A book cover with a robot holding a computer

AI-generated content may be incorrect.

**AI Automation Recipe: Autopilot Content Repurposing**

**What This Recipe Does:**

This recipe multiplies your reach by turning one piece of content into many. AI automatically repurposes blog posts, emails, or videos into multiple formats (*social posts, scripts, pin descriptions, even short-form videos, etc.*) and schedules them to publish. **You create once, AI spreads it everywhere!**

**What You’ll Need:**

1. A repurposing tool (*Repurpose.io, Missinglettr*)
2. An AI content generator (*ChatGPT, Jasper, or Claude*)
3. A scheduling tool (*Buffer, Publer, or Hootsuite*)

**How To Set It Up:**

Feed your original content into your repurposing tool or AI generator. Define the formats you want (*e.g., blog-to-social snippets, email-to-Reel script, blog-to-Pinterest pin*). Connect your scheduler so the repurposed pieces are automatically queued and posted. Once it’s set up, the process runs in the background while you focus on new content ideas.

**What To Expect:**

Your content appears across multiple platforms without you rewriting it all by hand. Instead of just one blog post or email, you’ll have a steady stream of social updates, visuals, and short scripts promoting your affiliate links on autopilot.

**Pro Tips:**

* Always link repurposed content back to your blog or opt-in page to build your list.
* Mix formats (*short quotes, list-style posts, video snippets, etc.*) to keep content varied.
* Refresh your repurposing system monthly with new content inputs so it doesn’t recycle the same material too often.