

GUIDE

The Pre-Purposing Playbook

Turn one recorded conversation into a month of content. The repeatable system, not a pile of footage.

By **Digital Accomplice**

Most teams repurpose. The winners pre-purpose.

Repurposing is reactive. You make a video, then scramble for what to do with the footage, and most of it dies on YouTube. Pre-purposing flips the order: you decide every output before the camera turns on. The blog, the clips, the FAQ answers, the landing pages, all planned, so reuse is designed in instead of bolted on.

"Before you write the blog, turn it into a video. Let the blog follow." — Sherri Schwartz, Marketing leader at Ovation CXM

Why record the video before you write the blog?

One video gives you a blog, a LinkedIn post, a short, and an FAQ clip. A blog gives you a blog. Recording first also puts a real human voice at the center, and that voice carries forward into everything you derive from it.

"Make the video first, then write from the transcript. A strong video already contains the narrative." — Meg Dalessandro, Content producer at Wistia

FACT: 59% of executives say that when text and video cover the same topic, they are more likely to choose the video. (WordStream, cited by Dialog)

Garbage in, garbage out: the input decides everything

The quality of the recording sets the ceiling for every asset that comes out of it. A sharp, specific conversation produces sharp, specific posts. A vague one multiplies into vague clips.

"When you have a really good input, when that video is really, really good, that is how you'll get really great outputs." — Meg Dalessandro, Content producer at Wistia

"If your video is saying everything all at once to everyone, it's kind of saying nothing at all." — Meg Dalessandro, Content producer at Wistia

What one interview actually becomes

One recorded interview is raw material for a system, not a single deliverable. From the same session you get a long-form video, a GEO-optimized article, a LinkedIn launch post, short clips, FAQ snippets that answer buyer due-diligence questions, landing pages, and a book chapter.

FACT: Across eight cycles of our own pipeline, output rose more than 800% per interview with no extra recording days. Same input, more output, quality held. (Digital Accomplice, first-party pipeline data)

Format the transcript so a lazy model can read it

AI engines do not watch your video. They read the transcript and the page around it. Break the transcript into chapter sections with H2 and H3 headers that match your YouTube chapter markers, and add an FAQ block with FAQPage schema. The video file stays identical. The citation odds change, because you handed the model the structure on a plate.

The workflow, end to end

None of this needs a film crew. The operator's only manual jobs are the bookends.

1. Book the conversation. Two people: the guest and the operator.
2. Record, then trim only the dead air at the start and end.
3. Export the full transcript from the recording tab. The unedited transcript is the master.
4. A folder watcher archives the files and cuts per-clip transcripts.
5. The system generates a roughly 1,200-word article (H1, H2s, FAQ, schema) plus one landing page per short.
6. Everything ships behind a human review gate. Nothing goes live blind.

Let your inbox write the content plan

You already have the source material. It is sitting in the questions people ask you every day.

"Today someone asked me this question, and here's the answer. That's your strategy." — Christopher Penn, Co-founder and Chief Data Scientist, Trust Insights

Pull questions from your inbox, your support line, and old webinar archives into one doc, then answer one per video. Christopher Penn batch-records 10 to 20 at a time on a phone with a lav mic.

FACT: 75% of authors whose content gets cited by AI publish at least five times a month. Consistency, not polish, is the pattern. (SEMrush analysis, cited by Kaleigh Moore)

Favor speed and consistency over polish

The fastest, most consistent publishers win. Volume of helpful answers beats production value, because talking is faster and truer than writing.

"It's easier to talk than to type. Your language when you're talking is just more forthright and informal and direct and personal, which is all the hallmarks of good writing." — Andy Crestodina, Co-founder and CMO, Orbit Media

"One 60-minute podcast or interview can fuel a 6-to-12-month content calendar. You just have to use it everywhere." — Morgan Short, Content and marketing leader

"We don't have time to make that much video."

You are not adding work, you are capturing work you already do. The questions you answer in email and on calls are the script. Answer them once, on camera, and the system does the rest.

"Won't automating it strip out the soul?"

Automate the steps that do not touch trust. Keep the human in the part that does. AI tools default toward sameness, so a real person in their own voice is the hardest thing to copy, and it carries into every derived asset.

"The problem was never, how do we make content faster? The problem was always, how do we actually say something worth listening to?" — Morgan Short, Content and marketing leader

"If you're just clicking on a button and it's producing video and it's easy, you're doing it wrong. Because that doesn't have your soul." — Jason Barnard, Kalicube

How to start this month

Write down every step between recording and published. Most teams find 12 to 20. Then ask which of those a machine could do tonight, and automate that one first. The machine is only real when a teammate can run it end to end without asking you a single question.

Want to discuss your situation?

If this makes the case and you want the pipeline built for your team, let's talk it through. No pitch, just a read on where pre-purposing would save you the most time.

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Digital Accomplice is a video-first, AI-search studio for B2B.