HDD TEACHING TUESDAY · WEEK 1 · FIND THE VALUE

Content Repurpose Map

A blueprint for turning one piece of content you already made into a full product family. Bring your strongest Halloween or Christmas asset and work through this page before Week 1 live.

1. The Asset

What is the content, where did it come from, and why did it work the first time?

2. Original Audience

Who engaged with it, bought it, or reacted to it the first time around?

3. Who Else Could Want This?

Stretch beyond the original audience. New niche, new occasion, new platform.

4. Jahx's Connector Method

- Identify the core hook — the one thing that made people stop and look.
- Separate the hook from its execution — the idea vs. the specific design.
- Rebuild the execution in a new format — POD product, generator prompt, digital download, card, postcard, etc.
- Match the rebuilt execution to the audience it now fits.

5. Three Product Directions

Product Idea	Format	Audience	Why It Fits

6. Pick One & Commit

Circle or write the single direction you are carrying into Week 2.