

# Amy's Tips to Reuse, Repurpose, Reinvent Your Content

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## Overview

Strong work does not always translate into visibility and impact. One-off projects require an after-action plan. You need a repeatable strategy for workflow and storytelling.

Goal: Work smarter, not harder.

## The Three R's Framework

Reuse: Leverage existing content as-is across platforms.

Repurpose: Adapt content into new formats (clips, posts, graphics).

Reinvent: Transform content into entirely new storytelling approaches.

## Common Challenges

- Lack of visibility despite strong content
- Inefficient one-off workflows
- No system for repeatable storytelling

## Content Strategies

1. Build a Content Bank
  - Store raw footage, clips, graphics, transcripts
2. Plan for Multiple 'Meals' of Content
  - Extract multiple pieces from one production
3. Always Capture BTS (Behind-the-Scenes)
  - Photos, video clips, candid moments

## What Works

- Get into the action quickly
- Optimize titles, framing, graphics for mobile viewing/vertical formats
- Use dynamic visuals and music



- Tag collaborators
- Focus on audience needs (flashy ≠ effective)

### **Track Impact**

- Monitor shares, comments, followers
- Identify top-performing posts
- Track successful collaborations
- Analyze campaigns and launches
- Continuously assess and try new approaches

### **Learn, Adapt, Reinvent**

- Prioritize video for engagement
- Syndicate existing content
- Use hashtags for discoverability
- Collaborate with influencers
- Use graphics and BTS content
- Highlight impact and milestones

### **Tools Old and New**

Streamyard  
Riverside  
CapCut  
Canva  
Descript  
Premiere  
Firefly Quick Cuts Beta  
Airtable  
LTX Studio  
Creative.Space

### **AI & Content Strategy**

- 60% of searches end without clicks
- 83% of AI citations come from third-party sources
- Reliable, structured content improves visibility
- Polished videos alone are not enough



## What Content Performs Best

- Teaches a clear technique
- Solves a specific problem
- Provides a simple answer
- Shares a story with a takeaway
- Ends with a next step

## Ways to Incorporate Answers

- Write titles as questions
- Use descriptive captions
- Include accurate transcripts
- Organize content by themes

## Budgeting Tips

1. Track impact, not just cost
2. Invest more in pre-production
3. Ensure strong shot coverage
4. Track rights and approvals
5. Organize and manage assets
6. Monitor AI-related costs
7. Support volunteers and non-pro team members with clear guidelines

## Key Takeaways

- Choose tools that fit your team
- Focus on story and audience first
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- Consider how AI is searching for answers, not necessarily “content”
- Track what works
- Reinvent content strategically

