Repurpose Your Genius

"Discover how to turn your past content into fresh inspiration, products, and visibility - without starting from scratch."

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Introduction

Why Repurposing Matters

Big names look prolific but to be honest, most aren't creating everything from scratch. They're repurposing.
Their core ideas flow through books, card decks, courses, podcasts, journals, and workshops - expanding their reach without reinventing the wheel every time.

Repurposing helps you:

- Save time and energy.
- Build visibility and credibility faster.
- Discover new product ideas hiding in plain sight.
- Grow your income from the work you've already done.

"Your creative voice is the through-line. Repurposing just helps it travel further."

Reflection:

What content do you already have that could be working harder for you?

FIND YOUR STARTING PIECE

Step 1: Collect

Pick one piece of content you already have — something you've poured heart, insight, or creativity into.

☐ Blog post
☐ Article or email
☐ Workshop notes or slides
☐ Course module
☐ Lead magnet
☐ Podcast episode
☐ Client tool, exercise, or handout
☐ Something else: _____

Creative Spark Prompt:

What do you love most about this piece of content?
What kind of transformation does it already create for people?

AI as your Brainstorming Partner

We are going to play with AI as a brainstorming partner. I recommend ChatGPT, Claude is a great option too. You will want to convert your chosen content to a pdf and then upload to your AI project. Be sure to let AI know you are wanting to brainstorm re-purposing possibilities with the content you just uploaded.

REPURPOSING PROMPTS

Now let's play. Use 1 or 2 of these prompts with the AI platform of your choice to spark ideas for how your content could expand into new forms.

Expand

"Turn this short piece into a 700–900 word blog post. Keep the tone warm, casual, and creative."

Condense

"Summarize this into 3 short social media posts. Each under 150 words and ending with a question to spark engagement."

Reformat

"Outline and draft a simple 2-page lead magnet based on this content. Include a title idea, 3 main takeaways, and one simple action step."

Transform

"Turn this content into an outline for a mini-course or workshop. Suggest 3 lessons, key outcomes, and one creative practice activity."

Multiply

"List 5–7 more ways this content could be repurposed - examples might include a podcast, checklist, journal prompts, or a short video series."

Which of these feels easiest — or most fun — to try first?

PRODUCT POSSIBILITY PROMPTS

Use these questions to spark more product or program ideas from your existing material (feel free to brainstorm with AI as well)

Does your blog, talk, or chapter suggest steps or a process? Could that become a course or signature method?

Do your topics have natural themes or sections? Could each become a module, a mini-training, or even a card deck?

What passages, stories, or quotes could turn into visual prompts, journaling cards, or reflection exercises?

Are there recurring phrases or ideas that could inspire a poster, card deck, or a micro-content series?

Look around your space right now. Choose a symbol or object that represents the impact you want your work to have.

What does that symbol have to tell you about your next product or program?

REFINE + SYSTEMIZE

Step 3: Refine

Review what your AI or brainstorming session created.

✔ What worked well?
✔ Where do you want to add your voice, examples, or client stories?
Notes:

Step 4: Repurpose

From this one piece, what did you create?

☐ Blog draft
☐ 3 social posts
☐ Lead magnet outline
☐ Course or module sketch
☐ Other: _____

Step 5: Systemize

Start your own Repurpose Prompt Bank.
List your favorite prompts or content ideas to reuse later.

KEEP THE CREATIVE FLOW GOING

You've just proven how much potential already exists in your own work.

Imagine where this could go with focused guidance, structure, and creative accountability.

If you loved this workbook you'll love The Product Lab.
In The Product Lab, we go deeper to build your Power of 3 product strategy and design products that sell, serve, and spark joy.

Learn more at
https://coachmarcyng.kartra.com/page/ProductLabMembership

Reflection:

What ideas from the exercises in the workbook feel most alive for you right now?