

CHEAT SHEET

Content Flywheel Cheat Sheet

One idea → 10 pieces of content. Claude + Suno + Descript + Ideogram.

The Content Flywheel

Make ONE pillar piece. Cut it into 10 smaller pieces. Post everywhere.

1. Pillar	A long thing: 10-min video, essay, podcast episode, big carousel.
2. Clips	3-5 short clips (30-60s) for Reels, TikTok, Shorts.
3. Quotes	5 quote graphics (Ideogram/Canva) for Instagram + LinkedIn.
4. Thread	Turn the essay into a 10-tweet thread.
5. Newsletter	Rewrite it as an email to your list.
6. Audio	Suno intro + Descript-clean voiceover = podcast.

Hook Templates (steal these)

- **Curiosity gap:** “I made \$[X] with AI last month. Here's exactly how →”
- **Contrarian:** “Everyone says [common belief]. They're wrong. Here's why:”
- **List:** “5 AI tools that will make you look like a wizard”
- **Story:** “Yesterday a 14-year-old showed me something that changed how I use AI...”
- **Question:** “What if you could build an app tonight?”
- **Bold claim:** “ChatGPT is the worst AI. Here's what to use instead.”

Post-format quick specs

Reels / TikTok / Shorts	9:16 · 15-60s · hook in 1st second · captions on-screen
Instagram carousel	1:1 or 4:5 · 5-10 slides · hook slide 1 · CTA final slide
YouTube thumbnail	16:9 · big face + 3-word text · high contrast
Twitter/X thread	Hook tweet + 5-10 replies · one idea per tweet
LinkedIn post	Hook line + line break + short paragraphs + CTA question

The 3-second Rule

You have 3 seconds to hook a viewer or they scroll. Every piece of content needs:

1. A visual pattern-interrupt (bright color, movement, unexpected image)
2. Text on screen that promises value
3. Something that makes them think “wait, what?”

Ideogram — text-in-image tips

Ideogram is the best AI for readable text inside images. Use it for quote graphics, posters, thumbnails, logos.

A bold poster with the words "SHIP IT UGLY" in large hand-painted letters, split black-and-mint background, grunge texture, 1:1, high contrast, minimal, graphic design magazine style

Descript — the 3 moves

- **Overdub** — clone your own voice, type to speak.
- **Filler word removal** — auto-cut every “um” and “uh.”
- **Studio Sound** — one click makes any audio sound pro.

Content prompts to steal

Turn one idea into 10 posts

Here is my core idea: [PASTE].

Give me a content plan:

- 1 pillar essay (500 words, provocative hook)
- 3 Reels scripts (15s each, hook + insight + CTA)
- 5 Twitter hooks
- 3 Instagram carousel outlines (5 slides each)
- 1 email subject line + preview text

Make each piece feel different but say the same thing.

Rewrite in my voice

Here are 3 things I've written before: [PASTE].

Study my voice – sentence length, energy, vocabulary, quirks.

Now rewrite the following in my exact voice: [PASTE NEW DRAFT]

Tip — Consistency > virality. Post something every day for 30 days. The algorithm rewards the ones who show up.