

## Repurposing Checklist

### Video, Podcasts, Audio, and Webinar

Learning how to recycle your favorite PLR formats like video, podcasts, audio, and webinar is a valuable skill that can serve you for years to come. If you're wondering how to do this, here's a handy checklist to get you started...

- Determine the new format.** Think about how you'll be using this content. Will you be converting a video into a podcast? Changing a webinar into an audio recording? The clearer you are, the easier it will be to tell when you've achieved your goal.
- Create a game plan.** Consider how you'll be using this content in your funnel. Do you hope to use it as an opt-in gift? As a tripwire product? When you know this, it's easier to redesign your PLR.
- Start your transcript.** One of the most time-consuming elements of converting video or audio is getting a transcript done. So, the first thing you want to do is get this step knocked out of the way. You can use a service like Rev.com or Otter.ai to accomplish this.
- Make an introduction.** PLR is often left generic because the creator doesn't know you or your brand. That means you need to introduce yourself and your business to your audience early on.
- Add your brand.** During your introduction, make sure you include a link to your website along with your logo. For the content is audio, spell out your URL slowly and clearly so listeners can have a chance to type it in their phone.
- Trim the content.** If you'll be using audio or video, you may find it's best to trim it. This is especially true for long-form content that would do better as shorter clips.
- Include your own thoughts.** While editing your video or audio, you may find areas where you want to insert your own opinion. It's easy to do this by recording a new section. Simply say something like, "Dave here. I'd like to mention that you may want to..."
- Combine PLR.** If you have videos, audios, or webinars from other sources, it's perfectly fine to combine it all until you have a meaty, unique piece of content or

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a valuable course!

- **Make an image graphic.** If you are using PLR, some PLR providers may include an image or two for you to use with your own branding. But your content will stand out more if you create a **custom image**. Use Canva, YouZign or PhotoShop to design one.
- **Save your creation.** When you're done, be sure to save your work. Many video and audio programs have the option to save a project file. But this project file isn't readable by other people. Instead, you'll have to use the "Export" function to turn the project into a common format like an MP4 video or an MP3 audio.
- **Upload your content.** Don't host large audio or video files on your own website. This can slow your load times to a crawl. Instead, add your content in Amazon S3.
- **Get the word out.** Now that your content is public, tell everyone you know. Share the good news on social media. Ask affiliates to promote it. Tell your mailing list about it. The more you talk about your new content, the more traffic you drive to it!

*Happy Repurposing!*