

Content repurposing workflow checklist

Use this before you build any repurposing workflow. Design on paper first. Work down the list in order.

1. Choose the source

- ☐ I have chosen one strong source piece worth multiplying.
- ☐ The ideas in it can stand on their own in other formats.

2. Map the process

- ☐ I have written the steps from source to finished asset, in order.
- ☐ I have performed or can describe the process by hand before automating it.

3. Define the trigger

- ☐ I know the single event that starts the workflow.

4. Define the actions

- ☐ Each automated action is listed in sequence.
- ☐ Only repetitive, mechanical actions are automated.

5. Define the outputs

- ☐ I know each finished asset the workflow produces.
- ☐ I know where each asset is published or sent.

6. Keep the right work human

- ☐ Storytelling, creativity, judgment, strategy, and expertise stay with me.
- ☐ A human review step sits before anything is published.

7. Quality control

- ☐ Every AI output is reviewed for accuracy and brand voice before release.
- ☐ The workflow is simple enough to run reliably, and I will extend it only once it works.

Rule of thumb: create once, keep the message human, and let automation transform and distribute it.