

Repurpose one long asset into a week of distribution

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

Creating net-new content for every channel is how solos burn out.

Suggested stack

Source asset + AI draft + human edit + scheduler. Primary tools: Descript, ChatGPT, Buffer.

Do this

1. Choose one source weekly: blog, Loom, or podcast.
2. Extract 5 quotes, 1 thread, 1 email, 3 shorts.
3. Edit for your voice â never publish raw AI.
4. Schedule across channels; link everything back to one CTA.

Operator tip

One idea, many doors. The CTA should be identical everywhere.

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