



The Repurpose Stack **Template**

One newsletter. Five platforms. Three hours.
Stop creating new content. Start distributing better

WHAT YOU'LL DISCOVER INSIDE:

- ✓ The 5-platform repurpose stack mapped day-by-day.
- ✓ LinkedIn, short-form, carousel, and YouTube prompts.
- ✓ The Newsletter-First system that eliminates blank pages.
- ✓ Weekly content calendar template to fill in and use immediately.

The Content Treadmill Problem

Why content creation feels endless and how to stop

Creating original content for five platforms every week is not a strategy. It's a treadmill. Every piece built from scratch. Every week starting at zero. This model is incompatible with a full clinical caseload.

The solution is a repurposing system. One well-developed idea; your newsletter becomes a week of content across every platform. The core thinking happens once. The distribution happens across five formats.

This template gives you the exact weekly structure and per-platform prompts.

- Understand the Newsletter-First hierarchy before anything else
- Use the weekly calendar to plan one full week of content in 30 minutes
- Write the newsletter first every week - everything else derives from it
- Track your best-performing repurposed pieces and repeat the format

“You don’t need more content. You need more distribution for the content you already have.”

— Therapist Growth Partner

The Repurpose Stack

1 What is your newsletter core idea this week?

Every repurposed piece this week derives from this one newsletter. Write the newsletter first always.

THE NEWSLETTER-FIRST RULE:

Your newsletter is the source document. It contains your most fully-developed thinking: nuance, examples, frameworks, and your perspective. Everything else this week is a reimagining of the core idea for a different format and audience expectation. Not a copy-paste - a different packaging.

YOUR ANSWER:

Plan this week's newsletter:

Core idea / topic: _____

Single strongest insight (1 sentence): _____

The framework or numbered list at the center: _____

Newsletter headline: _____

NEWSLETTER CORES THAT REPURPOSE WELL:

- "The 3 therapist pricing traps - numbered framework, specific examples, clear action."
- "Why batch recording works: science + my personal system + 4-week template."
- "What your course testimonials are really telling you -a 3-source analysis."

Choose newsletter topics that have a clear numbered framework or step sequence at their core. These repurpose most efficiently into carousels, short-form video scripts, and LinkedIn posts.

The Repurpose Stack (continued)

2 Map your 5-platform stack for the week.

Each platform gets a different packaging of the same core idea. Same insight, different format, different audience entry point.

PLATFORM-BY-PLATFORM RULES:

LinkedIn: 150 words max. Hook first line. First-person. No emojis. Short-form video: 60 seconds. Pick ONE callout item. Talk to camera. Your outline is on a sticky note. Instagram carousel: 6–8 slides. One point per slide. Newsletter headline is the cover. YouTube: 10–15 minutes. Your newsletter is the outline. Add examples and your face.

YOUR ANSWER:

Fill in this week's stack:

Mon - Newsletter: _____

Tue - LinkedIn (one key insight): _____

Wed - Short-form (which callout item): _____

Thu - Carousel (framework title): _____

Fri - YouTube (full topic or skip this week): _____

REAL REPURPOSE EXAMPLES:

- "Newsletter: The 3 pricing traps. LinkedIn: Trap #1 only. Short-form: 60-sec on Trap #2. Carousel: All 3 traps as slides. YouTube: Full 12-min pricing deep dive."
- "I write once on Sunday. I'm done with content by Monday noon."
- "My YouTube script IS my newsletter. I just add transitions and an intro."

You don't have to use all 5 platforms every week. Start with 3. Add platforms only when the first 3 feel effortless.

The Repurpose Stack (continued)

3 Set your weekly content rhythm for the next 4 weeks.

Consistency matters more than perfection. A published piece beats a perfect draft every time.

Week 13	Topic _____	Platforms _____
Week 14	Topic _____	Platforms _____
Week 15	Topic _____	Platforms _____
Week 16	Topic _____	Platforms _____

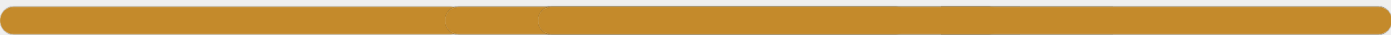
My plan passes the reality test:

- I have my next 4 newsletter topics planned.
- I still need to choose my topics - I'll do it today.

YOUR COMMITMENT STATEMENT:

“I will write one newsletter per week, and repurpose it across at least 3 platforms using the stack template. I will not create original content for each platform separately.”

If any check fails, fix that module before launch. One structural change here will raise completion rates more than any amount of extra content.



What Happens Next

1 Apply one insight today

Pick the single most actionable item from this resource. Do it before your next client session.

2 Share with one colleague

Forward this to another therapist who is thinking about building a course. Teaching reinforces learning.

3 Build your Minimum Viable Course

Record 4–6 modules across 2–3 focused sessions. One worksheet per module. Done in a weekend.

4 Launch to your first 10 students

Price \$97–\$297. Beta discount. 3 launch emails. First sales create proof. Proof creates momentum.

Ready to go deeper?

The Clinician's Course Blueprint – a weekly newsletter for licensed therapists building course income without burnout. One practical step per issue.



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