

MIGHTY CONTENT REPURPOSING

Recycling and repurposing your content doesn't have to be hard! And you don't have to try doing all of it at once.

Here's your top tip: pick just ONE blog post or a video you've created that is evergreen in nature (not time-sensitive or dated – it will be good in months or a few years) and that is popular. What's your most-read blog post? What's your most watched video on Facebook or YouTube? Start with one of those as your source content that you will recycle, reformat and give new life to!

Here's a quick reminder of what you can turn your source content into:

- A new, longer, more in-depth blog post
- A series of emails you can add to your autoresponder
- A free gift to giveaway to your new email subscribers – create a report or ebook, or 3-part video series, or a dripped-out email course
- Make it a paid mini course
- Create an infographic – embed in the original blog post, share on social media
- Turn blog post(s) into videos for YouTube
- Turn blog post(s) into Facebook Live videos (then repurpose those to YouTube!)
- Take a blog post or a video and make it a podcast episode
- Turn e-book chapters into podcast series
- Take parts of your blog posts and put them in your emails
- Create a speech or presentation from a post, e-book, whitepaper, or a video
- Develop a live workshop from several e-books, related blog posts, +/- or videos

Use the following worksheet to help you decide what to reuse, how to format it for a new life, and to make the most of the mighty content you already have.

CONTENT REPURPOSING WORKSHEET

Original Content Title:

Current Use/Location:

Original Purpose of Content Piece: (i.e. to educate about ..., to announce, to promote ..., opinion about ..., etc)

Is the content still relevant? If not, how can it be updated to make it more relevant to my audience?

Does it fully address the question or problem and provide a complete solution?

- ☐ Yes. *[Is it possible to reshare and repromoted this piece without significant repurposing?]*
- ☐ No. *[Continue to next questions ...]*

What new (or improved) message do you want to convey with a repurposed piece?

What do you need to change, include, or remove so the content better meets your goals?

Type of content that best suits the new message:

<input type="checkbox"/> Email (broadcast or automated series?)	<input type="checkbox"/> Video	<input type="checkbox"/> Worksheet
<input type="checkbox"/> Report/e-book	<input type="checkbox"/> Audio	<input type="checkbox"/> Infographic
<input type="checkbox"/> Whitepaper	<input type="checkbox"/> Presentation/slideshow	<input type="checkbox"/> Other image
<input type="checkbox"/> Case study	<input type="checkbox"/> Checklist	

Ideal Distribution Channel for Repurposed Content (*i.e. where will you share and promote it*)

Can this content become part of a larger, ongoing or time-sensitive marketing campaign?

- ☐ Yes To support: _____
- ☐ No

If yes, what additional content or materials will you need to add to this piece to build out your marketing campaign?

Tools +/-or skills needed to recycle or repurpose this post?

New Title of Repurposed Content:

Additional Notes:
