

■ GUIDE • FROM MY REEL

Your Client Work Is Your Content

How I'd turn the expertise you already show clients into a Reel and a page on your website: get a yes, record the explanation, post it, and turn the transcript into an article. About 20 minutes to set up.

FROM MY REEL • THE TRANSCRIPT

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.

I record every take I make, and the transcript becomes the caption, the post and a page on my site. This guide is the same setup, pointed at the work you already do for clients.

Every week you explain the same things to customers. Why a drain keeps backing up. How the first month of training should feel. What to check before a shoot. That explanation is the content. You've already written it, out loud.

Google says its systems look for content that shows first-hand expertise, "expertise that comes from having actually used a product or service." Nobody has more of that than the person doing the work. [Google: helpful, people-first content](#)

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

01 Before you record, get a yes

This comes first. Ask the client before you press record, and get the yes on camera so you have it.

Under federal law and in most states, one person in a conversation can consent to recording it. A smaller group of states needs everyone's consent, so asking everyone keeps you clear wherever you work. [Justia: recording laws, 50-state survey](#)

- Say what you'll post, and where.
- Leave out faces, names and anything personal unless they say yes to that too.
- If your work involves health or legal records, check your privacy rules before recording anything.
- No yes? Record yourself recapping the explanation right after the session. It works just as well.

02 The setup, in five steps

01 Pick the explanation you give every week.

The question clients ask most is the one strangers are searching for. Write it down in their words, for example: "How many sessions a week should I start with?"

02 Record it on your phone.

Vertical, close to you, 60 to 90 seconds of the explanation itself. Instagram says Reels must be 3 minutes or less to be recommended. [Instagram: tips for improving your reach](#)

03 Post it as your own original.

Instagram says it's less likely to recommend reposts or videos with noticeable watermarks, so post the file from your phone, not a download from another app.

04 Turn the transcript into an article.

Most editing apps give you a transcript. Paste it into ChatGPT with the prompt below, then read every line before it goes up. Google says AI output can contain mistakes and should be fact-checked and reviewed before publishing. [Google: generative AI content on your website](#)

05 Put the article and the video on one page.

One page per real question: the video embedded near the top, the article underneath. Google finds videos embedded with standard video or iframe elements, and the video can't be hidden behind other elements. [Google: video best practices](#)

03 Copy and paste: the article prompt

This is the prompt I'd use. It keeps your words and stops the AI from making things up.

```
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]
```

04 One worked example

A personal trainer walks a new client through why the first two weeks will feel lighter than expected. Before she starts, she asks: "Mind if I record this for my page? No face, just my explanation." The client says yes on camera.

She posts the 70-second clip, pastes the transcript into the prompt, fixes the two lines marked [CHECK], and publishes "Why your first two weeks of training should feel easy" with the clip at the top. Twenty minutes, start to finish.

This is a teaching example, not a client result.

05 What Google rewards, and what it doesn't

DO THIS

SKIP THIS

One page per real question a client asked you

Dozens of near-identical pages written by AI

Your words and your examples, checked line by line

AI text published without anyone reading it

The video on the same page as the article

A video hidden in a tab or behind a button

Google calls the second column scaled content abuse: "using generative AI tools or other similar tools to generate many pages without adding value for users." [Google: spam policies](#)

06 How I'd check it worked

01 The page is live and the video plays on a phone.

Open it on your own phone, signed out.

02 Google has indexed it.

In Search Console, URL Inspection shows whether the page is indexed. Give it a couple of weeks. [Google: URL Inspection tool](#)

03 New inquiries mention it.

Ask every new inquiry how they found you, and write it down.

I'd track it for a month before judging it. One page won't tell you much. Ten real questions answered will.

07 What this doesn't promise

No one can promise a ranking or a number of leads, and I won't. What this does is put proof of your expertise where people can check it before they call you. That's the part you control.

NEXT STEP

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

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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