

The Idea Translation Cheat Sheet

Turn one idea into LinkedIn posts, X posts, emails, captions, blog sections, and image prompts without losing your voice.

One idea.
Many platforms.
Same voice.



The Big Idea

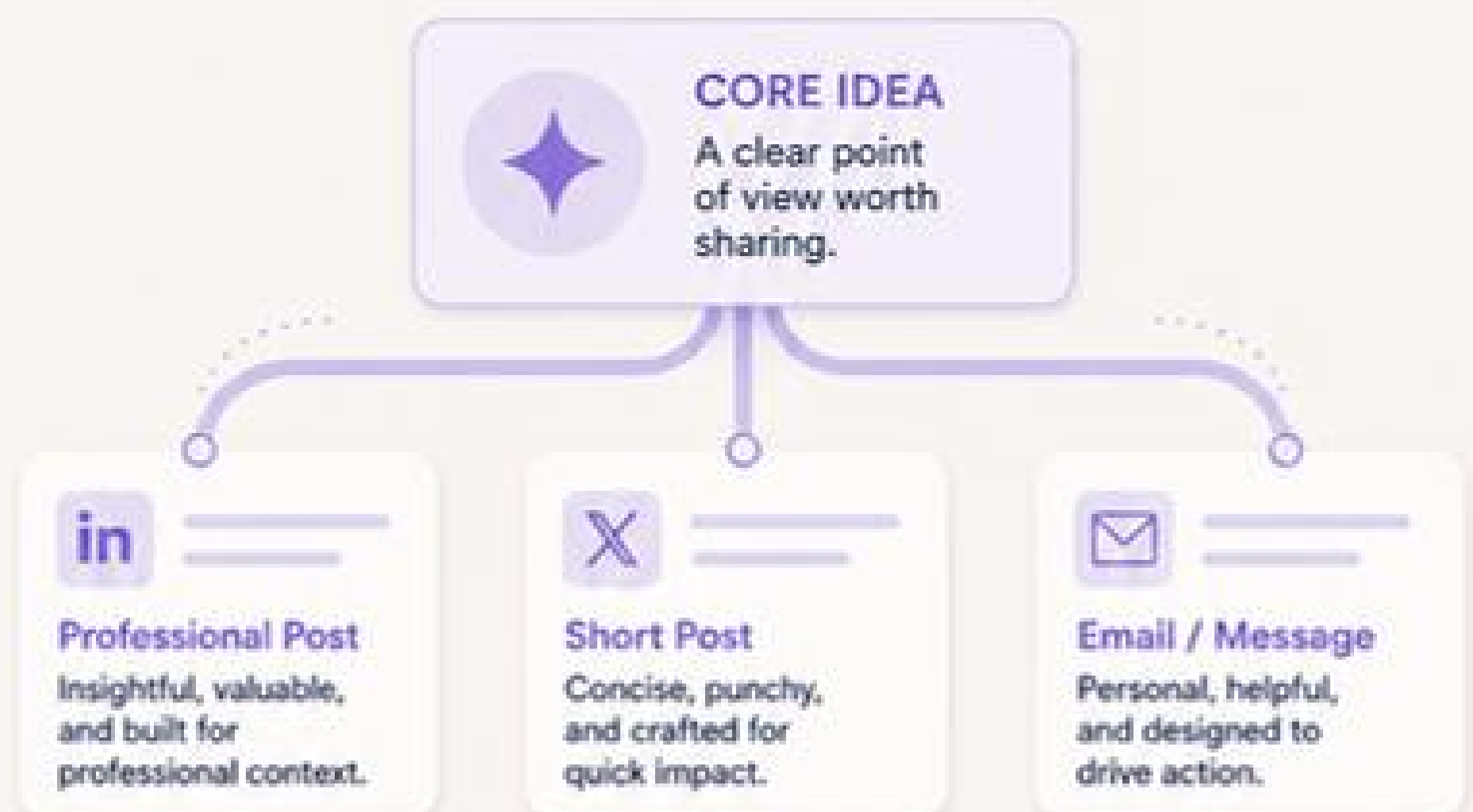
One idea.
Many platforms.
Same voice.

Most AI repurposing fails because it changes the container, not the thinking.

It turns your idea into a LinkedIn post, an X post, an email, and a caption — but every version sounds like the same generic voice.

That is not real consistency.

Real consistency means the reader can recognize your point of view, even when the format changes.



The Big Idea

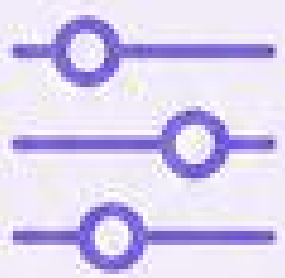
The rule

**Same idea.
Same point of view.
Different shape.**



Your voice is the constant.

Your voice is what you believe, how you explain things, and the words you naturally reach for.



The platform format is the variable.

The format is what changes: the hook, structure, length, rhythm, and entry point.

Remember



Do not ask AI to copy-paste your idea everywhere.



Ask AI to translate the idea for the platform.

The Idea Translation Framework

Use this before asking AI to write.

1. Core Idea

What is the one thing you actually want to say?

Keep it simple.

Example:

AI does not create your voice.
It shapes the raw material you give it.

2. Reader State

What is the reader feeling, struggling with, or trying to understand?

Example:

They use AI, but their content sounds generic.

3. Platform Job

What does this platform need to do?

Example:

LinkedIn should teach. X should compress. Email should build trust.

The Idea Translation Framework

Use this before asking AI to write.

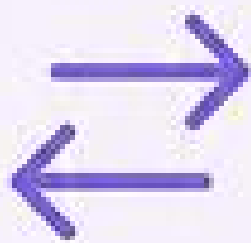


4. Voice Constant

What should stay true everywhere?

Example:

Clear, direct, practical, no hype.



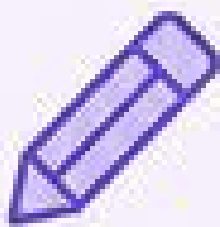
5. Format Shift

What should change for this platform?

Example:

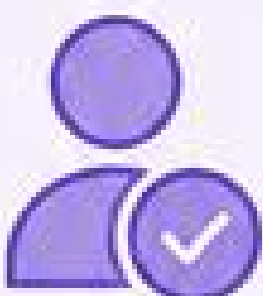
Shorter for X. More useful for email.

More visual for captions.



6. Draft

Ask AI to write for the platform, not just shorten or expand the original.



7. Human Pass





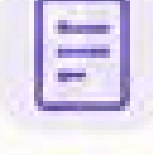
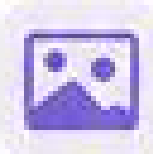

Read it back.

Fix anything that does not sound like your thinking.

Add one specific detail AI could not have known.

Page 3: Platform Translation Guide

Each platform has a different job.

Platform	Job	Shape
 LinkedIn	Teach it	Clear lesson, short paragraphs, useful framing
 X/Twitter	Compress it	One sharp thought, fewer words, stronger punch
 Instagram/ Social Caption	Give it a scene	Visual anchor, emotional clarity, simple takeaway
 Email	Make it useful	Trust-first, conversational, direct
 Blog Post	Give it a path	Structure, sections, examples, explanation
 Image Prompt	Make it visible	Visual metaphor, clear scene, low clutter
 Everyday Message	Keep the intent clear	Respectful, specific, lower drama



Quick check

Before you publish, ask:

Does this version fit the platform, or did AI just copy the same idea into a new box?

That question catches most bad repurposing.

Page 4: Reusable Prompt Template

Copy, paste, and fill this in.



I want to turn this idea into content for **[platform]**.



Core idea:

[insert one clear idea]



Reader:

[who is reading this]



Reader state:

[what they feel, want, misunderstand, or struggle with]



Voice constant:

[what should stay true everywhere]

Page 4: Reusable Prompt Template

Copy, paste, and fill this in.



Platform job:

[what this platform needs to do]



Format shift:

[how the content should change for this platform]



Draft the platform-specific version.

Keep the point of view consistent, but change the hook, structure, length, and rhythm for the platform.



Why this works



This prompt separates the idea from the format.



That is the key.



Most AI content gets weak because people ask AI to repurpose content without telling it what should stay the same and what should change.

Page 5: Worked Example



Core idea

AI does not create your voice.
It shapes the raw material you give it.



LinkedIn version

Most people think AI will give them a voice.
It will not.

AI shapes whatever raw material you bring to it.

Bring vague thinking, get vague writing.

Bring a clear point of view, and AI can help
give it better structure.

The tool is only as good as what you put in.



X version

AI does not give you a voice.

It reveals how much voice you gave it to
work with.

Page 5: Worked Example



Email version



Something I keep seeing:

People are frustrated that their AI-written content does not sound like them.



The issue is almost never the AI.

It is what they gave the AI to work with.



AI shapes raw material. If you have not given it your actual thinking, your real opinion, your specific example, or your natural wording, it has nothing real to shape.

Page 5: Worked Example



Social caption version



Your voice was never inside the AI.



It was in the messy notes, half-formed opinions, and examples you almost deleted.



The tool just helps you shape what was already there.



Blog section version



AI is a shaping tool, not a source.



If you bring a vague idea and no point of view, the output will sound vague.



If you bring a clear opinion, a specific reader, and one real example, AI can help turn that material into something more useful.

Page 5: Worked Example

Image prompt version

Create a clean 4:5 editorial image showing one glowing core idea card in the center branching into platform cards labeled LinkedIn, X, Email, Caption, and Blog. The design should feel warm, minimal, human-centered, and easy to read on mobile.

Use navy text, soft purple accents, off-white background, and simple icons. No robots, no glowing brains, no logos, no clutter.



Page 6: 5-Minute Exercise

Try this with one idea.

Do not start with ten ideas.

Start with one idea you actually believe.

1



Step 1

Write the idea in one sentence.

Example:

Better AI writing starts with better human input.

2



Step 2

Choose three platforms.

Start with:

- LinkedIn
- X
- Email

3



Step 3

Fill in the template once for each platform.

Do not ask AI to “repurpose.”

Ask AI to translate.

Page 6: 5-Minute Exercise



4



Step 4

Read all three versions back to back.

Ask:

- What stayed the same?
- What changed?
- Which version sounds most natural?
- Which version sounds most useful?
- Which version sounds least like me?

5



Step 5

Do the human pass.

Fix:

- one vague sentence
- one line that sounds too polished
- one phrase you would not actually say
- one missing detail AI could not have known



Final reminder

Consistency does not mean sounding the same everywhere.

Consistency means your thinking is recognizable everywhere.

The voice stays true.

The shape changes for the platform.