

# THE CLUB

PREMIUM RESOURCE — THE CLUB MCR

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# THE CONTENT

# REPURPOSING ENGINE.

How to turn one podcast episode into 30 pieces of content. The exact system for LinkedIn, Instagram, email and YouTube — without starting from scratch each time.

## THE CASE FOR REPURPOSING

# One Episode. Multiple Weeks of Content.

Most podcast episodes reach only their existing subscriber base. A single 45-minute episode contains enough material to fuel a full week of content across LinkedIn, Instagram, email and YouTube — reaching audiences who will never listen to a long-form episode but will stop scrolling for a 60-second clip.

01

## The LinkedIn Long-Form Post

The highest-value repurposed asset for business owners. Pull out the single strongest insight from the episode and write it as a standalone post. Do not summarise the episode — make the post a complete thought on its own. Start with a bold hook. Add 5 to 7 short paragraphs. End with a CTA linking to the episode. LinkedIn posts perform for 24 to 72 hours — far longer than most platforms.

02

## Short-Form Video Clips

If you record video, this is your biggest reach driver in 2025. Pull 3 to 5 clips of 30 to 90 seconds — moments where you or your guest delivers a complete, self-contained insight. Add captions — 85% of social video is watched without sound. Post natively to Instagram Reels, LinkedIn Video, YouTube Shorts, and TikTok. Tools: CapCut, Descript, or Opus Clip.

03

## The Email Newsletter

Send a newsletter the day the episode goes live. One punchy paragraph on what the episode covers. Three key takeaways in bullet form, each under 25 words. One direct quote from the episode. A clear link to listen. Keep the whole email under 250 words. Tuesday and Wednesday mornings consistently see the highest open rates for business audiences.

04

## Quote Graphics for Instagram and LinkedIn

Pull 3 to 5 of the most quotable lines from the episode. Design them as clean branded graphics using Canva. Keep the quote under 15 words for readability at thumbnail size. Post one per day in the week after the episode drops. Low effort, high visibility, and consistently drive episode clicks.

05

**A Blog Post or Article**

Transcribe the episode using Descript or Otter.ai, then rewrite the key themes as a standalone article. Do not just publish the transcript. Pull the structure out, add an introduction and conclusion, and write it as an original piece. 800 to 1,200 words is the sweet spot. This creates a long-tail SEO asset that generates traffic months after the episode was recorded.

06

**The Twitter/X Thread**

Take the 5 strongest insights from the episode and write each as a single tweet linked into a thread. First tweet: a bold hook. Tweets 2 to 5: one insight each as a standalone statement. Final tweet: link to the full episode. Threads consistently outperform single tweets and give you a week of content from the same material.

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