

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Repurpose the argument for a new buyer task

QUESTION

How can ABM teams repurpose content while preserving usefulness and factual accuracy?

GUIDE TAKEAWAY

Breaking a webinar into clips and posts increases output, but it does not automatically produce useful content for another stakeholder or decision. A short excerpt can lose conditions that made a claim accurate.

START HERE

Inventory claims and evidence.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Inventory claims and evidence

Evidence or input

Output or decision

Owner and review point

2. Choose a new buyer task

Evidence or input

Output or decision

Owner and review point

3. Rewrite for that audience

Evidence or input**Output or decision****Owner and review point**

4. Review context and caveats

Evidence or input**Output or decision****Owner and review point**

5. Track derivative versions

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Decision checklist

Useful when: Source explains a process

Limitation: Can over-simplify exceptions

Suggested action: Review with a specialist

Why this fits our situation**Evidence needed before acting**

Question-based FAQ

Useful when: Buyers repeat questions

Limitation: Answers can become stale

Suggested action: Link an evidence ledger

Why this fits our situation**Evidence needed before acting**

Short contextual clip

Useful when: An idea needs discovery

Limitation: Nuance can be lost

Suggested action: Attach complete reasoning

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outsell.com/blogs/abm-content-repurposing/>

Publisher and evidence policy: <https://outsell.com/editorial-policy/>