

Content Re-purposing Worksheet

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How to Repurpose Content

- ✓ First, take a look at your most popular, evergreen content. Check inside Google webmaster to find which posts are performing best. Here’s a [helpful guide](#) to walk you through the steps.
- ✓ Start with your best performing post, and create spokes for new ideas out from it.

Popular Content URL		Repurposing Ideas		
	Idea 1	Idea 2	Idea 3	

You can repurpose content to

- ✓ Repurposing Content into a Blog Post
- ✓ Repurposing Content into eBooks
- ✓ Repurposing Content to Presentations/Slideshows
- ✓ Repurposing Content to Social Media
- ✓ Repurposing Content to Whitepapers/Case Studies
- ✓ Repurposing Content as a Podcast

Repurposing content into a blog post

A great blog post should have the following elements:

- ✓ Catchy headline. A good headline should contain 6 words
- ✓ Storytelling hook
- ✓ Fewer Character at first
- ✓ Featured image
- ✓ Subheads for scanning
- ✓ Content and the 1500 words sweet spot
- ✓ Soundbites for sharing

Repurposing content into eBooks

- ✓ Take the time to brainstorm, layout and format your ebook as if it were an actual book being prepared for print.
- ✓ Use a tool like [Scrivener](#) to layout the various chapters and what information they'll contain. Modern word processing software can save your finished product as a PDF which in turn makes it available for a wide variety of computer and device platforms.
- ✓ Tackle it from a new angle or rework it for a new segment of your existing audience
- ✓ Turn it into an easily consumable guide such as a checklist or fill-in-the-blank template.

Repurposing Content to Presentations/Slideshows

- ✓ You need to start out by creating a main idea outline of what you want to say, then fill in details as relevant.
- ✓ Don't cram a lot of words into each slide. Around 15 words or so is ideal.
Make generous use of whitespace
- ✓ Incorporate relevant typography and fonts
- ✓ Make sure the layout is designed to improve comprehension of the slides, not detract away from it.
- ✓ You can incorporate 3-4 colors in your design, but have one accent color for the points you really want to stand out.

Repurposing Content to Social Media

Reworking that content into a list, a "what", "why" or "how" post, or even a video can greatly increase the number of social shares and comments you get versus the more traditional photo-and-link.

Repurposing Content to Whitepapers/Case Studies

Typically, they fall into two types:

- ✓ List-style white papers (12 Benefits to Choosing a Multifunction Printer, 7 Things to Look for in an Email Marketing Service), and
- ✓ Traditional-style white papers which provide more detailed insights that a user might not ordinarily know about.

How to write:

- ✓ First, start with a prompt, like “Things to Avoid When Buying A ...” or “(Your Topic)
- ✓ Add a number of items that you can reasonably come up with.
- ✓ If you want your white paper to apply to a specific group of people, you can add them as a subtitle.
- ✓ Write down the main benefit your product or service offers. (don’t mention your product or service)
- ✓ Polish off your white paper with a call-to-action that gets them involved and active with what you have to offer, be it a demo, a free sample or a webinar.
- ✓ Use your proven case study to tell a story
- ✓ Share the tools you used.
- ✓ Share the before and after of things like productivity, split testing, or other key indicators important to your audience.

Repurposing Content as a Podcast

- ✓ First, choose a good microphone. A USB microphone that plugs directly into your computer is an ideal choice.
- ✓ Use proper recording software. [Audacity](#) is good, and it’s free.
- ✓ You can invest in a variety of other hardware (like a mixer) and software tools (like Pro Tools or Adobe Audition)
- ✓ Free music can be had from sites like [FreeSound.org](#) If you’ll be interviewing someone else, go over the types of questions you’ll ask them – with them – so there are no surprises.

If you think you have the foundation for a regular podcasting show, take the time to

- ✓ record a series – but don’t publish it yet.

Take the time to formulate a podcast plan with just as much attention as you would a really good blog post.

Conclusion:

Not every piece of content will be worth repurposing in every possible way, but for those that do, you may very well reach a whole new audience that can’t wait to see what you’ll come up with next.