SETUP GUIDE

THE 1-HOUR CONTENT ENGINE

How AI Turns One Recording Into 20+ Posts, Articles & Videos

WHAT YOU'LL LEARN

The exact 7-stage system that turns 1 hour of talking into 20+ pieces of content daily. Copy-paste prompts for every stage. Tool recommendations. How to do this even if you never go live.

WHY THIS GUIDE EXISTS

Content is the bottleneck for almost every business. You know you should be posting more. You know consistency wins. But actually producing enough content across enough platforms takes either a full team or every waking hour. This guide shows you how AI changes that equation without turning your feed into generic slop.

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THE PROBLEM

Every founder, creator, and business owner has heard it: post consistently, show up everywhere, content wins. And it's true. The businesses grabbing attention right now are the ones producing volume. Not one Instagram post a week. Daily content across multiple platforms.

But here's why most people don't do it: it takes forever.

One decent LinkedIn post: 30 minutes. A newsletter: 2-3 hours. Short-form videos? Scripting, filming, editing, captioning, posting. That's a full day if you're doing it right. Stack that across TikTok, Instagram, YouTube, LinkedIn, email, and your blog, and you've got a full-time content job.

So most people pick one of three bad options:

- **Hire a team.** Expensive, slow, still needs your constant input.
- **Do it all themselves.** Burnout within a month.
- **Post when they can and hope it's enough.** (It isn't.)

THE FOURTH OPTION

Build an AI-powered content system that turns a single recording into 20+ pieces of content across every platform, while your voice, perspective, and personality stay at the center. This guide walks through the exact system I run every day.

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WHY MOST AI CONTENT IS TERRIBLE

Before the system: a warning.

You've seen AI content in the wild. You can smell it. The LinkedIn posts that open with "In today's fast-paced world..." The blog articles that use a lot of words to say nothing. The tweets that feel like they were written by a committee.

That's what happens when you hand everything to AI and walk away.

The trick: you have to put something human IN, so something human comes OUT.

Pure AI output is generic. No lived experience. No real opinions. No stories from your actual work. No takes that come from knowing your industry inside out.

The system in this guide works on one principle: **AI handles production. You handle thinking.** You bring the raw material (your knowledge, opinions, and voice) and AI does the formatting, repurposing, and distribution.

YOU DON'T NEED TO GO LIVE

I do an extreme version: live for an hour every day discussing the latest AI news. But you don't need to do that. Record yourself talking through ideas for 15 minutes into your phone. The system works either way. The only thing that matters is that your real thoughts get into the pipeline.

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THE FLYWHEEL

Here's the full system. Each stage feeds the next. One input, seven outputs, every day.

STAGE 1	**AI RESEARCH AGENT**	Overnight agent pulls your daily briefing
STAGE 2	**RECORD YOUR THOUGHTS**	Talk for 15-60 min (live or solo)
STAGE 3	**TRANSCRIPT EXTRACTION**	Pull the raw text from your recording
STAGE 4	**NEWSLETTER**	Claude structures transcript into email content
STAGE 5	**SHORT-FORM VIDEO SCRIPTS**	3+ scripts per topic, ready to record
STAGE 6	**BLOG ARTICLES + SEO**	Interlinked web content that compounds
STAGE 7	**DISTRIBUTION + CTAs**	Post everywhere, link everything back

DAILY OUTPUT FROM ONE RECORDING

1 newsletter + 10-20 video scripts + 3-5 blog articles + SEO-interlinked website content + clips across every platform

Your time: 1 hour (live) or 15-20 minutes (recorded). Everything else is AI.

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STAGE 1: AI RESEARCH AGENT

The system starts before you wake up.

Every morning, I have an AI agent that runs overnight and drops a briefing doc on my desk by the time I open my laptop. It pulls the latest news and talking points in my field, filtered and ranked by relevance.

Most people skip this. They sit down to create content, stare at a blank page, and spend the first hour just figuring out what to talk about. By the time they've picked a topic and researched it, their energy is gone and they've created nothing.

The research agent kills that friction entirely.

How to set it up

Give an AI a prompt that defines your field, your audience, and what counts as relevant. Schedule it to run daily. That's the whole thing.

PROMPT YOU CAN STEAL

```
"You are a research assistant for [YOUR FIELD]. Every morning, compile a
briefing on the latest developments from the past 24 hours. Focus on: [TOPIC
AREAS]. For each item, give me: a 2-sentence summary, why it matters for [YOUR
AUDIENCE], and a content angle I could take. Rank by relevance. Skip anything
that's just hype."
```

Tools

- **Claude** (Projects or scheduled tasks via Cowork)
- **Cursor** (agentic mode with web access)
- **ChatGPT** (with browsing enabled)
- **Make / Zapier** connected to any AI model

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STAGE 2: RECORD YOUR THOUGHTS

This is the step you cannot skip.

This is where your voice enters the system. Without it, everything downstream is generic. With it, everything sounds like you.

My version (extreme)

I go live for about an hour daily across TikTok, YouTube, Twitter/X, LinkedIn, and Facebook at the same time. I use ECAM to broadcast everywhere at once. I discuss the topics from my morning briefing, react in real time, share opinions, tell stories, take audience questions.

Your version (minimum viable)

Record yourself talking for 10-20 minutes. Open your phone, open Voice Memos or Loom, and talk through your takes on 2-3 topics. No script. No production quality. Just you thinking out loud.

YOUR JOB (HUMAN)	AI'S JOB (MACHINE)
Opinions. Stories. Expertise. Hot takes. Real experiences. Your actual voice and personality.	Transcription. Formatting. Repurposing. SEO optimization. Script writing. Distribution.

WHY THIS WORKS

When you talk naturally about your expertise, the transcript captures your actual phrasing, your opinions, your way of explaining things. AI can pattern-match your style from that raw material with surprising accuracy. Typing bullet points into an AI and asking it to "write in my voice" does not work. Handing it a transcript of you actually talking? Completely different results.

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STAGE 3: TRANSCRIPT EXTRACTION

Recording done. Now turn it into text. Quick mechanical step. Run your recording through a transcription tool.

Tools

- **Descript** (what I use, also lets you edit video by editing text)
- **Claude** (upload audio/video directly, ask for transcript)
- **Whisper** (OpenAI, free, runs locally or via API)
- **Otter.ai / Rev / TurboScribe** (solid alternatives)

The output is a raw transcript. Messy, conversational, full of tangents. That's perfect. The mess is where your personality lives. AI cleans it up in the next stages.

> **TIP**
>
> If you went live, your platform probably auto-generated captions or a transcript. Grab that first. Saves a step.

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STAGE 4: NEWSLETTER

Your transcript becomes email content.

Feed the raw transcript into Claude. It pulls out key points, organizes them, cleans up the language while keeping your tone, and formats for email. This step takes about 2 minutes of your time.

PROMPT YOU CAN STEAL

```
"Here's the transcript from today's recording [paste transcript]. Turn this into a newsletter for my audience of [DESCRIBE AUDIENCE]. I need: a subject line that makes people open it, a short intro hook, 2-4 main stories with my take on each, and a CTA at the end to [YOUR CTA]. Keep my voice. Direct, opinionated, no filler. Each section gets a headline."
```

Where to publish

- **Email:** Beehiiv, ConvertKit, Mailchimp, etc.
- **Web:** Directly on your site (mine goes to aiwithkyle.com/ai-news)

One recording just became a daily newsletter. That's output #1.

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STAGE 5: SHORT-FORM VIDEO SCRIPTS

This is the volume multiplier.

For every topic you covered in your recording, AI writes 3 short-form video scripts. Cover 4 topics? That's 12 scripts. Each one ready to record for TikTok, Instagram Reels, or YouTube Shorts.

PROMPT YOU CAN STEAL

```
"Based on this topic from my transcript: [PASTE SECTION]. Write 3 short-form video scripts (30-60 seconds each) for TikTok/Instagram Reels. Each script needs: a hook that stops the scroll in the first line, one clear insight or take, and a reason to follow at the end. Dialogue only. No stage directions, no camera notes, no emojis. My style is [DESCRIBE]. Each script should attack the topic from a different angle."
```

Then stand in front of your phone, read the script (or just riff on it), and post. 2-3 minutes per video. 10 videos a day is completely doable.

Why 3 scripts per topic

Not every angle hits. By generating multiple takes, you test different hooks, framings, and emotional triggers. The algorithm picks the winner. You just give it options.

THE MATH: 4 topics x 3 scripts = 12 videos per day

Distribution

Post across TikTok, Instagram Reels, YouTube Shorts. Use a scheduling tool (Repurpose.io, Later, Buffer, or native schedulers) to automate posting.

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STAGE 6: BLOG ARTICLES + SEO

Your spoken content becomes searchable web content.

Take each video script (or original transcript section) and expand it into a blog article. Two purposes: longer content for your audience, and SEO authority that compounds over time.

PROMPT YOU CAN STEAL

```
"Expand this video script into a 600-800 word blog article for my website.
Conversational and useful, not generic filler. Give me a clear headline,
subheadings, and a CTA linking to [YOUR NEWSLETTER / PRODUCT]. Link to these
existing articles on my site where it makes sense: [LIST 2-3 URLs]."
```

THE INTERLINKING TRICK

Every new article links to related articles on your site. Over months, this builds a web of connected content that search engines reward. You're not just posting content. You're building an asset.

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STAGE 7: DISTRIBUTION + CTAs

The flywheel only works if everything connects.

Every piece of content points somewhere. Nothing dead-ends. Every viewer, reader, or subscriber enters a loop that keeps them moving through your content.

CONTENT TYPE	POINTS TO
Short-form videos	"Follow for daily [TOPIC]" + newsletter link
Newsletter	Blog articles + your product/offer
Blog articles	Email capture + links to other articles (SEO)
Livestream replay	Clips become short-form; full replay on YouTube

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THE FULL PICTURE

Let's add it up. From ONE daily recording (1 hour live, or 15-20 minutes solo):

1	Newsletter
10-20	Short-form video scripts
3-5	Blog articles
1	SEO-interlinked website growing month over month
10+	Clips and repurposed posts across every platform

YOUR TIME INVESTMENT

1 hour (live) or 15-20 minutes (recorded)

Everything else is AI. Not replacing you. Using what you actually said to produce content in your voice, at a volume that would normally need a full team.

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YOUR FIRST WEEK

DAY 1	**Set up your research agent.** Use the prompt from Stage 1. Tomorrow's briefing will be waiting for you.
DAY 2	**Record your first session.** 15 minutes, 2-3 topics from your briefing. Don't overthink it.
DAY 3	**Run the transcript through the newsletter prompt.** Send or publish it.
DAY 4	**Generate short-form scripts.** From Day 2's recording. Record 3-5 of them. Post.
DAY 5	**Expand one topic into a blog article.** Publish it on your site.

END OF WEEK 1

You've published a newsletter, 3-5 short-form videos, and a blog article. All from one 15-minute recording. Now picture doing that every day.

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GO DEEPER

This is the system I run every day at AI with Kyle. It's how I produce 20+ pieces of content daily across TikTok, Instagram, YouTube, LinkedIn, my newsletter, and my website. With a team of one.

Want to learn this system hands-on? I teach it (along with everything else I know about using AI for business) in my workshops and courses.

READY TO BUILD YOUR OWN CONTENT ENGINE?

Join the AI Workshop Kit or AI Automation Accelerator

aiwithkyle.com

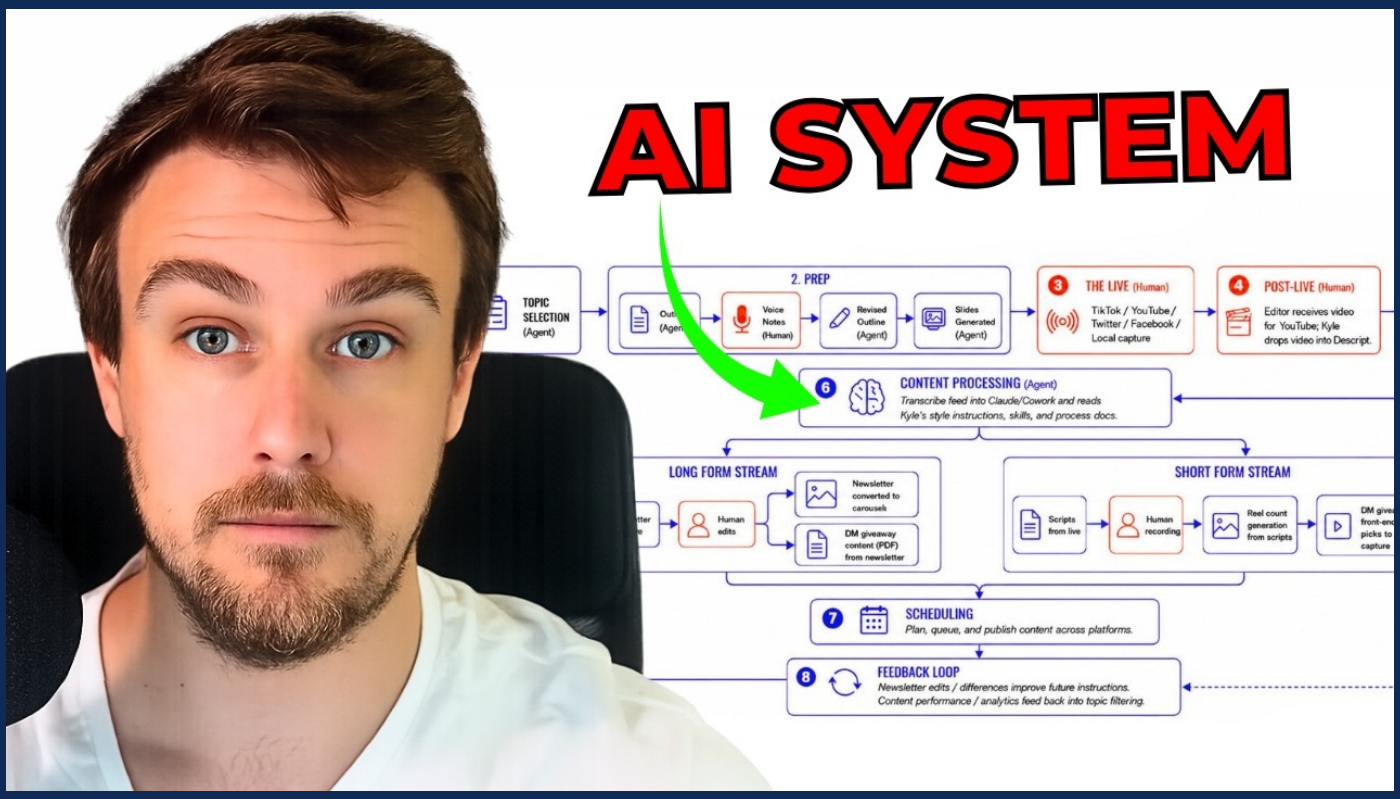
Follow for daily AI content:

- TikTok: @aiwithkyle
- Instagram: @aiwithkyle
- YouTube: AI with Kyle
- Newsletter: aiwithkyle.com/ai-news

YOUR EXTRA RESOURCE

Watch the full video guide

How I produce 20+ pieces of content daily using AI



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