



One Good Idea to More Content

Write once. Reach more people. Make it count.

**1**

Publish a solid article on your website



Write a helpful, practical article for your audience. Make it the main source of truth.

TIP:

Solve a real problem and be genuinely useful.

2

Extract the key points with AI



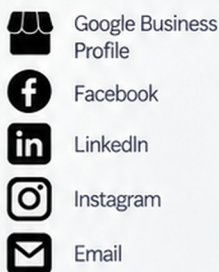
Use AI to pull out the key messages, takeaways and quotes from your article.

TIP:

Use the copy and paste prompt below.

3

Adapt the messages for each platform



Turn the key points into platform-friendly posts, with the right tone and style for each channel.

4

Point back to the full article



Always include a link to the full article on your website.

This drives traffic, builds credibility and gives people the complete story.

TIP:

Use a clear call to action like "Read the full article on our website".

5

Keep it going



Look at what worked, then ask: "What other useful posts could spin out of this?"

Turn one article into a series of ideas over time.

TIP:

Build a simple list of future topics as you go.

Your copy and paste AI prompt

Use the prompt below, or download it from our website.

Read the following article and extract the key messages, takeaways and interesting quotes. Then create short, ready-to-use posts for Google Business Profile, Facebook, LinkedIn and Instagram, plus a short email newsletter. Keep the tone friendly, professional and engaging. Include a clear call to action that encourages people to visit my website and read the full article. Where appropriate, adapt the wording, length and style for each platform rather than simply repeating the same text.

ARTICLE:

[PASTE YOUR ARTICLE HERE]

Scan or use the url below



buttonwebdesign.com.au/prompt01.txt

Don't forget ...

Look for other ways to share and repurpose your content:



Newsletter



Email signature



YouTube video



Podcast snippet



Turn it into a PDF or guide



Share with your network

