



GUIDE BOOK

THE
CORE-TO-MICRO
METHOD



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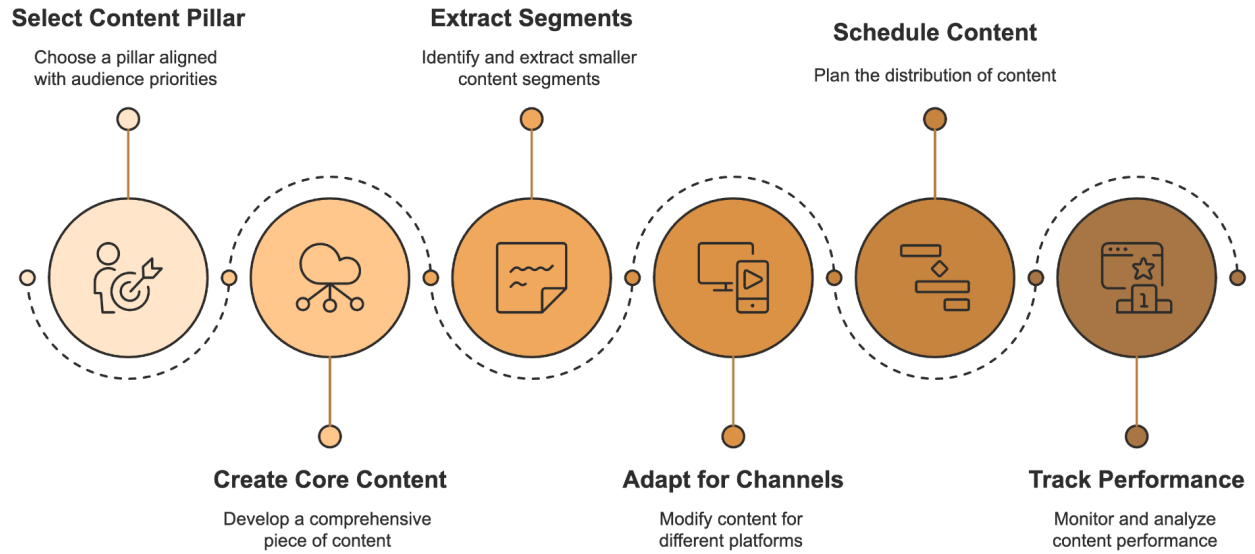
Creating high-quality content consistently is both essential and challenging. Many brands struggle to maintain presence across multiple platforms without sacrificing quality or exhausting their resources. The Core-to-Micro Method solves this problem by transforming your content production from a constant scramble into a systematic process that maximizes impact while respecting limited resources.

This method starts with substantial cornerstone content that directly addresses your audience's primary needs, then strategically extracts multiple smaller assets adapted for different platforms. Rather than creating everything from scratch, you'll learn to work smarter by repurposing effectively while maintaining your brand's consistent voice and visual identity.

The payoff is significant: one comprehensive piece can generate 20+ platform-specific assets, ensuring message consistency while respecting each channel's unique requirements. This approach not only saves time and resources but also creates a more cohesive brand experience for your audience as they encounter your content across various touchpoints.



Core-to-Micro Content Repurposing Process



In this guide, you'll learn exactly how to implement the Core-to-Micro Method in your own content strategy, with practical templates, real-world examples, and step-by-step instructions for turning one piece of content into many without losing quality or consistency.

Understanding the Core-to-Micro Framework

What Is the Core-to-Micro Method?

The Core-to-Micro Method is a strategic content repurposing system that starts with creating substantial cornerstone content (your "core") that thoroughly addresses your audience's primary needs. From this robust foundation, you then extract multiple smaller assets (your "micro" content) adapted to different platforms' requirements.

This approach allows you to:

- Maintain consistent messaging across all channels
- Produce more content with fewer resources
- Ensure quality by starting with thoroughly researched cornerstone pieces
- Create platform-specific content that respects each channel's unique format
- Build a cohesive content ecosystem that reinforces your brand at every touchpoint

Why Traditional Content Creation Falls Short

Most brands approach content creation in one of two problematic ways:

1. **The scatter approach:** Creating unique content for each platform with little connection between pieces, leading to inconsistent messaging and exhausted resources

- 2. The copy-paste approach:** Using identical content across all platforms without adaptation, resulting in poor engagement as content feels out of place on each platform

The Core-to-Micro Method offers a middle path that balances consistency with platform optimization.

The Business Case for Systematic Repurposing

According to the book, a B2B software company that implemented this approach was able to generate 20+ content pieces from a single quarterly research report:

- 5 blog posts exploring specific findings
- 3 short LinkedIn videos featuring analysts
- 12 social media graphics highlighting key statistics
- An email series drilling into implications
- A webinar discussing practical applications

This systematic approach not only ensured message consistency but also respected each platform's unique limitations and opportunities, resulting in dramatically higher engagement rates than their previous approach of creating separate content for each channel.

Selecting Your Content Pillars

The foundation of effective repurposing begins with selecting the right content pillars that connect your brand purpose to audience needs.

Defining Content Pillars

Content pillars are 3-5 consistent themes that directly link your brand purpose to your audience's primary needs. Each pillar should:

- Align with your brand values and positioning
- Address a specific job-to-be-done for your audience
- Offer enough depth to support multiple content pieces
- Differentiate you from competitors
- Connect to your business objectives

Content Pillar Selection Exercise

1. List your brand's core values and positioning elements (from your brand foundation)
2. Identify your audience's top 3-5 jobs-to-be-done (from your audience research)
3. Find the intersections between these lists
4. Craft 3-5 content pillar statements using this format:

"We help [audience] to [accomplish specific goal] through [your unique approach]."

Content Pillar Worksheet

Brand Value	Audience Need	Content Pillar Statement	Example Topics
[Value 1]	[Need 1]	[Pillar Statement 1]	[Topic 1, Topic 2, Topic 3]
[Value 2]	[Need 2]	[Pillar Statement 2]	[Topic 1, Topic 2, Topic 3]
[Value 3]	[Need 3]	[Pillar Statement 3]	[Topic 1, Topic 2, Topic 3]

Example from the Book

A niche cycling apparel brand identified three content pillars that connected their values to audience needs:

- 1. Performance Optimization:** Helping amateur cyclists improve their performance through science-backed training approaches
- 2. Gear Longevity:** Teaching proper care and maintenance techniques to extend the life of cycling equipment
- 3. Community Connection:** Highlighting local cycling routes, events, and community members

Each pillar is directly connected to both their brand purpose (making cycling more accessible) and their audience's core needs (improving performance, maximizing investment, and feeling connected).

Creating Your Cornerstone Content

Cornerstone content forms the foundation of your repurposing strategy. These comprehensive pieces provide the raw material for all your micro-content.

Characteristics of Effective Cornerstone Content

Your cornerstone content should be:

- **Comprehensive:** 1,500+ words for articles, 30+ minutes for videos/podcasts
- **Evergreen:** Relevant for at least 6-12 months
- **Value-focused:** Solving a specific problem for your audience
- **Brand-aligned:** Reflecting your voice, values, and positioning
- **Structured:** Organized with clear sections that can be extracted
- **Multi-faceted:** Addressing several aspects of a topic

Types of Cornerstone Content

Choose the format that best suits your brand voice, audience preferences, and team capabilities:

- **Long-form articles/guides:** Comprehensive written content with multiple sections
- **Research reports:** Original data or analysis on industry trends
- **Case studies:** In-depth examination of customer success stories

- **Webinars/workshops:** Recorded sessions addressing specific topics
- **Long-form videos:** Comprehensive tutorials or deep dives
- **Podcast episodes:** In-depth interviews or topic explorations

Cornerstone Content Planning Template

Content Element	Details
Content Pillar	Which pillar does this address?
Primary Audience	Who is this specifically for?
Job-to-be-Done	What problem does this solve?
Working Title	What will you call this piece?
Key Sections	List 5-7 main sections
Supporting Data	What research/evidence will you include?
Visual Elements	What graphics/charts will enhance understanding?
Call to Action	What should readers do next?
Production Timeline	Research, writing, editing, design deadlines

Cornerstone Content Structure Tips

Structure your cornerstone content with repurposing in mind:

- Use clear section headings that could stand alone as micro-content
- Include a mix of formats within the piece (data points, stories, examples)
- Create natural breakpoints every 300-500 words
- Include standalone quotes or statements that can be extracted for social media
- Incorporate visual elements that can be repurposed independently
- Write with a modular approach where sections make sense both in context and standalone

Extracting Standalone Segments

Once you've created cornerstone content, the next step is methodically breaking it down into standalone segments for shorter-form platforms.

The Extraction Process

- 1. Map your cornerstone content:** Identify all extractable elements including sections, key points, data points, quotes, and visuals.
- 2. Create a content inventory:** Document each extractable element in a spreadsheet with notes on potential platforms.
- 3. Prioritize based on value:** Rank elements based on audience relevance and impact potential.
- 4. Identify natural groupings:** Look for logical ways to combine smaller elements for medium-format content.

Content Element Extraction Worksheet

Element Type	Original Section	Key Message	Potential Platforms	Required Adaptations
Section	[Section title]	[Core message]	[List platforms]	[Format changes needed]
Data point	[Specific stat]	[Significance]	[List platforms]	[Visualization needed?]

Element Type	Original Section	Key Message	Potential Platforms	Required Adaptations
Quote	[Exact quote]	[Context]	[List platforms]	[Design template?]
Example	[Brief description]	[Lesson]	[List platforms]	[Additional context needed?]
Visual	[Description]	[What it shows]	[List platforms]	[Formatting needs]

Example Extraction from a Research Report

From the B2B software company example in the book, here's how they might extract elements from their quarterly industry research report:

Cornerstone content: 25-page industry research report titled "The State of Customer Experience in SaaS"

Extracted elements:

- 1. Blog post 1:** Expanded on the "Top 5 CX Trends" section
- 2. Blog post 2:** Detailed the "Implementation Challenges" section
- 3. Blog post 3:** Focused on the "ROI of CX Investments" data

4. **LinkedIn video 1:** Featured their lead analyst explaining key findings
5. **LinkedIn video 2:** Showed a customer implementing the recommendations
6. **Social graphic 1:** Visualized the "54% increase in retention" statistic
7. **Social graphic 2:** Created a quote card from the executive summary
8. **Email 1:** Addressed the "Getting Started" section for new subscribers

This systematic extraction ensures no valuable content is wasted while maintaining consistent messaging across platforms.

Adapting Format and Language

The secret to effective repurposing isn't simply reusing content—it's thoughtfully adapting it for each platform while maintaining your brand voice.

Platform Adaptation Guidelines

For each platform, consider:

- **Optimal length:** What word count or duration performs best?
- **Visual requirements:** What dimensions, orientation, and style work best?
- **Tone adjustments:** How formal or casual should content be?
- **Call-to-action norms:** What actions do users typically take on this platform?
- **Platform conventions:** What content formats are native to this platform?

Platform Adaptation Matrix

Platform	Optimal Format	Length	Tone Adjustment	Visual Requirements	CTA Style
Blog	Article with headers	800-1500 words	Detailed, educational	16:9 feature image, infographics	Read more, download resource
Instagram	Carousel, Reels	30-90 seconds, 10 slides max	Conversational, concise	1:1 or 9:16, bold text	Swipe up, tap link in bio

Platform	Optimal Format	Length	Tone Adjustment	Visual Requirements	CTA Style
LinkedIn	Text post, article, video	Text: 1300 chars, Video: 1-3 mins	Professional but human	1:1 video, PDF downloads	Comment thoughts, connect
Email	Segmented text blocks	300-500 words	Direct, personal	Mobile-optimized images	Clear single action button
YouTube	Video, tutorial	7-15 minutes	Educational, engaging	16:9, strong thumbnails	Subscribe, watch next video
Twitter	Text, image, thread	280 chars, 2-5 tweets	Concise, conversational	16:9, text overlay	Reply, retweet, follow

Voice Consistency Techniques

While adapting content for different platforms, maintain your brand voice by:

1. **Creating platform-specific templates** with pre-written phrases that maintain your tone
2. **Developing a voice matrix** showing how your brand voice principles apply on each platform:

Voice Pillar	Blog Application	Social Application	Email Application
Authoritative	Cite research, use data	Share industry insights	Provide actionable recommendations
Approachable	Use "you" language, analogies	Ask questions, use emojis	Write conversational subject lines
Innovative	Introduce new perspectives	Use creative formats	Personalize based on behavior

3. Using consistent vocabulary across all platforms with a brand dictionary of preferred terms and phrases

Case Study: Platform Adaptation

A fitness brand created a cornerstone video workshop on "The Science of Recovery" (45 minutes). Here's how they adapted it:

- **Blog:** 2,000-word article breaking down scientific principles with citations
- **Instagram:** 5-part carousel showing key recovery techniques with simple explanations
- **YouTube:** 3-5 minute highlight clips focusing on specific recovery methods
- **Email:** 3-part series diving into implementation, with personal stories

- **Podcast:** 25-minute interview with the workshop presenter discussing findings

Each adaptation maintained the core message while optimizing for the platform's unique strengths. The Instagram carousel used more casual language with emoji but presented the same recovery techniques as the more formal scientific blog post.

Strategic Scheduling

Strategic scheduling ensures your repurposed content creates maximum impact through proper timing and sequence.

Content Release Strategy

Instead of publishing all repurposed content simultaneously, consider these strategic approaches:

- 1. The Core-First Approach:** Release your cornerstone content, then follow with micro content that drives traffic back to it
- 2. The Teaser Approach:** Release micro content first to build anticipation for your cornerstone piece
- 3. The Spaced Repetition Approach:** Spread related micro content over time to reinforce key messages

Content Calendar Template

Date	Platform	Content Piece	Content Pillar	Audience Segment	Previous Related Content	Call to Action
[Date]	[Platform]	[Content title]	[Pillar]	[Segment]	[Related content]	[Specific CTA]

Cross-Platform Promotion Strategy

Maximize the impact of your content through strategic cross-promotion:

- **Platform hopping:** Guide your audience from one platform to another (e.g., "See the full article in our bio")
- **Content stacking:** Reference previous related content to create a learning journey
- **Segment targeting:** Tailor content distribution to where specific audience segments are most active
- **Repromoting strategy:** Schedule multiple releases of high-performing content with fresh angles

Example Scheduling Strategy

A financial education brand created a cornerstone guide on "Retirement Planning for Entrepreneurs." Their scheduling strategy:

Week 1: Published the full guide on their website

Week 2: Released 3 Instagram carousels highlighting key sections

Week 3: Shared 5 LinkedIn posts with specific insights for different industries

Week 4: Sent an email series diving deeper into implementation steps

Week 6: Published YouTube tutorial walking through the retirement calculator

Week 8: Hosted a Q&A webinar addressing common questions

Week 12: Refreshed promotion with new success stories and updated statistics

This spaced approach maintained audience interest while reinforcing key messages through different formats and platforms.

Tracking Performance to Refine Your Approach

The final step in the Core-to-Micro Method is establishing performance tracking that informs your future content approach.

Setting Up Your Tracking System

Create a simple tracking dashboard that connects your repurposed content to specific goals:

1. **Define key metrics** for each content type and platform
2. **Establish baseline performance** expectations
3. **Track both individual pieces and content families** (all assets from the same core piece)
4. **Monitor audience movement** between platforms
5. **Document qualitative feedback** alongside quantitative metrics

Content Performance Tracking Template

Content ID	Core/Micro	Platform	Publish Date	Views	Engagement	Conversions	Audience Feedback	Key Insights
[ID number]	[Core/Micro]	[Platform]	[Date]	[Number]	[Rate]	[Number]	[Comments]	[Observations]

Performance Analysis Questions

For each content family (cornerstone + all micro content), ask:

- Which micro content pieces drove the most traffic back to the cornerstone?
- Which platforms generated the highest engagement?
- What content formats resonated most with each audience segment?
- Which extraction types (sections, quotes, data points) performed best?
- What adaptations seemed to work or fail on specific platforms?
- Did certain topics or angles consistently outperform others?

Refinement Loop Process

Use performance data to improve your next Core-to-Micro cycle:

1. **Quarterly content review:** Analyze all content families to identify patterns
2. **Format optimization:** Adjust your adaptation approach based on platform performance
3. **Extraction refinement:** Focus on extracting more of what works best
4. **Platform prioritization:** Invest more in high-performing channels
5. **Topic evolution:** Refine your content pillars based on audience response

Case Study: Data-Driven Refinement

A marketing consultancy tracked performance of content repurposed from their cornerstone "Email Marketing Automation Guide." They discovered:

- LinkedIn carousel posts consistently outperformed static images by 3x
- "How-to" extractions generated more engagement than "why" content
- Step-by-step videos drove 5x more traffic to the cornerstone than overview videos
- Customer examples performed better than theoretical explanations
- Mobile optimization issues reduced email engagement on certain segments

Based on these insights, they adjusted their next Core-to-Micro cycle by:

- Creating more carousel-style content for LinkedIn
- Focusing extractions on practical implementation steps
- Featuring customer examples more prominently
- Improving mobile formatting for all email content

This data-informed approach improved overall performance by 32% in their next content cycle.

Maintaining Brand Consistency During Repurposing

One of the biggest challenges in content repurposing is maintaining consistent brand identity across different formats and platforms. These practical systems help ensure your brand remains recognizable no matter where content appears.

Visual Consistency Systems

Create standardized design templates for each platform that incorporate your brand elements:

- **Platform-specific templates:** Develop Canva, Adobe Express, or PowerPoint templates preset with your brand colors, fonts, and layouts for each platform
- **Asset library:** Maintain a centralized collection of pre-approved images, icons, and graphics that reflect your brand aesthetic
- **Visual guidelines:** Create a simple one-page reference showing how your logo, colors, and typography should appear on each platform

Voice Consistency Systems

Ensure your brand sounds the same everywhere with these practical tools:

- **Voice cheat sheet:** Create a quick-reference guide with examples of how your brand voice applies in different contexts

- **Templated phrases:** Develop a collection of pre-written introductions, transitions, and calls-to-action that embody your brand voice
- **Tone variants:** Document how your voice should adapt in different situations (educational, promotional, responsive) while maintaining core attributes

Consistency Checklist

Before publishing any repurposed content, run it through this quick check:

- Does this piece visually connect to our brand identity?
- Would someone recognize this as our brand without our logo?
- Does the language reflect our established voice and tone?
- Is the message consistent with our cornerstone content?
- Have we maintained the same quality standards as our core content?
- Does the call-to-action align with our broader content strategy?

Team Alignment Practices

When multiple team members handle repurposing:

1. **Regular content reviews:** Schedule bi-weekly sessions to review content for brand alignment
2. **Buddy system:** Pair team members for cross-checks before publication

3. **Example library:** Build a collection of successful adaptations as reference points
4. **Training modules:** Create short training videos showing how to adapt content while maintaining brand integrity

Building an Efficient Repurposing System

To make the Core-to-Micro Method sustainable, you need efficient systems that reduce friction in the repurposing process.

Technology Stack Recommendations

These tools can streamline your repurposing workflow:

- **Content management system:** WordPress, Notion, or Airtable to organize cornerstone content
- **Design tools:** Canva Pro or Adobe Express for template-based visual adaptations
- **Scheduling platforms:** Buffer, Hootsuite, or Later for cross-platform publishing
- **Video/audio tools:** Descript for easily breaking longer recordings into clips
- **Project management:** Asio, Trello, or ClickUp for tracking content through the repurposing pipeline

Resource Allocation Guidelines

Content Type	Recommended Time Investment	Team Involvement
Cornerstone content	60-70% of resources	Subject matter expert, writer, editor, designer
High-impact micro content	20-25% of resources	Designer, copywriter
Experimental formats	10-15% of resources	Creative team

Batching Techniques for Efficiency

Maximize productivity by batching similar tasks:

1. **Content mapping:** Dedicate one session to identifying all extractable elements from a cornerstone piece
2. **Platform adaptation:** Adapt content for one platform at a time, completing all pieces for that platform before moving to the next
3. **Visual production:** Create all graphics for a content family in one session using templates
4. **Scheduling:** Set up all related content distribution in a single calendar session

Workflow Optimization Example

A small marketing agency implemented this three-phase workflow for client content:

Phase 1: Foundation (Week 1)

- Create cornerstone content
- Map all extractable elements
- Develop visual templates for each platform

Phase 2: Production (Week 2)

- Adapt and produce all platform variations
- Create platform-specific graphics
- Draft all captions and descriptions

Phase 3: Distribution (Week 3)

- Schedule all content across platforms
- Set up cross-promotion connections
- Establish performance tracking

This structured approach allowed a three-person team to transform one cornerstone piece into 25+ platform-specific assets every month while maintaining consistent quality and brand alignment.

Overcoming Common Repurposing Challenges

Even with a solid system, you'll encounter obstacles in your repurposing journey. Here are solutions to the most common challenges.

Challenge 1: Quality Dilution

Problem: Repurposed content feels watered-down or loses the depth of the original.

Solutions:

- Focus on extracting complete ideas rather than fragments
- Add platform-specific value to each piece (new examples, contextual framing)
- Maintain the same quality standards for micro content as cornerstone pieces
- Consider each piece as a standalone entry point, not just a promotional snippet

Challenge 2: Platform Mismatch

Problem: Content feels forced or unnatural on certain platforms.

Solutions:

- Study native content on each platform before adapting
- Start with platforms most aligned with your content type

- Be willing to significantly transform format while preserving message
- Consider skipping platforms where adaptation feels forced
- Use the platform's unique features (polls on LinkedIn, carousel on Instagram)

Challenge 3: Team Alignment

Problem: Different team members produce inconsistent adaptations.

Solutions:

- Create a simple one-page repurposing playbook with examples
- Implement a review stage before publishing
- Develop clear templates for each content type and platform
- Schedule regular calibration sessions to review and align approaches
- Assign platform specialists who deeply understand each channel

Challenge 4: Content Fatigue

Problem: Audience sees too much similar content across platforms.

Solutions:

- Stagger release schedules to prevent oversaturation

- Vary the entry point, headline, or visual for each platform
- Focus on different aspects of the cornerstone for different platforms
- Monitor engagement rates for signs of fatigue
- Add fresh perspectives or updated information in later releases

Challenge 5: ROI Tracking

Problem: Difficulty measuring the impact of repurposed content.

Solutions:

- Use UTM parameters to track traffic from each repurposed piece
- Create platform-specific landing pages for cornerstone content
- Implement content attribution modeling in your analytics
- Track engagement across the entire content family, not just individual pieces
- Measure audience movement between platforms

Scaling Your Repurposing System

As your content operation grows, you'll need to evolve your repurposing approach to maintain efficiency while increasing output.

Team Structure Models

As you scale, consider these team structures for repurposing:

Centralized Model: Dedicated repurposing specialist(s) who transform all cornerstone content

Platform Specialist Model: Experts for each platform who adapt content for their specific channel

Pod Model: Small cross-functional teams handling entire content families from cornerstone to micro

Automation Opportunities

Save time through strategic automation:

- **Content distribution:** Schedule related content across platforms automatically
- **Design automation:** Use template-based tools like Canva or Adobe Express
- **Transcription services:** Convert audio/video to text automatically with Descript or Otter.ai
- **AI assistance:** Use AI tools to suggest adaptations while maintaining human oversight

- **Performance reporting:** Automate data collection into centralized dashboards

Scaling Case Study

A growing content marketing agency implemented these scaling approaches:

- 1. Created a Content Transformation Department:** Dedicated team focused solely on repurposing client content
- 2. Developed the "5-25-5" System:** Every cornerstone piece becomes 25 micro pieces within 5 business days
- 3. Built Platform Playbooks:** Detailed guides showing exactly how to transform content for each major platform
- 4. Implemented Centralized Asset Management:** All content versions stored in a searchable database for future reference and reuse
- 5. Quarterly Content Audits:** Regular review of all content families to identify high-performers for expanded repurposing

This systematic approach allowed them to scale from handling 5 clients to 25 clients without proportionally increasing their content creation team, simply by maximizing the value of each cornerstone piece through efficient repurposing.

Action Plan

Ready to implement the Core-to-Micro Method? Here's your immediate next steps:

1. **Audit your existing content** to identify potential cornerstone pieces that could be repurposed
2. **Select one content pillar** that directly connects your brand purpose to audience needs
3. **Create or identify one cornerstone piece** (1,500+ word article or 30+ minute video)
4. **Map all extractable elements** using the Content Element Extraction Worksheet
5. **Choose 2-3 platforms** where your audience is most active
6. **Create platform-specific templates** for visual consistency
7. **Adapt your first 5 micro content pieces** following the Platform Adaptation Matrix
8. **Develop a 30-day release schedule** using the Content Calendar Template
9. **Implement tracking** for both individual pieces and the content family
10. **Review performance after 30 days** and refine your approach for the next cycle

Start small, focus on quality over quantity, and refine your system before scaling. Each cycle will increase your efficiency while maintaining your brand's consistent voice across all platforms.

Remember: successful content repurposing isn't about cutting corners—it's about maximizing the value of your best ideas by ensuring they reach your audience in formats they prefer, on platforms where they're already active. By implementing the Core-to-Micro Method, you'll create a sustainable content system that grows your brand presence while respecting your limited resources.

CONCLUSION

The Core-to-Micro Method transforms content creation from a constant struggle to a strategic system that maximizes both efficiency and impact. By starting with comprehensive cornerstone content and methodically extracting platform-specific assets, you create a cohesive content ecosystem that reinforces your brand message across all touchpoints.

This approach solves the fundamental tension between quantity and quality by allowing you to maintain high standards while dramatically increasing your content output. Each platform gets optimized content that respects its unique format requirements while still conveying your consistent brand voice and message.

The six-step process—selecting content pillars, creating cornerstone content, extracting standalone segments, adapting format and language, scheduling strategically, and tracking performance—creates a repeatable system that grows more effective with each cycle as you learn from performance data.

When implemented successfully, the Core-to-Micro Method doesn't just save time and resources—it actually improves results by creating a more consistent brand experience for your audience across all the places they encounter your content.