



# Repurposing Strategies

“The Fastest, Easiest and Most Effective  
Ways to Monetize Your Core Message”

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# The 7 Unique Advantages of Repurposing

Fill-in each advantage below:

Additional Notes:

1) Greater \_\_\_\_\_

2) Enhanced \_\_\_\_\_

3) Accelerated \_\_\_\_\_

4) \_\_\_\_\_ speed

5) Location \_\_\_\_\_

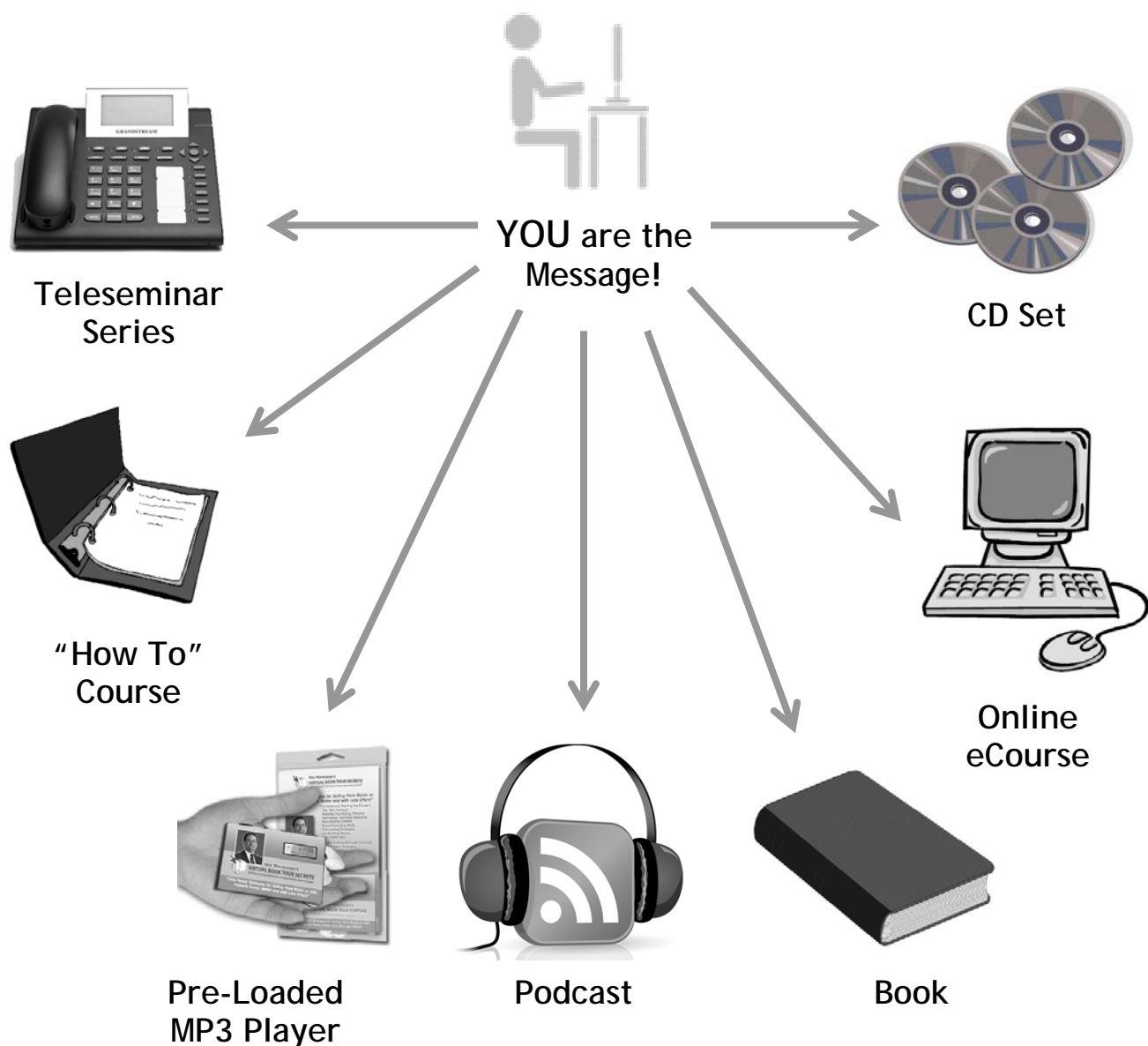
6) Faster, better \_\_\_\_\_ building

7) Ideal for \_\_\_\_\_ - challenged

**"We don't see things as they are, we see things as we are."**

**Anais Nin** (1903-1977) French novelist, diarist.

# Repurposing Starts with Your Message



**TIP:** The easiest content to repurpose is the \_\_\_\_\_ word.

**"My life is my message."**

**Mahatma Gandhi (1869-1948),** spiritual leader and pioneer of non-violent, mass civil disobedience (a.k.a. "*Satayagraha*")

# Traditional Speech Promo Process

MESSAGE → MEDIA → MARKET

# Repurposing Speech Promo Process

MARKET → MEDIA → MESSAGE

*Introducing ... The  
Repurposing Wheel*



**"The greatest problem of communication is the illusion that it has been accomplished."**

**George Bernard Shaw** (1856 - 1950), Irish playwright and critic; quoted from a personal correspondence to a colleague.

# Repurposing Your *MESSAGE* with 32 Tactics

1) \_\_\_\_\_

17) \_\_\_\_\_

2) \_\_\_\_\_

18) \_\_\_\_\_

3) \_\_\_\_\_

19) \_\_\_\_\_

4) \_\_\_\_\_

20) \_\_\_\_\_

5) \_\_\_\_\_

21) \_\_\_\_\_

6) \_\_\_\_\_

22) \_\_\_\_\_

7) \_\_\_\_\_

23) \_\_\_\_\_

8) \_\_\_\_\_

24) \_\_\_\_\_

9) \_\_\_\_\_

25) \_\_\_\_\_

10) \_\_\_\_\_

26) \_\_\_\_\_

11) \_\_\_\_\_

27) \_\_\_\_\_

12) \_\_\_\_\_

28) \_\_\_\_\_

13) \_\_\_\_\_

29) \_\_\_\_\_

14) \_\_\_\_\_

30) \_\_\_\_\_

15) \_\_\_\_\_

31) \_\_\_\_\_

16) \_\_\_\_\_

32) \_\_\_\_\_

# Action Plan Steps

**STEP #1:** The \_\_\_\_\_ word is the fastest, easiest and most economical type of content to repurpose for profits.

**STEP #2:** The Repurposing \_\_\_\_\_ helps you monetize your message faster, easier and with less human effort.

**STEP #3:** You now have \_\_\_ new repurposing tactics to monetize your message.

**“The only difference between a problem and a solution is that everybody usually understands the solution.”**

**Charles Kettering** (1876-1958), industrialist, inventor of lighting and ignition systems for cars.

Additional Notes: