THE SMALL BUSINESS CONTENT REPURPOSING PROMPT PACK

Turn 1 Customer Question Into 7 Pieces of Content With AI

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A practical prompt pack for small business owners who need consistent content - without spending every day trying to invent something new.



START HERE

Stop trying to create seven new ideas.

If customers regularly ask you questions, you already have content ideas. The problem is usually not a lack of expertise. It is the time required to turn that expertise into posts, emails, articles, videos, and follow-ups.

A better system starts with one real customer question. Answer it from your own experience first. Then let AI reshape that answer for different channels. Finally, edit the output so it still sounds like you and accurately reflects your business.

THE CORE WORKFLOW

Customer Question → Your Experience → AI Repurposing → Human Editing → Publish

The rule that keeps this useful

AI should multiply your thinking, not manufacture your expertise. Give it real material: the customer's wording, your answer, your examples, your point of view, and any facts it must preserve.

KEEP THIS IN MIND

Start with what your customers actually care about. Use AI for speed and variation. Keep yourself responsible for accuracy, judgment, tone, and the final publish decision.

STEP 1

Capture one question worth answering

Choose a question you have heard from a prospect or customer more than once. Good source material often appears in sales calls, WhatsApp messages, emails, comments, support conversations, consultations, and objections.

Use this quick filter:

☐ A real customer has asked this question.

☐ The answer demonstrates useful expertise.

☐ The topic matters to the kind of customer I want more of.

☐ I can add an example, opinion, process, mistake, or lesson from experience.

I run a [TYPE OF BUSINESS] serving [IDEAL CUSTOMER].

A customer asked me:
"[PASTE THE REAL CUSTOMER QUESTION]"

Here are my rough notes and experience:
[PASTE YOUR NOTES, EXAMPLES, OPINIONS, FACTS, OR VOICE NOTES TRANSCRIPT]

Turn this into a clear master answer of 500-700 words.

Requirements:
- Preserve my actual point of view.
- Do not invent results, customers, statistics, or personal experience.
- Use plain language a small-business customer would understand.
- Include one practical example where my notes support it.
- Flag anything that needs fact-checking instead of guessing.
- End with 3 key takeaways.

Do not create social posts yet. This is the source material for later repurposing.

REPURPOSE

Turn the master answer into channel-ready content

Do not ask AI to 'make content' from scratch. Give it the master answer and a specific job for each channel.

Using the master answer below, write one LinkedIn post for [AUDIENCE].

Goal: educate and build trust, not sound promotional.
Start with a specific hook based on the customer's problem.
Use short paragraphs and natural language.
Include one practical example from the source material.
Keep my point of view intact.
End with a low-pressure question or CTA.
Do not add facts or claims that are not in the source.

MASTER ANSWER:
[PASTE MASTER ANSWER]

Turn the master answer below into a useful blog post.

Primary topic/keyword: [KEYWORD OR TOPIC]
Audience: [AUDIENCE]
Search intent: [AWARENESS / CONSIDERATION / DECISION]

Create:
- A clear SEO-friendly title
- A short introduction that directly addresses the problem
- Helpful H2/H3 sections
- Practical examples from the source
- A concise conclusion and CTA
- Suggested meta title, meta description, slug, and 5 tags

Avoid filler, exaggerated claims, and keyword stuffing.

MASTER ANSWER:
[PASTE MASTER ANSWER]

REPURPOSE

Create shorter formats without losing the idea

Repurpose the master answer into a short email newsletter.

Audience: [AUDIENCE]
Purpose: teach one useful idea and bring the reader back to [BLOG / SERVICE / REPLY].

Write:
- 3 subject line options
- A strong first sentence
- 250-350 words
- One practical takeaway
- One simple CTA

Make it sound like a knowledgeable business owner writing to customers - not a marketing template.

MASTER ANSWER:
[PASTE MASTER ANSWER]

Create a 45-60 second talking-head video script from the master answer.

Structure:
1. Hook: the customer question or pain point
2. Answer: one clear idea
3. Example: a concrete example from the source
4. Takeaway: what the viewer should do next
5. CTA: simple and non-pushy

Use spoken language, short sentences, and no jargon.
Also give me a short on-screen title and 3 text overlays.

MASTER ANSWER:
[PASTE MASTER ANSWER]

REPURPOSE

Finish the seven-piece content set

Turn the master answer into an 8-slide educational carousel.

Slide 1: strong, specific headline
Slides 2-6: one idea per slide
Slide 7: simple action steps
Slide 8: CTA

Keep each slide concise enough to read quickly.
Use the customer's language where appropriate.
Do not repeat the same sentence across slides.
Provide a caption to accompany the carousel.

MASTER ANSWER:
[PASTE MASTER ANSWER]

Create 3 short social posts from different angles in the master answer.

Version A: practical tip
Version B: common mistake
Version C: contrarian or surprising insight

Each version should be under 120 words, useful on its own, and faithful to the source.
Avoid generic motivational language.

MASTER ANSWER:
[PASTE MASTER ANSWER]

Turn the customer question and master answer into a concise FAQ entry for my website.

Write:
- The question as a customer would naturally ask it
- A direct 120-180 word answer
- A one-sentence next step or CTA

Keep it clear, factual, and easy to scan. Do not introduce claims that are not supported by the source.

MASTER ANSWER:
[PASTE MASTER ANSWER]

YOUR OUTPUT

One question. Seven useful assets.

You do not have to publish everything on the same day. One strong customer question can support a week - or more - of useful communication.

#	CONTENT	JOB TO DO
1	LinkedIn post	Teach the core idea and invite conversation
2	Blog post	Create a searchable, deeper resource
3	Email	Nurture customers or prospects
4	Short video	Explain the idea in your own voice
5	Carousel	Break the answer into visual steps
6	Short social post	Extract a tip, mistake, or insight
7	Website FAQ	Answer the question where buyers research

A SIMPLE WEEKLY RHYTHM

Monday: LinkedIn Tuesday: Blog Wednesday: Email Thursday: Video Friday: Carousel

Save the short post and FAQ for later, or use them to support the same campaign.

HUMAN EDITING

Before you publish, put yourself back into the content

Repurposing is only useful if the final content still sounds credible and specific. AI can reshape your source material quickly, but the owner should make the final editorial decisions.

The 7-point human edit

☐ Accuracy - Are every fact, number, name, and claim correct?

☐ Experience - Did I keep the parts that come from what I actually know or have seen?

☐ Voice - Would I naturally say this to a customer?

☐ Specificity - Can I replace a generic sentence with a real example?

☐ Relevance - Does this solve the customer's actual question?

☐ Restraint - Did I remove hype, repetition, and unnecessary AI-style phrasing?

☐ CTA - Is the next step appropriate for where the reader is in the buying journey?

DO NOT OUTSOURCE THESE TO AI

Your final judgment. Important customer promises. Sensitive or high-stakes advice. Pricing decisions. Claims about results. Your relationship with the customer. Anything you would not be comfortable personally standing behind.

A useful editing instruction

Edit the draft below without changing its meaning.

Make it sound like a knowledgeable small-business owner.
Remove generic introductions, inflated language, repetition, unnecessary headings, clichés, and obvious AI phrasing.
Keep useful specifics and examples.
Prefer short, direct sentences.
Do not invent new facts.
Show me the revised version only.

DRAFT:
[PASTE DRAFT]

YOUR TURN

Build your next content batch in 15 minutes

Use this page before opening your AI tool. Better input gives you better repurposed content.

1. Customer question

What did a real customer or prospect ask?

2. My short answer

What would I say if they were sitting in front of me?

3. Experience / example

What have I seen, done, learned, tested, or observed?

4. Audience

Who specifically needs this answer?

5. Business goal

Trust, awareness, leads, education, objection handling, or another goal?

KEEP IT SIMPLE

Your customers can become your content calendar.

You do not need to become a full-time content creator. You need a repeatable way to capture the questions already appearing in your business and turn your best answers into useful communication.

THE SYSTEM

Listen for a real question.
Answer it with your experience.
Repurpose the answer with AI.
Edit it like a human who is responsible for the outcome.
Publish it where your customers already pay attention.

Your next action

Choose one customer question from this week. Spend five minutes writing your real answer. Then use the prompts in this pack to turn it into your next seven pieces of content.

Kishor Nair

AI Automation

Helping small businesses use AI for practical leverage - while keeping human judgment, quality, and control.