

The Content Machine Blueprint

Turn Any Product or Expertise Into a Self-Ranking Content Empire

Version: 1.0 **Built by:** OpenClaw Skill Packs **Date:** March 30, 2026

What This Is

The Content Machine is a repeatable, step-by-step system that takes any digital product, PDF guide, or area of expertise and transforms it into a full content ecosystem — blog posts, infographics, audio explainers, and short videos — all linked back to a single monetized destination using branded shortlinks.

It was built internally to rank OpenClaw Skill Packs products on Google. It works so well that it became a product in its own right.

The promise: Feed in one PDF. Get back 10+ pieces of content that rank, get shared, and convert — automatically.

The System at a Glance

INPUT: Your Product PDF **or** Expertise Document

↓

STEP 1: NotebookLM → Blog Post + **Key** Talking Points + Audio Overview

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STEP 2: Talking Points → Infographic (Canva / Gemini AI)

↓

STEP 3: Audio Overview → Podcast Episode **OR** YouTube Explainer

↓

STEP 4: All assets embedded back **into** the blog post

↓

STEP 5: Branded shortlinks inserted throughout

↓

OUTPUT: One media-rich post that ranks **for text**, image, video + audio search
→ Drives traffic back **to** your **\$29-\$297** product page

Step-by-Step Breakdown

Step 1: NotebookLM Content Generation

What you do:

1. Go to notebooklm.google.com
2. Create a new notebook. Upload your product PDF as the source.
3. Use these exact prompts to generate your content assets:

Prompt A — Blog Post:

“Write a 1,500-word SEO blog post based on this document. The post should target someone searching for [your target keyword]. Include a strong introduction, 3 main sections with subheadings, and end with a CTA to download the full guide.”

Prompt B — Infographic Talking Points:

“Extract the 7 most important statistics, steps, or insights from this document. Format them as short, punchy bullet points suitable for an infographic. Each point should be under 15 words.”

Prompt C — FAQ:

“Generate 10 frequently asked questions and answers based on this document. These should match what someone would type into Google when searching for this topic.”

Output: 1 blog post draft, 7 infographic points, 10 FAQ entries, and a NotebookLM audio overview (auto-generated).

Step 2: Infographic Creation

What you do: Take the 7 talking points from Step 1 and create a branded infographic.

Option A — Canva (Manual, 20 mins):

- Use the “Infographic” template category.
- Brand colors: match your product page.
- Add your shortlink at the bottom (e.g., ocsp.co/seo-guide).

Option B — Gemini AI / Nano Banana (Automated):

- Feed the 7 talking points into the image generation prompt: > “Create a clean, modern infographic with a dark background and orange accent colors. Title: [Product Name]. Include these 7 points as a numbered list with icons. Add the URL [shortlink] at the bottom.”
- This can be fully automated via the Product Factory Blueprint.

Output: 1 branded infographic (PNG, 1080×1920 for social, 800×2000 for blog).

Step 3: Audio & Video Explainer

NotebookLM Audio Overview (Zero effort): NotebookLM automatically generates a podcast-style audio overview of your document. Download it. This is your audio asset.

YouTube Explainer (15 mins):

1. Use the blog post as your script.
2. Record a screen recording of the infographic while narrating the key points.

3. Upload to YouTube with the title matching your target keyword.
4. Add your shortlink in the first line of the description.

Output: 1 audio file (MP3), 1 YouTube video.

Step 4: Assemble the Media Hub Post

Your blog post now gets upgraded with all assets embedded:

```
# [Blog Post Title – Target Keyword]
```

```
[Introduction paragraph]
```

```
## The Key Insights at a Glance
```

```
[EMBED: Infographic image]
```

```
[Section 1 content]
```

```
## Watch the Full Breakdown
```

```
[EMBED: YouTube video]
```

```
[Section 2 content]
```

```
## Listen on the Go
```

```
[EMBED: Audio player / link to podcast]
```

```
[Section 3 content]
```

```
## Frequently Asked Questions
```

```
[FAQ section from NotebookLM]
```

```
---
```

```
**Want the complete system?* Download the full guide here → [ocsp.co/your-product]
```

Step 5: Branded Shortlinks

Every piece of content — the blog post, infographic, video description, audio show notes — points to the same branded shortlink.

How to set up shortlinks on your site (Next.js): Add redirect rules in `next.config.js`:

```
async redirects() {
  return [
    { source: '/go/seo-guide', destination: '/products/seo-blog-success',
      permanent: false },
    { source: '/go/email-pro', destination: '/products/email-support-pro',
      permanent: false },
    { source: '/go/youtube-factory', destination: '/products/youtube-
      content-factory', permanent: false },
    // Add one per product
  ]
}
```

Your shortlinks become: `openclawskillpacks.com/go/seo-guide`

Why this matters:

- Every external post, video, and infographic drives traffic through a trackable, brandable URL.
- You can swap the destination at any time without updating every post.
- Looks professional and builds brand recognition.

The Content Calendar

Run this system for each product on a rolling weekly schedule:

Week	Product	Blog Post	Infographic	Video	Audio
1	AI Deployment Playbook	✓	✓	✓	✓
2	SEO Blog Success	✓	✓	✓	✓
3	SEO Content Generator	✓	✓	✓	✓
4	Email Support Pro	✓	✓	✓	✓
5	YouTube Content Factory	✓	✓	✓	✓
6	Image Background Removal	✓	✓	✓	✓
7	OpenClaw + Paperclip Guide	✓	✓	✓	✓

Result: 7 weeks → 28 pieces of content → 7 media hub posts → all ranking and linking back to \$29 product pages.

Selling This System

This blueprint is not just an internal tool. It is a sellable product for any creator, coach, consultant, or agency owner who has a digital product and wants to rank on Google without hiring a content team.

Target Audiences

1. OpenClaw Skill Packs Customers (\$29) Sell the Content Machine as a standalone skill pack. Customers get the NotebookLM prompts, the infographic Canva template, the shortlink setup guide, and the content calendar.

2. Anthony Hayes' Audience (97–297) Anthony's audience consists of coaches, consultants, and agency owners who already have expertise and digital products but struggle with content marketing. This system solves their exact problem:

- They have the knowledge (PDFs, courses, frameworks).
- They don't have time to create content.
- They don't want to hire a team.

- The Content Machine gives them a done-for-you system they can run in 2 hours per week.

Positioning for Anthony's audience:

"You already have the expertise. The Content Machine turns it into 10 pieces of SEO content per week — automatically. No writers. No agency. Just NotebookLM, Canva, and 2 hours of your time."

Pricing Tiers

Tier	What's Included	Price
Starter	Blueprint PDF + NotebookLM prompts + Canva template	\$29
Pro	Everything in Starter + shortlink setup guide + content calendar + 1 done-for-you example	\$97
Agency	Everything in Pro + white-label rights + client delivery SOP + Slack/email support	\$297

Demo Script (For Anthony's Audience)

When demoing this system live or on video, follow this exact sequence:

1. **Open NotebookLM.** Upload a PDF (use your own product as the example).
2. **Run Prompt A.** Show the blog post being generated in real time.
3. **Run Prompt B.** Show the 7 infographic points appearing.
4. **Open Canva.** Paste the points into the infographic template. Show the finished graphic in under 5 minutes.
5. **Download the Audio Overview.** Play 30 seconds of it.
6. **Show the blog post** with all three assets embedded.
7. **Show the shortlink** in the browser — `yoursite.com/go/product-name` — redirecting to the product page.
8. **Close with the pitch:** "That's 4 pieces of content from one PDF in under 30 minutes. This is the system. Here's where to get it."

Next Steps

1. **Build the shortlink redirects** into `next.config.js` on the OpenClaw store (one per product).
2. **Run the system on the AI Deployment Playbook** first — it's the proven \$29 seller.
3. **Create the Canva infographic template** branded to OpenClaw colors.
4. **Package the blueprint** as a \$29 product on the store.
5. **Send the demo** to Anthony Hayes with the \$97 co-sell proposal.