



⚡ Grounded in 4 sources

# Content Repurposing Business: The Real Workflow, Tools & Pricing

A concrete, step-by-step playbook for launching a content repurposing business using real AI tools, frameworks, and pricing models that actual creators use. No fluff—just the exact process, costs, and shortcuts.

📌 Updated for 2026

📄 **\$1.5K+ per client (source-reported)** Typical offer for AI-powered content repurposing

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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

- Who This Guide Is For
- Business Snapshot
- Problem This Business Solves
- Who Pays For It
- The Offer That Actually Sells
- Startup Cost — Real Breakdown

▶ **MODULE 01**

## Who This Guide Is For

Operators who want to launch a real, client-facing business turning long-form content (like YouTube videos or podcasts) into multiple pieces of short-form content using AI tools. This is for those who want to sell a packaged service to coaches, creators, or agencies—NOT for job seekers or those looking for passive income.

▶ **MODULE 02**

## Business Snapshot

**\$1,500+ per client**

Typical package (source: '3 Boring AI Automations')

**\$15–\$30/mo**

Core tool cost (Opus Clip, Submagic, etc.)

**1–2 weeks**

Time to launch with templates

**Zero to 1 client**

Proof needed to sell (demo or sample)

▶ **MODULE 03**

## Problem This Business Solves

Most creators and coaches have hours of long-form video or audio content, but lack the time or process to turn it into engaging short-form posts for multiple platforms. Manual editing is

slow, expensive, and inconsistent. AI-powered repurposing solves for speed, volume, and platform-native formatting—without hiring a full-time editor.

▶ **MODULE 04**

## Who Pays For It

Coaches, consultants, course creators, podcasters, and agencies. The most common buyers are solo creators and small teams who need to scale their content output but don't want to manage editors or learn new tools. Many are already spending \$500–\$2,000/mo on video editing or social media management.

▶ **MODULE 05**

## The Offer That Actually Sells

A done-for-you package: 'Turn one long-form video or podcast into 10–20 platform-ready short clips, with custom hooks, captions, and scheduling—delivered in 72 hours.' The most compelling offers include platform-specific formatting (e.g., TikTok, Instagram Reels, LinkedIn), analytics, and a simple revision process.

▶ **MODULE 06**

# Startup Cost — Real Breakdown

Item	Cost (USD)	Notes
Opus Clip subscription	\$15– \$19/mo	Pay-as-you-go or monthly; credits based on minutes processed
Submagic or Captions.ai	\$10– \$20/mo	Optional for more features
Google Workspace	\$0–\$12/mo	For client folders & docs
Portfolio website (optional)	\$0–\$10/mo	Carrd, Notion, or similar
Sample content/demo	\$0	Use your own or public domain videos

## ▶ MODULE 07

# Skill Requirements

Skill	Level Needed	How to Learn
AI video tools (Opus Clip, Submagic)	Basic	Free tutorials on YouTube
Content outlining & prompting	Intermediate	Practice with ChatGPT, use provided prompts
Client communication	Basic	Email, Loom walkthroughs
Platform formatting (TikTok, IG, LinkedIn)	Basic	Reference platform guidelines

## Step-by-Step Launch Plan

- 1 Pick a core tool (Opus Clip, Submagic, or Captions.ai) and set up a free trial or paid account.
- 2 Record or source a sample long-form video (your own, or use public domain/royalty-free content).
- 3 Run the video through your tool to generate 5–10 short clips. Test different settings: length, style, hooks.
- 4 Create a Google Drive folder with the outputs, organized by platform (Instagram, TikTok, LinkedIn, etc).
- 5 Document your workflow: step-by-step, with screenshots or Loom video walkthrough.
- 6 Build a simple landing page or Notion/Carrd portfolio showing before/after examples.
- 7 Draft your offer: number of clips, turnaround time, platforms, revision policy, pricing.
- 8 Reach out to 10–20 target clients (coaches, creators) with a personalized demo or offer.

## First 7 Days

- 1 Test Opus Clip and Submagic with your own or sample content. Compare outputs.
- 2 Create 2–3 demo projects (different topics/styles).
- 3 Set up Google Drive folders and naming conventions for client delivery.
- 4 Write your outreach script and send to 10 potential clients (LinkedIn, Twitter, email).

- 5 Post a before/after demo on your LinkedIn or Twitter profile.
- 6 Collect feedback from 2–3 creators on your demo outputs.

▶ **MODULE 10**

## First 30 Days

- 1 Deliver your first paid project (even at a discount for testimonials).
- 2 Refine your workflow: add platform-specific templates, improve prompt quality.
- 3 Test scheduling/analytics features (Opus Clip calendar, analytics dashboard).
- 4 Document 1–2 client case studies with results (growth, engagement, time saved).
- 5 Increase outreach to 30–50 prospects, focusing on referrals and testimonials.
- 6 Experiment with upsells: analytics, content strategy consult, or monthly retainer.

▶ **MODULE 11**

## Insider Secrets & Shortcuts

- 1 Don't just clip—use the 'outline + suggestions' workflow from '3 Boring AI Automations': Run the transcript through ChatGPT to generate an outline, then ask for 3 ways to add unique angles or context. This makes your output stand out from basic copycats.
- 2 Opus Clip lets you select exact clip lengths (30s, 60s, 5min) and even the tone (informative, lifestyle, educational) before generating. Use this to tailor content for different platforms or client goals.
- 3 Opus Clip pricing is by minutes processed, not number of clips—so batch similar projects and use the 'credit' system to maximize value (e.g., a 17-minute video = 17 credits).

- 4 Submagic offers 'magic clips' and auto B-roll insertion—great for clients who want visually dynamic shorts without manual editing.

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- 5 Opus Clip's built-in analytics and calendar let you not only deliver clips but also show clients what's performing and schedule posts directly—an easy upsell.

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- 6 Fast Wi-Fi is a real bottleneck: uploading large files to Opus Clip is slow on basic connections. Budget for business-class internet if you scale.

▶ **MODULE 12**

## How To Find Your First Customers

Start with coaches and creators who already post long-form content but lack short-form clips. Search LinkedIn for 'coach', 'consultant', or 'podcast host' and filter by recent video posts. DM or email with a link to your demo. Join Facebook groups for creators and offer a free sample clip in exchange for feedback or a testimonial.

▶ **MODULE 13**

## Copy/Paste Outreach Script

▶ **MODULE 14**

# Pricing Model

Package	Price (USD)	Includes
Starter (10 clips)	\$1,500	10 short clips, 1 video, 3 platforms, 1 revision
Pro (20 clips)	\$2,500	20 clips, 2 videos, analytics, scheduling, 2 revisions
Monthly Retainer	\$2,000– \$4,000/mo	Up to 4 videos/mo, 40+ clips, analytics, priority turnaround

## ▶ MODULE 15

# Upsell Ideas

- 1 Platform analytics reports (using Opus Clip's dashboard)
- 2 Content strategy consult (1-hour call to plan topics and hooks)
- 3 Full scheduling and posting (using Opus Clip's calendar feature)
- 4 Repurposing into blog posts or newsletters (using ChatGPT outline-to-article prompts)

## ▶ MODULE 16

# Risks / Legal / Compliance

## Red Flags & Legal Risks

Uploading client content to AI tools may violate privacy or copyright if not disclosed. Always get written permission before processing. Some platforms (like Opus Clip) store videos on their servers—confirm with clients if this is acceptable. If using public domain or third-party content, double-check usage rights. Fast internet is a real operational bottleneck—slow uploads can delay delivery and frustrate clients.

### ► MODULE 17

## Source Notes

*“With Opus Clip, it eliminated a whole position in my organization. I used to have an editor making my reels, but now Opus Clip does it really fast. The name of the game with content is speed and quality content at a high speed.”*

— Opus Clip user, transcript above

- [1] 3 Boring AI Automations You Can Sell to Coaches for \$1.5K
- [2] Best AI Video Editing Tools in 2026 (Don't Choose Wrong)
- [3] Opus Clip user walkthrough transcript
- [4] The Secret to Getting Clients on Autopilot (Even While You Sleep)

### ► RESOURCE GUIDE

## Resources, Certifications & Direct Links

Tap straight into search results, certification training, and paid apprenticeships for this path.

Google Trends — demand

is it growing? ↗

Reddit — unfiltered reality

real talk ↗

YouTube — free how-tos

walkthroughs ↗

Upwork — who's paying now

live demand ↗

Google — competitor pricing

what to charge ↗

#### Hack

Set a saved-search alert on [Indeed](#) + [LinkedIn](#) for this exact term — new roles hit your inbox before they're crowded.











▶ TOOL GUIDE

## Tool Stack — Organized by Category

Every tool for this path, grouped by category. Free tools first, paid last. Tap any logo to open it.









## Selling & Monetization

6 free · 4 paid

	<b>Beehiiv</b>	Newsletter + monetization	Free	<a href="#">↗</a>
	<b>Gumroad</b>	Sell digital products	Free	<a href="#">↗</a>
	<b>Lemon Squeezy</b>	Sell software/digital (handles tax)	Free	<a href="#">↗</a>
	<b>Substack</b>	Paid newsletters	Free	<a href="#">↗</a>
	<b>Teachable</b>	Host and sell courses	Free	<a href="#">↗</a>
	<b>Whop</b>	Sell access, communities, products	Free	<a href="#">↗</a>
	<b>Kajabi</b>	All-in-one course/membership	Paid	<a href="#">↗</a>
	<b>Shopify</b>	Ecommerce store	Paid	<a href="#">↗</a>
	<b>Skool</b>	Paid communities + courses	Paid	<a href="#">↗</a>
	<b>Stan Store</b>	Link-in-bio storefront	Paid	<a href="#">↗</a>








## Content & Video

6 free · 2 paid

	<b>CapCut</b>	Short-form video editing	Free	<a href="#">↗</a>
	<b>CapCut Commerce</b>	UGC ad templates	Free	<a href="#">↗</a>
	<b>Descript</b>	Edit video by editing text	Free	<a href="#">↗</a>
	<b>ElevenLabs</b>	AI voiceover	Free	<a href="#">↗</a>
	<b>HeyGen</b>	AI avatar / UGC video	Free	<a href="#">↗</a>
	<b>OpusClip</b>	AI long-to-short clipping	Free	<a href="#">↗</a>
	<b>Runway</b>	AI video generation	Paid	<a href="#">↗</a>
	<b>Submagic</b>	AI captions + b-roll	Paid	<a href="#">↗</a>







## Web & Design

5 free · 2 paid

	<b>Canva</b>	Graphics, thumbnails, templates	Free	<a href="#">↗</a>
	<b>Carrd</b>	One-page sites (cheap)	Free	<a href="#">↗</a>
	<b>Figma</b>	UI/graphic design	Free	<a href="#">↗</a>
	<b>Framer</b>	AI website builder	Free	<a href="#">↗</a>
	<b>Webflow</b>	Visual website builder	Free	<a href="#">↗</a>
	<b>Durable</b>	AI site for local business	Paid	<a href="#">↗</a>
	<b>Relume</b>	AI sitemaps + components	Paid	<a href="#">↗</a>





## AI Assistants

5 free · 1 paid

	<b>ChatGPT</b>	Writing, ideation, prompts, drafts	Free	<a href="#">↗</a>
	<b>Claude</b>	Long docs, reasoning, coding, agents	Free	<a href="#">↗</a>
	<b>Google Gemini</b>	Google-integrated AI	Free	<a href="#">↗</a>
	<b>Perplexity</b>	AI research with live sources	Free	<a href="#">↗</a>
	<b>Poe</b>	Many AI models in one app	Free	<a href="#">↗</a>
	<b>Grok</b>	X-integrated AI	Paid	<a href="#">↗</a>





## Productivity

4 free · 0 paid

-  **Calendly** Booking / scheduling calls Free [↗](#)
-  **Google Sheets** Trackers + light CRM Free [↗](#)
-  **Loom** Screen-record pitches/looms Free [↗](#)
-  **Notion** Docs, dashboards, templates Free [↗](#)

## Payments & Finance

3 free · 1 paid

-  **PayPal** Invoices + payments Free [↗](#)
-  **Stripe** Accept payments Free [↗](#)
-  **Wise** Low-fee global payments Free [↗](#)
-  **QuickBooks** Bookkeeping / 1099 taxes Paid [↗](#)

### Money tip

Stack the **free** tools first. Only pay once a tool is directly making or saving you money.

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## THE JOBHACKI ARSENAL

# This guide is 1% of what members get

The community unlocks the tools that do the heavy lifting for you:



### OmniCut

Upload any video — get back a timestamped, cut-by-cut edit blueprint: hooks, vocal cues, effects and animation calls, all mapped to the viral frameworks behind our own content. You (or your AI editor) just follow the map.



### JobHacki Resume Builder

Our exact one-page, recruiter-tested template — auto-built from your LinkedIn in minutes, exported as an editable doc + PDF.



### JobHacki Readiness Simulator

Paste any job link. Get tested on what the role actually requires, see your readiness score, and get the fastest study path to close the gaps.



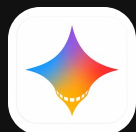
### Atlas Directory

Every guide and career path we publish — refreshed by 24/7 AI researchers so you never act on stale info.

[Join the JobHacki Community →](#)

Join free today — founding-member pricing locks in before the tools go paid.

## WHAT EACH TOOL ACTUALLY DOES



### OmniCut

OmniCut watches your entire video the way an elite editor would — every frame, the full transcript, your offer and what you're actually selling — then runs it through the viral frameworks behind our own content. What you get back is a timestamped editing score: your video chopped into 10-second sequences, each with exact vocal cues, audio cues, effect calls and animation directions. Copy a sequence, paste it into Gemini Omni, and generate that cut — then the next, then the next, until the whole edit is done. Runs as a custom GPT inside ChatGPT (you'll need a ChatGPT account), purpose-built for Gemini Omni video editing the day it drops.



### JobHacki Resume Builder

Drop in your LinkedIn (or paste your experience) and it rebuilds everything into the exact one-page format we use: tight summary line, education with the details recruiters scan for, metric-driven experience bullets, and the 10-category skills stack that beats ATS keyword filters. Out comes a polished PDF plus a fully editable doc — change any line later without starting over. Single-industry and multi-industry versions included.



### JobHacki Readiness Simulator

Paste a real job posting link. The simulator breaks down what that role actually demands — skills, tools, terminology, scenarios — and tests you on it: multiple choice, written answers, even voice roleplay for interviews and sales calls. You get a Readiness Score out of 100 across skill match, tool match, communication and interview readiness, plus the exact study plan to close your gaps — linked straight to the guides, certs and resources that fix them.



### Atlas Directory

The full living library: 100+ grounded, step-by-step playbooks across AI businesses, careers, trades, healthcare paths and side income — every one built from people who actually did it, never theory. Our AI researchers monitor hundreds of creators and sources around the clock, so tools, pay data and methods stay current. Search it, filter it, read online or download any guide as a PDF.

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