

How to make one video work on 5 platforms

How to turn one filmed video into five posts for TikTok, Reels, Shorts, X and LinkedIn. Filming rules, a thirty minute run sheet, and text templates for each platform.

Most partners treat five platforms as five separate jobs. They film something different for each one, run out of energy, and stop posting in week two. Repurposing fixes that. You film once, and everything else is adjusting the text, the captions and the cover so each version looks like it was made for the platform it sits on.

This guide is for a partner who films on a phone and does not want to spend evenings inside an editing app. At the end you will have a set of filming rules, a thirty minute run sheet (a short list of steps you do in order), five text templates, and a way to make 25 posts in about 90 minutes.

What you will learn

- How to film one video so it can be used again and again
- How to turn that one file into five posts in thirty minutes
- What to change for each platform: caption, title, cover picture and link
- A full example of one script turned into five finished posts
- How to set up the free version of every tool you need
- How to turn five videos into 25 posts in one sitting
- Which content should stay on one platform only

What is repurposing?

Repurposing means posting the same recorded video on several platforms, and changing what sits around it so each version fits the platform it is on. The video itself does not change. The caption, the title, the cover picture, the crop and the link all do.

It is not reposting. The same file with the same caption everywhere looks lazy. If you download the video from one platform and upload it to another, it also carries the first platform's watermark, and the second platform shows it to fewer people.

It is not new content either. You write nothing from scratch. The work is simple: resize, caption, retitle, rewrite the text around the video, post.

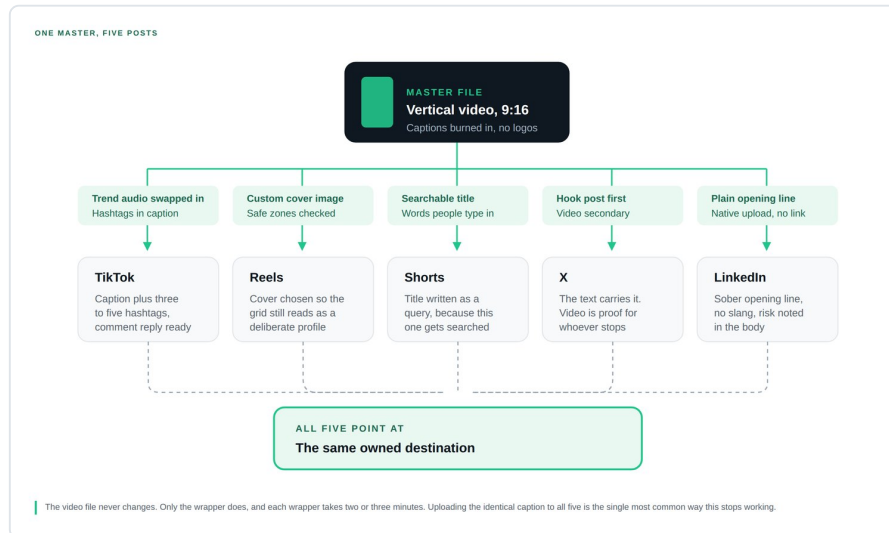
Why five platforms are not five jobs

Filming is the work. Everything after it is putting the pieces together.

Approach	Time per week	Posts per week	What usually happens
Film separately for each platform	5 evenings	5	You run out of energy by Thursday and stop
Film once, repurpose five ways	1 afternoon	5	The week is filled from one sitting
Film five, repurpose five ways	1 long afternoon	25	A month of content in one session

This is also what makes posting every week realistic. Thirty plain videos beat three polished ones, and every platform here rewards posting often. **One filming session fills a week.**

One thing to know before you start. A reused post will rarely beat a post made just for one platform. But it will beat the post you never made because you were tired, and that is the real comparison.



How the repurposing workflow works

The workflow has four stages, and only the first one needs you on camera. In this guide, the wrapper means everything that sits around the video on a platform: the caption, the title, the cover image and the link.

Stage	What happens	Output
1. Film to the rules	One vertical take, one idea, no captions burned into the video	master.mp4
2. Extract	Transcript pulled from the master file	transcript.txt
3. Adapt	Captions in three positions, a cover, a square crop	Files ready for each platform
4. Wrap and post	Five wrappers written from the transcript	5 live posts

Stage 2 is what makes the rest cheap. Once you have a transcript, every text version of the video already exists in rough form.

Step 0: how to film so the video can be reused

Most of the extra work in repurposing is caused at the filming stage, by a ten second decision that costs an hour later. Seven rules prevent nearly all of it.

1. **Vertical 9:16, 1080x1920.** Every platform here takes vertical video. Square works on X and LinkedIn, but vertical still does well there.
2. **45 to 90 seconds.** Long enough to say one useful thing, short enough to be watched twice.
3. **Keep the important parts in the middle of the frame.** Keep your face and any on-screen text inside the middle 70% of the frame vertically. The app's own buttons and text cover the top strip, and captions, usernames and buttons cover the bottom.
4. **Never say a platform name or a phrase that only works on one platform.** "Link in bio" means nothing on YouTube Shorts and breaks the video for X. Say "the link is with this post", or handle it in the wrapper.
5. **No captions burned into the master file.** Every platform wants captions in a different position. Add captions per platform, not once.
6. **Good audio beats a good camera.** Wired earbuds with a microphone, or a phone a metre away in a room with soft furniture. Viewers forgive a soft image, but they leave on bad sound.

7. **One idea per video.** Two points is two videos. One idea is what makes the transcript reusable as text later.

Say the risk line out loud in the master wherever it applies. "Trading is risky and most retail traders lose money" survives every platform and costs you four seconds. Put the partner disclosure in the wrapper instead: "I partner with the platform I use."

How to run the 30 minute run sheet

Run the steps in this order, with a timer visible. Steps 2 and 5 are where the value is, and both get faster once your wrapper templates are set.

#	Step	Minutes	Tool	Output
1	Export master	2	Phone or CapCut, 1080x1920 MP4	master.mp4
2	Generate transcript	3	Whisper (free) or the CapCut auto-caption panel	transcript.txt
3	Caption pass, three positions	7	Submagic or CapCut auto-captions	3 captioned exports
4	Cover image plus reframe check	4	Canva free, CapCut auto-resize for the 1:1 X version	1 cover JPG, 1 square MP4
5	Write five text wrappers	9	Transcript plus your own edit	5 caption blocks
6	Schedule and post	4	Native apps or a scheduler	5 live posts
Total		29		

Always export from the editor, never download from a feed. A downloaded file carries the other platform's watermark, and every platform shows those files to fewer people.

How to adapt the video for each of the 5 platforms

Step 5 is where the run sheet pays off: the same file, made to look like it belongs on each platform.

Platform	Caption position	What does the work	Where the link goes	The one rule
TikTok	Bottom centre, above the app's buttons	The text on the first frame	Link in bio	Layer a trending sound under your voice at about 10% volume
Instagram Reels	Middle, clear of the bottom bar	The custom cover image	Link in bio	Upload your own cover, because it sits on your grid forever
YouTube Shorts	Middle to upper	The title, because people find Shorts through search	Pinned comment	Write the title the way a person would type it into search
X	Anywhere clear, square crop is fine	The post above the video	First reply, never the main post	The post must be worth reading even without the video
LinkedIn	Middle, larger text	The first 140 characters before "see more"	In the post, video uploaded directly	Same content, more formal tone

Three details are worth spelling out.

Instagram: after posting, share the Reel to your Stories. It is one tap and the cheapest extra reach on the platform. Put your main keyword in the first caption line, because that is the part people see before they tap "more".

X: put the link in the first reply, so the post is not shown to fewer people and the reply becomes the step where someone clicks through.

LinkedIn: upload the video directly, never as a link to another platform, and adjust the wording. "Risk management" rather than "don't blow your account". Same content, more formal wording.

What one script looks like on all 5 platforms

Here is the whole thing worked through, so you can see how little actually changes. Start with the master.

Most new traders lose money on position size, not on direction. You can be right about the market and still lose the account, because you risked ten percent on a trade that needed room to breathe. The fix is boring. Decide the maximum you are willing to lose on one trade before you open it. One percent of the account is a common starting point. Then work backwards: your stop distance and that one percent together tell you the position size. Not the other way around. Most people pick the size first, then hunt for a stop that justifies it. That is how accounts die. Trading is risky and most retail traders lose money, so treat position size as the thing that keeps you in the game long enough to learn.

TikTok version. First-frame text: "You can be right and still lose the account." Caption: "Being right and still losing. Position size in 60 seconds. #trading #riskmanagement #tradingtips"

Instagram Reels version. Cover image: bold text on a plain background, "SIZE BEFORE STOP = DEAD ACCOUNT". Caption first line: "Position sizing for beginners: how to work out trade size from your stop, not the other way round." Then the body, then "I partner with the platform I use. Trading is risky, most retail traders lose money."

YouTube Shorts version. Title: "How to Size a Trade Properly (Beginner Position Sizing Explained)". Pinned comment: "Full walkthrough and the platform I use are in the link here."

X version. Hook post: "Most new traders don't lose because they're wrong. They lose because they were right at the wrong size. Sizing, in 60 seconds:" Video attached. First reply carries the link plus the disclosure.

LinkedIn version. Opening line: "The most expensive mistake I see new traders make has nothing to do with predicting the market." Then the same argument in three short paragraphs, closing with "How do you decide your risk per position?" Video uploaded directly.

Five posts, and nothing new was written. **The transcript goes further still:** a five slide carousel (problem, wrong order, right order, the 1% example, the caveat) and a 300 word blog section under "Position sizing basics".

ONE SCRIPT, FIVE WRAPPERS

The same 60 second video on position sizing
Identical file, identical audio, identical burned in captions. Nothing below this line touches the video.

ONLY THE WRAPPER CHANGES

TIKTOK	REELS	SHORTS	X	LINKEDIN
SAME 0:60 CAPTION Most people size a trade by how confident they feel. Here is the boring maths that replaces the feeling. #tradingbasics #risk #positionsizing Pinned reply ready for the first question.	SAME 0:60 CAPTION If you cannot say what a losing trade costs you before you enter it, the size is wrong. Sixty seconds on fixing that. Cover note: still frame at 0:03 with the words TWO PERCENT, so the grid reads as a series.	SAME 0:60 SEARCHABLE TITLE How to work out position size before you enter a trade Written the way someone types it into a search bar, not the way you would say it out loud.	SAME 0:60 HOOK POST, VIDEO SECOND Blowing up an account is rarely one bad trade. It is the same trade sized four times too big, six times in a row. The fix takes about a minute: The text does the work. The video is proof for whoever stops.	SAME 0:60 OPENING LINE The habit that separated my second year of trading from my first was deciding the loss before deciding the entry. Plain language, no slang, risk stated in the body. Uploaded natively.

Five posts, one recording, roughly ten minutes of extra work. The mistake is treating the caption as an afterthought when it is the only part each platform actually judges you on. Every version notes that trading carries risk and that most retail traders lose money.

Which tools to use, and the free-only path

Paid tools save you minutes. They do not improve the result. Buy them once the run sheet is a habit, not before.

Job	Paid pick	Approximate price	Free alternative
Transcripts	Descript	15 to 25 USD per month	Whisper, or CapCut auto-captions
Styled captions	Submagic	15 to 25 USD per month	CapCut auto-captions
Clipping long footage	Opus Clip	10 to 30 USD per month	Trim manually in CapCut
Reframing and crops	CapCut Pro	8 to 12 USD per month	CapCut auto-resize, free tier
Covers and carousels	Canva Pro	12 to 15 USD per month	Canva free

The fully free set of tools is CapCut plus Canva plus Whisper. That runs the whole run sheet at zero cost, and it is what most partners should use for the first three months.

How to batch 5 videos into 25 posts

Batching means doing the same step for all five videos before moving on to the next step. It is where the real saving is, because you set each step up once instead of five times.

1. **Film five videos back to back.** Same lighting, same spot. Change shirts between takes if you would rather they did not look filmed together.
2. **Run five transcripts.** All of them, before you open an editor.
3. **Run five caption passes.** Three positions each, same style settings throughout.
4. **Make five covers.** One Canva template, swap the text five times.
5. **Write 25 wrappers.** Five platforms, five videos, working platform by platform rather than video by video.
6. **Schedule everything.** Load the whole month in one sitting.

Method	5 videos, 5 platforms	Why
One video at a time	About 2 hours 30 minutes	You pay every setup cost five times
Batched by step	About 90 minutes	You pay each setup cost once

The whole difference comes from not switching between tasks. Nothing about the work itself got faster.

THE 30 MINUTE RUN SHEET		
STEP	TOOL	MINUTES
1 Export the master One vertical file, captions burned in, no platform logos anywhere in frame.	Your editor Phone app or desktop	3 min
2 Generate the transcript You need the words as text before you can write any wrapper. Do not retype them.	Auto transcription Built into most editors	2 min
3 Caption pass Fix the four or five words it got wrong, especially any ticker or number. Check nothing sits under the interface.	Same editor Manual correction	5 min
4 Resize and covers Confirm safe zones on each destination, pull one still frame and set the cover text.	Design tool Free tier is enough	6 min
5 Write the five text wrappers Caption and hashtags, caption and cover note, searchable title, hook post, plain opening line. Draft from the transcript, then edit by hand.	AI assistant Then your own edit	8 min
6 Schedule and post Queue everything, then post the one that needs you present so you can answer the first comments.	Scheduler Or native upload	5 min
One video, five platforms, start to scheduled		29 minutes
BATCHED VERSION Record five in one sitting, then run each step across all five at once. Transcripts together, caption pass together, covers together, wrappers together. Five videos becomes about ninety minutes rather than two and a half hours, because the setup cost is paid once instead of five times.		
Twenty five posts from one ninety minute block. If a step regularly runs over its budget, it is usually step 5, and usually because the wrappers are being written from scratch instead of from the transcript.		

What not to repurpose

Not everything should be reused, and forcing it costs more than skipping it.

Do not repurpose	Why
Jokes and formats that belong to one platform	A TikTok bit built around a sound makes no sense on LinkedIn
Content based on a trend	A trending format only works where the trend exists
Anything time-sensitive	A video naming a price or a specific week is stale by the time it reaches your slower channels
Content that needs stronger risk language on one platform	Either add the language everywhere, or do not cross-post it at all
Replies to a specific comment	The context does not travel, and the post reads as a fragment elsewhere

Everything else can be reused. That is most of what you will ever film.

Top 6 tips for repurposing

- 1. Film the master before you decide whether it is any good.** The run sheet is cheap, so the cost of processing an average video is close to nothing. Judging a video before it is captioned and wrapped is how partners end up with a folder of unpublished files. Film it, run the sheet, publish it, and let the platforms decide.
- 2. Keep the wrapper templates in a note, not in your head.** Write your five wrapper templates once: the TikTok caption shape, the Reels cover style, the Shorts title formula, the X hook pattern, the LinkedIn opening line. Then you are filling in blanks rather than writing. This is what takes step 5 from twenty minutes down to nine.
- 3. Rewrite the first line for every platform, and nothing else.** The opening is the only part that genuinely has to change, because each platform cuts it off and ranks it differently. The body text can be almost identical everywhere. Partners who rewrite whole captions five times are doing four times the work for the same result.
- 4. Put the disclosure in the wrapper and the risk line in the video.** The risk line said out loud survives every crop and every repost, so it belongs in the master. The partner disclosure belongs in the caption, where you can adjust its wording to fit each platform without filming anything again.
- 5. Never download from a feed.** Always export the master from your editor. A file pulled from a feed carries the other platform's watermark and gets shown to fewer people, which quietly kills the reach on four of your five posts and is invisible unless you know to look for it.
- 6. Track where each post came from, and check it monthly.** Keep one sheet with the master's name, the five posts and the views on each. After a month you will see which two platforms actually reward the effort. Drop the weakest one and put those minutes into the strongest, then repeat the check the following month.

Do this, not that

Do this	Not that
add captions per platform, after the export	Burning captions into the master
say "the link is with this post", and handle the link in the wrapper	Saying "link in bio" on camera
rewrite the first line for each platform	Posting the same caption five times
always export from the editor, with no watermark	Downloading from a feed instead of exporting
one idea per master, so the transcript stays reusable	Filming two ideas in one video
treat anything naming a price or a week as a one-platform post	Repurposing time-sensitive content

Your first week: a checklist

Day 1 and 2

- ☐ **Write the filming rules.** Copy the seven rules onto a card and keep it where you film.
- ☐ **Film one video.** Phone upright, one idea, 45 to 90 seconds, no text on the screen.
- ☐ **Export the file.** Save it out of the editor at 1080x1920.

Day 3 and 4

- ☐ **Get the transcript.** Make a text file of everything you said in the video.
- ☐ **Write your five templates.** Put the five text wrappers into one note.
- ☐ **Run the sheet.** Do the six steps with a timer on, and note the step that ran long.

Day 5 to 7

- ☐ **Publish all five.** Write down where each one went, and after two days note the best one.
- ☐ **Book your batch.** A 90 minute slot on Sunday, five videos back to back.

Key takeaways

- **Filming is the job.** Everything after it is assembly.
- **Seven filming rules prevent almost all of the extra work,** the biggest being no captions burned into the master. The transcript is the asset.
- **Only the wrapper changes per platform:** caption, title, cover, crop and link position.
- **CapCut, Canva and Whisper run the whole sheet for free.** Batching turns 2 hours 30 minutes into 90 minutes for the same 25 posts.
- **Trend-based, time-sensitive and single-platform content stays where it was made.**

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