

The Recap File: turn finished work into reusable assets

A one-page system for capturing every project so you never start from scratch, never lose the receipts, and give AI something real to work from.

Most marketers run from one campaign to the next and never stop to capture what they built. The work gets done, then it evaporates. **The recap file fixes that.** One file per project, filled in as you go, stored where it survives a dead laptop. It becomes the thing you sell with, the thing a teammate picks up from, and the context an AI can read in seconds.

BUILD IT IN 4 STEPS

- 1 **Create the folder on day one.**
Before there's anything to file. One folder per project, in a cloud drive that syncs locally.
- 2 **Keep a living recap file.**
Update it while the work is fresh. Decisions and the reasoning behind them matter most.
- 3 **File as you go.**
Assets, screenshots, budgets, board exports, recordings. Link to them, don't let them scatter.
- 4 **Pull the receipts.**
The lines and numbers you'll reuse in a deck, case study, or pitch. Capture them now, not later.

WIRE IT SO IT STICKS

- **Point downloads at an inbox.** Send saved files to a "to-be-sorted" folder in your synced cloud drive, not a local downloads folder.
- **One .md history per project.** If you use AI on the work, keep a chronological log of what happened and what was decided so any tool or teammate can pick up cold.
- **Sync and connect.** Keep the cloud folder synced locally and connected to your AI platforms, so files are reachable instead of trapped.

BUILD IN THE PAUSE

Daily: a two-minute note on what happened and why. **Project close:** a full recap and a zipped handoff. The capture is only as good as the habit of stopping to do it.

"The work you don't capture is the work you'll lose. Win or flop, every project is a receipt you can use again."

THE RECAP FILE, AT A GLANCE

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| ☐ Snapshot — name, client, dates, one-line summary | ☐ Results — numbers vs. targets, wins, flops |
| ☐ The goal — objective, targets, constraints | ☐ Tools & access — platforms, logins, quirks |
| ☐ People — who did what, internal and external | ☐ Process & SOPs — what to systematize next time |
| ☐ Timeline & effort — elapsed time, hours invested | ☐ Asset index — links to where everything lives |
| ☐ Decision log — what, why, what else was considered | ☐ The receipts — lines and numbers to reuse |
| ☐ What happened — steps, challenges, surprises | ☐ Reflection — what you'd tell the next version of you |