

# Find Your Content Repurposing Mojo

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**BUST THOSE CONTENT BLOCKS!**

**PART ONE**



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**Smarter Reusing, Recycling + Repurposing**

# Why the 3 Rs for Content?

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- So you aren't creating from scratch weekly
- Save money – don't buy stuff + let it sit
- Extend your reach + visibility
- People learn differently – meet them where they are
- **SAVE TIME + ENERGY!**

# Today ...

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- Your content 'goldmine' – find, organize, use what you've got
- Tips for repurposing to new formats
- Creating a simple plan – repurpose to save time





**Find Your Content Gold**

# Content 'Hiding' From You

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Emails

Blog posts

Presentations

Course materials

Social posts

Graphics

Audio/video recordings

Notes from client sessions

PLR/White Label/Licensed content

# What You Didn't Think Was 'Content'

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Questions from 1:1 clients, or your client process

Your project management process, any 'standard' procedures

Your bio, About page

Worksheets, spreadsheets

1:1 emails

Contracts

Anything that can be 'templatized'

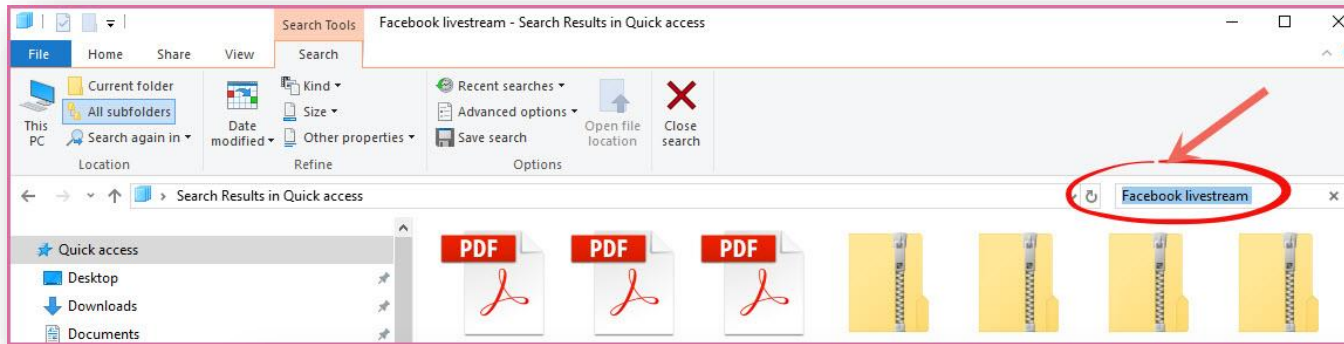
# Organize to Plan

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**SYSTEMS HELP YOU SAVE TIME IN ALL CONTENT  
WORK**



# Search Your Content Gold



Downloads	Business-Solos Clients Money	2/9/2020 5:10 PM	File folder
Music	Coaching	11/6/2019 8:39 PM	File folder
Pictures	Content Marketing	2/24/2020 9:06 PM	File folder
Videos	Email Marketing	4/15/2020 5:04 PM	File folder
OS (C:)	Images-Graphics	12/31/2019 12:10 AM	File folder
Data (D:)	Marketing-General	2/29/2020 9:00 PM	File folder
Local Disk (E:)	Marketing-Storytelling	11/6/2019 8:41 PM	File folder
SSD1T (G:)	Marketing-Strat-Planning	11/30/2019 11:41 PM	File folder
SSD1T (G:)	Misc	3/27/2020 2:39 PM	File folder
1-WORK-IntelliCraft	Productivity	12/31/2019 12:06 AM	File folder
2-WORK-MMMojo	Social Media	12/2/2019 4:50 PM	File folder
	Video Marketing	2/20/2020 11:31 AM	File folder
	Websites	4/15/2020 5:00 PM	File folder

# Organize Your Content

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Have a system – know what you have, where it is, where you used it, ideas to cross-use

Excel, Google, Trello, ClickUp, Notion – just pick one and use it!

Use checklists to create your process

Batch it up!



## **Do More with Less**

Not about creating more new content – how we organize, reuse, repurpose what we have



# Review Your Content Gold

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- Does it still speak to your ideal client?
- Is it still useful? Or easily updateable?
- Content still address core needs or wants?
- Does it touch on popular topics, common questions?
- Do you have any stats showing how it did?
- Would it perform better in a different format?
- Can you add new stories, examples?

# What's Worked In the Past

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- ☐ Don't reinvent the wheel!
- ☐ Who are you best, most profitable clients?
  - ☐ What services, products, courses sold?
- ☐ Which posts (blog, social) shared, commented, engaged?
- ☐ What do you have testimonials on/for?
- ☐ What are the common topics, keywords, solutions in what's worked?





## **Refresh With Eye to Standing Out**

How can you refresh or repurpose content to deliver value and stand out?



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**Q: SHOULD WE USE OLD OR 'ABANDONED' CONTENT?**

**A: POTENTIALLY, YES!**





## **Content Variety**

Meet your audience where they are – in their decision journey, their learning preferences

# Ask Yourself ...

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- ☐ Who hasn't yet seen this content?
- ☐ Who else do I want to see this content?
- ☐ Where are they hanging out most online?
- ☐ Do I know how they best learn?
  - ☐ i.e. audio, video, text, graphics, combo
- ☐ Where are people already interacting with my content?
- ☐ What's easy for me to create or repurpose to?

# 2 Lists

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## MY POPULAR CONTENT

What gets interaction?

What gets comments/shares?

What has clicks/visits?

Is one format more popular for me than another?

- i.e. people like/click my videos more than text-heavy or text + photo
- i.e. my blog posts with graphics, chart, videos do better

## WHAT/WHERE TO REPURPOSE

Do more of what's working!

Do more of what's easy for you to reuse, repurpose

- E.g. More animated text videos vs text posts, turn old slides into simple videos to add to blog posts, repurpose live videos into blog posts



# Example...

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## BRAINSTORM IDEAS

*“3 Tips for Simple, Stressless, Bedtime Routine” – blog post*

- 3 social media posts – 3 ea FB, IG, Pinterest
  - Photos or carousels? Or Reels? Other videos?
- Podcast episode
- FB Live – one or 3 (each tip)
- YouTube video tutorial
- Infographic
- Checklist as content upgrade

## PRIORITY CONTENT TASKS

Priorities = more visibility, build list

- 3 Social posts – photo + tip to FB + IG, plus 1 IG Reel per tip
- FB Lives – (3) with each tip, CTA is new bedtime routines checklist (can reuse clips from Lives for the Reels)
- Checklist as new opt-in

# Think Sideways to Reformat

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# One Format, Use Many Ways

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# Example – Many Ways Use Video

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You've got a good video – reuse it!

- ☐ Free email opt-in
- ☐ Bonus training with a webinar/masterclass
- ☐ Bonus training/module in a course
- ☐ Bonus resource for membership
- ☐ Affiliate resource – help partners promote
- ☐ Share/upload it other video platforms
- ☐ Take short clips to new formats



# **Your Simple Plan**

Systems, Process, Plan that works for ***YOU***



# Use Checklists, Worksheets – Have a Plan

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**Know the purpose of the content you're creating AND how you can reuse and repurpose it**



**What problem will the repurposed content solve for your audience?**

Do you even have to edit or tweak it much to achieve that goal?



**What needs to be changed, removed, or added to make it different or better?**



**How will the repurposed content fit in your overall marketing plans?**



**Do you have the tools needed to best recycle this content?**



**Set aside time to do some content batching!**

E.g. creating social media images in Canva, Adobe Spark, or Easil – with quick resizing for appropriate formats

# Simple Is Best

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Core content formats from your strengths

- Easy = done = consistent = winner!

Focus – platforms you do best with

Batching – plan your reuse/repurposing same time you create new content

Mix content purposes – awareness, education, conversion

Don't forget your CTAs!

# How Do We DO It?

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- Time blocking
- Schedule your repurposing
- Batch it up
- Start easy, simple, what's quick for you

# Coming Up ...

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## *Part Two = Let's Do It Together!*

- Volunteer for a Mighty Seat – brainstorming spotlight
- Examples
- Repurpose a piece of PLR/licensed content