

◆ OPEN-SOURCE AI PLAYBOOK · FOR MARKETING

Content Engine

Your best ideas stay in meetings and voice notes because nobody has time to write them up.

THE SYSTEM

Turns one talk, call or voice note into posts, a newsletter and short video scripts in your voice.

🕒 BUILD TIME

1-2 weeks

🔧 HOW IT'S BUILT

Low-code

🔌 WORKS WITH

Google Workspace or
Microsoft 365 or
Notion

👤 OWNER

Content or marketing
lead

How it works: one recording at the root, a dozen pieces on the branches



What comes out: one voice note, five finished formats

POST 1 OF 3


Dana Osei

Field teams don't read dashboards.

I rode along with a dispatcher on Tuesday. Forty jobs. Not one login. Everything that mattered arrived as a text.

So that's what we're building now.

NEWSLETTER

Quillstone Notes

What a ride-along taught me

1. Nobody opened the dashboard.

Forty jobs, every one run on texts.

2. "Remove a step" beats any new feature.

3. The dispatcher decides.

VIDEO SCRIPT 1 OF 2 · 45S

0-3s

"Your field team has never opened your dashboard."

3-15s

"I rode along with a dispatcher on Tuesday. Forty jobs, zero logins. Everything ran on texts."

15-35s

"So we stopped building screens for them, and started sending the one thing they need, when they need it."

35-45s

"What does your team actually look at all day?"

Sample outputs, fictional speaker and company. Every piece passes the voice check, then waits for a person to approve it.

Can we build it? FOR YOUR TECH LEAD

Tools you'll use

Where recordings land	A Google Drive or OneDrive folder	or a Notion page, Zoom or Meet recordings
Transcripts	Whisper (OpenAI)	or Deepgram, AssemblyAI, your meeting tool's transcript
Finding ideas and writing	Claude	or ChatGPT, Gemini
Voice guide and past pieces	Company Brain	or a Google Doc or Notion page
Running the steps	n8n	or Make, Zapier
Review and scheduling	A Notion or Google Docs review board	or Buffer, Typefully, your newsletter tool's drafts

Three ways to build it

Start simple 1 day

A saved Claude or ChatGPT project with your voice guide and ten of your best pieces. Paste in a transcript and get the set of drafts.

Production 1-2 weeks

n8n watches a folder: new recording, transcript, ideas, drafts in each format, voice check, then a review board where a person approves.

Custom 3-4 weeks

Adds templates per channel, clip suggestions with timestamps from video, and a loop that learns which ideas and formats did well.

Access it needs

- ◆ Read access to one recordings folder, and nothing else
- ◆ Your voice guide and a set of approved past pieces
- ◆ Permission to create drafts, not to publish

Guardrails

- ◆ Nothing publishes on its own; a person approves every piece
- ◆ Claims, numbers and names must come from the recording or an approved list
- ◆ Never invents quotes, customers or stories
- ◆ Customer calls are used only with the speaker's okay, and customer names stay out unless approved

What to measure

- ◆ Pieces published per recording
- ◆ Time from recording to first piece published
- ◆ Share of drafts approved with light edits
- ◆ How each format performs, so the next batch leans on what works

Who builds and runs it

A content or marketing lead owns it, with someone comfortable in n8n for the first one to two weeks. After that, the speaker spends a few minutes approving each batch, and the content lead edits and schedules.

◆ FREE, OPEN SOURCE, NO SIGN-UP

20 AI systems every company should *build first.*

This playbook is one of 20. Each one solves a problem almost every company has, and shows how the system works, the tools it runs on, how long it takes to build and where a person signs off. Read them all, download any of them, and send them to your team.

[See all 20 playbooks →](#)

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WANT HELP BUILDING IT?

We'll build your first AI systems with your team.

In a free 30-minute call with our founder, we'll look at your tools and your week, and pick the playbooks that would save you the most time first.



Pallav Kaushish

Co-Founder, AIGrowth

Free 30-minute call · No commitment

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