discussing [topic]. This will become our Q[X] pillar blog post on [theme].

Context you already know:
- Brand voice and style (in knowledge base)
- Target audience (in knowledge base)
- Our content structure preferences

What I need from you:
1. Review the transcript and identify the 7-8 major themes or topics
2. Create a detailed outline for a comprehensive pillar blog post
3. Organize [CEO name]'s ideas logically (they may have spoken non-linearly)
4. Flag any gaps or areas where we'll need additional information
5. Suggest which sections could become standalone cluster posts

Format the outline with:
- Major sections (H2 level)
- Subsections (H3 level)
- Key points to cover in each section
- Specific quotes or examples from the transcript to include

Don't write the post yet. Just create the strategic outline.

Section Drafting

Based on the outline and transcript, write the "[Section Name]" section of our pillar post.

Include:

- The key concepts from the transcript
- The specific example about [topic]
- Practical implementation steps
- Any relevant data or statistics mentioned

Maintain our [formal/conversational] tone and aim for approximately [X] words.

Use direct quotes from the transcript where appropriate to preserve [CEO name]'s voice.

Revision Prompts

I'm revising the "[Section Name]" section. Here are the specific issues:

1. [Specific problem 1]
2. [Specific problem 2]
3. [Specific problem 3]

Please revise this section to address these issues while maintaining:

- The core message and examples
- The brand voice we've established
- The approximate length

Show me the revised version.

Cluster Post Creation

Take this section from our pillar post on [topic] and expand it into a complete 1,500-word cluster post.

Base content:
[Paste the pillar section]

Additional information from transcript:
[Paste relevant transcript sections]

The cluster post should:

- Title: [Specific cluster title]
- Go much deeper than the pillar version
- Include specific examples and implementation steps
- Link back to the pillar post naturally in the introduction

- Maintain our established brand voice
- Include actionable takeaways

Structure:
- Introduction (150-200 words)
- Main content (1,200-1,500 words) with clear subheadings
- Implementation steps (200-300 words)
- Conclusion with CTA (100-150 words)

Create the full cluster post.

Video Script Generation

Create a 60-90 second video script based on this section from our content:

[Paste section from pillar or cluster]

The video should:
- Hook viewers in the first 5 seconds with a compelling question or statement
- Cover one specific, actionable idea
- Include a clear example
- End with a CTA (comment, share, or follow)
- Be written for spoken delivery (conversational, not formal)

Format:
[HOOK - 5 seconds]
[MAIN CONTENT - 60 seconds]
[CTA - 10 seconds]

Include speaker notes for delivery.

Carousel Content Generation

Create a 10-slide LinkedIn carousel based on this content:

[Paste relevant content]

Each slide should:
- Title (max 6 words)
- Body text (max 25 words)
- One key point or visual element

Format as:
Slide 1: [Title slide with main concept]
Slide 2-9: [Content slides]

Slide 10: [CTA slide]

Include design suggestions for each slide (icons, colors, layout).

Caption Variations

Create 5 different LinkedIn caption variations based on this key insight:

[Paste key insight from content]

Each caption should:

- Use a different hook style (question, story, statement, list, myth-bust)
- Be 100-150 words
- Include a clear CTA
- Target our audience of [description]

Format:
Caption 1: [Hook type]
[Full caption]

Caption 2: [Hook type]
[Full caption]
Etc.

Appendix C: Content Calendar Template

Quarterly Campaign Overview

Quarter: Q[X] [Year]

Theme: [Theme title]

Campaign Goals:

- [Goal 1]
- [Goal 2]
- [Goal 3]

Target Audience: [Description]

Key Message: [One-sentence core message]

Content Production Timeline

Week	Task	Deliverables	Owner	Status
Week 1	Planning	Theme, outline, questions	Strategist	
Week 2	Recording	CEO video, transcript	Client	
Week 3	Pillar	Draft pillar post	Writer	
Week 4	Cluster	6-7 cluster posts	Writer	
Week 5	Social	Video scripts, carousels	Designer	

Publishing Schedule

Date	Content Type	Title/Topic	Platform	Status
Week 1 Mon	Blog Post	[Pillar title]	Website	
Week 1 Wed	LinkedIn Post	Announcement	LinkedIn	
Week 1 Fri	Video	[Video topic]	LinkedIn	
Week 2 Mon	Blog Post	[Cluster 1]	Website	

[Continue for full quarter]

Appendix D: Quality Checklist

Pillar Post Quality Check

Structure:

- ☐ Clear introduction that hooks readers
- ☐ 5-8 major sections with descriptive subheadings
- ☐ Logical flow between sections
- ☐ Conclusion with clear takeaways

- ☐ CTA at the end

Content:

- ☐ Comprehensive coverage of topic
- ☐ Specific examples and case studies
- ☐ Actionable advice, not just theory
- ☐ Original insights, not generic advice
- ☐ Direct quotes from CEO included

Technical:

- ☐ No spelling or grammar errors
- ☐ Internal links to relevant content
- ☐ External links to authoritative sources
- ☐ Images or graphics included
- ☐ Meta description optimized

Brand Voice:

- ☐ Sounds like the CEO/company
- ☐ Appropriate tone for audience
- ☐ Personality evident throughout
- ☐ Technical accuracy verified
- ☐ CEO has approved

Cluster Post Quality Check

Structure:

- ☐ Links to pillar post in introduction
- ☐ Focused on one specific aspect
- ☐ Deep dive with implementation details
- ☐ Clear next steps provided

Content:

- ☐ Goes deeper than pillar version
- ☐ New information, not just repetition
- ☐ Practical and actionable
- ☐ Examples specific to this topic

SEO/GEO:

- [ ] Target keyword in title
- [ ] Related keywords naturally included
- [ ] Internal links to pillar and other clusters
- [ ] Meta description written
- [ ] Addresses user search queries
- [ ] Includes FAQ sections where necessary

Video Quality Check

Content:

- [ ] Strong hook in first 5 seconds
- [ ] One clear, focused message
- [ ] Specific example included
- [ ] Clear CTA at end

Production:

- [ ] Good lighting and audio
- [ ] Captions added
- [ ] Branded intro/outro (if applicable)
- [ ] Appropriate length (60-90 seconds)

Publishing:

- [ ] Compelling title
- [ ] Description with relevant hashtags
- [ ] Thumbnail selected
- [ ] Posted at optimal time

Final Words

This system works because it's built on a simple truth: quality beats quantity, and systems beat heroic effort.

You don't need to create more content. You need to multiply the content you create strategically.

Now go turn one conversation into a quarter of strategic content that actually drives business results.