A FREE GUIDE FROM KRISTEN PARISE

One Blog, Eight Posts

Post every blog post eight times with seven prompts that carry your rules. Tick the platforms you use and the guide shows only the steps you need.

FOR BUSINESS OWNERS WHO PUBLISH A BLOG AND POST IT ONCE

TIME ABOUT 70 MINUTES ACROSS ONE WEEK UPDATED 7 OCTOBER 2026

On the 7th of October I took a blog post I published on the 11th of January, the one about vibrators as pelvic floor exercise, and ran these prompts on it. I had hit publish on that post and moved on to the next thing, the way I always had. One sitting later I had fifteen pieces of copy for it, a reel script, three Google posts, an email, a carousel, and a three-week plan, and every one of them had passed my own checker. The post is nine months old and it is about to have its best month.

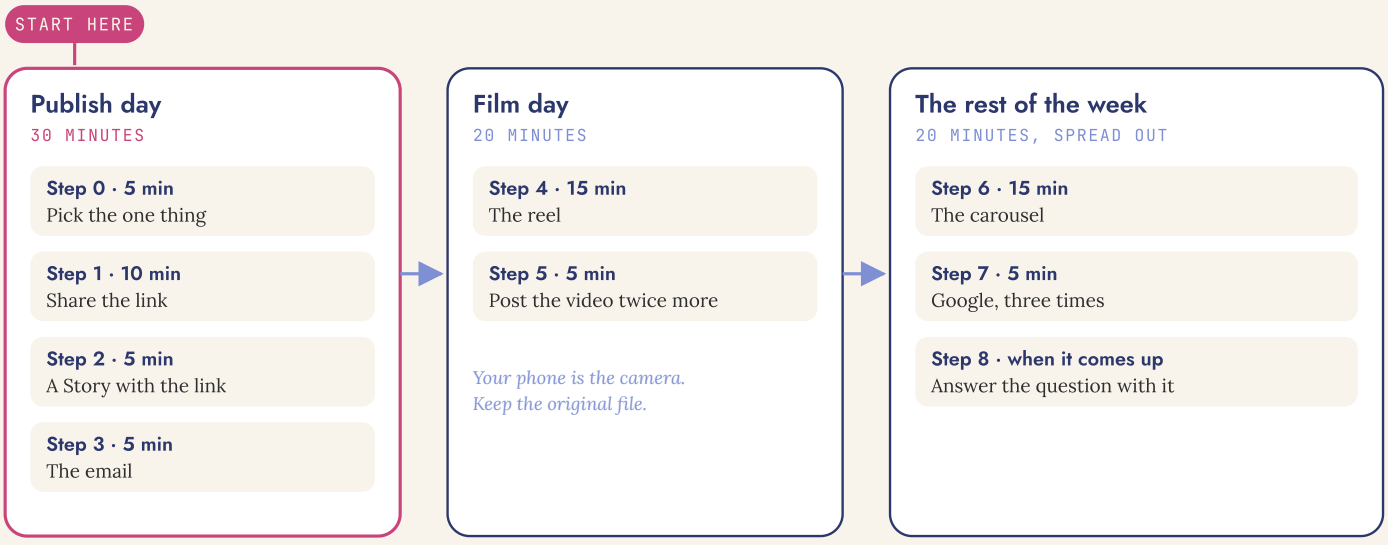
The method is Matt Diamante's. He calls it "post your blogs eight times" and his version, with his prompts, is free at heytony.ca. Mine starts with a question he doesn't ask, which platforms you are on, and then only shows you the steps you need. The prompts carry my writing rules, because I got tired of fixing the same things in every draft.

START HERE: THE PLACES YOU POST

Tick what you use and the steps you don't need fold away, on this page and in the map. Tick nothing and you see all eight. On the PDF you always see all eight.

- [ ] Instagram
- [ ] LinkedIn
- [ ] Facebook
- [ ] TikTok
- [ ] YouTube Shorts
- [ ] An email list
- [ ] Google Business Profile
- [ ] Facebook groups

YOUR WEEK: ALL EIGHT POSTS



The route. Three sittings in one week, eight posts from one blog. Steps fold away when you tick your platforms below.

WHAT YOU END UP WITH

A week of posts from a blog you already wrote, each one selling the same single idea from a different angle, none of them giving the answer away.

Seven prompts that know your rules, so the drafts come back in your voice with no invented statistics, and you stop fixing the same three things every time.

Traffic from eight places, including the two most people forget, their Google profile and their own email list.

How it works, in plain words

Every piece sells one thing, and that one thing gets chosen before any copy is written. Matt doesn't have that step. I added it after watching Claude write eight pieces that each picked a different point from the post, which is eight pieces that didn't add up to anything. The other rule I added is that a caption never repeats its own slides or its own video. It adds something. Those two rules are inside every prompt below. And every step says what you post with it, because a caption is never posted on its own.

One thing

Prompt 1 names it and keeps the post's real numbers in a list. Nothing outside the list gets used.

Tease, never tell

Every piece leaves the answer in the blog post. That is what sends people to the link.

A caption adds

Reel and carousel captions carry three things the video or the slides don't say.

Before you start

- ☐ **One published blog post** and its link. Open it in a tab, you will paste the whole text into Prompt 1.
- ☐ **Claude, signed in.** The desktop app or claude.ai, free or paid. Every prompt here runs in a plain chat. Nothing to install.
- ☐ **Your platform list,** ticked above. Prompt 1 asks for it too, so the plan Claude writes matches the steps you kept.
- ☐ **Your phone,** for Step 4. A thirty second reel to camera is the only filming in this guide.

Run all seven prompts in one chat, in order. Prompt 1 does the thinking and the later prompts reuse it, so a fresh chat for Prompt 5 would make Claude guess again.

Publish day, thirty minutes

Four steps, and the first one is the whole method.

Step 0 Pick the one thing, five minutes

- Paste the whole blog post into Prompt 1, with the platforms you ticked. Claude names the one thing a reader gets, lists every number in the post with its source, and writes your week, with what goes with each post.
- Read the one sentence and argue with it if it is wrong. Everything downstream depends on it.
- Keep this chat open. The six prompts that follow all say "from Prompt 1".

PROMPT 1 · YOUR PLAN, FIVE MINUTES

I publish blog posts and I want to post each one eight times. I am active on: *[Instagram, LinkedIn, Facebook, TikTok, YouTube Shorts, an email list, a Google Business Profile, Facebook groups where I answer questions: delete what you don't use]*. The post's link is *[paste the link to your blog post]*. Use that exact link wherever a piece needs one.

1. Read the blog post below. Tell me the one thing a reader gets from it, in one sentence. Every piece we write will sell that one thing, so make it specific.
2. List every number, statistic and named study in the post, each with the source the post gives for it. We only ever use these. Never add a figure the post does not carry, and never carry a client's or patient's name from the post into any piece.
3. Give me my plan for the week as a table: day, piece, platform, and what to post with it (one still image, the link card the platform builds, the video, the seven slides, a photo, or nothing). Use only the platforms I listed. Day 0 is the link post (Instagram with one still image, LinkedIn and Facebook with the link card), the Story (Instagram, Facebook) and the email. Day 1 is the reel (Instagram, Facebook, LinkedIn as a video). Day 2 is the same video on TikTok and YouTube Shorts. Day 3 is the carousel (Instagram, LinkedIn, Facebook). Google Business posts go on day 0, day 7 and day 14. If Facebook groups are in my list, add one last row: "when the question comes up, the group answer". Leave out any line for a platform I don't have, with no note about it.
4. Keep the one thing, the numbers list, the link and the no-names rule for the next prompts in this chat.

Then stop. Next: Prompt 2 when you have ten minutes.

Blog post:
[paste your blog post here]

What you should see. One sentence, a short table of numbers with sources, and a week plan with only your platforms in it and a column saying what goes with each post. If the one sentence is a topic ("vibrators and pelvic health") rather than a takeaway ("a vibrator used three times a week is pelvic floor exercise"), say "more specific" and let it try again.

Step 1 Share the link, ten minutes

- One caption per platform, each opening a different way. Instagram sends people to the link in your bio, LinkedIn and Facebook carry the link itself.
- Post from your personal profile as well as your business page. Personal profiles reach more people, on every platform I have tested.
- On LinkedIn, post when you have thirty minutes free afterwards to answer comments. Early replies are most of a post's reach.

What you post with it. On LinkedIn and Facebook, nothing extra: paste the link and the platform builds the preview card, your cover photo and title, under your words. On Instagram the link is not clickable, so this is one still image, your blog's cover photo or a designed quote card with the hook on it, with the caption and "link in my bio".

PROMPT 2 · LINK CAPTIONS

Write a caption to share my blog post as a link on each of these: *[Instagram, LinkedIn, Facebook: delete what you don't use]*. Write only for the platforms I kept in that list and ignore the numbered lines for the others. Use the one thing, the numbers list and the link from Prompt 1.

1. Instagram: 80 to 150 words. The first line is the hook, inside 125 characters. Open with a bold statement or a common mistake, tease the one thing, and end by sending people to the link in my bio. Add *[five]* lowercase hashtags on the last line.
2. LinkedIn: 1,300 to 2,500 characters. The first line lands inside 140 characters, is about the reader, and names the subject in the words they would use. Build the post around the one thing without giving its answer away, and leave the detail to the blog rather than walking through every section. Paragraphs of one to three lines. One ask or none. No hashtags. Put the link on its own last line.
3. Facebook: two to three short sentences. A bold statement or a common mistake, then why to read it, with the link at the end.

Rules: each caption opens a different way. Tease the answer, never give it all away. Write the way I talk: contractions, plain words, Canadian spelling. No em dashes, no semicolons, no rhetorical questions, no throat-clearing openers. Only facts and numbers from the list. Count the characters in the LinkedIn first line and show me the count.

Report each caption under its platform name. Then stop. Next: Prompt 3 when you have five minutes.

What you should see. Captions you could post without editing, and a character count under the LinkedIn one. If two of them open the same way, or one of them gives the whole answer, say which and ask for that one again.

Step 2 A Story with the link, five minutes

- Three frames. A screenshot of the post or a photo is the background, you type the text over it.
- The poll goes on frame 1 and the link sticker on frame 3. The sticker is the whole point, it is the one place on Instagram where a tap goes straight to your site.

What you post with it. Three screens on your phone: a screenshot of the blog or a photo as the background of each, your text typed over it, the poll sticker on frame 1 and the link sticker on frame 3. Nothing to design.

PROMPT 3 · THE STORY

Turn my blog post into a three-frame Instagram Story that gets people to tap the link. Use the one thing from Prompt 1.

1. Frame 1 stops the thumb: a bold statement or a common mistake, ten words or fewer, never a question. Give me three options (one bold claim, one common mistake, one direct instruction), say which is strongest, and write a poll to sit under it: one short question and two answers of three words or fewer each.
2. Frame 2 teases: two short lines, twenty words or fewer in total. What the post covers and who it helps. No answer.
3. Frame 3 sends them: one line of ten words or fewer telling people to tap, plus link sticker text of four words or fewer. The sticker points at the blog post link.

Each frame has to make sense to someone who skipped the one before it. No emojis, no hashtags. Only facts from the numbers list.

Report the three frames with the poll and the sticker text. Then stop. Next: Prompt 4 when you have five minutes.

What you should see. Three short frames and a poll with two answers of a word or two each. If frame 2 answers the question, it has given the post away. Ask for a tease instead.

Step 3 The email, five minutes

- The people on your list already know you, so they click more than anyone else will. Send it the day the post goes up.
- Plain email, one link, your name at the bottom. The fancier the template, the lower the clicks, in my experience with my own list.

What you post with it. Nothing. A plain email with one link gets more clicks than a designed one.

PROMPT 4 · THE EMAIL

Write the email that sends my list to the blog post. Use the one thing from Prompt 1.

1. Three subject lines of six words or fewer: one bold claim, one common mistake, one that makes people curious. Sound like a note from a person, no words in all capitals (names and acronyms keep their normal capitals), no clickbait. Then one preview line of ten words or fewer.
2. The email: 100 to 130 words, not counting the subject line, the link line and the sign-off. Open with the problem or the mistake in one or two sentences, no greeting line. Say what the post covers and who it helps, tease the answer, keep the rest for the post. One link only, on its own line, with a short line before it telling people to read the post. Sign off *[Cheers, your first name]*.

Paragraphs of one or two sentences. Plain words, contractions, no em dashes, no rhetorical questions, no emojis. Only facts from the numbers list.

Report the subject lines, the preview line and the email. Then stop. Next: Prompt 5 when you have ten minutes and a phone to film with.

What you should see. Three subject lines you would open yourself and an email that fits on a phone screen. Pick the subject line that names the subject, not the cleverest one. The cleverest one gets fewer opens from people who skim.

Film day, twenty minutes

One video, filmed once, posted three times.

Step 4 The reel, fifteen minutes

- Claude writes three hooks, scores them, and gives you an 80-word script one line per row. Read it off your phone, to camera, in one take if you can. Two is fine.
- The on-screen title says something different from your first spoken line. The screen carries the topic, your mouth carries the invitation.
- Keep the original file on your phone. Step 5 needs it without a watermark.

What you post with it. The video you film on your phone, title card on for the first three seconds, captions on, plus the caption from the prompt.

PROMPT 5 · THE REEL, AND ITS OTHER TITLES

Turn my blog post into a 30 second reel I will say to camera. Use the one thing from Prompt 1 as the reveal.

1. Three hook options, ten words or fewer each: one bold claim, one direct instruction, one that names a common mistake. No questions, no "did you know", no greeting. Give each hook a single score out of 100, judged on whether a thumb would stop, whether it pulls the right person, and whether the post can pay it off. Pick the winner and say why.
2. The script, 75 to 85 words, one line per row so I can read it off my phone: hook (2 to 3 seconds), setup (3 to 5 seconds, who this

is for), build (15 to 18 seconds, three points in an order that makes the viewer want the next, hold back the best one), reveal (4 to 5 seconds, the one thing), one short closing line.
3. An on-screen title card of eight words or fewer that says something different from the spoken hook. The screen carries the topic, my mouth carries the invitation.
4. A caption for the reel, 50 to 150 words before the hashtags, that adds three things the video does not say. List what the script already says first, for me, then write only what it does not. That list stays out of the caption. Hashtags: *[five, or none]*.
5. For posting the same video elsewhere: a YouTube Shorts title of 40 to 60 characters that reads like a search result, a two-sentence description with the link, and a TikTok caption under 200 characters with the main keyword in the first sentence. *[Delete this step if you don't use TikTok or YouTube.]*

Spoken voice: contractions, at least one real number from the list, no "hey guys", no "first, second, finally". Only facts from the numbers list. No em dashes.

Report the hooks with scores, the script with a word count, the title card, the caption and, if I kept step 5, the extra titles. Then stop. Next: Prompt 6 when you have fifteen minutes.

What you should see. Three hooks with a number beside each, a script with a word count between 75 and 85, and a caption that reads like a second post rather than a summary of the first. If the caption retells the script, say "the caption repeats the video, give me three things it doesn't say".

Step 5 Post the video twice more, five minutes

- Upload the original file from your phone to TikTok and YouTube Shorts. A video saved from Instagram carries a watermark, and both platforms cap the reach of anything with one.
- Use the title and captions from Prompt 5. The hook becomes the YouTube title, the keyword sits in the first sentence on TikTok.
- If your topic is one these platforms treat as adult, keep the caption clinical and leave product names out. Mine is pelvic health, so I expect a reach limit and post anyway.

What you post with it. The same video file, uploaded fresh from your phone, with the titles and captions from Prompt 5.

What you should see. The same video live in three places with three different captions. No prompt for this step, Prompt 5 already wrote the words.

The rest of the week, twenty minutes spread out

The saveable one, the local one, and the one you do when the question comes up.

Step 6 The carousel, fifteen minutes

- Claude picks the one part of the post a reader would save and writes seven slides. Slide 1 is the cover, slide 6 carries the best point, slide 7 asks for the read.
- Design them in Canva (search "Instagram carousel", any free template), always designed slides, never bare photos. Export the same seven as a PDF for LinkedIn.
- The caption adds three things the slides don't say. On LinkedIn the caption is under 100 characters, because the slides are the post.

What you post with it. Seven designed slides from Canva, exported as images for Instagram and Facebook and as one PDF for LinkedIn, with the caption. Never a bare photo.

PROMPT 6 · THE CAROUSEL

Turn my blog post into a seven-slide carousel I will design in Canva, for *[Instagram, LinkedIn, Facebook: delete what you don't use]*.

1. Pick the one topic from the post a reader would save for later. The carousel covers only that. Say what you picked.
2. Three cover options of eight words or fewer, a number where the post supports one, no questions. Give each cover a single score out of 100, judged on whether a thumb would stop, whether it pulls the right person, and whether the slides can pay it off. Pick the winner.
3. Seven slides. Slide 1: the winning cover plus a swipe line of eight words or fewer. Slides 2 to 6: one point each, a headline of six words or fewer and body text of twenty words or fewer, ordered so each slide needs the next, with the most valuable point on slide 6. Slide 2 has to earn the first swipe. Slide 7: a one-line recap and one call to action that works on every platform I listed (say "the full post is linked", not "link in bio", if LinkedIn is in my list). Add alt text for each slide.
4. The Instagram caption, 150 to 280 words. It adds three things the slides do not say: list what the slides already cover, then write only what they don't. Hashtags: *[five, or none]*. If LinkedIn is in my list, write a second caption under 100 characters with no hashtags, then the link on its own last line (the link does not count toward the 100). On LinkedIn the same slides go up as a PDF and the slides are the post.

Plain words, contractions, no em dashes, no rhetorical questions. Only facts from the numbers list.

Report the topic, the covers with scores, the slides and the captions. Then stop. Next: Prompt 7 when you have five minutes. *[Skip it if you have no Google Business Profile and go straight to Step 8, which has no prompt: find the question your post answers in a group, your comments or your DMs, answer it in two or three sentences, and put the link last.]*

What you should see. Seven slides with short headlines and alt text, and a caption that could stand on its own. If slide 2 is a definition or a restatement of the cover, it won't earn the swipe. Ask for the first real point on slide 2.

Step 7 Google, three times, five minutes

- Three posts on three different takeaways, published a week apart. It keeps the profile active and puts the post in front of people searching your business by name.
- Add a photo you took yourself and a "Learn more" button that goes to the blog. No phone numbers or prices in the text, Google already shows those.
- In my clinic the admin team posts these, so Prompt 7's output goes to them as a short note with the dates. Hand it off if you can.

What you post with it. One photo you took yourself (the prompt suggests one per post) and the Learn more button pointing at the blog.

PROMPT 7 · GOOGLE, THREE TIMES

Turn my blog post into three Google Business Profile posts I will publish one week apart.

My business: *[what you do, e.g. pelvic health physiotherapy clinic]*
City or area: *[e.g. Dundas, Ontario]*

1. Pick three different takeaways from the post a local customer would care about. One per post, no two the same.
2. For each post: 60 to 100 words. The first sentence states the takeaway in fifteen words or fewer and works on its own, because it is all people see before they tap. Two to four helpful sentences. My business type and my area once each, where they read naturally. One closing line telling people to tap the button to read the full post. Then one photo I could take myself to go with it.

Write like a helpful local business owner talking to a customer. No phone numbers, prices or web addresses in the text. The link goes on the "Learn more" button. No emojis, no hashtags, no em dashes. Only facts from the numbers list.

Report the three posts with their photo ideas and the posting dates, a week apart from today. Then stop. That is the last prompt. Step 8 is yours to do by hand: find the question your post answers in a group, your comments or your DMs, answer it in two or three sentences, and put the link last.

What you should see. Three posts whose first sentences could each stand alone as a headline, with a photo idea you could shoot in five minutes. If Google rejects one for its subject, swap the product names for plain words and submit it again.

Step 8 Answer the question with it

- Someone in a local group, in your comments or in your DMs is asking the exact question your post answers. Search the group for it.
- Write a two or three sentence answer in your own words first, and put the link last for anyone who wants the long version. Check the group's rule on links before you post.
- If you are a regulated health professional like me, keep it educational: no promised outcomes, no testimonials, and never a detail from a real patient.

What you post with it. Nothing. It is a comment or a reply: two or three sentences and the link.

What you should see. A reply that helps even if nobody clicks. No prompt for this one. You know the answer, that is why you wrote the post.

Three things I changed from Matt's version

- **The one thing comes first.** Without it, Claude picked a different point for every piece and the week added up to nothing. Prompt 1 now does that thinking once and every later prompt leans on it.
- **Captions add, they never repeat.** The first reel caption I got back was the script in paragraph form. Now the prompt makes Claude list what the video says and write only what it doesn't.
- **Hooks get a score before you post.** Three options, a number out of 100 for each, and a reason. Under 70 and I ask again. It takes ten seconds and it has stopped me posting the safe, forgettable one more than once.

The next time you hit publish, open this page before you close the tab. Prompt 1 takes five minutes and gives you the week. Tomorrow film the reel, Saturday post the carousel. One blog post, eight places, nothing new to think up.

The method belongs to Matt Diamante at HeyTony, whose original checklist is at heytony.ca. If you want me beside you while you build your own version, start with the free audit at The Bottom Line or write to me at kristen@blueberrytherapy.ca.

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