



Reclaim Your Content

Seven steps to turn years of videos back into a path
that leads to your business today — with AI as your
audit partner.



Compass Rose Consulting
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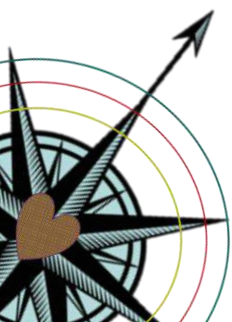
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Welcome. Welcome!!

Seventeen years of videos. More than a hundred of them. And when I finally sat down and looked at what I'd built, I found my most-watched training — five thousand views and counting — sending every single viewer to a dead link.

Nobody warns you about this part of business. We're told to create, create, create — show up, post, publish. And so we do. For years. But nobody tells us that content ages. Links die. Platforms disappear. Offers get retired. And the library we worked so hard to build quietly starts pointing people toward a business that no longer exists.

Here's what I want you to hear before you turn the page: your old content is not a mess to be ashamed of. It's evidence. Evidence that you've been showing up, teaching, and serving for years. The trail you blazed is still there — it just needs the markers fixed so people can follow it to where you are now.

That's what this workbook does. Seven steps. The exact process I used on my own channel, with AI as my audit partner — and the exact prompts I typed, ready for you to copy and paste. What took me days would have taken me months alone. You don't need to be technical. You need to be willing to look.

One more thing, because it matters: this is my process, not my map. Where you see my structure in these pages, it's a worked example — yours will look different, and it should. There is no ONE way to do this. There is only YOUR WAY.

Let's go reclaim what you built.

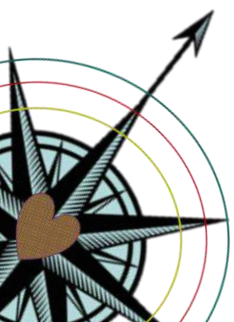
Let's get started!

Donna

Donna Price
Founder and CEO

Compass Rose Consulting, LLC
<https://compassroseconsulting.com>

Members of the [Business Growth Hub](#) gain access to almost every course at CRC as part of their membership.





How to Use This Resource:

Work the steps in order. Each one feeds the next — your Step 1 inventory becomes the raw material for every prompt that follows. Skipping ahead means working without the map.

Spread it across a week, not a weekend. Steps 1–3 in one sitting. Step 4 in another. Steps 5–7 as you go. Two to three hours total — in pieces, not a marathon.

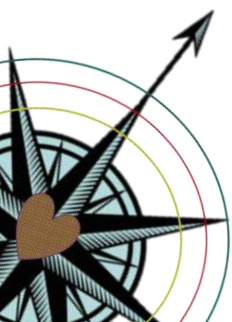
The prompts are starting points, not scripts. Every prompt has [BRACKETS] where your information goes. Fill them in, paste, and then — this is the part that matters — edit what comes back until it sounds like you. AI drafts. You decide.

Nothing here is permanent. Unlisting isn't deleting. Renaming can be undone. Make decisions quickly and lightly — you can revisit any of them.

Done beats perfect. Nine videos fixed this week beats ninety planned for someday. Your priority list in Step 7 exists so you never have to feel behind.

You'll need: access to YouTube Studio · a free Claude account (claude.ai) · a short description of your ideal client — you'll use her in almost every prompt.

Working through it and want company? Share your before-and-after in the Women's Business Growth Project community — I'd love to see what you reclaim. → facebook.com/groups/businessgrowthproject





WHY THIS WORKBOOK EXISTS

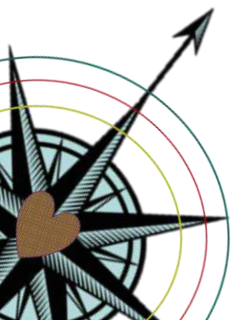
My most-watched YouTube video had 5,183 views — and every one of those viewers was being sent to a dead link. A domain I hadn't owned in years.

Seventeen years of videos. More than a hundred of them. All quietly pointing nowhere.

This workbook is the exact seven-step process I used to fix it — and the exact AI prompts I used along the way. If you can copy and paste, you can do this.

Before You Start, You'll Need:

- ☐ Access to your YouTube Studio (studio.youtube.com)
- ☐ A Claude account — the free plan works fine (claude.ai)
- ☐ 2–3 hours, spread across a week — not one marathon session
- ☐ A short description of your ideal client — you'll use it in almost every prompt





Step 1 — Gather Your Video Inventory

You can't fix what you haven't seen. Most of us avoid looking at our old content the way we avoid the junk drawer — we know something's in there, and we're a little afraid of what. This step is just looking. No fixing yet. No judging. Open the drawer.

The Work

Go to YouTube Studio → Content. Sort by views, highest first. Then record:

Total public videos on my channel:

My oldest public video is from (year):

My most-watched video is: _____

Its view count: _____

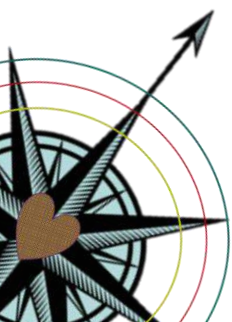
Where does its description send people?

Is that link still alive and still right?

Then export or copy your video list — titles, publish dates, and view counts. A simple copy-paste into a document is enough. This list feeds every step that follows.

→ COPY-AND-PASTE CLAUDE PROMPT

"I'm auditing my YouTube channel. Here is my list of video titles with view counts and publish dates: [PASTE YOUR LIST]. Organize this into a clean table sorted by views. Then flag three things for me: videos with more than 500 views, videos more than five years old, and videos that appear to cover the same or very similar topics."





Step 2 — Map Each Video to Your Business Compass

Now that you can see everything, look at what it's made of. Every video you've ever published serves one area of your business — whether you planned it that way or not. Mapping your content to the Business Growth Compass shows you, at a glance, where your library is rich and where it's thin.

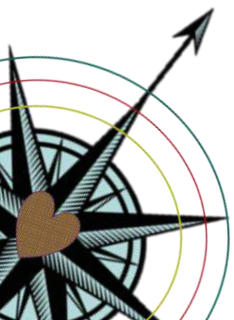
NORTH	Leadership & Vision	Clarity, values, strategic direction, leading yourself and others
EAST	Marketing & Visibility	Connections, relationships, content, being seen by the right people
SOUTH	Operations & Systems	Processes, profit keys, the foundation that creates freedom
WEST	Offers & Innovation	Your offer suite, staying relevant, new ideas
CENTER	YOU	Wellbeing, self-leadership, the energy behind everything

This map is your internal audit lens — it's for YOUR eyes, so you can see the shape of what you've built. In Step 4, you'll build the public-facing structure your viewers see. Those are two different jobs, and keeping them separate is what makes both work.

The Work

Number of my videos that map NORTH (leadership/vision):

EAST (marketing/visibility): _____



YouTube Audit Workbook



SOUTH (operations/systems): _____

WEST (offers/innovation): _____

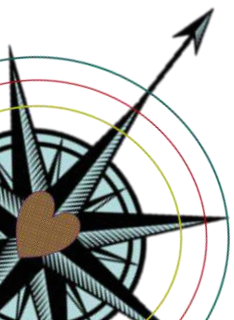
CENTER (you/wellbeing): _____

Where is my content concentrated?

Which direction is nearly empty — and does that match where my business is headed?

→ COPY-AND-PASTE CLAUDE PROMPT

"Here is my video inventory: [PASTE FROM STEP 1]. Categorize each video into one of five business areas: Leadership & Vision, Marketing & Visibility, Operations & Systems, Offers & Innovation, or Wellbeing/Personal Development. Give me the count per category, then tell me where my content is concentrated and where it's thin."





Step 3 — Flag Every Video: Unlist, Update, or Keep

Every video gets one of three flags. That's it. No agonizing, no rewatching everything end to end. And hear this clearly: unlisting is not deleting. An unlisted video disappears from public view but nothing is lost — you can restore it any time. This decision is reversible, so make it quickly.

The Three Flags

- **UNLIST** — references a platform or tool that no longer exists, promotes an offer you retired, no longer sounds like your business, or is covered better by a newer video.
- **UPDATE** — the teaching still stands, but the description, links, or title are broken or outdated. Good bones, bad trail markers.
- **KEEP** — current, accurate, on-brand. Leave it alone and let it work.

The Work

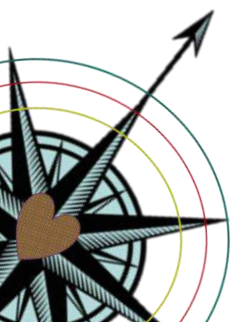
Videos I'm unlisting (titles or count):

Videos flagged UPDATE: _____

Videos flagged KEEP: _____

→ COPY-AND-PASTE CLAUDE PROMPT

"I'm deciding whether to unlist, update, or keep each video on my channel. My current business is: [ONE-PARAGRAPH DESCRIPTION]. Offers I no longer sell: [LIST]. Platforms or tools I've mentioned that no longer exist: [LIST]. For each video below — title, age, views, and a one-line note on its content — recommend UNLIST, UPDATE, or KEEP, with a one-sentence reason: [PASTE]."





Step 4 — Build YOUR Playlist Structure

Your playlists are the trail markers on your channel. When someone lands there, they answer one question: where do I go from here? The right structure isn't mine — it's the one that matches the paths YOUR ideal client needs to follow.

A Worked Example — Mine

My channel is organized around my Business Growth Compass, because that framework IS my brand. My viewers know the compass, so the compass is how they navigate:

- ☐ North — Leadership & Vision
- ☐ East — Marketing & Visibility
- ☐ South — Operations & Profit Keys
- ☐ West — Offers & Innovation
- ☐ Center — YOU
- ☐ Podcast Episodes

Yours will look different — and it should. Copying my structure would be following someone else's map, and that's exactly what we're not doing here.

Build Yours From Two Things

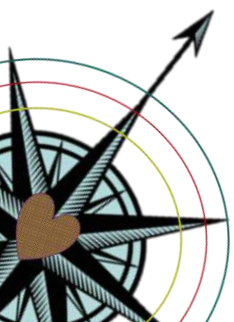
- **Your content themes.** Look at the inventory you built in Step 1 and the compass map from Step 2. What 4–6 topics do your videos naturally cluster around? Those clusters are your playlists.
- **Her search language.** Name each playlist the way your viewer would say it — not your internal framework language. “Pricing Your Services with Confidence” gets followed. “Module 3 Content” doesn't.

GUIDELINES

4–6 playlists is the sweet spot — enough to create paths, not so many that choosing becomes work.

Every KEEP and UPDATE video from Step 3 should live in at least one playlist.

If a playlist would only hold one or two videos, fold it into a broader theme.





The Work

My 4–6 content themes:

Theme 1, named in my viewer's words:

Theme 2: _____

Theme 3: _____

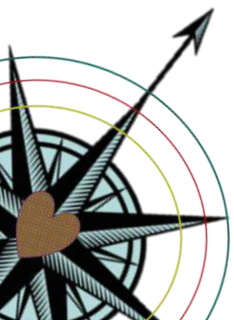
Theme 4: _____

Theme 5 (optional): _____

Theme 6 (optional): _____

→ COPY-AND-PASTE CLAUDE PROMPT

"Here is my video inventory: [PASTE FROM STEP 1]. Here is a description of my ideal client: [DESCRIBE HER — who she is, what she struggles with, what she'd type into YouTube search]. Group these videos into 4–6 playlist themes based on the topics my audience actually searches for. For each playlist, suggest a name written in my viewer's language — no industry jargon — and list which of my videos belong in it."





Step 5 — Rewrite Your Descriptions

This is where the real reclaiming happens. A description is not an afterthought — it's the moment a viewer decides whether there's a next step. Every description you rewrite should do three jobs: hook her, tell her what she'll learn, and give her exactly one clear place to go next.

The Description Structure

- **Opening hook** — one line or question that names the problem the video solves.
- **Intro paragraph** — 2–4 sentences, in your voice, framing what this training covers and who it's for.
- **"What You'll Learn"** — 4–5 bullets. Specific, not vague.
- **Links** — your one priority next step first (a freebie or opt-in), then 2–3 evergreen links that never need updating.
- **Action calls** — subscribe, share, and one comment question that's specific and answerable.
- **Close** — social links and 4–6 hashtags.

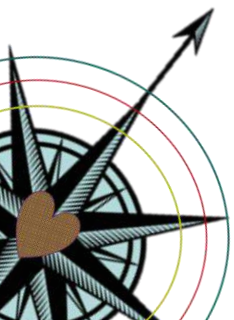
The Work

My one priority CTA (the link that goes first in every description):

My 2–3 evergreen links: _____

BATCH WRITING TIP

Don't rewrite one description at a time. Batch five in one sitting using the same prompt and structure — the rhythm gets faster with each one, and your channel stays consistent.

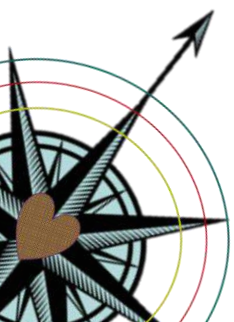




→ COPY-AND-PASTE CLAUDE PROMPT

"Write a YouTube description for this video. Here is the transcript or a summary: [PASTE]. Here are 2–3 samples of my writing so you can match my voice: [PASTE]. Use this structure: an opening hook question, a short intro paragraph, 4–5 'What You'll Learn' bullets, then these links in this order: [PASTE LINKS]. End with a specific comment question. Keep it warm and direct — no hype, no clickbait."

Then: edit the draft until it sounds like you. AI drafts — you decide. The last twenty percent is yours, and it's the part that matters.





Step 6 — Optimize Your Titles

Your titles were written in your language. Your viewer searches in hers. The gap between those two is why good videos sit unwatched. A strong title makes one clear promise, in the words she'd actually type into the search bar.

One tool that can be helpful is: CoSchedule's Headline Analyzer: [Headline Studio by CoSchedule: Write Better Headlines](#) It's a great way to check the effectiveness of a headline.

The Work

One caution before you rename anything: leave your highest-performing titles alone. If a video is already being found, its title is working — changing it can interrupt that. Fix the titles on good videos that AREN'T being found.

Title to fix #1 — before: _____

After: _____

Title to fix #2 — before: _____

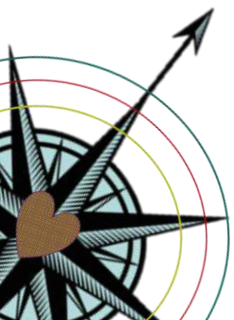
After: _____

Title to fix #3 — before: _____

After: _____

→ COPY-AND-PASTE CLAUDE PROMPT

"Here are video titles I want to improve: [PASTE]. My ideal client is: [DESCRIBE HER]. For each title, suggest . Make one clear promise per title. No clickbait."





Step 7 — Build Your Priority Action List

You don't fix a hundred videos in a weekend — and you don't need to. You fix the ones that matter most, first. Leverage decides the order: a high-traffic video with a broken link is costing you every single day. A low-traffic video with a dated title can wait.

The Tiers

- **FIX THIS WEEK** — your highest-view videos flagged UPDATE. Broken links on busy videos. Start here.
- **FIX THIS MONTH** — moderate-view UPDATE videos and building out your playlists.
- **WHEN YOU CAN** — low-view videos with minor fixes. No pressure, no deadline.
- **DONE** — everything you unlisted in Step 3. Already handled. Cross it off and feel it.

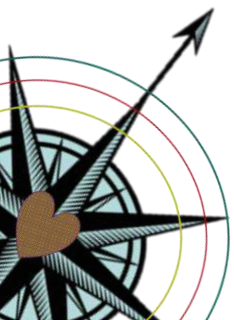
The Work

My fix-this-week videos (no more than 10):

The first one I'll fix, today or tomorrow:

→ COPY-AND-PASTE CLAUDE PROMPT

"Based on my audit results — my inventory, flags, and view counts: [PASTE] — build me a prioritized action list. Rank by view count, whether the links are broken, and relevance to my current offers: [LIST OFFERS]. Give me a 'fix this week' list of no more than 10 videos, then a 'fix this month' list."





You Did the Audit. Now What?

Seventeen years of my content was pointing nowhere — until I looked, fixed the markers, and let the trail lead somewhere again. Now your library does the same: every video pointing to where your business actually is today.

And here's what I know from walking women through this work: the audit reveals more than broken links. It shows you where your business has been — and raises the real question of where it's going next. If this stirred that question for you, here's where to take it:

Your Action Plan

The audit isn't done when you understand it. It's done when your channel changes. Here's the week, mapped:

THIS WEEK

- ☐ Build your inventory — Step 1 (45 min)
- ☐ Map to your compass and flag every video — Steps 2–3 (45 min)
- ☐ Unlist the expired videos — your first win, and it takes 15 minutes
- ☐ Build your playlist structure — Step 4 (30 min)
- ☐ Rewrite descriptions on your top 5 most-viewed UPDATE videos — Step 5

THIS MONTH

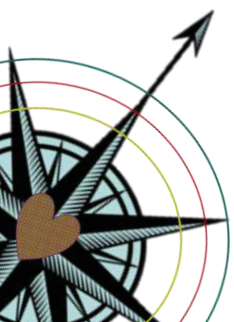
- ☐ Batch the remaining descriptions, five at a sitting
- ☐ Fix titles on good videos that aren't being found — Step 6
- ☐ Work your fix-this-month list — Step 7

FROM NOW ON

- ☐ Every new video gets its full description and playlist on publish day — no more content debt
- ☐ Thirty-minute mini audit once a quarter. That's all maintenance takes.

My first fix, today or tomorrow: _____

Remember: Business growth is a flow. Strengthen one key, and you strengthen them all.





YOUR NEXT STEPS

🧭 **THE BUSINESS GROWTH HUB** — Bring your plan, your real questions, your numbers — leave knowing exactly what to work on next. → compassroseconsulting.com/hub

🧭 **THE YOUR WAY TRAINING** (free, on demand) — Why there is no ONE way to business success — and how to build yours. → compassroseconsulting.com/yourway2

📞 **A COMPASS CLARITY CALL** — 30 minutes, your business, real direction. → compassroseconsulting.com/clarity-call

You started this workbook with a library of videos quietly pointing nowhere. You're finishing it with a channel where every video points somewhere real — to your business as it is today.

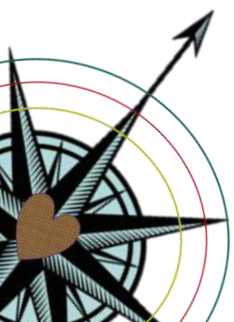
But here's what I discovered when I ran this audit on my own channel, and I suspect you've discovered it too: the broken links were never really about YouTube. Every dead domain, every retired offer, every expired platform was a snapshot of a pivot — proof of how many times my business has grown and changed. Yours tells the same story.

Your content shows where your business has been. The question this audit can't answer is where it's going next.

That's compass work. And that's what we do inside the Business Growth Hub — women entrepreneurs working on their businesses together, with monthly Compass Coaching Calls, co-working sessions, connection calls, and a direct line to me when you're stuck. Bring your plan, your real questions, your numbers — leave knowing exactly what to work on next.

→ compassroseconsulting.com/hub

You did the looking. You did the fixing. Now let's chart what comes next.



YouTube Audit Workbook



Your compass is already pointing. I'll see you inside.

All the best,

Donna

Donna Price
Founder and CEO

Compass Rose Consulting, LLC
<https://compassroseconsulting.com>

Members of the **Business Growth and Profits Hub** gain access to almost every course at CRC as part of their membership.

