# Repurposing Planner

*One page per idea: plan the long-form video, its Shorts, the article, and the posts before you script, then use it as your tracker.*

## 1 · The idea

Subject: _____

Long-form title: _____

Long-form publish date: _____

## 2 · Five Shorts (each one stands on its own)

| # | One idea + hook (first sentence) | Audience angle | Publish date | Related video linked |
|---|---|---|---|---|
| 1 | | | | ☐ |
| 2 | | | | ☐ |
| 3 | | | | ☐ |
| 4 | | | | ☐ |
| 5 | | | | ☐ |

## 3 · Article, posts, and links

☐ Companion article live, with the long-form video and one or two Shorts embedded

☐ Article linked in the long-form description

☐ Book or product link in the long-form description and the article (not in Shorts: those links aren't clickable)

| Platform | Point I shared | Date |
|---|---|---|
| | | |
| | | |
| | | |

## 4 · My week

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|
| | | | | | | |

☐ Everything recorded here; next idea chosen

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