

Repurposing Content

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Repurposing Content

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Use It In More Than One Way

Why waste your content? Repurpose your high quality content and it will net you more traffic, sign-ups, and sales. Also, more people will benefit from it. Everyone wins.

Let's think of how people typically use their content. They write an article and post it in one spot and that's it. Then they write more articles, posting those in one spot each. They get tired of writing article after article for seemingly little benefit-- does it ever end?

Or if they're into creating audio content, they create content they hope people will listen to and post it in one spot. They might get some benefit out of that.

Now let's picture this the way you're going to do things from now on. You're going to write an article and post it. But that's not going to be the end of it.

You'll write an article and think of all the really effective ways you can use that article. You'll post it everywhere that you can connect with an active and interested audience.

Then, you'll take that article and you'll record it as a podcast. You'll then put that podcast to video, or vice versa.

You'll take that article and break it down in a few blog posts.

Eventually, you'll combine a few of your best articles and combine them into a freebie giveaway report.

You get it-- and you've seen how this can and should be implemented with each case of content we've talked about all throughout this book.

We're talking about creating content quickly, sure. But, it's also very important to make sure you create content that's very high quality.

There's no sense in posting a terrible article in 5 different spots. If people won't want to read it in the first spot, they won't want to read it in any of the spots. Make sure everything you create is high quality and really does a good job of serving the needs of those in your audience.

How can you ensure that it's high quality? Focus on the people you're creating content for. Put your heart into it. Quality doesn't mean spending tons of unnecessary time on things. Quality means that the people who will be accessing the content will get the desired feeling or information.

For each piece of content you create, brainstorm ways you can use it. Even if you created it years ago, dust it off, update it and use it again. I think you'll be much happier if you approach using content in this way.

Here are some ideas for ways you can repurpose each type of content you create. Again, this is not an exhaustive list. Take this and transform it into whatever you need and want it to be.

Ways to Repurpose Articles

Articles are perhaps the most versatile type of content to start with. Again, if you're struggling with which type of content you should get started with for this 5X10 method, this is a great option to go with.

Here are the various ways you might repurpose articles:

- Blog posts
- Ebooks
- Reports
- Freebie/squeeze page giveaways
- Turn into podcasts
- Turn into videos

Cut down articles and turn them into blog posts.

Combine articles and turn them into ebooks.

Combine articles and turn them into reports.

Combine articles and turn them into freebie/squeeze page giveaways.

Record yourself reading your articles or use your articles as talking points for podcasts.

Turn your articles into presentations and record yourself talking about the content-- save as videos to post on YouTube and other sites.

Also, keep in mind that you can post your articles AS articles in more than one spot. You can post them on properties you own and properties you don't own alike.

Ways to Repurpose Blog Posts

The ways you might repurpose blog posts are similar to the ways you might repurpose articles. Blog posts just tend to be shorter and more personal than articles, but that's certainly not always the case.

Here are the various ways you might repurpose blog posts:

- Articles
- Ebooks
- Reports
- Giveaways
- Video
- Podcasts

See? The lists are pretty much the same between articles and blog posts.

Combine a couple of blog posts and turn them into articles. See if you can guest post a blog/article on someone else's blog or website, but be sure, when you are a guest blogger, that the blog post you write for someone else is entirely unique from one that you might have already posted on your own blog or as an article you've submitted.

Combine your blog posts into ebooks, reports, and freebie giveaways.

Turn your blog posts into podcasts. Turn them into presentations and upload them to slidesharing websites, like Scribd.

Record over your presentations and turn them into movie files to upload to sites like YouTube.

There are so many fantastic things you can do with your blog posts, other than just having them be blog posts you use once and never again.

Ways to Repurpose Video

Video is something many people just post and leave alone. Not only that, but they just post it in one spot.

We all know that YouTube is the top spot for posting video. But it's not the only spot. Take note of where others in your niche are posting and viewing video-- even if it's snippets of video on Vine or something like that.

Beyond that, you can take the content and ideas you came up with for your video and translate those into article content.

Maybe you created a presentation for your video. You can use that as an outline for creating a blog post or article.

You can strip the audio from your video and use that as downloadable audio content or as podcasting content.

Here are the various ways you might repurpose video:

- Articles
- Blog Posts
- Social Media
- Gifs/graphics/viral images
- Podcasts

Ways to Repurpose Podcasts

Podcasts are an exciting form of content to deal with because they really are a lot more versatile than they might appear to be at first glance.

You can use them on your website or blog to engage visitors. You can package them as part of your product. You can package them to give away for free as a list builder.

You can use them as inspiration for your written articles, blog posts, and other written projects as well. Transcribe them word for word or just use them as a framework.

Here are the various ways you might repurpose podcasts:

- Video
- Articles
- Products
- List builder
- E-course

What About Content You Want to Be Super Exclusive?

With all this talk about repurposing content, I fully realize that you won't always want to repurpose every single piece of content you create. There are a few instances where this might be the case.

Sometimes, you'll find that it's actually easier to create content from scratch, depending on what it is. There's no sense in taking twice as long to try to find and piece together old content if you could just as easily, or even more easily, create something fresh from scratch.

There are other instances where you won't want to repurpose content because you have something else in mind for it. Maybe you created it for a very specific purpose and it just won't suit any other purpose. I can't tell you what that specific instance might be, but you can figure it out for yourself.

Or maybe you've created a piece of content for a very specific audience and it wouldn't make sense to repurpose it.

So, when I talk about repurposing, I'm mostly talking about the type of content you're using to drive traffic and endear your audience.

Take your content on a case by case basis. Organize your files so you can access your content when you need it-- soon or sometime in the future.

To start with, do your own brainstorming. Examine your inventory. Figure out what you can do to repurpose the content you already have as part of this 5X10 journey you're on.



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