

Automation · Service guide

Content Repurposing

One piece of content, a week of posts.

One video, finished job or article becomes short captions, social posts and an email draft, edited to sound like you.

Message only

How it works	Drafts for your social pages
Best for	Roofing, Solar, Med Spa
You stay in control	You approve everything before it is published
First step	A short call with no obligation

How this helps

What it means for your business

One good video gets posted once, then forgotten.

Repetitive reading, sorting and writing is prepared for you, so your team starts from a draft instead of a blank page. You check the work before it is used.

What you get

- Consistent posting without extra filming
- Your best work seen in more places
- Content that sounds like your business
- More time for running the business

What changes day to day

	Common today	With this service
Starting point	A blank page	A prepared draft
Format	Varies by person	Follows the format you set
Unclear items	Easy to miss	Flagged for a person to check
Your time	Spent on repetitive work	Spent on review and decisions
Final say	Your team	Still your team

How it fits with your business

What comes in
Emails and notes
Files or documents
Data from your tools

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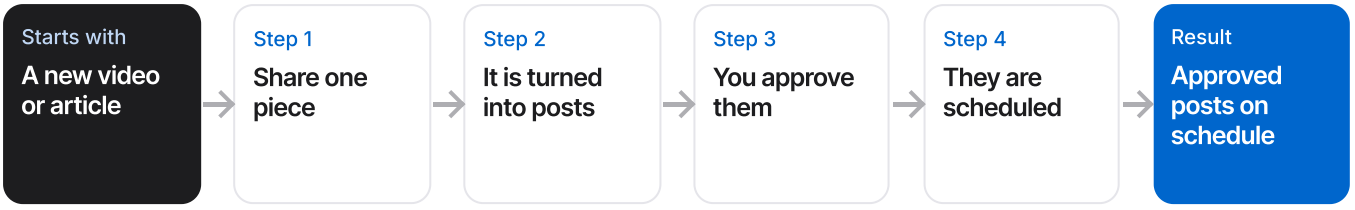
The system
Reads and prepares
Follows your format
Flags unclear items

→

Your team and tools
You review and approve
Saved to your tools where supported
Ready to use

How it works

From start to finish



Step 1

Share one piece

A video, photos from a job or an article.

Step 2

It is turned into posts

Captions, short posts and an email draft.

Step 3

You approve them

Edit anything before it goes out.

Step 4

They are scheduled

Across the channels you use.

Example · Work scene

You publish a two-minute video about a kitchen remodel.

Drafts for your social pages

What happens next

You edit and approve every post before it goes out.

From one video

Source	2-minute video: before and after kitchen remodel
Instagram	3 posts with captions
Facebook	2 posts
LinkedIn	1 post
Email	1 short newsletter story

How easy it is

We do the heavy lifting

Most of the work happens on our side. You make the decisions, and we tell you exactly what we need.

What we handle

- Agree the format with you
- Connect your tools where supported
- Set the rules and the review step
- Test it on real examples
- Adjust the results after launch

What you do

- Share your rules and examples
- Approve the format
- Review the first results
- Tell us what to change

Service levels

Start simple, go further when you are ready

Level 1

Draft mode

We prepare the work and you approve it before it is used.

Level 2

Connected

Runs with your tools where supported, on the schedule you set.

Level 3

Advanced

More rules, several workflows working together, and reporting.

The right level is confirmed during discovery, based on your business and the tools you use.

What we need from you

- Examples of how the work is done today
- Access to the tools it needs to work with
- The format you want the result in
- Who on your team approves it

How we get started

1. A short call about your business
2. A clear plan and scope
3. Setup and testing with you
4. Go live with your approval

Why Calvyrn

Why businesses choose to work with us

Built for your business
Your rules, your wording and your tools. Not a one-size template.

You approve first
Nothing goes live until you have seen it and said yes.

Start small
Begin with one service or one first version, then add more if it helps.

One team
AI systems, automations, websites and web applications in one place.

Plain language
You always know what is being built, why, and what comes next.

Honest limits
We tell you what a system cannot do and where a person should stay involved.

You stay in control

- You approve everything before it is published
- Customer photos only with their permission
- You choose the channels and the schedule

Questions you may have

Does it phone anyone?
No. This service works in writing and makes no phone calls.

How long does it take to set up?
Most automations are live within one to two weeks of receiving what we need from you.

Do I need to change the tools I use?
Usually not. We work with the tools you already have wherever possible, and confirm this on our first call.

What if I want to stop?
Plans are month to month. You can pause or stop any automation.

Important notes

- Examples in this guide use fictional businesses, names and details.
- Results depend on your business, tools, customers and how the service is set up. We do not guarantee revenue, bookings or search rankings.
- AI can make mistakes. That is why approvals, clear limits and human hand-off are part of the setup.
- Features depend on your plan and on the tools you use. The final scope is confirmed during discovery and in your proposal.
- This guide is not legal, medical, tax or financial advice.

See how it would work for you
Tell us about your business. There is no obligation.

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