

Find Your Content Repurposing Mojo

BUST THOSE CONTENT BLOCKS!

PART TWO- IDEAS, DEMOS



Jennifer Burke

Plan!

- ❖ *“by failing to prepare, we are preparing to fail”*
- ❖ *“plan your work, work your plan”*

Work backwards from your biz goals and offers
– what content do you need and how can reuse/repurposing help you get there?

Jenn's Mighty 2022 Plans

MY OFFERS / CONTENT

- ☐ Jan = email challenge
- ☐ Live or updated workshops in spring
- ☐ Beta-launch membership (Tech Therapy Hangout)
- ☐ Nothing new in summer – re-run prev training?
- ☐ New workshop/course in early Fall
- ☐ Lots of time off Nov-Dec

LIST BUILDING / PROMOS/AFF OFFERS

- Giveaway – March
- Bundle – March/April
- Bundle – June
- Sale – late June?
- Bundle – August
- Aff promo SYC – late Aug
- BF deals??

More planning than I normally ever do! 😊

May

Sun	Mon	Tues	Wed	Thur	Fri	Sat	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	MMM workshop
15	16	17	18	19	20	21	BB Bundle deadline
22	23	24	25	26	27	28	
29	30	31					

Content themes - repurposing, easy content, listicle on X?

June

Sun	Mon	Tues	Wed	Thur	Fri	Sat	
			1	2	3	4	LC entry deadline
5	6	7	8	9	10	11	Boost Business Bundle
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	LC Summer Jamboree sale (2x email)
25	27	28	29	30			

Lynn Neville Boost Your Business Bundle- email setup + Easy Email workshop

Lynette Chandler's Summer Jamboree Sale - Content checklists + upsell\$ Repurposing Workshop

Content themes: fast content creation, repurpose; email tips

July

Sun	Mon	Tues	Wed	Thur	Fri	Sat	
					1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	PP Bundle deadline
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	Live rnd LP workshop?
31							

Content around email + landing pages

August

Sun	Mon	Tues	Wed	Thur	Fri	Sat	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	Powerful Platforms Bundle
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	SYC Promo
28	29	30	31				

Val/BBash - Powerful Platforms - revised Email Setup video series + upsell\$ Rev Hell Yeah Email Course OR Easy Email Gift Workshop

September

Sun	Mon	Tues	Wed	Thur	Fri	Sat	(SYC)
				1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	25	27	28	29	30		

Do promo + content for Video workshop during SYC - run live end of Sept or early Oct

October

Sun	Mon	Tues	Wed	Thur	Fri	Sat	Video for Camera Shy (live rnd)
						1	
2	3	4	5	6	7	8	Chicago
9	10	11	12	13	14	15	Run live training
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						



Work Backwards

WHAT'S YOUR GOAL?

WHAT ARE YOUR OFFERS?



But You Do You!

Start 30 Days, 90 Days – Plan How Works for You

Repurpose Slides!

Record a voice over right inside PPT, Export > Create Video

Save single slides as JPG or PNG files to use in a blog post

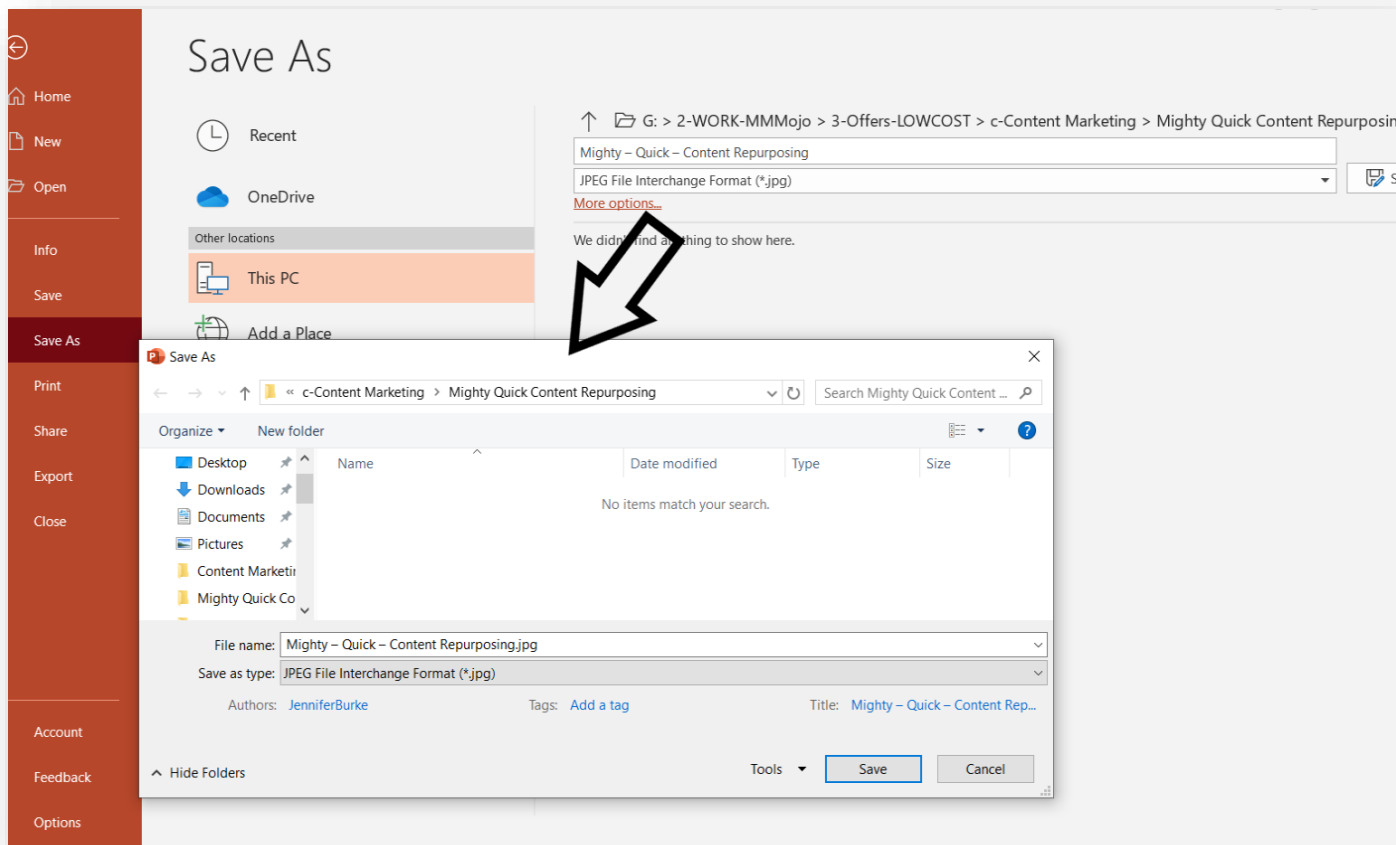
Save single slides as JPG or PNG to use as social media posts

Record audio only of you reading out slides or notes

Go from landscape to portrait orientation, add a little more text to each slide and Save As PDF – you have a report or ebook now.

Put the video of you narrating the slides in to your member area as bonus training

Post the video of you narrating slides in to your social media group as a bonus just for group members



Save As – JPG, PNG – Select More
Options
At pop-up window, click *Just This
Slide*

Use Your PLR!

Where are there gaps or holes in your customer journey? (aka 'funnel')

- Need new opt-in gift?
- More visibility raising, traffic-bringing content for social or emails?
- Low-cost downloadables? – checklists, workbooks, planners?
- Simple course?
- Plenty of 'beginner' content but need for those with more 'advanced' concerns?

Map It + Plan to Use It

Match your gaps and audience needs to content you already have!

What's in those PLR packages – what have you not used or could re-use?

“Marie Kondo” your PLR stash!



Reusing PLR Ideas

Blog Posts/articles ...

- → Bundle the articles into short ebook = opt-in gift
- → 2-5 articles into videos = opt-in gift OR low \$ offer

Report/workbook ...

- → Use with 1:1 or group clients
- → Bonus in another workshop, webinar or course
- → If you gave it as gift, add a video and sell as low \$ offer

Emails ...

- → Sent as broadcast/campaign, add to auto series
- → Parts of emails become social posts

Reuse PLR - Example

<https://www.mightymarketingmojo.com/PMB Habits>

Free pack inc 5 articles, ~500 words each

- 3 Steps to Creating New Habits
- The Inverse Relationship Between Habits and Willpower
- How Long Does It Really Take To Create A New Habit?
- Get Some Help – Simple Hacks To Help You Build New Habits
- Make It A Habit – The Benefit Of A Routine & Habit Filled Day

Let's make an email and 2 social posts!

Habits PLR Example

The 3 steps =

1. ***Decide what to do – what will new habit be?*** Get specific. E.g. “I will walk 30 minutes every day”
2. ***Remind yourself to do it*** – easy to slip back to old habits after few days. It’s raining and you don’t want to walk. Need daily reminder, phone alerts, shoes by the door.
3. Make it a part of your routine until it’s a HABIT -

More ideas

The AMA with a fun twist

- Borrowing from Kelly McCausey and others ...
- You answer questions on your own time
- Built-in reuse, repurposing opportunities!
 - Each answer = new piece of content – blog posts w/ video, easy share to social and email
 - <https://lovepeoplemakemoney.com/podcast/ama-content-creation-strategy/>

Examples / Brainstorming

- 8 Tips for Better Ebay Titles to Get Stuff SOLD
- 7 Ways to Manage Chronic Pain – So You Can Still Play With Your Kids/Grandkids
- 4 Tips for a Healthy Mindset to Transform Your Business
- 6 Ways to Literally Ground Yourself with Mother Nature
- 7 Money Mindset Myths Keeping You From a Vacation, Retirement Dreams and Dreading Every Bill

Next Steps

What do you need help with in getting set up and working in your biz?

<https://www.mightymarketingmojo.com/services/>

- 1:1 ActiveCampaign Email Setup
- 1 hr Borrow My Brain
- Marketing Tech Coaching
- Monthly Support in Tech Therapy Hangout – beta = \$28/mo
<https://www.mightymarketingmojo.com/tech-therapy/>

Watch for other upcoming live-rounds of training and new workshops!