

THE VOICE TO CONTENT

Toolkit Pack

Checklists, prompts, and templates to capture ideas by voice and turn them into content for every platform.

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A free companion to the book *Voice to Content*
sourcetosocial.com/toolkit

Appendix A: The V2C Quick-Start Checklist

Use this to launch the whole system this week. Work top to bottom. You can have the core running in a single afternoon.

Set Up (one time, about 30 minutes)

- Put a voice recorder one tap away on your phone (home screen or widget)
- Choose your single capture inbox (one note, folder, or app)
- Pick a desk dictation tool, optional, or use phone dictation
- Choose your AI assistant for shaping
- Pick your two platforms: one home base, one discovery
- Choose a scheduler that posts to both
- Set a recurring weekly content block on your calendar

Capture (daily, ambient)

- Attach capture to a daily trigger ("after I ____, I capture one idea")
- Start each capture by saying what it is in a few words
- Follow the three rules: don't edit, don't judge, don't stop
- Drop every capture into your one inbox
- Aim for one capture a day to start

Shape (one weekly block)

- Triage your inbox: develop now, someday, delete
- Pick your best keeper
- Build one source piece: hook, core point, support, takeaway
- Use voice plus your AI partner, then do the out-loud pass
- Run the Source Content Checklist (Appendix D)

Spread (one weekly block)

- Pull the spine: core idea, points, best lines, hook, takeaway
- Translate for your home base platform
- Translate for your discovery platform
- Lift one or two micro assets (quote line, teaser)
- Do the out-loud human pass on every asset

Schedule (end of spread block)

- [] Load all assets into your scheduler with dates and times
- [] Write your scale-down plan for hard weeks
- [] Close the laptop. You're done for the week.

Appendix B: Voice Capture Prompts

Stuck on what to capture? Open your recorder and answer any one of these out loud. Don't plan, just talk for a minute. Each answer is the seed of a source piece.

Teach What You Know

1. Explain the one thing beginners in your field always get wrong.
2. Walk through how you do a task you could do in your sleep.
3. Describe a rule of thumb you follow that others don't know.
4. Teach the simplest version of something people overcomplicate.
5. Explain a term in your industry as if you're talking to a ten-year-old.

Tell a Story

6. Describe the moment you decided to do what you do now.
7. Talk about a time you failed and what it taught you.
8. Tell the story of your most memorable client, customer, or project.
9. Describe a time you changed your mind about something important.
10. Talk about the hardest week you've had and how you got through it.

Share an Opinion

11. Say the thing in your field that you believe but rarely say out loud.
12. Describe a piece of common advice you think is wrong.
13. Talk about a trend you're tired of, and why.
14. Explain what you wish more people understood about your work.
15. Defend an unpopular choice you've made.

Answer Your Audience

16. Answer the question you get asked the most.
17. Talk about the question people should ask but never do.
18. Respond to a comment or message that stuck with you.
19. Explain something a customer misunderstood, and clear it up.
20. Describe the objection you hear most, and your honest answer.

Reflect on Lessons

21. Describe something you know now that you wish you'd known five years ago.
22. Talk about the best advice you ever got.
23. Explain a mistake you see people make over and over.
24. Describe a small habit that made a big difference for you.
25. Talk about what you'd do differently if you started over today.

Go Behind the Scenes

26. Describe what a normal day actually looks like for you.
27. Talk through your process for something, step by step.
28. Show what goes into something that looks effortless from the outside.
29. Describe a tool or system you rely on and why.
30. Talk about something you're working on right now.

Make a List

31. Name three things you'd tell someone just starting out.
32. List the tools you couldn't work without.
33. Describe five signs someone is ready for the next level in your field.
34. Name the books, people, or resources that shaped how you think.
35. List the questions someone should ask before hiring or buying in your space.

Compare and Contrast

36. Explain the difference between two things people confuse.
37. Talk about the right way versus the common way to do something.
38. Compare how you used to do something with how you do it now.
39. Describe what separates people who succeed from those who quit.
40. Explain when one approach beats another, and when it doesn't.

Bust a Myth

41. Name a myth in your field and explain why it's false.
42. Describe something people fear that turns out not to matter.
43. Talk about an "overnight success" that really wasn't.
44. Explain why a popular shortcut doesn't actually work.
45. Describe a rule everyone follows that you've safely broken.

Look Forward

46. Describe where you think your field is heading.
47. Talk about a change you're excited about, or worried about.
48. Explain what you're trying to get better at right now.

49. Describe the kind of work you want to be doing a year from now.

50. Talk about what you hope someone takes away from following you.

Appendix C: Repurposing Templates

Copy these and fill in the blanks from your source piece's spine. Each one is a translation for a specific platform, not a copy of the same thing.

Newsletter or Blog Post

- Title: [the hook, as a curiosity-driven line]
- Opening: [the hook, expanded to two or three sentences]
- The core idea: [state it plainly in one short paragraph]
- Point 1: [point plus its example or story]
- Point 2: [point plus its example or story]
- Point 3: [point plus its example or story]
- Takeaway: [what to do or remember]
- One next step: [a link, a reply prompt, or an action]

Social Text Post or Thread

- Line 1, the hook: [your most surprising or relatable line, standing alone]
- (blank line)
- Body: [one point per short paragraph, or one point per thread item]
- [keep only what earns its place]
- Close: [the takeaway, or a question to spark replies]

Visual Caption (single image or carousel)

- First line: [the single most striking line from your source]
- Two or three short sentences: [the heart of one point]
- Next step: [one clear action, such as "save this" or "link in bio"]
- If carousel: [hook slide, then one point per slide, then a takeaway slide]

Email

- Subject line: [the hook, short and curiosity-driven]
- Opening: [talk to one person, set up the idea in one or two lines]
- Body: [one idea, told simply, the way you'd say it out loud]
- One action: [a single link or ask at the end]

Short Video Script (15 to 60 seconds)

- Hook, first three seconds: [bold claim, question, or pattern interrupt]
- Setup, next five seconds: [the problem or context the viewer feels]
- Payoff, the middle: [your one point, said the way you'd say it to a friend]
- Takeaway, final seconds: [one clear thing to remember or do]
- On-screen text idea: [the hook line as a caption]

Quote Graphic

- The line: [one quotable sentence pulled straight from your source]
- Attribution: [your name or handle]
- Optional caption: [one or two lines of context to post with it]

Appendix D: The Source Content Checklist

Run every source piece through this before you move it into the Spread stage. If you can check all seven, you have a keystone strong enough to build a week of content on.

- One clear core idea I can state in a single sentence
- A hook strong enough to make someone keep reading
- At least three sections or points that could stand on their own
- A concrete example, story, or specific detail
- A clear takeaway or next step
- It still sounds like me when I read it aloud
- Any facts, numbers, or quotes are verified

Appendix E: The 1-to-10 Content Map

Fill this in during your repurposing session. Put your source at the top, then list the assets you'll pull from it and which platform each one serves. You won't use all ten every time. Use only the ones your two-platform stack needs.

Source piece: _____

Core idea (one sentence): _____

#	Asset type	Platform	Drawn from (which part of source)	Done
1	Source itself (blog or newsletter)			<input type="checkbox"/>
2	Short-form video script			<input type="checkbox"/>
3	Text post or thread			<input type="checkbox"/>
4	Visual caption			<input type="checkbox"/>

#	Asset type	Platform	Drawn from (which part of source)	Done
5	Professional post (e.g. LinkedIn)			[]
6	Quote graphic line			[]
7	Email to your list			[]
8	Carousel or slide outline			[]
9	Short hook or teaser			[]
10	Community or forum answer			[]

This week's filter: my two platforms are _____ and _____, so I'm making rows # _____.