



Content Waterfall Template

Turn One Video Into Unlimited Social Media Posts

Complete AI Content Workflow for Solopreneurs

Complete Workflow Guide

Step 1: Upload YouTube Video

Paste your YouTube URL (up to 25 minutes). Content Waterfall will process the video in 15-30 seconds.

Step 2: Review Generated Content

You'll get 3 base pieces: 1 video summary, 1 Tweet, 1 LinkedIn post.

Step 3: Unlimited Remixing

Remix each piece with 5 tone variations: Punchy, Contrarian, Casual, Story-driven, Professional.

Step 4: Add Hooks and CTAs

Personalize each piece with compelling hooks and clear calls-to-action.

Step 5: Direct Publishing

Post directly to X/Twitter and LinkedIn from the dashboard.

Step 6: Save and Reuse

Your content is saved and editable. Return anytime to remix again.

Content Calendar Template

Week 1

- Monday: Main video
- Tuesday: X/Twitter (punchy)
- Wednesday: LinkedIn (professional)
- Thursday: X/Twitter (story-driven)
- Friday: LinkedIn (contrarian)

Week 2

- Monday: X/Twitter (casual)
- Tuesday: LinkedIn (punchy)
- Wednesday: X/Twitter (professional)
- Thursday: LinkedIn (story-driven)
- Friday: X/Twitter (contrarian)

Platform-Specific Guidelines

X/Twitter

- Character count optimization
- Quick, punchy insights
- Trending hashtags integration
- Thread format when needed

LinkedIn

- Professional tone
- Industry insights
- Thought leadership focus
- Longer-form content

Performance Tracking

Weekly Metrics to Track

- Content engagement rate
- Click-through rate (CTR)
- Comment-to-lead ratio
- DM-to-sale conversion
- Cost per acquisition (CPA)

CTA Optimization Guide

Best Practices

- Make CTAs specific and actionable
- Test different approaches
- Use urgency when appropriate
- Keep it simple and clear

Example CTAs

- "Try Content Waterfall free →"
- "Download the complete guide"
- "Join 2,000+ creators"
- "Get started in 10 minutes"

Time-Saving Checklists

Daily Workflow (10 minutes)

- Check scheduled posts
- Respond to comments
- Note engagement trends
- Record one video
- Upload to Content Waterfall
- Review AI suggestions
- Remix for next week

Weekly Review

- Analyze top-performing content
- Update content calendar
- Plan next week's themes
- Track conversion metrics

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Visit content-waterfall.com to try the full platform