

5-STEP CONTENT EXTRACTION WORKFLOW

Introduction

In today's digital landscape, consistently creating fresh content across multiple platforms can feel like an endless treadmill. The solution isn't working harder—it's working smarter with what you already have. Content extraction is the systematic process of breaking down your pillar content (like webinars, podcasts, or long-form articles) into modular components that can be repurposed across various platforms.

This workflow is the bridge between creating your valuable pillar content and effectively distributing it everywhere your audience spends time. Without a systematic extraction process, your best ideas remain trapped in a single format, seen by only a fraction of the people who could benefit from them.

As the book highlights, content atomization—breaking big pieces into bite-sized parts—transforms how efficiently you can fill your content calendar. By identifying modular components during creation, you set yourself up for weeks of derived content with minimal additional effort.

In this guide, you'll learn a proven 5-step workflow to extract maximum value from every piece of content you create. You'll discover how to identify high-value components, organize them

efficiently, transform them into platform-specific assets, implement quality control measures, and schedule your extracted content for maximum impact.

Let's turn your content creation from exhausting to exponential.



Identify Your Extraction-Ready Pillar Asset

Selecting the Right Pillar Content

Not all content is equally suited for extraction. Before diving into the process, you need to identify or create a pillar asset that contains multiple valuable components worth repurposing.

Characteristics of extraction-friendly pillar content:

- **Comprehensive coverage** - Contains multiple subtopics or points
- **Structured format** - Has clear sections or timestamps
- **Evergreen relevance** - Solves enduring problems
- **Audience-validated** - Addresses proven pain points
- **Rich in media elements** - Includes data, stories, frameworks, or steps

Best pillar content formats for extraction:

- Webinars (45-60 minutes)
- Podcast episodes (30+ minutes)
- Long-form blog posts (1500+ words)
- Comprehensive guides or whitepapers
- Recorded presentations or keynotes
- In-depth video tutorials (15+ minutes)

Preparation Checklist

Before beginning extraction, gather these resources:

- ☐ Original pillar content file
- ☐ Transcription (for audio/video content)
- ☐ Supporting materials (slides, notes, research)
- ☐ Brand style guide for visual consistency
- ☐ Channel strategy document (to guide platform decisions)

Pro Tip: If you're creating new pillar content with extraction in mind, build in natural breaks and modular sections during the planning phase. Flag potential extraction points in your outline before you even begin recording or writing.

Mini Case Study: The Webinar Goldmine

A marketing consultant transformed a single 90-minute webinar on "2024 AI Trends for Marketers" into seven distinct assets:

- YouTube - Full 45-minute presentation
- LinkedIn - 12-slide data carousel highlighting key statistics
- Instagram - 60-second vertical clip of the most surprising prediction
- Blog - Comprehensive 2,000-word recap with additional research
- Newsletter - Executive summary with personalized commentary
- Twitter - Thread breaking down three implementation pathways

- Community - Workshop prompt asking members about their AI adoption plans

Each derivative maintained the core message while adapting to platform norms. The entire extraction process took just 3 hours but generated 4 weeks of content.



Hunt for High-Value Content Atoms

The key to efficient extraction is identifying the right components to repurpose. These modular elements—or "atoms"—are the building blocks of your repurposed content strategy.

The 5 Most Valuable Content Atoms

When reviewing your pillar asset, actively scan for these high-value components:

- 1. Quotables** - Memorable phrases that encapsulate key insights
 - Look for: Bold statements, contrarian views, concise summaries
 - Perfect for: Social quote cards, thread starters, email subject lines
- 2. Statistics** - Surprising numbers that challenge assumptions
 - Look for: Research findings, percentages, comparisons, data points
 - Perfect for: Data visualizations, carousel openers, hook statements
- 3. Frameworks** - Visual process models that simplify complex concepts
 - Look for: Step-by-step processes, methodologies, decision matrices
 - Perfect for: Infographics, carousel slides, checklist downloads

4. Stories - Short narratives demonstrating transformation

- Look for: Client examples, personal anecdotes, problem-solution scenarios
- Perfect for: Short-form videos, carousel case studies, email openers

5. Step-by-Step - Clear procedural instructions anyone can follow

- Look for: Tutorials, implementation guides, actionable advice
- Perfect for: Carousel how-tos, thread breakdowns, video tutorials

Extraction Techniques by Content Format

Different pillar formats require different extraction approaches:

For Video/Webinar Content:

- Use timestamp notes during recording ("Great quote at 18:32")
- Look for natural breaks between topics
- Pay attention to audience questions (great for FAQ content)
- Note moments of high energy or emotional response
- Extract slides as standalone visuals

For Audio/Podcast Content:

- Mark compelling segments during editing
- Identify strong opening hooks or closing summaries
- Extract guest quotes or surprising statements
- Note topic transitions for natural breaking points
- Flag stories or examples that stand alone well

For Written Content:

- Highlight key sentences that summarize main points
- Extract bullet point lists as standalone content
- Identify data points or statistics worth visualizing
- Look for frameworks or processes that can become visuals
- Pull out compelling examples or case studies

The Extraction Tagging System

As you identify valuable components, tag them systematically using this framework:

1. **Atom Type** - Quote, Stat, Framework, Story, or Steps
2. **Source Location** - Timestamp, slide number, or paragraph reference
3. **Core Message** - The essential takeaway in 1-2 sentences
4. **Potential Platforms** - Where this component might work best
5. **Visual Needs** - What graphic elements would enhance this component

Example Extraction Tags:

Atom Type	Source Location	Core Message	Potential Platforms	Visual Needs
Statistic	Slide 8, 12:45	"67% of B2B buyers research solutions before contacting sales."	Twitter, LinkedIn carousel	Bar chart
Story	32:15-34:20	Client overcame automation resistance by starting with small wins	YouTube short, IG Reel	Client logo, before/after
Framework	45:10-48:30	3-stage content audit process with decision points	LinkedIn carousel, blog graphic	Process flow diagram
Quote	22:18	"Content repurposing isn't about working harder—it's about working smarter with the valuable ideas you already have."	Instagram, Twitter	Branded background
Steps	51:30-55:45	5 steps to set up your first automated workflow	Pinterest, Instagram carousel	Numbered process graphic

Exercise: Content Atom Scavenger Hunt

Instructions: Select a recent piece of pillar content and set a timer for 15 minutes. Scan through it and identify as many potential content atoms as possible. Aim for at least:

- 5 quotables
- 3 statistics or data points
- 2 frameworks or processes
- 2 stories or examples
- 3 step-by-step instructions

Log these in a simple spreadsheet using the tagging system above. This quick exercise will reveal how much repurposing potential already exists in your content.

Build Your Extraction Sheet

With your content atoms identified, it's time to organize them into a structured extraction sheet—your central repository for all repurposing opportunities.

Creating Your Master Extraction Sheet

Your extraction sheet becomes the single source of truth for all repurposing activities. Here's how to set it up:

Format Options:

- Spreadsheet (Google Sheets, Excel)
- Database (Notion, Airtable)
- Project management tool (Asana, Trello)

Essential Columns:

1. **ID** - Unique identifier for each content atom
2. **Atom Type** - Category (Quote, Stat, Framework, Story, Steps)
3. **Source** - Original content name and location reference
4. **Raw Content** - The exact text, data, or description
5. **Core Message** - Essential takeaway in 1-2 sentences
6. **Target Platforms** - Where this will be repurposed
7. **Format** - How it will be transformed (carousel, video, etc.)
8. **Status** - Tracking progress (Extracted, In Production, Published)
9. **Due Date** - When this needs to be completed

10. Owner - Person responsible (if working with a team)

11. Notes - Additional context or ideas

Sample Extraction Sheet Template

ID	Atom Type	Source	Raw Content	Core Message	Target Platforms	Format	Status	Due Date	Owner	Notes
Q1	Quote	Webinar : Content Mastery (18:32)	"Your valuable insights remain trapped in a single format, on a single platform, seen by only a fraction of the people who could benefit from them."	Content in one format misses most of your potential audience	Instagram, LinkedIn	Quote card	In Production	05/15	Sarah	Use blue template, add statistic overlay
S1	Statistic	Webinar slide 12	"67% of B2B buyers research solutions before contacting sales"	Most buyers make decisions before talking to you	Twitter, LinkedIn	Data visualization	Extracted	05/18	Mike	Create comparison with 2019 data (43%)
F1	Framework	Webinar (45:10-48:30)	3-stage content audit process	Systematic content audits save time and reveal gaps	LinkedIn, Blog	Process diagram	Published	05/10	Sarah	Got high engagement, consider video walkthrough
ST1	Story	Podcast (32:15-34:20)	Client X implementation story	Small wins build momentum for larger changes	YouTube, Instagram	60-sec video	Scheduled	05/20	James	Need permission from client, follow up
P1	Steps	Guide section 3	5 steps to set up automated workflow	Automation saves hours of repetitive work	Pinterest, Instagram	Carousel	Extracted	05/25	Sarah	Include screenshots for each step

Organizing for Maximum Efficiency

For large pillar assets with dozens of potential extractions, consider these additional organization tips:

1. **Topic Tagging** - Add content topic tags to filter related atoms
2. **Funnel Stage** - Tag by marketing funnel position (awareness, consideration, decision)
3. **Priority Score** - Rate each atom's potential impact (1-5 scale)
4. **Difficulty Rating** - Estimate production complexity (1-5 scale)
5. **Grouping IDs** - Connect related atoms that could form a series

Pro Tip: Use conditional formatting to visually highlight high-priority items, approaching deadlines, or atoms ready for the next workflow stage.

Exercise: Build Your First Extraction Sheet

Instructions:

1. Choose your preferred tool (spreadsheet or database)
2. Set up the columns as outlined above
3. Add 5-10 content atoms from your scavenger hunt exercise
4. Assign priorities, platforms, and formats to each
5. Schedule time blocks for producing each derivative

Transform Components into Platform-Ready Assets

With your extraction sheet populated, it's time to transform these raw components into platform-specific assets that feel native to each destination.

Proven Transformation Techniques

Each content atom type requires specific techniques to maximize its impact:

Quotables → Social Graphics

1. **Select design template** that matches platform dimensions
2. **Highlight key phrase** (8-12 words maximum)
3. **Add attribution** (speaker name, title)
4. **Include brand elements** (logo, colors, fonts)
5. **Create platform variations** (square for feed, vertical for stories)

Example: A powerful statement from your webinar becomes a branded quote card for Instagram with your logo in the corner and the speaker's name beneath the quote.

Statistics → Data Visualizations

1. **Choose appropriate chart type** (bar, pie, line, etc.)
2. **Simplify data** to focus on key comparison
3. **Add context sentence** explaining significance

4. **Include source attribution**
5. **Brand with colors and fonts**

Example: Convert "67% of B2B buyers research solutions before contacting sales" into a simple bar chart comparing this to the industry average (42%), making the contrast visually striking.

Frameworks → Infographics or Carousels

1. **Sketch logical flow** of process or framework
2. **Create visual hierarchy** with shapes and colors
3. **Add concise labels** for each component
4. **Include brief instructions** for implementation
5. **Number steps** for clarity

Example: Transform your 3-stage content audit process into a flow diagram with icons representing each stage, directional arrows showing the sequence, and brief descriptions of actions required at each step.

Stories → Video Clips or Case Studies

1. **Identify narrative arc** (problem, solution, outcome)
2. **Script concise version** (30-60 seconds)
3. **Add supporting visuals** (photos, screenshots, b-roll)
4. **Include key results or quotes**
5. **End with clear takeaway**

Example: Edit the 2-minute client success story from your webinar into a 45-second before-and-after video with text overlays highlighting the 3 key changes that led to success.

Step-by-Step → Tutorials or Carousels

1. Break process into clear stages
2. Create one visual per step
3. Keep instructions brief (1-2 sentences per step)
4. Add visual cues (arrows, highlights)
5. Include final outcome image

Example: Convert your 5-step workflow setup process into an 8-slide Instagram carousel with screenshots for each action, directional arrows highlighting where to click, and a final slide showing the completed workflow.

The Platform Adaptation Checklist

For each transformed asset, run through this checklist to ensure it's truly platform-optimized:

Technical Specifications:

- Correct dimensions for platform (square, horizontal, vertical)
- Appropriate file format (JPG, PNG, MP4)
- Meets file size limitations
- Optimal resolution for platform

Content Adaptation:

- Adjusted tone to match platform culture
- Added platform-specific elements (hashtags, mentions)
- Included native engagement prompts
- Modified length for platform attention spans

Branding Elements:

- Consistent logo placement
- Brand colors applied appropriately
- Typography follows brand guidelines
- Visual style matches brand identity

Call to Action:

- Clear, platform-appropriate CTA
- Correct link format for platform
- Tracking parameters added (UTMs)
- Next logical step in content journey

Mini Case Study: The Carousel Transformation

A financial educator extracted a 5-step framework from her webinar on retirement planning and transformed it into an 8-slide Instagram carousel:

- **Slide 1:** Hook question ("Are you making these 5 retirement mistakes?")

- **Slides 2-6:** One mistake per slide with simple illustration and brief explanation
- **Slide 7:** Solution summary with key benefits
- **Slide 8:** Call to action to download full guide

The carousel received 3x the engagement of her typical posts and generated 68 guide downloads. The entire transformation process took 45 minutes using a pre-designed Canva template.



Implement Quality Control and Scheduling

The final step ensures your extracted content maintains brand standards and reaches your audience at optimal times.

The 3-Point Quality Control System

Before scheduling any extracted content, run it through this 3-point quality check:

1. Message Integrity Check

Ensure your repurposed content maintains the integrity of your original message:

- Core promise remains consistent
- No factual errors introduced during adaptation
- Context is preserved despite shorter format
- Supporting evidence included where needed
- Attribution to sources maintained

Example Review Question: "Does this Instagram carousel accurately represent the framework from our webinar, or have we oversimplified to the point of being misleading?"

2. Brand Consistency Check

Verify that all brand elements are correctly applied:

- Visual identity elements consistent with guidelines
- Tone of voice matches brand personality

- Terminology aligns with brand language
- Quality meets brand standards
- Proper disclaimers included where necessary

Example Review Question: "Would someone recognize this Twitter thread as coming from our brand even without our logo?"

3. Platform Optimization Check

Confirm that content is truly native to each destination platform:

- Format follows platform best practices
- Engagement mechanics appropriate to platform
- Technical specifications correct
- Call to action makes sense in platform context
- Cross-platform journey is logical

Example Review Question: "Does this LinkedIn post take advantage of the platform's professional context, or does it feel like it was simply copied from Instagram?"

Batch Scheduling for Maximum Efficiency

With quality-approved content, implement these scheduling best practices:

Scheduling Cadence

Dedicate specific time blocks for scheduling extracted content:

- **Weekly:** 90-minute focused session to process one pillar asset
- **Bi-weekly:** 3-hour deep dive to extract from multiple assets
- **Monthly:** Half-day content batching for major pillar content

Pro Tip: Monday mornings work well for extraction sessions, starting the week by loading your content pipeline rather than scrambling daily for what to post.

Strategic Release Timing

Schedule your extracted content following these principles:

1. **Stagger related content** across 7-10 days rather than posting everything at once
2. **Lead with high-impact formats** that tend to get the most engagement
3. **Follow platform-specific optimal posting times**
4. **Create mini-series** of related extracts (e.g., "5 Days of Data Insights")
5. **Balance content types** across your weekly schedule

Content Bundle Organization

For each scheduled piece, create a complete "ready-to-ship" bundle that includes:

- Primary asset file(s) in correct format
- Draft caption with hashtags and mentions

- Any additional assets (alt text, link destinations)
- UTM parameters for tracking
- Notes on engagement strategy

Use consistent file naming conventions like "Topic-Platform-PublishDate.filetype" to maintain organization as your content library grows.

The Extraction Workflow Calendar

Integrate your extraction process into your broader content calendar using this workflow timeline:

Day	Activity	Time Required	Output
Monday	Extract content atoms from latest pillar asset	90 minutes	Populated extraction sheet with 15-20 items
Tuesday	Transform high-priority atoms into platform assets	2 hours	5-8 platform-ready pieces with draft captions
Wednesday	Quality review and revisions	45 minutes	Approved content bundles
Thursday	Schedule across platforms with staggered timing	30 minutes	Filled content calendar for next 7-10 days
Friday	Review performance of previously published extracts	30 minutes	Insights to improve next extraction cycle

Mini Case Study: The 90-Minute Extraction Session

A B2B software consultant implemented a weekly extraction session every Monday morning. During each 90-minute block, she would:

1. Select one recent webinar or podcast episode
2. Extract 12-15 content atoms into her Notion database
3. Identify the top 5 priority pieces based on audience needs
4. Transform these into platform-specific assets using templates
5. Schedule them across her channels for the coming week

This systematic approach allowed her to maintain consistent posting across 4 platforms while reducing her content creation time by 60%.

Common Extraction Challenges and Solutions

Even with a systematic approach, you may encounter these common challenges:

Challenge 1: Content Overwhelm

Symptom: Too many potential extracts, uncertain where to begin

Solution: Use the ICE prioritization method:

- **Impact** - Potential effect on business goals (1-10)
- **Confidence** - Likelihood of success based on past data (1-10)
- **Ease** - How simple it is to create (1-10)

Multiply these scores together and tackle the highest-scoring items first.

Challenge 2: Format Fatigue

Symptom: Creating the same types of derivatives repeatedly

Solution: Implement a format rotation system:

- Week 1: Focus on visual formats (carousels, infographics)
- Week 2: Emphasize video clips and animations
- Week 3: Concentrate on text-based formats (threads, articles)
- Week 4: Experiment with new or hybrid formats

Challenge 3: Quality Inconsistency

Symptom: Extracted content varies widely in professional appearance

Solution: Create template systems for each platform:

- Develop 3-5 design templates for each content type
- Establish clear brand guidelines for adaptation
- Use checklists for quality control
- Consider template-based tools like Canva or Adobe Express

Challenge 4: Losing Core Message

Symptom: Derivatives drift from original meaning or intent

Solution: Implement a message integrity system:

- Write a one-sentence core promise for each pillar asset
- Review all derivatives against this promise
- Use the "explain it to a 10-year-old" test
- Have someone unfamiliar with the original review derivatives

Challenge 5: Poor Performance Tracking

Symptom: Unclear which extracts perform best

Solution: Implement simple tracking:

- Use UTM parameters consistently
- Create a performance column in your extraction sheet
- Track 2-3 key metrics for each format type
- Review monthly to identify patterns

Action Plan

1. This week:

- Select one existing pillar asset for extraction
- Create your extraction sheet template
- Schedule a 90-minute extraction session
- Identify and tag 10-15 content atoms

2. Next week:

- Transform your top 5 content atoms into platform-specific assets
- Implement the 3-point quality control system
- Schedule your derivatives across appropriate platforms
- Track initial performance metrics

3. This month:

- Create or select your next pillar asset with extraction in mind
- Refine your extraction sheet based on initial experience
- Experiment with one new transformation technique
- Analyze which content atoms performed best

4. Next quarter:

- Develop a content atom library organized by topic and format
- Create templates for your most successful derivative formats

- Implement one automation to streamline your extraction process
- Set extraction efficiency goals (e.g., "10 derivatives per hour")

Start small, be consistent, and watch your content ecosystem grow through the power of systematic extraction. Your audience will appreciate the consistent value, and you'll finally escape the constant pressure to create something new every day.



CONCLUSION

Mastering the content extraction workflow transforms content creation from a constant struggle to a sustainable system. Instead of constantly starting from scratch, you'll build a growing library of modular components that can be mixed, matched, and repurposed across platforms.

The true power of this system emerges over time as your extraction skills sharpen and your component library grows. Each pillar asset you create becomes more extraction-friendly, and each extraction session becomes more efficient. This creates a flywheel effect where content production becomes easier and more impactful with every cycle.

Remember that content extraction isn't about working harder—it's about working smarter with the valuable ideas you already have. By implementing this 5-step workflow, you'll multiply your content output while maintaining quality, consistency, and strategic focus.