



Suhas Bhairav

AI Content Repurposing Playbook

**Turn one asset into a coordinated multi-channel
content engine with guardrails.**

A practical, step-by-step guide to turning assets into a
full content suite with governance and measurable
impact.

Suhas Bhairav

suhasbhairav.com

What to Build

Turn one asset into a coherent, multi-channel content stream. This guide pairs automation with governance to keep quality high.

Key move Pilot with one asset this week and document templates and approvals.

PRACTICAL CHECKLIST

- 01** Use a single source asset (webinar, interview, report, or podcast) as the primary input.
- 02** Define target channels and outputs: blogs, newsletters, social posts, sales assets, and short-form video.
- 03** Build templates for each output type (structure, headings, tone, and SEO keywords) before automation.
- 04** Automate drafting with prompts to extract key takeaways, quotes, and data points.
- 05** Institute human review at critical stages for accuracy, brand voice, and compliance.
- 06** Schedule and repurpose outputs via a content calendar and CMS.
- 07** Assign ownership, approvals, and escalation paths; document decision logs.

Suhas Bhairav AI Resource

A practical, step-by-step guide to turning assets into a full content suite with governance and measurable impact.

Automation and Review Roles

Outline what to automate, what to keep human-reviewed, and what data/tools you need. This ensures predictable outputs.

Key move Establish a single template library and approvals workflow.

PRACTICAL CHECKLIST

- 01** Automate transcription and topic extraction from the source asset.
- 02** Auto-generate blog drafts, newsletter sections, and social snippets from outlines.
- 03** Auto-create short-form video scripts or captions from key quotes.
- 04** Auto-assemble sales assets (one-pager or deck outline) with product and customer story basics.
- 05** Human review required for tone, factual accuracy, branding, and legal/compliance checks.
- 06** Post-review, publish and schedule outputs to the calendar and CMS.
- 07** Data/tools needed: transcripts, source asset, CMS/MA platform, AI prompts, SEO keywords, and a brand style guide.

Suhas Bhairav AI Resource

A practical, step-by-step guide to turning assets into a full content suite with governance and measurable impact.

Weekly Adoption Roadmap

A realistic, weekly plan to implement content repurposing across channels. Start small, validate, and scale.

Key move Define success metrics early: reach, engagement, and time saved per asset.

PRACTICAL CHECKLIST

- 01** Week 1: Asset intake, channel map, templates, and ownership defined.
- 02** Week 2: Build prompts; test auto-drafts; implement review checklists.
- 03** Week 3: Publish pilot outputs: blogs, newsletters, social posts, and a short video.
- 04** Week 4: Measure results and refine templates; confirm approvals and publishing cadence.
- 05** Week 5: Governance: assign ongoing owners; document responsibilities and handoffs.
- 06** Week 6: Guardrails: enforce citations, fact-checks, and compliance checks across outputs.

Suhas Bhairav AI Resource

A practical, step-by-step guide to turning assets into a full content suite with governance and measurable impact.

ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

WEBSITE

suhasbhairav.com

EMAIL

suhasbhairav@gmail.com