

Audio Repurposing Worksheet

Audio Topic: _____

Current Location: _____

Original purpose of the audio (to educate about..., to announce..., to promote..., etc.)

Is this topic and message still relevant? If not, how can it be updated to make it more relevant?

Does it fully address the question or problem and provide a complete solution?

Yes. Is it possible to repromoted it without having to repurpose it?

No. Continue...

What new (or improved) message do you want to convey with it?

What do you need to change, include or remove so it better meets this goal?

Types of content that best suit the new message:

- | | |
|--|---------------------------------|
| <input type="radio"/> Email | <input type="radio"/> Slideshow |
| <input type="radio"/> Report / eBook | <input type="radio"/> Checklist |
| <input type="radio"/> Whitepaper | <input type="radio"/> Worksheet |
| <input type="radio"/> Case study | <input type="radio"/> Images |
| <input type="radio"/> A different style of audio | <input type="radio"/> _____ |
| <input type="radio"/> Video | <input type="radio"/> _____ |

Ideal distribution channels for the new content.

_____	_____
_____	_____
_____	_____

Can this content be used to build out a larger marketing campaign? Yes No

If so, what additional material will you need to build out the campaign?

Tools needed to recycle this audio:

Notes:

