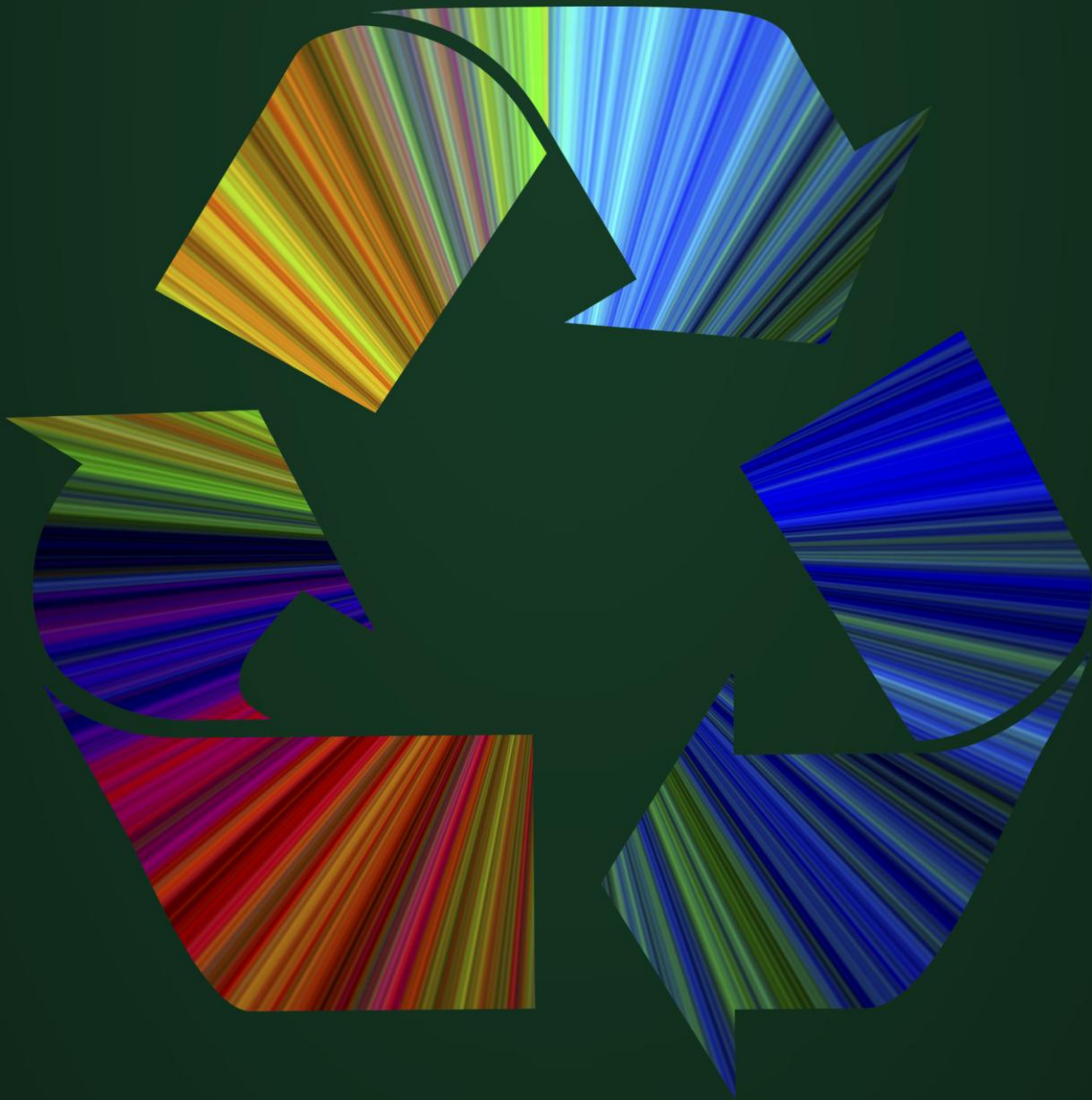


53 Ways to Repurpose Content

Lower Your Marketing Costs While Expanding Your Reach



Presented By Connie Ragen Green



It becomes a lot simpler to create content for your needs when you repurpose the content that you've already created. If you realize that every piece of content that you create can be redone to use in a different format, content creation becomes much easier. Every single bit of content you create or purchase can be repurposed in some way to stretch its usefulness.

Why Should You Repurpose Content?

The main reason is that you need a lot of content to market your business online. It takes a long time to create content; therefore, you don't want to have to recreate the wheel each time. If you create one type of content, plan how you'll repurpose it. You'll lower your marketing costs and expand your reach at the same time.

What Are the Benefits of Repurposing Content?

Delivering consistent, valuable, informative, and useful content to your audience will ensure that they become loyal to you. They'll become lifelong customers and fans who will want to share what you're publishing because it's so easy to understand. People learn in different ways, and you'll show that you care about your audience by providing different ways for them to consume your content.

But, where and how are you going to get all the content created? You can outsource, of course, but it's important to understand how to come up with the different ideas for content creation that get results. Let's look at some different ways to repurpose content so that you get more out of the work that you do.

1. Affiliate Marketing

If you have affiliates, create content for them to repurpose too. Create blog posts, emails series, images, infographics and more, giving them permission to recreate it into a different form if they desire to help their audience want to buy what you're selling. Use what you create in your own email messages and marketing too.

2. Articles

If you write articles for any publication at all, depending on your agreement with the publication you can save them and compile them to use in a book, as the basis for research, to create infographics, and more. When you write an article for any reason, it can be broken up into blog posts, or expanded and combined to become a book. You can also hand an article off to another writer and ask them to make it new again by rewriting it in a different way.

3. Audio Books

Sometimes it's easier to just record what you're thinking and then you can let someone else transcribe it. But you can also take any book and any article and turn it into an audio book. People love listening to books when they travel and exercise. You can even take a podcast series and turn it into an audio book.

4. Blog Posts

A blog post can become a magazine article, the start of a book, the basis of a video for YouTube, or the subject matter of a webinar. A blog post with statistics in it can be repurposed into an infographic or a meme. If you have written a super-long blog post, turn it into a series of five to ten posts with internal linking.

The ideas will become endless as you start thinking of the work you do as just the start of the research. You've already done the research, so you may as well use what you know to create more content.

5. Book

Have you written a book or have you purchased a PLR eBook with rights to reuse how you see fit? If so, you can take any book and turn it into individual blog posts, a PowerPoint presentation, an e-course, and the topic of a webinar. Just take apart the eBook, add some of your own content such as new images, and you can turn any book into something else with just a little effort.

6. Brochures

Don't think that just because you're online, you don't need a brochure. You can create it as part of your about page or media page. Put it in PDF form so that they can download it, but also put it online so they can read it there. Expand on each area of the brochure online by linking to larger explanations for your offerings.

7. Case Studies

If you don't have case studies on your clients yet, then you'll want to create some. It's easy to do. All you do is send them a questionnaire, or you can interview them personally using Skype or Zoom.us. Get the interview transcribed and you have a case study.

Once you have a case study you can create a blog post, add experts to your email marketing, break out parts to use as testimonials, include portions in press releases, put part of it into a book, use as examples in webinars, videos and podcasts, and promote via social media. You may even be able to get your case study published in a trade publication.

8. Content Syndication

If you have a popular blog or website with a lot of content, you can syndicate your work. The way to do this is to use a syndication network. This will enable you to get your blogs and articles in front of more views. Even CNN has promoted stories - just go to their home page. Check out Outbrain.com or Business2Community.com for more information about syndicating your content.

9. Customer Questions

One of the best types of content to reuse are customer questions. This can also be audience questions. For example, if you are involved in groups on Facebook where your ideal customers ask questions and talk to each other, this is wonderful fodder for blog posts, webinars, YouTube videos, and even entire books. If you have customers who ask questions about your products after you answer them directly, turn your answer into a blog post and add these issues to your FAQs.

10. Demos

Depending upon the type of business you have, there may be cause for creating product demonstrations. This is a great way to create content. Once you create the demonstration, you'll notice that you need expanded blogs and guides to help give your audience more information about your products and services. This increases the ways to repurpose the content.

11. Discussions

Today, people love to discuss things online. They discuss under blog posts, YouTube videos, and in discussion groups on Facebook and LinkedIn. You can create content from discussions that are popular on any forum that is within your niche. You can start discussions to get more input from others, or you can read other people's groups and discussion topics. Don't forget to contribute to the discussion as well as recreating it for your own purposes.

12. eBooks

Anytime you write an eBook, realize that you can turn it into individual blog posts, YouTube videos, podcasts, and more. For example, if your eBook has a lot of data in a chapter, you can turn that chapter into a wonderful infographic. You can also turn the eBook topic into a webinar by creating a slide deck from the information in the book.

13. Email Series

If you have created an email series, you can turn them into blog posts. Likewise, if you've created blog posts about anything, you should automatically create an email (or more) to go with the blog post so that you can point your email list subscribers to your website to read more.

14. Special Reports

Think about this Special Report you're reading right now. Each of these topics can become a singular blog post. Take the starting information from each section and then turn it into a longer blog post by adding examples, images, and your own experience to it. But, a Special Report can also become a webinar, a podcast, an infographic, a meme and more just by extracting part of it or adding to it.

15. Events

Whether an event is live or online, it's a great way to create content. Document everything you do and you can turn it into more than just the event you're having. You can turn it into "how to have an event" content using your event as an example. You're already doing the event anyway, so you may as well capitalize on it in every way possible.

16. Expand

Any blog post can become longer and different. Let's say you have a blog post or article about "7 Reasons to Eat Low Fat". You can take each reason you discovered and create a separate blog post about each reason. So, the seven individual blog posts may be something like "How to Pan Fry with Water", "What Coconut Oil is Doing to Your Arteries" and so forth.

17. FAQs

This is a list of questions and answers to help your audience understand your process, brand, or niche better. You can create FAQs for all parts of your business and then you can repurpose them too. For example, if your customer asks you a question you should first answer them, then take that and add it to your FAQ.

Next, create an expanded blog post about the topic. If you want to, you can move past that and create a video. Get someone to create a voiceover of the blog post and a transcription of the videos. See how much content you have just by starting with an FAQ?

18. Gated Content

One way to pull out the stops in your content, especially long-form content, is that you can allow part of it to be visible publicly while gating the rest. The content that is ungated should stand on its own, but make the reader curious enough to sign up to get the content ungated. What's more is that gated content can be reused and reworked too.

19. Graphics

When you create any type of graphic, don't consider it a one-off experience. You can turn that one graphic into separate images that are slightly different for each social media platform. Each platform has different size requirements. The right graphics can be reused and recreated for all platforms. Canva.com has an automatic resizer. You will have to go in and fix each graphic after you resize it so it looks right, but it's fast to do.

20. Guest Blogging

Many websites need guest blogs. It can be time-consuming to create unique posts for guest blogging, but it's not hard if you know how to do it. Take a popular blog that you already have on your website and rewrite it. Put it into a new order, change some of the terms, and add different headlines and pictures. Then contribute it to a blog that serves your audience. Your bio will allow for a link back to your website.

21. Guides

A great type of content to create is a guide. You can put a guide right on your website that has clickable sections that you lead your audience through. You can also turn the guide on your site into a PDF book. To create a guide, start with a blog post series, then organize those blogs into one page of links with explanations and blurbs of what they'll learn by going through the entire guide. Each section of the guide can also become fodder for social media topics, memes, infographics, and more.

22. Images

You probably spend a lot of time and effort (or money) on images for your website, blog, and social media networks. What if you could use these images in many ways? If you create an image for a meme, why not put that image in a report? You can combine some images with text and create an amazing slide deck. Be sure to look at the terms and conditions of all images that you buy so you can be sure that it's okay to reuse them. Some are "one-time" use only.

23. Infographics

If you see an infographic with a lot of stats, you can double check that the stats are still correct and create a single blog post for each individual stat mentioned on the infographic. If you create your own infographic from data that you have, you can do the same thing. A good infographic can be the basis of a report, book, or webinar.

24. Interviews

If you are interviewed, ask for the file so that you can reuse it and market it. Use portions of the interview in advertisements, blog posts, and even a book. If you interview people, you're in an excellent position to create amazing books, blog posts, articles, case studies and more from each interview or by combining them.

25. Let Your Audience Help

A great way to generate more content is to let your audience help. If you write a blog post or social update, ask your audience if they have anything to add to it. With that information, you can update your content or write a whole new blog post with the info provided by your audience. Put a click to tweet link near any stats or interesting lines in your content, then your audience will share it for you.

<https://clicktotweet.com/>

26. Make Them New Again

Even evergreen content can become outdated if it's about topics that have changed over time. For example, if you wrote a lot of blog posts back when Blab.com was used like a radio platform to stream live to the public, instead of deleting those old posts due to the outdated information, update the information if possible to take advantage of the links that will continue coming in for your content. You can also add images, include a video, and other graphics while you're updating the figures.

27. Media Pages

Your website likely has media pages. There is no reason that the information on your media pages can't be repurposed for other aspects of your business. A basic media page includes contact information, your bio or company story, endorsements, links to articles you've written or books you've published, along with a headshot and other relevant graphics like logos and specific vital stats of your business. All of these can be used for other content and vice versa.

28. Memes

Every time you see a meme that speaks to your niche or inspires you in some way, use it as the catalyst to create more content such as a blog post. If you look around, there is inspiration everywhere. For example, you might see a meme that says, "You need the inspiration to be able to have aspiration." Would that give you thoughts about how you can incorporate that quote into your content?

29. Microblogging

Sites like Twitter only allow a few characters to explain a lot. Yet these sites are very popular and useful. You can repurpose and share a blog post on Twitter by putting in interesting blurb, a link to the post, and a nice graphic that gives some of the major points of the blog post.

30. Mind Maps

Just like you can create infographics with some of your content, you can also create mind maps. Or you can create the mind map first so that you know how you'll use each piece of content and how you'll repurpose it too. Knowing the plans will make repurposing easier.

31. Newsletters

If you have a newsletter, you probably are very familiar with repurposing content from your blog to your newsletter. But you can also repurpose your newsletter. If you currently send an email newsletter to your audience using an autoresponder, consider offering it in PDF form. If your autoresponder offers the option, let them host it so it can be shared easily.

32. Online Courses

Any of the content you've created already that tells your audience how to do anything can be repurposed into online courses. An online course can be repurposed into a book. A book can be transformed into a speech, a webinar, or a YouTube video. The opportunities are truly endless for what you can do with one piece of content with just a little extra work.

33. Podcasts

When you record a podcast, have it transcribed immediately. You can find people to transcribe your podcasts via various Facebook groups and websites. Just ask your community if anyone knows anyone who does transcription and you're sure to find the perfect person. Right now, the automatic ones don't seem to work without a lot of editing, but that is an option too.

Once it's transcribed, you can pull out parts to create blog posts that expand on what you talked about. You can create reports, books, social media blurb, memes, infographics and more from the content in the transcription.

34. Private Label Rights

PLR is content that you purchase that can be reused in many ways. It can be combined with original content that you have created yourself or hired someone to create. It can be repurposed into a different format, and even used as research and rewritten completely. There is no end to what you can do with PLR. A course can become email autoresponder messages. A book can become a course.

35. Product Reviews

When you write a product review (especially if it's a product that you can earn money from as an affiliate), it can be turned into so many different types of content. Let's say you write a product review in the form of a blog post about the newest biggest thing that you know your audience will like. You can then link to the product so they buy it. Now you can take

that review and make a YouTube video and link to the product in the description box. You can take a part of the YouTube video and make it into a Facebook ad.

36. Promote More

Each piece of content you create should be promoted more than once. This is because it has a call to action to it (or should), and if you only share it once a lot of your audience will miss it. Instead, depending on the platform you're using you might want to send that blog post to your email address list, to Twitter, and to LinkedIn by putting a blurb and linking back to the post and telling them what you want them to do. Share it more than once in a day and more than several times in a month - if it's performing, keep sharing.

37. Quotes

When you write anything - including a book, a blog post, or other content you've created, you can take a portion of that content to create quotes by you for social media memes. Use the quote to make a meme, then link back to the post or book. There is no reason why you should use other people's "famous quotes" to do this. However, you can use certain well-known quotes by famous people to create content too.

38. Series

Make a series out of it. When you create a series in anything, you open the possibility to repurpose it into a course too. You can also do that vice versa. Take a course, and turn it into a series of some kind print or video.

39. Slide Decks

Literally any content you create (whether it's an article, blog post, or book) can be used to create a slide show. That slide show can be used for a presentation, a webinar, a live event, and to upload to SlideShare.net - which is now owned by LinkedIn.

You can also do it vice versa. Any presentation that you create can be the start of a book, comprise one or more blog posts, be used as information for more in-depth products, or other types of content.

If you make it a habit to turn everything into slides, you'll be able to reuse that content more easily.

40. Social Media Updates

When you create any type of content - whether it's free information or paid information, use social media to update your community about that content. It always helps to use some blurb from the content, then links to the rest of it on your own internet property such as your website. But, if you come up with a great social media update that isn't tied to a blog post yet, you can also make that into a blog post. You can literally get ideas from anywhere.

41. Speeches

It might seem scary to give a speech, but you probably already have content that can be turned into an amazing speech or talk. Look through your old blog posts, eBooks, and even private label rights content for great information to use. If you write a speech from scratch, that speech can be repurposed into blog posts, presentations, courses, and more.

42. Spin It

Any content you've already created can always be rewritten in a different way, or reproduced in a different form than it is currently in. Think of television ads, then go look at a magazine to find ads. Often the TV ads are also used in the magazine in the form of pictures and text. You can do the same thing with every piece of content you have. Often it helps to ask another person to do it for you, because they will view it with fresh eyes.

43. Stages in the Buying Cycle

Learn the stages your customers go through to make a purchase. Ensure that you have created content for them at each stage that helps them make the right decision. The basic buying cycle looks like this: awareness, research, evaluation, comparison, decision. You'll never run out of ideas if you can repurpose the research you've created for your sales page (for the item you want them to buy) into blog posts, articles, videos, newsletter info, tutorials, reviews, and so on.

44. Stories

Remember to tell your brand story and your customers' stories within your content. Tell those stories in many ways. Tell them via your about page, through your blog posts, a book, on media pages, and on social media. You only need to collect the facts once, then add to the story as you go to make it go further.

45. Testimonials

When you get a testimonial from a customer or client, you can use these in numerous ways. Put them on your sales page, put them on your LinkedIn profile, make memes with them and share them on social media. Every testimonial should be shouted out. In fact, when someone gives you a testimonial, ask them if they'd like to do a case study interview with you too.

46. Transcriptions

Anything you do with audio should be transcribed to create text-based content. Put the transcription under the video for people who don't want to listen. Put the transcription into a PDF file to allow them to download it. Edit the transcription so that it gives the information and teaches the details into blog post or article form instead of a transcript.

47. Tutorials

A useful type of content to create are tutorials. You can make them in a variety of ways. You can record a video, record your desktop, or you can write it in text with images to show

what to do. Once you create one, you can easily create the others - especially if you go into each content-creation adventure with the idea that you're going to repurpose and change formats of the content.

48. Upload to Other Sites

Take what appears on your website, and upload it to these sites. Contribute guest blog posts by rewriting another popular post so that it seems unique. You can check uniqueness by running it through Copyscape if it's in print.

49. Videos

You know that you can turn any text-based content into a video, but you can also turn any type of video you make that has voice content into a text-based product. Another way to use video is to take portions of the video to create marketing and advertising videos and images. Video gets a lot more engagement than just text alone.

50. Visual Content

We've talked about videos and images, but let's get more specific. Social sites like Instagram and Pinterest are visual in nature. No matter what type of business you have, if you can create visual content that gets your point of view across, then you should use it on those networks and within your blog posts, eBooks, and other content to make it more appealing.

51. Voiceovers

Any videos that you create will be even better with a voiceover. You can hire someone from Fiverr.com to create an amazing voiceover for any video that you have. For example, while a musical recipe for YouTube is interesting to watch, if you added a voiceover explaining what you're doing better and place that on your blog, it'll get a lot of attention. You can also get someone to record each blog post that you've written so that you can add an option to listen to the post instead of reading it.

52. Webinars

A great way to create a lot of content is to host regular webinars about topics that your audience is interested in. This creates an easy way to record the content in an hour that can be used to create a transcript and multiple blog posts. It could even be the start of a great eBook or information product.

53. White Papers

A white paper is an in-depth report focused on a problem and the solutions to that problem.

The white paper persuades the audience to choose the solution you offer, even while presenting information about other solutions out there. By comparing what's out there with what you offer, you can promote your products and/or services in a way that appears very informative and authoritative without being "salesy."

White papers can be created from a combination of blog posts, images, excerpts from books, case studies, and more. Don't forget if the white paper comes first, it can also be repurposed into other types of content as mentioned.

Everyone learns differently and likes to consume content in different forms. Some people like looking at and using all forms of content to help them develop a better understanding of a topic. That's why when you buy a text book, you usually get access to the content repurposed in different ways such as via online tests, flash cards, and video explanations of hard-to-understand concepts.

If your customer doesn't see your content on your blog, they might see it on social media or a site like SlideShare.net, which will ultimately bring them to your website and help them get on your email list. You should repurpose and recreate every single bit of content that you create in every single way you can imagine. By doing this, you're going to have never-ending content available to promote your business.

Now It's Time to Get Started!

If you want to get started repurposing content, begin with the content you have now. Turn your blog posts into audio versions. Turn your books into an e-course. Turn what you already have into something new. When you do redo it, you want to add a little more, just to make it a little different so that it stands out.

For example, if you want to take a blog post and turn it into a slide deck, add some new images to help explain the points. Expand each point by taking it a little further so that you can get your point across in the slide show. By thinking about each point as if you're going to talk about it to a group of people, you can use more examples and samples to get the point across.

Review your content, your blogs, your books and your videos. By looking at them over again, you will get ideas to repurpose them. Pick your most active content to repurpose first. The reason is that it's already proved to work. Once you've done that, you can move on to content you believe is great but isn't getting enough response.

After you do that, focus on repurposing the moment you start creating content. That way you already have a plan for each piece of content you create to repurpose it and put it to work for you right away.

To Your Repurposing Success!

Connie Ragen Green

About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As a recent recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

Connie's books are at <http://ConnieRagenGreenBooks.com>

