

FREE TOOL

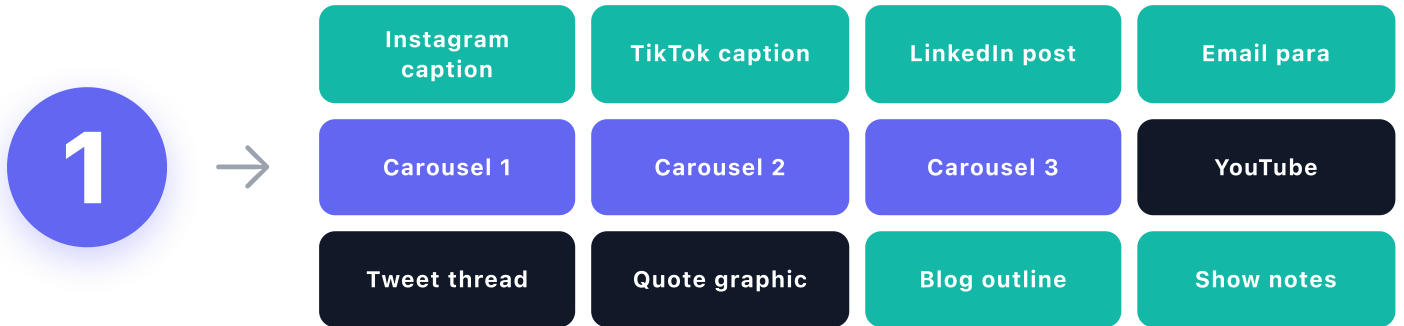
# The 1-to-12 Content System

Turn one video into 12 pieces of content. With a complete worked example showing every output.

Record once. Publish twelve times. The exact prompt, the exact transcript, and twelve real outputs across every major platform. Plus a weekly workflow you can run in under 3 hours.

# One In, Twelve Out

The leverage every creator needs.



**1**  
video recorded

**12**  
pieces of content

**15**  
minutes of work

**4 videos per month = 48 pieces of content.**

More than most brands produce in a quarter. The unlock is not creating more. It is multiplying what you already have.

# Run This With Claude

Paste a transcript. Get 12 pieces back.

Here is a video transcript. Turn it into the following 12 pieces of content. Match my tone and message exactly. Do not add information that is not in the transcript. Keep my voice.

1. Instagram caption (hook that stops the scroll, 3 to 5 sentence body expanding on the insight, CTA ending with 'Comment PLAYBOOK for free brand breakdowns', followed by a line break and 7 to 10 relevant hashtags)
2. TikTok caption (hook + 2 sentences max, ending with 'Link in bio', followed by 10 hashtags including #fyp and niche tags)
3. LinkedIn post (professional but not corporate, 4 to 6 paragraphs, ending with direct link to [grwthmode.com](https://grwthmode.com))
4. Email newsletter paragraph (300 words, opens with a hook, delivers one insight, ends with subtle CTA to a product)
- 5-7. 3 carousel concepts (for each: a title, 7 to 8 slide descriptions with the key point per slide, and a CTA slide)
8. YouTube title and description (title optimised for search, description with timestamps and keywords)
9. Tweet/X thread (5 posts, each under 280 characters, first tweet is the hook, last is the CTA)
10. Quote graphic text (one powerful sentence from the video, under 15 words, for a static image post)
11. Blog post outline (H1 title, 5 H2 sections, 3 bullet points under each, meta description for SEO)
12. Podcast show notes (3-sentence summary, 5 key takeaways, suggested episode title)

Transcript:  
**[PASTE HERE]**

# The Transcript

A real 2-minute video we are about to run through the system.

*"So I get this question all the time. What is the best way and the fastest way to attract clients for your business in 2025? The way that I would recommend doing it in 2025 is through building your personal brand. I have seen it day in and day out. We are working with so many businesses now. The way they are able to generate inbound leads is by building a personal brand.*

*How do they build a personal brand? First and foremost, if you have a company, you know who your ICP is. You know who your customer is, who you want to attract. So what is your ICP going through on a day to day basis? What problems do they need to solve? How can you attract that person through organic content?*

*Let me tell you how. You need to start building content speaking directly to them, speaking about their pain points, speaking about what they are going through, but also making them understand the solutions that they need in order to solve their problems.*

*You need to position yourself in a place of authority. You need to show your experience. You need to be able to speak about all of the businesses that you have worked with. You do not need to sell your services."*

The transcript is the asset. Everything that follows is a translation, not a creation. That is why this works in 15 minutes instead of 15 hours.

# Instagram Caption

Hook, body, CTA, hashtags. Posted as is.



The fastest way to attract clients in 2025 is not ads. It is not cold outreach. It is your personal brand.

I see it every day working with businesses. The ones generating inbound leads consistently are the ones who show up, share value, and build trust publicly. No gimmicks. No hacks. Just a personal brand that positions them as the go-to person in their space.

Start with your ICP. What are they going through daily? What problems need solving? Then build content that speaks directly to them. Their pain points. Their frustrations. The solutions they need.

Show your experience. Talk about the businesses you have worked with. Share real insights from real work. When you do this consistently, you do not need to pitch. People come to you.

Comment 'PLAYBOOK' for free brand breakdowns showing how the top brands built this.

[grwthmode.com](https://grwthmode.com)

[#personalbrand](#) [#icp](#) [#inboundleads](#) [#creatoreconomy](#) [#grwthmode](#) [#brandstrategy](#) [#contentmarketing](#)

**Platform tip:** IG captions that open with a contrarian hook ('not ads, not cold outreach') and end with a keyword CTA ('Comment PLAYBOOK') consistently outperform captions that open with a question. The algorithm prioritises posts that generate comments over posts that generate likes.

# TikTok and LinkedIn

Same insight. Two voices.



## TikTok

The fastest way to attract clients in 2025 is not ads. It is your personal brand. The businesses generating the most inbound leads right now are the ones showing up and building trust publicly. Free playbooks showing how the top brands did this. Link in bio.

[#personalbrand](#) [#icp](#) [#inboundleads](#)  
[#creatoreconomy](#) [#grwthmode](#) [#fyp](#) [#businesstiktok](#)  
[#marketingtips](#) [#brandstrategy](#) [#entrepreneur](#)



## LinkedIn

The fastest way to attract clients in 2025 is not cold outreach. It is your personal brand.

I see it every day working with businesses. The ones generating consistent inbound leads are the ones who show up, share value, and build trust publicly.

Start with your ICP. What are they going through daily? What problems need solving? Then build content that speaks directly to them.

Show your experience. Talk about the businesses you have worked with. When you do this consistently, people come to you. No pitch required.

I reverse-engineered how 6 of the fastest-growing creator brands built exactly this. Free at [grwthmode.com](https://grwthmode.com)

**Platform tip:** TikTok captions should be under 150 characters for maximum view-through. LinkedIn posts with no links in the body get 3x more reach (the algorithm suppresses external links). Put the link in the first comment instead.

# Email and Carousels

Long-form deliverability and saveable formats.



## Email Newsletter (300 words)

**Subject:** The fastest path to inbound leads in 2025

There is one shift I keep seeing across the businesses we work with. The ones generating inbound leads consistently have stopped chasing cold and started building presence.

Cold outreach still works. Ads still work. But the brands compounding the fastest right now are the ones whose founders show up publicly and make themselves known. Not as influencers. As authorities.

Here is what changes when you do it. Your customers come to you with intent. They have already watched you, read you, and decided you are worth a conversation. That changes everything about how the call goes.

The mechanic is simple. Start with your ICP. What do they wrestle with daily? What problems are unsolved? Then build content speaking directly to those frustrations. Not your product. Their reality. Layer in proof. The businesses you have worked with. The numbers. The specifics. Authority is not assumed, it is earned in public.

You do not need to sell. The selling happens upstream. By the time someone messages you, the work has been done.

If you want the breakdown of how the top creator brands built this from zero, the Growth Playbook walks through the exact system. £27. [grwthmode.com](https://grwthmode.com).

### Carousel 01

#### "The Inbound Engine"

- 1:** Hook: How to attract clients without cold outreach in 2025
- 2:** The shift from outbound to inbound
- 3:** Step 1: Know your ICP cold
- 4:** Step 2: Speak to their pain
- 5:** Step 3: Show your experience publicly
- 6:** Step 4: Position as the authority
- 7:** What this looks like in 30 days
- 8:** CTA: Comment PLAYBOOK

### Carousel 02

#### "5 Reasons Your Content Is Not Generating Leads"

- 1:** Hook with the title
- 2:** Talking about product, not their pain
- 3:** No clear ICP underneath
- 4:** Selling instead of teaching
- 5:** No authority signal in the post
- 6:** No clear next step
- 7:** How to fix all 5 in one week
- 8:** CTA: Comment PLAYBOOK

### Carousel 03

#### "Personal Brand vs Cold Outreach"

- 1:** The 2025 comparison hook
- 2:** Cold: 50 messages = 1 reply
- 3:** Brand: 1 post = 50 inbounds
- 4:** Cold sells once. Brand sells forever.
- 5:** Cold burns out. Brand earns interest.
- 6:** Pick one platform, one ICP, one pillar
- 7:** The 3-month payoff curve
- 8:** CTA: [grwthmode.com](https://grwthmode.com)

# YouTube, X, Quote Graphic

Search, conversation, and the static image.

## YouTube

**Title:** The Fastest Way to Attract Clients in 2025  
(Personal Brand Strategy)

**Description:**

The single shift that is generating inbound leads for the businesses I work with right now. No ads. No cold outreach. Just personal brand built on top of a clear ICP.

- 00:00 The question I get every week
- 00:18 Why personal brand wins in 2025
- 00:42 Step 1: Define your ICP
- 01:05 Step 2: Speak to their pain
- 01:30 Step 3: Show your authority
- 01:55 Why you do not need to sell

Free playbooks: [grwthmode.com](https://grwthmode.com)

#personalbrand #icp #inboundleads  
#marketing2025

## Twitter / X Thread

**1/** The fastest way to attract clients in 2025 is not ads. It is not cold outreach. It is your personal brand.

**2/** I see it every day. The businesses generating consistent inbound leads are the ones who show up publicly and build trust before they ever pitch.

**3/** The system: Start with your ICP. What problems do they need solved? Build content that speaks directly to those frustrations.

**4/** Then show your experience. Talk about the businesses you have worked with. Position yourself as the authority in your space.

**5/** You do not need to sell. The brand does it for you.  
Free playbooks: [grwthmode.com](https://grwthmode.com)

*"You do not need to sell your services. You need to position yourself as the authority."*

GRWTH MODE

**Platform tip:** Quote graphics get 38% more saves than non-quote static posts. The single sentence makes them screenshot-able and shareable in DMs. Use them as anchor posts at the end of a content week.

# Run It in Under 3 Hours

Same days, same blocks, every week.

SUNDAY

**Record 2 videos.** 20 minutes total. Two topics, talking head, raw audio.

MONDAY

**Transcribe and run through Claude.** 30 minutes. 24 outputs from 2 videos.

TUESDAY

**Schedule IG and TikTok.** 20 minutes. Use Later, Buffer, or Metricool.

WED

**Schedule LinkedIn and send newsletter.** 20 minutes.

THU TO SAT

**Engage.** 10 comments per day on accounts in your niche. The algorithm rewards activity, not just posts.

## Under 3 hours/week

For 30+ pieces of content distributed across every major platform.

### Platform-specific timing

#### Instagram

Reels at 12pm UK. Carousels Tue and Fri. Always 7 to 10 hashtags.

#### TikTok

Post at 7pm UK. Trending sounds where possible. Always #fyp.

#### LinkedIn

8am UK weekdays. Text-only outperforms images. Links in comments.

#### Email

Tuesday or Thursday 10am UK. Subject under 40 chars. Preview text matters.

This system handles **FORMAT**. The Growth Playbook handles **STRATEGY**: which topics, which hooks, which CTAs, and the funnel behind every post. **£27 at [grwthmode.com](https://grwthmode.com)**

# GRWTH MODE

Two ways to take this further.

PLAYBOOK

## The Creator Brand Growth Playbook

10 chapters. 30 hooks. 70 subject lines.  
14 templates. The complete system.

**£27**

CUSTOM

## Custom Growth Blueprint

Complete growth strategy built for your brand. ICP, positioning, content, funnels, emails, ads.

**£395**

GRWTHMODE.COM