

The 30-Day Podcast Repurposing Calendar

Turn one episode into a full month of B2B pipeline.

1

RECORDING



22

POSTS

4

NEWSLETTERS

30

DAYS OF PRESENCE

Record once. Show up for 30 days. This is the exact calendar we run for clients. Steal it.

Built for coaches, CPAs and advisors, and B2B founders who already have a podcast and want it to actually generate calls.

WEEK 1



Awareness

Launch the episode

WEEK 2



Authority

Go deeper

WEEK 3



Relationships

Drive conversation

WEEK 4



Convert

Build pipeline

✓ HOW TO USE THIS

1. Pick **one** recent episode (45 to 60 minutes is ideal).
2. Pull the transcript (Descript, Otter, or your host's auto-transcript).
3. Mine it **once** for the raw materials, then post on the schedule. About 20 to 30 min a day, or batch it in one 3-hour session.

☆ EXTRACT THESE 5 RAW MATERIALS FIRST

- **3 to 5 money quotes** (a line that stops the scroll)
- **1 contrarian take** or myth you bust
- **1 framework**, numbered list, or step-by-step
- **1 client or personal story**
- **3 audience questions** the episode answers

Your 30-day schedule

● LINKEDIN ● NEWSLETTER ● ENGAGE

Week 1 LAUNCH THE EPISODE · BUILD AWARENESS

DAY	CHANNEL	POST	PULL FROM
1	LinkedIn	Episode announcement with the single best money quote as the hook	Money quote #1
2	LinkedIn	Short clip (30 to 60s) of the most quotable moment, captioned	Money quote #2
3	LinkedIn	Text post: the contrarian take. "Most [ICP] believe X. Here's why that's wrong."	Myth bust
4	Newsletter	"What I learned recording this", 200 words plus the episode link	Story
5	LinkedIn	Carousel: the framework broken into slides, one idea per slide	Framework
6	LinkedIn	Quote graphic, money quote on a branded image	Money quote #3
7	Engage	No new post. Reply to every comment from the week. Comment on 5 ICP posts.	Rest

Week 2 GO DEEPER · BUILD AUTHORITY

DAY	CHANNEL	POST	PULL FROM
8	LinkedIn	Answer audience Question #1 as a standalone text post	Q&A
9	LinkedIn	Second short clip, a different angle than Day 2	Episode
10	LinkedIn	"3 takeaways from my last episode" listicle	Framework
11	Newsletter	Deep-dive on the framework with one real example	Framework + story
12	LinkedIn	Behind-the-scenes or a hot take that didn't make the episode	Your notes
13	LinkedIn	Poll: ask the audience the contrarian question, see where they land	Myth bust
14	Engage	Reply and comment on 5 ICP posts. DM anyone who engaged twice.	Rest

Week 3 DRIVE CONVERSATION · BUILD RELATIONSHIPS

DAY	CHANNEL	POST	PULL FROM
15	LinkedIn	Answer audience Question #2	Q&A
16	LinkedIn	Third short clip, the story moment. Stories travel.	Story
17	LinkedIn	"Unpopular opinion" post tied to the episode theme	Myth bust
18	Newsletter	Round up the best comments and replies the episode sparked	Engagement
19	LinkedIn	Quote graphic #2 plus a one-line lesson	Money quote
20	LinkedIn	Tag a peer or past guest, start a public conversation	Your network
21	Engage	Reply and comment on 5 ICP posts.	Rest

Week 4 CONVERT · BUILD PIPELINE

DAY	CHANNEL	POST	PULL FROM
22	LinkedIn	Answer audience Question #3	Q&A
23	LinkedIn	Case study or result post tied to the episode topic	Story
24	LinkedIn	"Here's how I'd apply this if I were you" actionable post	Framework
25	Newsletter	Soft CTA: "If this resonates, here's how to work with me"	Offer
26	LinkedIn	Recap carousel: "The 5 biggest ideas from this episode"	Everything
27	LinkedIn	Direct CTA post: book a call, DM me, or grab the resource	Offer
28	Engage	Reply and DM warm engagers with a real, no-pitch message.	Rest

Days 29 to 30 MEASURE · TEE UP THE NEXT ONE

29	Review what landed. Which post got the most comments and DMs? That topic is your next episode angle.
30	Repeat the cycle with your next episode. Compounding starts now.

**Seen 20+ times,
not once.**

One 60-minute recording becomes **about 22 posts plus 4 newsletters** across 30 days. Your buyer sees you 20+ times in a month instead of once on publish day. **That repetition is what turns "I've heard of them" into "let's talk."**

DONE FOR YOU

You record one episode. We turn it into **all 30 days.**

Everything in this calendar, built for you and written in your voice, so you just show up and post.



Short clips

Captioned, scroll-stopping, ready to post.



Carousels, quotes & posts

The full month of LinkedIn-native assets.



The calendar, run for you

Scheduled and delivered. You just show up.



Try one episode, fully guaranteed.

If the pack doesn't clear the bar, you don't pay. No risk to find out what a month of you, everywhere, can do.

🕒 Ready in 5 days, in your voice