JobHacki
OPPORTUNITY GUIDE

⚡ Premium Action Guide

Build a Content Repurposing Business

Stand up a lean repurposing agency that turns long-form content into high-performing shorts, posts, and emails—then distributes, captures leads, and proves ROI. No fluff, just a repeatable pipeline.

📌 **Updated for 2026** 📄 **30–90 clips/month** Typical client deliverables (source-reported/example-only)

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🚀 **Start Fast**
Clear first steps you can take this week.

📋 **Real Sources**
Built from people who actually did it.

💰 **Honest Numbers**
Source-reported pay, costs, and risks.

Get the Full Guide Vault →

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ☑ What you'll build
- ☑ Step 1 — 🎯 Define a narrow niche and ICP
- ☑ Step 3 — 🧰 Pick your primary platform stack
- ☑ Platforms & tools
- ☑ Step 2 — 📦 Productize your offer and ROI
- ☑ Step 4 — 📥 Ingest client content and organize library

▸ MODULE 01

What you'll build

A turnkey content repurposing agency: ingest client assets, auto-clip and edit, write platform-native copy, post natively across channels, and capture emails with a simple funnel. You'll also implement a light CRM and analytics loop to prove ROI and scale.

Choose a primary platform stack, plug in supporting tools only where needed, and run a weekly cadence clients can understand and renew.

1. A 5-stage pipeline: ingest → clip → copy → distribute → capture
2. Native posting across YouTube Shorts, TikTok, Instagram, LinkedIn, Facebook
3. Lead magnet + email engine to own the audience
4. Analytics loop focused on the first 5 seconds, keywords, and ROI

▸ MODULE 02

Platforms & tools

Website Builders

0 free · 6 paid

GoHighLevel · Wix · WordPress · Squarespace · Carrd · Hostinger

AI Models

0 free · 3 paid

ChatGPT · Claude · Gemini

Dev & Hosting

0 free · 1 paid

VS Code

Automation `0 free · 3 paid`

Zapier · Make.com · n8n

Lead & Outreach `1 free · 4 paid`

Loom · LinkedIn · Calendly · Instantly · Upwork

▸ MODULE 03

Step 1 — 🎯 Define a narrow niche and ICP

Choose one tight market and problem you'll solve with repurposed content (e.g., B2B SaaS founders needing 30 clips/month to drive demos). Answer three prompts to decide: toughest thing you've been through, what's wrong and how you'll fix it, what you like to talk about. Start with the one platform where your ICP is most active.

> **Tip**
> Focus on client revenue problems over your passion. Iterating with the market beats lengthy personas. Begin small; you don't need fancy funnels to start.

▸ MODULE 04

Step 2 — 📦 Productize your offer and ROI

Package clear deliverables (e.g., 30–60 clips + 8 LinkedIn posts + 4 emails/month), timelines, and responsibilities. Use an offer equation: increase the dream outcome and likelihood of success while reducing time delay and effort required. In sales calls, lead with constraints and ROI, not tools.

> **Tip**
>
> Quantify: target buyers, target keywords, baseline views, conversion points (email/DM). Tech founders will sniff out fluff—back each promise with a plan to measure.

▸ MODULE 05

Step 3 — 🧰 Pick your primary platform stack

Use one primary repurpose/scheduling platform and add only what's needed. Set brand kits, connect accounts, and prepare a weekly runbook.

Platform	What to do in this step
Opus Clip	Create workspace → connect YouTube or upload MP4 → set brand captions, styles, and default aspect ratios.
VEED.IO	Create team space → set Brand Kit (logo, fonts, colors) → enable auto-captions and default templates.
CapCut	Install desktop/app → set default 9:16 canvas, text styles, and auto-caption settings → save templates.
Poppy AI	Create project → add Groups for YouTube, LinkedIn, PDFs → choose default model (Claude for narrative, ChatGPT for quick copy).
Botato	Open Settings → connect Instagram, TikTok, YouTube, Facebook, LinkedIn → map fields for titles, captions, tags.
GoHighLevel	Create sub-account → set domains, forms, CRM pipelines, calendar → enable Social Planner for native posts.

> **Tip**
>
> Avoid tool sprawl. One all-in-one like GoHighLevel can replace multiple tools (CRM, funnels, email, SMS, calendar, scheduler).

▸ MODULE 06

Step 4 — 📥 Ingest client content and organize library

Centralize inputs: YouTube links, podcasts, webinars, Looms, docs, mind maps. Build a library per client and platform. Label each asset with topic, persona, and CTAs.

Platform	What to do in this step
Opus Clip	Paste YouTube URL or upload long-form; fetch transcript; tag by topic and funnel stage.
VEED.IO	Upload source video; auto-transcribe; create folders by series; bookmark strong moments.
CapCut	Import media; mark in/out points; save reusable templates; keep clips organized per series.
Poppy AI	Create Groups (YouTube, LinkedIn, Articles); upload Looms/docs; let AI watch/analyze for hooks and summaries.
Botato	If files are in Google Drive, paste each file's ID to map for scheduling; otherwise skip until scheduling.
GoHighLevel	Store assets in Media Library for reference; otherwise skip to scheduling and CRM tasks.

> **Tip**
>
> Keep a separate Instagram account for research only. Don’t mix with your posting account to avoid algorithmic noise.

▸ MODULE 07

Step 5 — 🧱 Build your pipeline workspace & calendar

Create specialized boards per platform (YouTube, LinkedIn, Instagram). Add a Resource Group for frameworks, copy formulas, and post structures. Use a simple Google Sheet or project board to track status: Ingest → Clip → Copy → QA → Schedule → Posted → Metrics.

> **Tip**
>
> Use Poppy AI’s visual workspace to lay out your strategy and spot gaps. Aim for a format you can produce frequently with minimal friction.

▸ MODULE 08

Step 6 — 🎙️ Capture source content (you or client)

Record webinars, tutorials, or case breakdowns with OBS Studio or client uploads. Use a simple structure: hook → setup → solution → application → CTA. For short-form, lead with a sharp hook and delay the key reveal 2–5 seconds to keep retention high.

PROMPT — SHORT-FORM HOOK (NOVELTY ANGLE)

```
Look at this freaking thing right here
[Why it’s brilliant in one line]. Here’s [where to find it] and [how to
price/use it] for [OUTCOME].
```

PROMPT — STORY HOOK (BEFORE/AFTER)

```
I couldn't believe [RESULT] from this one simple trick. I tried [A], [B], [C]…
then [WHAT WORKED]. Here are before/afters and how you can do it.
```

> **Tip**
> Lead with clarity—answer the viewer’s real question fast. Don’t overthink on-camera persona; authenticity beats polish.

▸ MODULE 09

Step 7 — ✂️ Auto-clip and edit platform-native videos

Cut long-form into 9:16 clips with captions and headlines. Standardize styles per client and batch 10–30 at once.

Platform	What to do in this step
Opus Clip	Run AI highlights; select top clips; auto-captions; fix cuts; add dynamic titles/tags; export in 1080x1920.
VEED.IO	Trim; remove noise; correct eye contact; auto-captions; brand fonts/colors; optional dubbing; export presets.

Platform	What to do in this step
CapCut	Use auto-captions; jump cuts; zooms; template text; B-roll; export 9:16 with safe margins for each app.
Poppy AI	Generate suggested clip headlines, key moments, and scripts; pass selected timestamps to your editor tool.
Botato	Not used for editing. Prepare files and metadata for scheduling in the next step.
GoHighLevel	Not used for editing. Use Social Planner later to post exported assets natively.

> **Tip**
> Upload natively to each platform. Don't use cross-post toggles—native uploads outperform for reach and virality.

▸ MODULE 10

Step 8 — ✍️ Repurpose into captions, posts, and emails

Draft platform-native copy from transcripts: Shorts titles, LinkedIn posts, YouTube descriptions, and emails. Maintain a Brand Voice, Pain/Desires, and Testimonials doc for each client to keep tone consistent.

PROMPT — LINKEDIN POST FROM TRANSCRIPT

```
You are a [ROLE] writing to [ICP]. Summarize this transcript into a LinkedIn
post that leads with the core answer, adds 1–2 proof points, and ends with a
soft CTA. Keep scannable lines.

Transcript:
[PASTE]

ICP: [ICP]
Brand voice: [VOICE]
CTA: [CTA]
Keywords: [KEYWORDS]
```

PROMPT — YOUTUBE DESCRIPTION + KEYWORDS

```
Write a YouTube description that clearly answers [SEARCH INTENT], includes 5
keyword variations, timestamps, and a link to a lead magnet. Keep the hook in
the first 2 lines.

Video title: [TITLE]
Search intent: [INTENT]
Lead magnet: [LINK]
Brand voice: [VOICE]
```

PROMPT — EMAIL NURTURE (ASKS 2–3 QUESTIONS FIRST)

```
Write me a high-converting email in the style of [STYLE] using proven marketing
psychology. Keep it conversational, story-driven, and designed to educate,
build trust, and lead naturally into my offer. Before writing, ask me 2–3
specific questions about my business, offer, and target market.
```

TEMPLATE — COLD EMAIL (ULTRA-SHORT)

```
Subject: clients

Thanks for signing up. Here's what you're looking for.
```

> **Tip**
>
> Increase information density. Use one-shot examples for better accuracy and avoid contradictory instructions in prompts.

▸ MODULE 11

Step 9 — 🧪 Fact-check and add proof

LLMs are conversational, not factual. Validate claims and add a credibility ladder: 1) peer-reviewed/industry data, 2) proprietary/client data, 3) testimonials, 4) personal stories. Publish some content where AI crawlers can cite it (website, YouTube, LinkedIn articles).

> **Tip**
>
> Mandatory fact-checking—don’t rely on scraped summaries. Small experts get cited by AI; clear posts on your site can earn mentions.

▸ MODULE 12

Step 10 — 📓 Schedule and post natively at scale

Batch exports and schedule natively per platform. Use a sheet-driven workflow where possible and stagger posts by minutes to multiply daily slots.

Platform	What to do in this step
Botato	Settings → connect social accounts → map Google Sheet columns (video, title, caption, tags) → run workflow to post natively.
GoHighLevel	Social Planner → add profiles → upload video per platform → schedule posts; pair with forms, SMS, and email automations.
Opus Clip	Export final clips and upload directly to Shorts/Reels/TikTok. Title and tag per platform; don’t cross-post.
VEED.IO	Export and upload to each platform’s native uploader. Add platform-specific captions and thumbnails.
CapCut	Export device-ready files; upload manually to Instagram, TikTok, YouTube Shorts, Facebook Reels, Snapchat Spotlight.
Poppy AI	Use generated copy for captions and titles; paste into native uploaders or your scheduler.

> **Tip**
> To post multiple times quickly, set several scheduled triggers (e.g., 6:00, 6:05, 6:10). Always upload natively for best reach.

▸ MODULE 13

Step 11 — 🌐 Build a simple funnel and contact capture

Create one clear landing page (Beehiiv or a lightweight page) with an irresistible lead magnet. Add multiple contact options on your site: phone, chat, and an application form. Use Calendly for bookings. Avoid link farms—route all social links to this page.

> **Tip**
>
> Own the audience. Social platforms can ban accounts; email lists persist. Choose “for work or business” when creating your Google account for smoother team access later.

▸ MODULE 14

Step 12 — 📧 Install your email engine

Set an autoresponder that delivers the lead magnet immediately, then a 3–5 email welcome sequence introducing you and expectations. Send one helpful email/week; occasionally offer the next logical step. Space messages 2–5 days apart and test midweek, mid-day windows.

TEMPLATE — WELCOME SEQUENCE OUTLINE

```
Email 1: Deliver [LEAD MAGNET] + what to expect
Email 2 (Day 3): Your story + core belief shift
Email 3 (Day 5): High-value lesson + case snippet
Email 4 (Day 8): FAQ + soft offer
Email 5 (Day 12): Case study + invite to call
```

PROMPT — QUICK EMAIL IDEA GENERATOR

```
Give me 10 newsletter ideas for [ICP] about [TOPIC]. Each: 1 story, 1 takeaway,
1 soft CTA to [OFFER]. Keep to 150–220 words, plain text.
```

> **Tip**
>
> The “From” name drives opens. Write like you talk: clear subject, helpful insight, one takeaway, soft CTA. Set an automation: after form submit, send a short thank-you email with the magnet link.

▸ MODULE 15

Step 13 — 🧲 Pair every post with a lead magnet CTA

Create simple, relevant magnets: checklists, swipe files, mini-courses. In videos, tease the solution and offer the magnet as the next step. On Facebook, pin a top comment linking to your landing page; on Reels/Shorts, ask viewers to comment a keyword and DM them the link.

TEMPLATE — COMMENT-TO-DM MICRO-TRIGGER

```
Final line in post: “Comment [KEYWORD] and I’ll DM you the [RESOURCE].”
DM reply: “Here it comes—check your DMs for [RESOURCE]!”
```

> **Tip**
>
> Commitment & consistency matters. Small actions (commenting a keyword) increase follow-through to opt-in. Massage viewers down the funnel—don’t pitch hard from short-form.

▸ MODULE 16

Step 14 — 👨‍💼 Prospect and close with proof and clarity

Target accounts already publishing or with clear demand: active YouTube, high engagement ratios, or weak/no high-ticket funnel. Use concise cold emails and Loom audits showing missed opportunities. Narrate results with SCAN: Study → Calculate → Architect → Narrate.

TEMPLATE — LOOM AUDIT STRUCTURE

```
Hook: What I found in [CLIENT] content
Social proof: 1 sentence (client/outcome)
Problem: Missed clips, weak hooks, no capture
Solution: 30 clips/mo + LinkedIn + email
Benefits: Demos, list growth, retargeting points
CTA: “Worth a 15-min chat this week?”
```

TEMPLATE — DM CREDIBILITY OPENER

```
Subject: [Personalized hook for [Name]]

Hey, I did this for [PERSON/BRAND]. Not sure if it would help you, but I
recorded a Loom showing how it could look for you. Want me to send it?
```

TEMPLATE — ULTRA-PLAIN COLD EMAIL

```
Subject: [FIRSTNAME], quick idea

How I found you: [LINE]
What I do: repurpose long-form → buyers
Why it’s different: native posts + email capture
CTA: open to a 10-min Loom walkthrough?
```

Tip

Legalese adds friction; for small/mid international clients, paid invoices beat dense contracts. Mind deliverability: list quality, timing, and targeting matter more than volume.

▸ **MODULE 17**

Step 15 — 💵 Pricing, terms, and ethics

Position a setup + retainer: e.g., strategy + library setup + first batch (setup fee), then monthly for clips + posts + email. Offer a 60–90 day pilot with clear metrics. If you pre-sell any productized training, disclose it plainly.

> **Tip**
> Example ranges (source-reported): $2,000–$5,000 setup; $500–$1,500/month retainer. Avoid fake scarcity or deceptive stories in email—unethical and risky.

▸ MODULE 18

Step 16 — 📊 Analyze and iterate weekly

Review analytics: focus on the first 5 seconds, audience retention, and which clips drive clicks/opt-ins. Double down on winners; stop what underperforms. Use keyword-focused titles and trend hooks that stay on-subject. Aim for 100 posted clips to establish a baseline.

> **Tip**
> Three YouTube formats that compound trust: search-based tutorials, credibility builders (proof), and deep dives. Use trends for the hook, but keep the body on your main topic.

▸ MODULE 19

Step 17 — 🧱 Authority flywheel and owning the audience

Publish searchable answers on YouTube to build trust at scale. Post the same ideas as LinkedIn articles and on your site so AI and people can find/cite you. Repeat the cycle: define

audience → pick a real question → answer clearly → back with proof → scannable → aim at buyers → repeat.

HOW-TO DOCS (VERIFICATION & MONETIZATION)

Verify your YouTube channel — Unlock longer uploads and live ↗

Facebook monetization eligibility — Program requirements and invites ↗

> **Tip**
>
> Friends/family aren't your growth engine—strangers are. Don't chase platform payouts alone; it's easier to monetize off-platform with email and offers.

▸ MODULE 20

Step 18 — 🚀 Scale ops with smart AI and SOPs

Document SOPs for ingest, clipping, copy, QA, scheduling, and reporting. Pick models per task (e.g., Claude for storytelling, ChatGPT for quick drafts). Use one-shot prompting, keep instructions concise, and move heavy work to API playgrounds for control. Automate the predictable, keep the conversations human.

> **Tip**
>
> AI isn't a silver bullet—embed it at critical points in deterministic workflows. Model harness differences can skew results; test before standardizing.

▸ MODULE 21

Step 19 — 🤖 Optional: AI influencer deliverable (Higsfield)

Offer a parallel service generating faceless AI influencer clips for trend hijacks or brand mascots. Design the character, emulate your voice/style, then publish Reels with the required caption phrase for payouts.

BUILD — CHARACTER SETUP CHECKLIST

```
Influencer builder: set character type, gender, ethnicity, skin tone, eyes, age
Customize: face/body style, skin material, surface patterns, tattoos, render style
Refine: describe changes in plain text (Nano Banana Pro)
Emulation: click camera icon → explore a clip to emulate; upload your own videos for hybrid voice
```

PUBLISH — MONETIZATION CHECKLIST

```
Instagram Reel caption must include: “Made in AI influencer studio on higsfield.ai”
Account: keep public; don’t edit captions after posting; include tags
Campaigns: open Active Campaigns → submit your Reel link + PayPal email
```

> **Tip**
>
> Delay the AI reveal by a few seconds to boost retention. Avoid obviously AI-looking characters; match language and audience to the account. Keep creation, editing, and monetization in one platform to prevent breaks.

▸ MODULE 22

Step 20 — 📌 Optional: Pinterest + multi-platform extras

Repurpose clips into Pins and carousels. Upload natively to Snapchat, Shorts, Instagram, TikTok, Facebook, X, Threads, LinkedIn. When using Google Drive files in automations, map the file ID.

HOW-TO — PINTEREST BOARD ID (TECHNICAL)

```
Open the Pinterest board page → DevTools Network tab → filter 'Boards' → find the data object → copy board ID → paste into workflow field.
```

HOW-TO — GOOGLE DRIVE FILE ID

```
From a Drive URL like https://drive.google.com/file/d/[FILEID]/view → copy [FILEID] → paste into your uploader/scheduler.
```

> **Tip**
>
> Never rely on auto cross-posting between Instagram and Facebook—upload each clip natively for best reach and compliance.

▸ MODULE 23

Step 21 — ⚖️ Legal, fair use, and transparency

If you react to third-party clips, add clear commentary, transformation, and education; low-effort reactions often aren't fair use. Disclose if an offer is a pre-sale not yet built. Avoid deceptive cold email tactics.

> **Tip**
>
> Own your list; don’t depend on rented followers. Platforms change rules and payouts—your funnel and email create durability.

▸ MODULE 24

Step 22 — 🔧 Gear, workflow, and habits

Start on your phone; move editing, thumbnails, and analytics to a computer for speed. Upgrade mic/camera later. Verify your YouTube channel, set upload defaults (private, audience flag), and standardize your weekly cadence. Structure your life for frequent drops—consistency compounds.

SETUP — YOUTUBE DEFAULTS

```
YouTube Studio → Settings → Upload defaults: Visibility = Private; Made for kids = [Yes/No].
Settings → Channel → Advanced: Set audience; Feature eligibility → Verify with phone.
```

WEEKLY CADENCE (EXAMPLE 90 DAYS)

```
Mon: Record long-form (60–90 min)
Tue: Auto-clip + edit (30–40 shorts)
Wed: Write copy + schedule
Thu: Publish long-form + 5–10 shorts
Fri: Review analytics, outline next week
Sat/Sun: Optional batch or rest
```

> **Tip**
>
> Consistent effort over 30–90 days beats bursts. Save toward a computer if you’re mobile-only; serious freelance on a phone is slow and limiting.

▸ MODULE 25

Mistakes to avoid

🚫

RENTED LAND ONLY

Relying on followers/platform payouts without collecting emails.

🚫

CROSS-POST TOGGLES

Using IG→FB toggles; native uploads perform better.

🚫

TREND CHASING

Posting trends without structure or buyer relevance.

🚫

TOO BROAD

Serving everyone; unclear offers and weak magnets.

🚫

OVER-AUTOMATION

Automating away real conversations; prospects notice.

🚫

NO FACT-CHECK

Letting LLM errors through; add a proof ladder.

🚫

PHONE-ONLY OPS

Trying to run pro workflows without a computer.

🚫

TOOL SPRAWL

Stacking many tools without integration or SOPs.

🚫

VIEWS ≠ PIPELINE

Stopping at YouTube views; no email capture.

🚫

WEAK REACTIONS

Lame reaction videos lacking transformation/fair use.

🚫

OBVIOUS AI LOOKS

AI influencer appears fake instantly; retention tanks.

🚫

UNDISCLOSED PRE-SELL

Selling before building without being transparent.

🚫

CONSUMER-ONLY LLMS

Not testing API/harness; hidden prompts reduce control.

🚫

PERFECTION PARALYSIS

Overthinking; delaying shipping the first 100 clips.

▸ MODULE 26

Income Forecast

$2,000–$5,000

Typical setup fee per client (source-reported/example-only)

$500–$1,500/mo

Monthly retainer per client for clips + posts (source-reported/example-only)

$0.25 / 1,000 views

Facebook short-form payout (business/finance niche) (source-reported/example-only)

$4–$25 / 1,000 views

YouTube long-form RPM range (source-reported/example-only)

$0.05–$0.35 / 1,000 views

YouTube Shorts payout range (source-reported/example-only)

$2,000/mo

Example AdSense with consistent posting (US) (source-reported/example-only)

▸ MODULE 27

Resources

RESOURCES

- **YouTube Help — Verify your channel** — Unlock longer uploads, lives, custom features ↗
- **Facebook Business — Monetization eligibility** — Policies and invite-based programs ↗
- **Snapchat Spotlight — Submit & Guidelines** — Native short-form submission rules ↗
- **YouTube Creator Academy** — Official best practices and courses ↗

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THE JOBHACKI ARSENAL

What All-Access members get

All 7 JobHacki tools on one membership.

Hack your career.

AI Auto Apply

Swipe real jobs. We get each application ready; you check it and press submit.

Job Directory

Live jobs pulled straight from company hiring systems.

Resume Builder

A role-ready resume in minutes.

Resume Match

A 0-100 match score against live roles.

Interview Role Play

Free practice tests with an account; voice mock interview after the trial.

Playbook Directory

Step-by-step income and job playbooks.

Tool Directory

Tools, prompts, GitHub repos and GPTs, by category.

Create your free account

Get All-Access — see price and terms

See the community & what's inside

A free account opens the job hubs, playbook library, Tool Directory and Interview Role Play's practice tests.

Learn More →

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