

20 WAYS TO REPURPOSE

YOUR BLOG
CONTENT



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Introduction

Have you been running a blog for some time? Then you have a lot of content. And the good news is, you can repurpose and reuse this content to quickly create additional content to sell, build your list and generate leads.

Check out these 20 ideas...

1. Create An Email Or Sequence

The key to this strategy is to choose your evergreen content, format them into emails, and then upload them to your autoresponder. Here are three different ways to do it:

- **Take a series of blog posts and turn them into an autoresponder sequence.** This works particularly well if you have a training series on your blog to turn into an ecourse.
- **Turn a long blog post into a series of emails.** For example, if you have a post that shares ten tips, then you can create ten separate emails out of this post.
- **Turn one blog post into one email.** When you run out of blog posts that you can use to create a series, then you can always turn any individual blog post into an email.

Next...

2. Build a Lead Magnet

The idea here is to compile multiple blog posts to create a lead magnet report or other downloadable report. You can even create a “toolkit” with these pieces to distribute to prospects and customers.

For example:

- *Compile a series of blog posts on the topic of writing a sales letter to create *The Copywriter’s Toolkit*. Then give this toolkit away as a lead magnet.*
- *Create a report and send it to your existing subscribers as a special surprise.*
- *Create an ultra-targeted report, and then use this report to segment your list.*

Next...

3. Design a Slide-Share Video

All you have to do here is turn an article or set of articles into a slide-share video. You can use the text from the articles to create the slides (using software like PowerPoint™). If you have graphics with your articles to include on the slides, that’s even better. Then use a screen-recording software such as Camtasia to run your slide-share. You can narrate it yourself, or simply set it to music.

Here’s another idea...

4. Create a “Talking Head” Training Video For YouTube

This is an easy way to create new content, because all you have to do is turn the camera on yourself and use the article as the basis for a training video. You can even add a demo into the training video.

For example, turn an article about weight training into a training video complete with a demo of two or three lifts.

Or turn an article about setting up a blog into a training video that includes a screen capture video that shows every step of the process.

Next...

5. Post the Content on Social Media

You can take a blog post and publish it directly on social media, such as Facebook. You can use a post to answer questions on sites such as LinkedIn questions or Quora. You can even excerpt out short tips and use them to create tweets for Twitter.

6. Create an Infographic

Take a blog post that's heavy on data or other facts, and then use the content to create an infographic that you give away. For example:

- *Give the infographic away to your newsletter readers.*
- *Distribute the infographic on social media and encourage your followers to share and retweet.*
- *Ask your joint venture partners to give the infographic away to their subscribers and followers.*

You can even post this infographic on your blog. 😊

Next...

7. Sell the Licensing Rights to Select Pieces

Here's a quick way to make money from your content: sell the licensing rights to other marketers, bloggers and small business owners. Since you've already distributed this content for free, your best bet is to sell the PLR (private label rights), which gives license holders the freedom to modify the content and distribute it in whatever way they see fit.

Alternatively, you can compile your best content to create a report, and then offer resell rights to this new product. The benefit there is that your links remain intact, so you can reap the backend profits.

8. Turn the Content Into a Series of Podcasts

Get out a mic and audio recording software like Audacity, and you can turn an article into a podcast. If you have a set of related blog posts, then you can turn them into a series of podcasts. You can then distribute these podcasts on your blog, on social media, and even as a "guest post" on other peoples' blogs.

9. Use the Content Inside Paid Products

The idea here is to use your blog content to bolster your paid products.

For example, let's suppose you're writing a chapter in an ebook about housetraining a puppy. If you have a blog post with 17 tips for housetraining a puppy, you can insert that into your product. You can even include a note that says the article came from your blog, along with a link to the blog and a call to action to visit the blog.

10. Create Guest Posts for Other Peoples' Blogs

Here's a great way to turn your existing content into new traffic and leads: simply use it to create guest content for other blogs.

TIP: You can find other blogs that accept guest posts by running a Google search for your niche keywords alongside words such as "guest posts" or "submit article" or "guest author." E.G., "dog training guest post."

Next...

11. Give the Content to Your Affiliates

In other words, stock your affiliate center with your blog content, and let your affiliates insert their affiliate links into the content and use it to promote your products.

Here are four ways to use existing content to stock the affiliate center:

- *Upload the content as-is and let people post it to their own blogs.*
- *Create emails and autoresponder sequences out of the content.*
- *Compile the content to create rebrandable reports.*
- *Excerpt out portions of the content to create short blurbs to post on social media.*

Next...

12. Compile the Best Posts to Create a Tripwire Product

The idea here is to create a low-cost tripwire product you sell for \$7. Better yet, add some additional content to your report to add value to the product.

For example: "The Seven Secrets of Getting Ripped That Every Competitive Bodybuilder Ought to Know."

TIP: Here's another twist: turn this report into a Kindle ebook, and sell it in the Amazon marketplace.

Here's something else...

13. Use Content As Handouts During Guest Speaking Gigs

Local speaking gigs are a great way to generate leads and build relationships in the community. If you're looking at making sure people remember your talk later, then you need handouts. These handouts should also be used as tools to drive your listeners to your lead pages or sales pages.

So here's a quick and easy way to create these handouts: just recycle a blog post.

For example, if you're giving a talk to the local gardening club, you might hand out an article about getting rid of garden pests without harsh chemicals.

Next...

14. Use The Content To Create FAQs

First, draw up a list of frequently asked questions. Then use your blog content to answer these questions. You can then use these FAQs in a variety of ways, including:

- *Post the FAQ at your help desk.*
- *Use the FAQ to answer questions for coaching clients.*
- *Publish the new FAQ on your blog.*

Next...

15. Excerpt For Use in Joint Ventures

The idea behind this strategy is to excerpt out the best blog titles and other pieces to create a swipe file to sell or give to marketers. You can even compile it with content from other participants for a JV distribution.

For example, gather together 10 partners who each contribute one blog post. You can compile it into a .pdf and everyone gives it away to his or her subscribers, visitors and followers.

16. Update And Republish Popular Posts

Chances are, you have some older posts that were pretty popular when you first posted them, and the topic is still popular today. Instead of writing a new content piece from scratch, all you have to do is expand on and/or update your most popular blog posts.

To optimize this strategy, you can even break down and convert these articles into a set of related articles. Think of the hub and spoke strategy here. Your original article could be the hub, and you can create a series of spokes.

For example, if you have a how to article about setting up a blog, then you can create a list article for each of the steps. E.G., "The Top 10 Plugins Every Blogger Ought to Use."

17. Use The Content To Create a Webinar

Here's another easy way to turn your blog content into an entirely new product. You can offer the webinar for free as a lead generator or to pre-sell a product, or you can create a paid webinar. Either way, you'll have multiple products:

- *The live webinar itself.*
- *The recordings.*
- *The transcripts for the webinar.*

You can sell or give these items away together or separately. For example, you can sell seats to the webinar, and include an upsell on the order form to get the recordings and the transcripts.

18. Create a Bonus Report Out Of Your Best Content

Here's the strategy: take your best articles and use them to create a bonus report for people who purchase one of your offers. Alternatively, you can create a bonus for the affiliate offers you're promoting. Either way, be sure to promote other related offers inside the bonus product!

19. Insert Content Into Your Sales Letters

The idea here is to insert excerpts of your articles directly into your product sales letters.

For example, if you are selling a product about starting a membership site and you have an article entitled "5 Ways To Make Money With Your Own Membership Site", then include it in your sales letter. This helps plant a seed and get people excited about your product.

20. Create Freemiums

One good way to build relationships with your subscribers and get sales on the backend is by giving them freemiums from time to time. You don't need to create all these freemiums from scratch. Instead, compile some of your best content to create reports, cheat sheets, checklists, toolkits and more.

Bonus: 21. Use The Content For a Live Stream

You can save yourself a lot of time and prep work in advance of a live stream by using one or more of your articles as an outline for your talking points.

For example, if your live stream is all about how to write a good sales headline, then you might use an article called "10 Tips For Writing Cash-Pulling Headlines" as your talking points.

Bonus 22. Create Social Media Cards

People love sharing graphics on social media, which is why you should share short content on a graphic (card) whenever possible. You can make these cards fairly easily simply by pulling quotes out of our content, putting the quotes into graphical form, and publishing them on your social media platforms.

For example, you might turn an inspirational weight-loss quote into a graphic and shoot it out to followers on Twitter, your Facebook Page and your Facebook group.

Conclusion

So there you have it – 22 ways to turn your existing blog content into new products, new lead generators, and new content for your social media, blogs and newsletters. If you a few dozen posts on your blog now, you won't need to create new content from scratch for weeks or months. So go ahead and get started with these ideas right away!

Recommended Resources

Six Figures A Year. This course is based on my personal experience making \$100,000+ a year selling books, reports, webinars, courses and other information products online. Let me take you by the hand and show you how to copy my success.

<http://www.SixFiguresAYear.com>

Simple Product Profit Formula If you can write 7-15 page reports, you can make a living from the comfort of your own home, working your own schedule.

<http://www.SimpleProductProfitFormula.com>

Premium Product Profit Formula. Discover how to create your own \$97 products in 48 hours or less! Ramp up your sales quickly by creating your own “premium” products in just two days. <http://www.PremiumProductProfitFormula.com>

Affiliate Traffic Game Plan. The “no-cost, no-budget” system for getting other people to send you traffic. Jam-packed with strategies, mini-blueprints, examples, fill-in-the-blank templates spread out over 3 hours and 150+ pages, this is THE system for getting free traffic to your website. <http://www.AffiliateTrafficGamePlan.com>

The Free To Fee System. Learn how to give away free content to generate traffic to your website AND persuade people to buy your products. This is THE go-to training course on the subject. <http://www.FreeToFee.com>

Email Marketing Game Plan. Fill-in-the-blank email templates. Promotional ideas for every week of the year. Copy and paste starters. Everything you need to hit “fast forward” on creating emails that get results. <http://www.EmailMarketingGamePlan.com>

Sales Copy Game Plan The “best bang for your buck” for learning how to write salesletters that convince people to buy what you’re selling. Take the “10-day challenge” and learn to write copy like a pro. <http://www.SalesCopyGamePlan.com>

Unfair Advantage Cheat Sheets. Over 880 pages of fill-in-the-blanks templates, swipe files, case studies, training tutorials and more to make writing anything faster, easier, and better. True must-have for every content writer. <http://www.UnfairAdvantageCheatSheets.com>