

THE CONTENT MULTIPLIER WORKSHEET

Turn one leader update, webinar, event or podcast into 20+ practical marketing assets



Use this worksheet to uncover the value of your content - build a repeatable system that works harder without adding pressure

Use this worksheet to identify the webinars, events, interviews, podcasts and video assets you are already creating, then map how each one could work harder across your website, social channels, email marketing, sales conversations and internal comms.

Step 1: Audit What You Are Already Creating

Tick everything your organisation creates regularly.

Live Events & Webinars

☐ Webinar	☐ Training sessions
☐ Conferences	☐ Product launches
☐ Internal presentations	☐ Panel discussions

Video, Audio & Written Content

☐ Product demonstrations	☐ Recorded presentations
☐ Customer interviews	☐ Blog articles
☐ Case studies	☐ Podcasts
☐ Sales presentations	☐ Recorded presentations
☐ Research papers	☐ Thought leadership videos
☐ White papers	☐ Team updates
☐ Newsletters	

Which of these assets are currently only used once?

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Step 2: Identify Your Best Content Sources

Not every piece of content needs the same treatment. Use this table to identify where the strongest repurposing opportunity may sit.

Content ConteSource	High	Medium	Low
Webinar	☐	☐	☐
Event	☐	☐	☐
Podcast	☐	☐	☐
Interview	☐	☐	☐
Product demo	☐	☐	☐
Customer story	☐	☐	☐
Presentation/ training	☐	☐	☐
Leader Update	☐	☐	☐

Your Top Content Source

Step 3: The Content Multiplier Map

Choose one recent leader update, webinar, event, podcast or video production. Then tick every practical asset that could be created from it.

Title of the Original Content Piece

Asset Type	Ideas from this one piece of content	Select
Long form	Full video, edited highlights package, podcast episode, full transcript, downloadable resource	☐
Website	Blog article, resource centre content, case study, FAQ page, landing page content	☐
Social	LinkedIn post series, carousel, short video clips, quote graphics, key statistics graphic, behind-the-scenes content	☐
Email	Newsletter feature, nurture email, customer update, promotional campaign	☐
Sales enablement	Sales follow-up content, proposal support material, customer success resource, objection handling resource	☐

Total Assets Identified

Three Quick Wins from this Content Piece
1.
2.
3.

Step 4: Find Your Bottlenecks

Rate each challenge from 1 to 5, where 1 is not an issue and 5 is a major barrier

Title of the Original Content Piece

Challenge	Score 1-5
Lack of time	
Budget constraints	
Lack of production skills	
Editing capacity	
Content planning	
Stakeholder approvals	
Distribution consistency	
Lack of ideas	
Measuring results	

Your Biggest Bottleneck

Step 5: Where Could AI Help?

AI should remove friction, not replace strategic and creative judgement. Tick the areas where AI could reduce effort in your content workflow.

☐ Research	☐ Article drafting
☐ Content planning	☐ Social copy
☐ Interview question development	☐ Titles and descriptions
☐ Brief creation	☐ Metadata
☐ Transcription	☐ Content repurposing
☐ Caption generation	☐ Summary creation

Hours Potentially Saved per Month

Step 6: Decide What Stays In-House

Internal teams should retain the thinking that is closest to the customer and the brand. External partners can help with specialist production tasks or overflow capacity.

Your team should own

☐ Strategy	☐ Subject matter expertise
☐ Customer understanding	☐ Final approvals
☐ Brand voice	

External partners should support:

☐ Filming	☐ Clip creation
☐ Livestreaming	☐ Podcast production
☐ Editing	☐ Distribution support
☐ Technical management	☐ Motion graphics

Potential Outsourcing Opportunities

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Step 7: Build a Content Engine You Can Sustain

Choose one content format each month, then build repurposing into the plan before production starts

Our core monthly content format

For Every Core Piece of Content, Aim to Create	Target Number
Long term asset	
Website assets	
Social media assets	
Email campaign	
Sales enablement asset	

Your Content Multiplier Scorecard

Answer yes or no to see how mature your current content system is

Question	☐	Noo
Do we have content that is only being used once?	☐	☐
Do we actively repurpose content?	☐	☐
Do we plan repurposing before production?	☐	☐
Do we use AI in our content workflow?	☐	☐
Do we have repeatable content formats?	☐	☐
Do we have a sustainable content schedule?	☐	☐

Total Monthly Assets Target

Are we measuring content output and value?

Your Content Multiplier Scorecard

0-2 Yes

You have significant untapped content value waiting to be unlocked. Start by identifying one strong content source and one practical repurposing workflow.

3-5 Yes

You are already repurposing some content, but there are opportunities to build a more deliberate and efficient system.

6-7 Yes

You are operating a content multiplier model and are well positioned to scale content production more sustainably.

Next Step: Get Your Content Multiplier Review

You've completed the worksheet. Now let's turn it into a practical action plan.

Send us your completed worksheet and we'll identify:

- ✓ Your highest value content opportunities
- ✓ Quick wins you can implement immediately
- ✓ Where AI could save you time
- ✓ Practical ways to create more content without creating more work

**One piece of content should
never have just one job.
Create once, publish many :
The smarter way to scale
video content**

You've completed the worksheet. Now let's turn it into a practical action plan.

[Book a complimentary 30-minute Content Multiplier Review with The StreamShop](#)

No obligation. Just practical ideas you can start using straight away.