

# SUCCESES MADE SIMPLE



## *5 Steps To Repurpose Your Existing Content*

*by Jamela Payne*

## Step 1: Generating Product Ideas

I want to create a product based on existing content. Please ask me to paste the content and then suggest three digital product ideas based on the content provided. Additionally, help me identify one unique angle or theme that could be turned into a sellable product.

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## Step 2: Validating the Product Idea

What specific challenges, pain points, or needs would these product address for my customers? How does it provide a solution that adds value, saves time, or improves their experience in a way that aligns with their goals or aspirations?

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## Step 3: Structuring the Product

1. Suggest any additional elements (checklists, FAQs, tips) that could enhance the value of this product. (optional)
2. Outline a comprehensive structure for the [type the product you want to outline]

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## Step 4: Creating the Product

1. Use the outline above outline for the product titled [Your Title]. Please generate the content for each section, one at a time, using detailed and actionable information.
2. Format the content with appropriate headings and subheadings using Heading 1, Heading 2, and Heading 3 styles. Also, include placeholders for a Table of Contents and suggested images. (sometimes this is done without asking or you may not need it).

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## Step 5: Cover Image Creation (optional)

I need to design a cover for [Product Title] Include the following elements: A sleek, modern layout with bold, easy-to-read text.

Bright and vibrant colors. Make it professional but friendly, appealing to the ICA for this product. Please provide me a prompt to use in Canva to generate an image for the product cover.

[illegible]

# Quick Reference Guide: Tools & Tips

## Tool Overview

### 1. ChatGPT

- **Description:** AI-powered tool for idea generation, content refinement, and crafting prompts.
- **Versions:**
  - **Free:** Great for basic tasks but has limits on response length and capabilities.
  - **Pro:** Offers faster responses, higher limits, and access to advanced features.

### 2. Canva

- **Description:** User-friendly design platform for creating visuals, layouts, and digital products.
- **Usage:** Ideal for designing ebooks, social media posts, and promotional materials.

### 3. Designrr

- **Description:** Specialized tool for ebook creation and formatting.
- **Features:** Streamlines layout design, supports importing Word documents, and offers one-click export to PDF.

## Key Features

### ChatGPT

- **Idea Generation:** Generate multiple product ideas from a single input.
- **Content Refinement:** Improve drafts, clarify ideas, and add polish to your text.
- **Prompt Crafting:** Write precise prompts to get focused results.

### Canva

- **Visual Design:** Choose from thousands of templates for various needs.
- **Layouts:** Drag-and-drop interface for arranging text and images.
- **Custom Branding:** Add logos, colors, and fonts to match your brand identity.

### Designrr

- **Ebook Formatting:** Easily create a professional layout with pre-built themes.

- **Quick Export:** Generate PDFs or flipbooks in minutes.

# Key Features cont.

## Designrr

- Ebook Formatting: Easily create a professional layout with pre-built themes.
- Quick Export: Generate PDFs or flipbooks in minutes.
- Editing Flexibility: Adjust tone, expand sections, or rewrite content directly.

## Best Practices

### How to Structure Prompts for ChatGPT

- Be specific: "List 5 ideas for digital products targeted at beginner crafters."
- Provide context: Include details about your audience or goals.
- Test and tweak: Adjust the prompt if initial results are too broad or narrow.

### Tips for Organizing Ideas During Product Creation

- Use folders or a tool like Trello or Airtable to categorize ideas.
- Save drafts in a central location for easy access.
- Prioritize ideas based on audience demand or ease of execution.

### Avoiding Common Mistakes

- Placeholder Errors: Always replace brackets or placeholders in AI-generated text.
- Overloading Content: Focus on clarity and relevance instead of cramming too much into one product.
- Skipping Edits: Review outputs carefully to catch inconsistencies or errors.

## Pro Tips

### Time-Saving Hacks

- Templates: Use pre-made templates in Canva or Designrr to reduce design time.
- Batch Processing: Generate multiple content pieces in one sitting and refine them later.

### Integrating Tools into a Workflow

1. Plan: Use ChatGPT to brainstorm and outline.
2. Create: Design the product in Canva or format it in Designrr.
3. Finalize: Export, proofread, and test the final version before publishing.

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By leveraging these tools and tips, you can streamline the process of turning your ideas into polished digital products quickly and efficiently!

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