Your Client Work Is Your Content

How I'd turn the explaining you already do for clients into a Reel and a page on your website. About 20 minutes to set up.



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Instagram YouTube LinkedIn X Threads

From my reel, word for word

> If you're talking to your clients and you're demonstrating your expertise while you're actually servicing them, that's content. Use that content, record a video, and post it on your social.

Time
20 minutes to set up

Online
samethod.ai/resources/turn-client-work-into-content

AT A GLANCE

Time	You need	You get
About 20 minutes	Your phone and a client's yes	A Reel and a page on your site

I record every take I make. The transcript becomes my caption, my post and a page on my site.

You explain your work to clients every week. That explanation is your content. You've already said it out loud.

Google says it looks for "expertise that comes from having actually used a product or service." That's you. Google: helpful, people-first content

Sources checked October 3, 2026. The example is a teaching example, not a client result.

01 Look at what you already do

The thing you explain every week?

That's the post.

- Why a drain keeps backing up.
- How the first month of training should feel.
- What to check before a shoot.

02 First, get a yes

1 Ask first
Say what you'll post, and where

2 Yes on camera
Now it's on record

3 Record
Your explanation, 60 to 90 seconds

Most states let one person in a conversation consent to recording it. Some need everyone. Asking everyone keeps you covered. Justia: recording laws, 50-state survey

- Ask before you hit record. Get the yes on camera.
- No faces or names unless they say yes to that too.
- Health or legal work? Check your privacy rules first.
- No yes? Record yourself recapping it right after.

03 Turn one video into an article

1 Record on your phone
Vertical, under 3 minutes

2 Post the Reel as your own
Upload the file from your phone

3 Get the transcript
Most editing apps make one for you

4 Paste it into ChatGPT
With my prompt below

5 Post it on your site
Video on top, article underneath

- Instagram says Reels must be 3 minutes or less to be recommended. Instagram: tips for improving your reach
- It's less likely to recommend reposts or videos with another app's watermark.
- Google says AI text can have mistakes, so read every line. Google: generative AI content on your website
- Google finds videos embedded the normal way, not hidden in a tab. Google: video best practices

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04 Copy and paste: my article prompt

It keeps your words and stops the AI from making things up.

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Here is a transcript of me explaining something to a client.
Turn it into a short article for my website.

Rules:
- Keep my words, my examples and my opinions.
- Do not add facts, numbers, prices or claims that are not in the transcript.
- Remove the client's name and anything personal.
- Title: the question the client asked, in plain words.
- Start with the direct answer in two sentences.
- Then 3 to 5 short sections with plain headings.
- End with one line on when someone should get help from a professional like me.
- Mark anything you are unsure about with [CHECK] so I can fix it.

Transcript:
[paste it here]
```

Pasting the prompt into ChatGPT EXAMPLE

What you paste

My article prompt (above), then the transcript:

"Your first two weeks should feel easy. We start light on purpose, so you learn the movements first and you're keen to come back the next day."

The kind of draft you get back

Why should my first two weeks of training feel easy?

Short answer: we start light on purpose. You learn the movements first, and you want to come back.

What we do in week one **[CHECK]**

A teaching example, not a real client. Your draft will differ. Read every line and fix each [CHECK] before you post it.

05 What it looks like

> "Mind if I record this for my page? No face, just my explanation."
>
> **A trainer, before she starts. A teaching example**

- She explains why the first two weeks of training should feel easy.
- She posts the 70-second clip.
- She pastes the transcript into the prompt and fixes the line marked [CHECK].
- Her page goes up with the clip on top. Twenty minutes, start to finish.

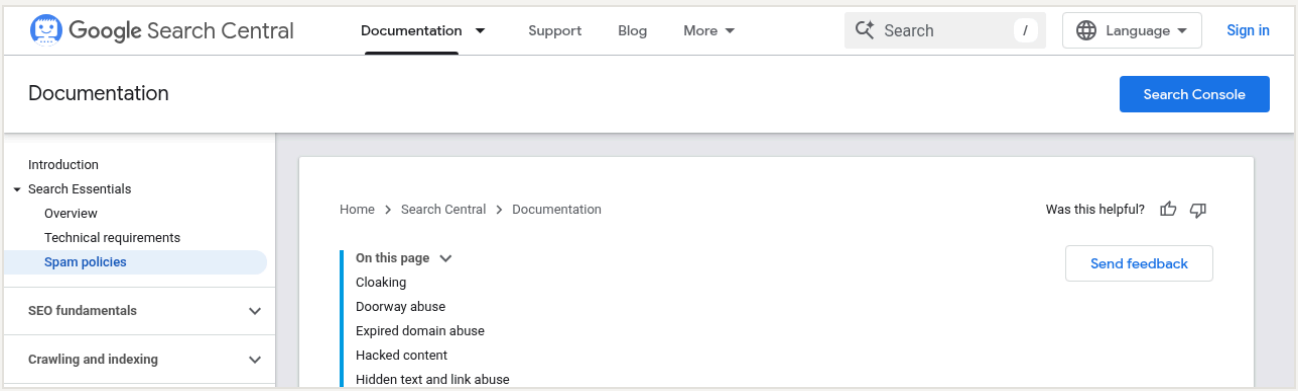
06 What Google wants, and what it doesn't

Skip this **Do this**

✕ ~~Dozens of look-alike pages written by AI~~	One page per real question a client asked
✕ ~~AI text nobody read~~	Your words, checked line by line
✕ ~~A video hidden behind a button~~	The video on the same page

Google calls the left column "scaled content abuse." Google: spam policies

https://developers.google.com/search/docs/essentials/spam-policies



Google's own spam policies page.

07 How to know it worked

1

Day one

It plays on your phone, signed out

2

A couple of weeks

Search Console says it's indexed

3

A month

New calls say how they found you

- Search Console's URL Inspection shows if Google has it. Google: URL Inspection tool
- Ask every new inquiry how they found you. Write it down.
- One page won't tell you much. Ten real questions answered will.

08 No promises

No one can promise a ranking or a number of leads, and I won't. This puts proof of your skill where people look before they call you.

SOURCES

1. Google Search Central: Creating helpful, reliable, people-first content. https://developers.google.com/search/docs/fundamentals/creating-helpful-content
2. Google Search Central: Guidance on generative AI content on your website. https://developers.google.com/search/docs/fundamentals/using-gen-ai-content
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6. Instagram for Creators: Tips for improving your reach. https://creators.instagram.com/blog/tips-for-improving-your-reach
7. Justia: Recording phone calls and conversations, 50-state survey. https://www.justia.com/50-state-surveys/recording-phone-calls-and-conversations/

NEXT STEP



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Want this run for your business? My free Revenue Opportunity Review looks at how customers find you today. Request a free review

Request a free review

Website
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