

## 12 Ways to Profitably Repurpose a Video Message

Here are 12 ways you can repurpose any short video message you have created to answer a question or solve a problem for your customers and prospects. For example: *How to Determine if Your Home Might Have a Mold Problem.*

1. Post it freely on Facebook, YouTube, Instagram, Twitter, LinkedIn, etc.
2. Use it as a paid video advertisement on those same social platforms
3. Embed it on the homepage - or any page - on your existing website
4. Embed it at the top of a new lead-generating video landing page
5. Present it live and in-person on your phone, tablet, or laptop
6. Present it live and remotely in a Zoom meeting
7. Extract the audio and use it as your telephone on-hold message
8. Send it to a prospect as a video message on LinkedIn
9. Put it in a follow-up email after a cold call and/or voice message to a prospect  
*"Thanks for your time today. Here's that 2-minute video I mentioned."*
10. Put it in a stay-top-of-mind email to individual past or lost clients  
*"Would you give me 2 minutes to tell me what you think of this video?"*
11. Put it in a stay-top-of-mind email to individual past prospects  
*"This 2-minute video reminded me of that last conversation we had."*
12. Put it in a broadcast email blast to all current and/or past clients and prospects  
*"How to Determine if Your Home Might Have a Mold Problem"*

