

The Content Waterfall

cheat sheet

Turn one piece of content a week into ten or more posts, emails and videos, in about two to three hours. Built for gym and studio owners who'd rather be coaching.

The five steps

1

Create one core piece a week

An article, a video or a podcast episode, in whichever format you enjoy. Start from a question your prospects keep asking.

2

Pull out 3 to 5 key points

Tips, statistics, quotes, short stories or memorable lines. Claude or ChatGPT can find them in your transcript; you choose the best.

3

Turn each point into smaller pieces

- Facebook, Instagram or LinkedIn posts
- A five-slide carousel
- A Reel or YouTube Short
- An email to your list
- A Google Business Profile post

4

Add a personal touch and a next step

Open with a real moment or a member's story. End every piece with one clear call to action, such as "Reply and let's chat".

5

Schedule it once

Batch the week in one sitting with HighLevel's social planner, Metricool or Meta Business Suite (free). About an hour on a Monday.

Example: one article, a week of content

Core article: **"5 ways strength training boosts energy in men over 50"**

Post: strength, not cardio, after 50 · **Carousel:** five energy tips · **Short:** one-move energy booster · **Email:** how Mike got his mornings back with kettlebells · **Reel:** "Don't blame age. Blame lost muscle." · **Google post:** the headline tip · **Download:** the article as a PDF · **Live or podcast:** talk it through

Remember: AI drafts, you edit. Add your own stories and members' results, so every piece sounds like you.

Want help building your own?

Book a 60-minute Access Andrew call:
andrewwallis.com/access-andrew

Read the full guide

andrewwallis.com/learn/content-repurposing