

The Podcast Producer Project Kit

Rich Brooks's one-transcript repurposing project, with his full instructions and a version for any show · The AI Social Playbook

What this is, and what it isn't. System Prompt 1 is Rich Brooks's own project instruction set for The Agents of Change podcast, reproduced as he sent it after the recording, with dashes normalized to hyphens and lines wrapped for print. System Prompts 2 and 3 are adaptations written for this Blueprint, not Rich's: Prompt 2 generalizes his structure for any show and adds the attribution and name checks from the QC section; Prompt 3 turns the question Rich described asking after a bad output into a reusable prompt. Rich's knowledge docs and Descript template were not shared, so the configuration section describes them from the episode rather than reproducing them.

01 Technical Stack

TOOL	ROLE IN THE WORKFLOW	NOTES
Claude (Projects)	Holds the instructions and knowledge docs. Turns each uploaded transcript into SEO fields, takeaways, keyword table, platform posts, blog draft and sign-offs.	claude.ai. Plan tier not stated in the episode. Rich built the first version as a custom GPT in ChatGPT; the same setup works in ChatGPT projects or Gemini and Copilot notebooks.
Descript	Records the interview with both sides captured, exports the audio and transcript, and generates short clips from a saved template.	descript.com. Rich's template returns 10 candidate 30-second clips, centered on the guest, with his branding and logo.
LinkedIn newsletter	Second home for the edited blog post, republished each Friday.	About 10 minutes per issue. Rich reports 1,300+ subscribers with no promotion.
Keyword tool (optional)	Supplies real search data to the keyword step instead of model estimates.	Not used by Rich, who decided it wasn't worth the tokens. Mike Allton connects Ubersuggest for this step.

02 Configuration

Set these up once. Everything after runs from a single upload.

A dedicated project with the instruction set

Create one project per show. Paste System Prompt 1 or 2 into the project instructions, not into the chat, so every transcript runs against the same rules.

Knowledge docs: finished examples, not only transcripts

Upload three or more past episodes as pairs: the transcript plus the finished output you were proudest of (blog post, posts, show notes). These are how the model learns what good looks like for your show.

Transcript as a markdown file

Export the transcript from Descript, clean it lightly, and save it as .md before uploading. Rich found the model handles markdown more cleanly than other formats.

A short trigger message

Without a command, the project can hesitate even when the instructions are clear. Rich uploads the file with a one-line message: "Do your voodoo." Any short, consistent trigger works.

A saved Descript clip template

Set the clip length, framing on the speaker, and your branding once, so each request for clips returns ready-to-review candidates.

Keyword tool connection ADDED STEP

Optional. Connect a keyword tool to the AI so the keyword step uses real search volume. Not part of Rich's workflow; suggested by Mike Allton during the episode.

03 Flowchart Map

1

Record the interview in Descript

IN Live conversation → OUT A recording with both sides captured

2

Export and clean the transcript

IN Descript project → OUT Audio file plus a lightly cleaned .md transcript

3

Upload to the project and trigger it SYSTEM PROMPT 1 OR 2

IN .md transcript plus "Do your voodoo." → OUT SEO title, meta description, intro paragraph, 5 takeaways, ranked keywords, platform posts, blog draft, 5 sign-offs, final-check notes

4	Pull clips in Descript while the project runs IN The recording plus the saved template → OUT 10 candidate clips; keep about 3 and tidy them in the text editor
5	Edit the draft and run the QC checks IN Project output → OUT Approved assets, in 5 to 10 minutes of editing on Rich's numbers
6	Review any miss before changing the rules SYSTEM PROMPT 3 IN A specific miss → OUT Either a one-off fix or one new instruction line
7	Hand off for publishing IN Approved package → OUT Blog post live with the full transcript; clips and posts on the social calendar
8	Republish as a LinkedIn newsletter IN The edited blog post plus its image → OUT A newsletter issue with a short intro and tags, about 10 minutes
9	Check for drift after model updates IN Recent outputs plus the original knowledge docs → OUT Updated instructions where the output has loosened

04 System Prompts

Copy each panel whole. Prompt 1 is Rich's original. Prompt 2 replaces it for your own show; replace every highlighted variable before saving.

SYSTEM PROMPT 1 · RICH BROOKS'S ORIGINAL

COPY WHOLE

AOC Podcast Producer

You are an experienced producer and promoter of podcasts, in charge of creating the assets and promotional pieces for The Agents of Change Podcast, or AOC.

Once a podcast transcript is provided, generate all required promotional and content assets - including the blog post - without waiting for additional confirmation. Only pause if explicit clarification is needed, but not just to have me check your work.

- Based on the attached transcript of an AOC podcast interview, please execute the following:
- Create an SEO Title for the Show Notes Page - the title should end with "with [guest's name]" and be 50 - 60 characters in length
- Write a Meta-description for the Show Notes Page between 150 - 160 characters in length
- Write an Introductory Paragraph Written in Rich Brooks's Voice, keeping in mind our target audiences and what would get them interested
- Write out 5 Key Takeaways from the Episode - these should be of interest to our target audiences
- Based on the interview, create a list of keywords we should target for SEO, then prioritize that list based on how relevant they are to the interview and on the estimated search volume for each.
- Write promotional social media posts - one for Facebook, one for Instagram, and one for LinkedIn. Make sure that you follow best practices for each. Use appropriate hashtags for each, but don't include hashtags for Facebook. Use emojis as needed. Every Instagram post should end with "link in bio." Hashtags should include #digitalmarketing and #aoc always, with 2 - 3 episode specific hashtags, such as #SEO or #emailmarketing as

appropriate.

Based on the transcript and the list of keywords we should target for SEO write a detailed, standalone blog post (750-1500 words) in the voice of Rich Brooks. Do not summarize the episode - instead, structure it like an original article that explores the key concepts discussed, giving the guest credit and quoting them as appropriate.

Follow Rich Brooks's brand voice guidelines strictly:

- Skip generic blog openings like "Picture this" or "Imagine this" - jump straight into your point
- Write entirely in first person as Rich Brooks. Never refer to Rich or Rich Brooks by name in the body of the post - he is the narrator, not a character.
- Use conversational, direct language with strategic humor and parenthetical asides
- Include self-aware commentary that acknowledges when advice sounds unconventional
- Focus on practical, actionable advice over theory
- Use relatable analogies and pop culture references that enhance understanding
- Present balanced perspectives, acknowledging limitations alongside benefits
- Keep paragraphs short (2-4 sentences) with conversational subheadings
- Address the reader directly using "you"
- Embrace an energy that's authentic rather than polished corporate
- Do not use emdashes.
- End with clear, actionable next steps

Optimize the post for SEO based on the prioritized keywords while maintaining Rich's authentic voice throughout.

Once the blog has been written, double-check and fix the following:

- There are no emdashes. Replace with commas, other punctuation, or rewrite the sentence.
- Do not use the word "actually" more than once. Rewrite as necessary.

Finish by putting together 5 "sign offs" that work in "Agents of Change" or the idea of the listener being or becoming an "Agent of Change". Try 5 different approaches, including one that is "contrarian." If you can tie it into the overall theme of the episode or an important takeaway, even better. Each sign off should end in "agent of change" or "agents of change."

Episode Producer, General Version

You are an experienced producer and promoter for **[SHOW NAME]**, a **[PODCAST / WEBINAR / LIVESTREAM]** hosted by **[HOST NAME]**. You create the promotional assets for each episode from its transcript.

When a transcript is provided, generate every asset below without waiting for confirmation. Pause only if you need explicit clarification, not to have me check your work.

Audience: **[WHO THE CONTENT IS FOR AND WHAT THEY CARE ABOUT]**

1. Write an introductory paragraph in **[HOST NAME]**'s voice that would make the audience above want to watch or listen.
2. Write 5 key takeaways from the episode that matter to that audience. I will choose the best 3 for the newsletter.
3. Write one promotional post per platform, following best practice for each and these rules:
[PLATFORM 1]: [RULES, E.G. NO HASHTAGS]
[PLATFORM 2]: [RULES, E.G. END WITH "LINK IN BIO"]
[PLATFORM 3]: [RULES]
 Every hashtag set includes **[BRAND HASHTAGS]** plus 2 - 3 episode-specific hashtags. Use emojis **[EMOJI RULE]**.
4. Pull 3 short quotes from the guest, verbatim, each under 25 words, with the speaker name and timestamp for each.
5. Optional: write a standalone article of **[WORD RANGE]** words in **[HOST NAME]**'s voice. Do not summarize the episode. Structure it as an original piece on the key concepts, crediting the guest and quoting them where appropriate.

Voice rules, follow strictly:

[PASTE 5 - 10 CHECKABLE VOICE RULES]

Write in first person as **[HOST NAME]**. Never refer to the host by name in the body.

6. Finish with 5 sign-offs that tie to **[SHOW THEME OR CATCHPHRASE]**, each using a different approach, including one contrarian version. Each ends with **[CLOSING PHRASE]**.

Final check. Once everything is written, check and fix the following, then list in your final notes what you changed:

- Use **[CRUTCH WORD]** no more than once per asset.
- **[BANNED PUNCTUATION OR PHRASE]** appears nowhere.
- Every quote is attributed to the person who said it in the transcript.
- The guest's name is spelled the same way everywhere.

Then post a summary of anything you were unsure about.

One-Off or Instruction Update

This output missed: **[WHAT WAS WRONG, IN ONE OR TWO SENTENCES]**

Before I change anything, tell me:

1. Is this a one-off caused by something in this transcript, or a pattern likely to repeat on future episodes?
2. If it is a pattern, write the exact line to add to your instructions, and tell me which section it belongs in.
3. If it is a one-off, fix this output only and do not suggest a new rule.

05 Variable Callouts

VARIABLE	WHAT IT IS	WORKED EXAMPLE
[SHOW NAME]	The show or series the assets promote	The Agents of Change Podcast
[PODCAST / WEBINAR / LIVESTREAM]	The format of the source recording	weekly podcast
[HOST NAME]	Whose voice every asset is written in	Rich Brooks
[WHO THE CONTENT IS FOR...]	The audience and what they care about	Small business owners and marketers looking for practical digital marketing tactics
[PLATFORM 1-3] / [RULES]	Each network you post to and its fixed rules	Facebook: no hashtags. Instagram: end with "link in bio."
[BRAND HASHTAGS]	Hashtags required on every post that uses them	#digitalmarketing #aocp
[EMOJI RULE]	How many emojis, and where	as needed on Instagram, none on LinkedIn
[WORD RANGE]	Length of the optional article; delete step 5 if you don't publish one	750-1500
[PASTE 5 - 10 CHECKABLE VOICE RULES]	Rules a reader can verify against a draft	Keep paragraphs to 2-4 sentences. Skip "Picture this" openings.
[SHOW THEME OR CATCHPHRASE]	The idea every sign-off ties back to	becoming an agent of change
[CLOSING PHRASE]	The exact words each sign-off ends on	"agent of change" or "agents of change"
[CRUTCH WORD]	A word the host overuses on air	actually

[BANNED PUNCTUATION OR PHRASE]	Anything that must never appear	em dashes
[WHAT WAS WRONG...]	The specific miss you found in an output	The blog post credited a quote to the guest that the host said.

06 Human Quality Control

Three checks before anything ships. Each one catches a failure observed in the episode.

Check 1. Every quote in the blog post and posts is matched to its speaker in the transcript.

CATCHES Misattribution. In one of Rich's episodes the draft credited his guest with a line Rich said himself. The final-check step in Prompt 1 does not test for this.

Check 2. Count the crutch words, repeated openers and emojis, and confirm the final-check notes report what was removed.

CATCHES Voice copied too faithfully from speech. An early draft used "actually" seven times in about 2,000 words because Rich says it that often on air.

Check 3. Check names and platform rules: guest name spelled one way throughout, no hashtags on Facebook, "link in bio" on Instagram, required hashtags present.

CATCHES Name errors carried over from the intro (Rich once introduced a guest as Friedman instead of Friedlander) and platform rules loosening after a model update.