

37

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WAYS TO REPURPOSE CONTENT

carve your turkey!

TIP 1

Start with your ingredients

TAKE INVENTORY

*of everything
you've published*

TIP 2

Repost / reshare

**SHARE THE
LOVE**

*where you have been
featured / mentioned*

TIP 3

Create bite-size
**SHAREABLE
QUOTES**

*excerpts from your
blog posts*

TIP 4

Short attention span buster

**CREATE
AUDIOGRAMS
FROM VIDEOS**

Keep it under 60 seconds

TIP 5

Republish your
**EVERGREEN
BLOG
CONTENT**

*good content
never gets stale*

TIP 6

Grow your audience

CROSS POLINATE

*Use Linktree to share
your other
social media accounts*

TIP 7

Republish
**YOUR
MONTHLY
CONTENT**

into an email newsletter

TIP 8

*Add pizzazz
to boring PPTs*

**CONVERT
SLIDE SHOWS**

*into MP4s using
animation*

TIP 9

*Read a great
article lately?*

**SHARE
EVERGREEN
CONTENT**

from other websites

TIP 10

Post

**“DID YOU
KNOW?”
QUESTIONS**
as conversation starters

TIP 11

SHARE YOUR FAVORITE

tips & tricks

TIP 12

Find interesting data?

**SHARE
INFO-
GRAPHICS**

*Use Canva.com
templates*

TIP 13

Show what you do
**BEHIND THE
SCENES**

*at your business,
or how you
do something special*

TIP 14

Share your
**FAVORITE
TOOL &
RESOURCE**
recommendations

TIP 15

Take those questions
TURN YOUR
FAQ PAGE
Into a video series

TIP 16

*Read Something
Interesting?*

**WRITE
A BOOK
REVIEW**

*Recommend your
favorite books*

TIP 17

BREAK UP YOUR LONG ARTICLES

Into bite-sized pieces

TIP 18

Pick a topic

CREATE LISTICLES

*Source a list to
showcase
your expertise*

TIP 19

INTERVIEW AN EXPERT IN YOUR INDUSTRY

Leverage their audience

TIP 20

TRANSCRIBE VIDEOS INTO ARTICLES

*Otter.ai is a
great tool for this*

TIP 21

WRITE ABOUT TRENDING TOPICS

*Check out
trends.google.com*

TIP 22

*Your prospects and
customers*

**SHARE
ANSWERS TO
QUESTIONS**

*always have great
questions*

TIP 23

Use those common questions

**CREATE
TUTORIALS**
*and record step by step
screenshares*

TIP 24

SURVEYS, QUIZES AND POLLS

*Keep it related to your
industry/expertise*

TIP 25

*Find data on
a timely topic*

INDUSTRY STATISTICS

Share it in an infographic

TIP 26

Social proof

**PUBLISH
CASE
STUDIES**

Build credibility

TIP 27

Review your Inbox

**USE SENT
EMAILS**

*To find
insights from questions*

TIP 28

Utilize LIVE stream

HOST OFFICE HOURS

*Invite people
to ask you questions*

TIP 29

*Repurpose your most
popular posts*

**RESOURCE
GUIDES**

*as an e-book or
worksheet*

TIP 30

What are people saying?

COMMENTS ON POPULAR POSTS

*Best ideas for content
come from comments*

TIP 31

PROMOTE YOUR CLIENT CONTENT

*Praise and PR
goes a long way*

TIP 32

Keep it fresh

UPDATE OUTDATED CONTENT

Update and republish

TIP 33

Turn case studies into

A SERIES OF QUOTES

*Testimonials promote
without bragging!*

TIP 34

Step by step guides

REPURPOSE TUTORIALS

*Video to text
or vice versa*

TIP 35

In your niche

INDUSTRY CONFERENCES

*compile a list of
upcoming
top conferences*

TIP 36

Compile a list

INDUSTRY PODCASTS

*top industry podcasts
or your playlist*

TIP 37

Highlight the best parts

**REPURPOSE
PODCASTS &
WEBINARS**

using audiograms

YOUR TURN!

what's in your content library?