

10 WAYS TO RE-PURPOSE CONTENT

mini cheat sheet

- Use subheadings and key points in your blog posts as subjects for Periscope topics.
- Share a major key point of your blog with your email list with a call-to-action back to the blog.
- Turn your most popular blog posts that are related into a masterclass. Create a one hour presentation using the content in the blog post to teach your audience in detail.
- Record a video of your process explaining the steps you wrote in a blog post and upload to YouTube and Facebook. Take 1-2 steps to use as a video snippet to promote on social media.
- Turn your blog post into Instagram captions. Use snippets of your blog post to educate your audience.
- Turn your blog posts into infographics and PIN it on Pinterest.
- Turn your most post popular blog posts into a round-up post. [Ex: "Best of ____ << Your blog title]
- Create a podcast + podcast episode for each blog post that received high engagement.
- Turn blog posts into interview questions for guest business owner on a new blog post.
- Convert blog post into a case study. [Ex: How I gained XXX blog views].