

Action Plan! ~ How to Repurpose your Business Content for More Money

Your checklist shows you what to “tick off”, once you’ve completed all the steps of this month’s project. Your Action Plan will help understand what you’re ticking off, while making sure you miss no vital steps.

Finding Sources of Content To Repurpose	<p>Repurposing content not only helps you provide a constant flow of material for your subscribers, it also saves you much time in research and development.</p> <p>Consider both common and uncommon sources of material to repurpose:</p> <ol style="list-style-type: none">1. Go through old products, blog posts, articles and eBooks you've written. It doesn't matter how old they are -- or even if they were created for a different niche! Read them with your current subscriber in mind. How can you use this material to help her? What would she eagerly "latch on to"? <p>Do your best to:</p> <ul style="list-style-type: none">▪ Give it a fresh, new slant (focus)▪ Look at it from a different angle▪ Make it relevant to today's audience▪ Find the gaps in what's previously been written about it▪ Stand the topic on its head <ol style="list-style-type: none">2. Explore <i>other people's</i> PLR or Master Resale rights. This is one of the quickest ways to repurpose. Can you re-brand a Master Resale rights product and offer it to your list as an instant bonus? Can you take that ten-article PLR package and turn it into a special report? Can you repurpose that disappointing PLR package you discarded by focusing on repurposing the idea to spark new ideas?3. Research past social media posts. Go through both your own old Twitter tweets and Facebook posts to see if something catches your attention. Can you
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	<p>turn it into a blog post, article or eBook? Is the topic still hot -- or, better yet, has it suddenly become hot? Is there a video or an interview topic lurking in those few words?</p> <p>4. Research blog comment sections. Often this is where you find the real "gem" ideas for a topic to explore. <u>TIP</u>: It's where the "gaps" lie.</p> <p>If you're looking for gaps, pay particular attention to complaints or disagreement. That's where the quickest source of new, original topics lies.</p> <p>5. Explore sources of recent or old material you may not have, up until now, considered. Are you automatically discounting your own press releases as a repurposing source? Have you re-read old emails to niche buddies? Old forum posts or questions you've answered? What about those packed-away notebooks from college? The daytimer from your last, full-time job? The conversation you had last week with the other online VA, marketer or writer you met at your local business group?</p> <p>6. Check the news. Repurpose recent news stories with your own slant, for your target niche members.</p> <p>7. Go through your old magazine collection. Offline magazine publishers are bound by different rules and traditions than online ones and their research usually digs far deeper and requires more substantiation than online material. Reading back articles of your favorite magazines can often spark great ideas you can repurpose or resurrect.</p>
<p>Review your Basic Repurposing Approach</p>	<p>Now that you've got a pile of source material, let's go through your basic repurposing approach -- starting with necessary areas to take into consideration:</p> <ul style="list-style-type: none"> • Current trends that are affecting your niche (especially if they're changing the status quo or the niche "landscape") • Whether or not your topic is evergreen or trending • Your niche members' predominant learning preference or style

	<ul style="list-style-type: none"> • The formats your niche members prefer • Your average subscriber's level of expertise • Their current, most pressing problems or needs <p>Keeping all these factors in mind will help you produce content that is relevant, timely and most of all -- valuable.</p>
<p>Deciding on your Repurposing Approach</p>	<p>Most often the material you've chosen to repurpose will dictate your methods... but it helps to know clearly what options are available:</p> <ol style="list-style-type: none"> 1. Compiling. Are you going to create one larger product from small components? (E.G. an eBook from a series of old articles?) Is this the best use of that material... or would it be better repurposed as a series of bulleted-list tips? Migrated to an email Autoresponder course? <p>This will depend on carefully examining your market. What do your subscribers or niche market members need most at the moment? Are they receptive to eBooks? Do they voraciously "eat up" bulleted-list tips they can quickly scan? Have they been asking you for a new course?</p> <ol style="list-style-type: none"> 2. Breaking Apart. Conversely, consider breaking apart larger products such as reports, eBooks, graphic collections or old public domain books you've discovered. <p>(You can get enormous mileage out of just one public domain physical book. If you use it wisely, an old public domain physical book can keep you going in blog posts, article fodder, "how to" mini-guides and email Autoresponder course material for several months.</p> <p>Especially if its topic is evergreen!)</p>
<p>Decide on your Repurposing Formats</p>	<p>It's a good habit to take a look at all the formats you can repurpose content into... then focus on the ones your niche members will feel the most comfortable with.</p>

Here are some format suggestions (see if you can add more!)

- Screenshot videos
- Live videos
- MP3 audio recordings
- Email courses
- Press releases
- Articles, articles series
- Blog posts
- Guest posts
- Ezine ads
- Short reports
- Free reports or bonuses
- eBooks
- Physical products from digital
- Social media posts
- "How to" courses
- Advanced lessons
- Intermediate lessons
- Beginner lessons
- Interviews
- Slide shows
- Power point presentations
- Graphics, graphics series
- PLR release
- Master Resale rights release
- _____
- _____

	<ul style="list-style-type: none"> ▪ _____ ▪ _____ ▪ _____ ▪ _____ <p>Plan to repurpose! Particularly keep all the formats that will work for your niche demographic in mind... <i>before</i> you begin writing content.</p> <p>The advantages of taking this approach:</p> <ul style="list-style-type: none"> ▪ You'll be able to bookmark or file away "extra" research material or links -- ones you won't have to search for, later on ▪ You'll save yourself time by pre-planning ▪ You can decide whether your repurposed content fits better presented with your initial offering... or later on as your customer progresses through your sales funnel ▪ You'll increase the value of your extra format material by having it at the back of your mind as you work with your main product. <p>Planning to repurpose in advance creates more highly-focused and valuable offerings, in the long run.</p>
<p>Alternate Repurposing Strategies</p>	<p>Give your imagination free rein when you're brainstorming your strategy. Don't be afraid to consider more unconventional approaches or give up control altogether...</p> <ol style="list-style-type: none"> 1. Outsource it – Particularly if content creation is not your strongest area. And particularly outsource it if you're planning to tackle a media you don't normally work in (for example, hiring a VA or company who specializes in audio or video creation, if you're not experienced or comfortable creating product in those media). 2. Repurpose your rights. Of course, the biggest time-saving strategy is to not alter your content at all.

	<p>Instead, re-release it with different rights.</p> <p>Offer Master Resale rights -- but allow your affiliates to re-brand your product so it supports their own efforts (and increases your status) as a high-value bonus.</p> <p>Offer PLR rights, if you'd prefer to see content "retired" in its present format but you have no issue with new material being created from it. (<i>TIP</i>: Be sure to include a clause in your licensing information file stating that the purchaser cannot resell your PLR as part of a new PLR package!)</p> <p>3. Come up with new formats. Especially those you wouldn't commonly think of, to present your repurposed content in. This could include:</p> <ul style="list-style-type: none"> • Quizzes • Worksheets • Templates • Graphic interpretations (e.g. diagram charts instead of "how to" lists) • Tip of the Day • Clothing (with your subscriber's favorite tip of the day on it) <p>4. Use product fulfillment companies to easily create the latter. Because you only pay per item ordered rather than in bulk, you can quickly see if a physical product such as a mouse pad, mug or t-shirt is going to be profitable.</p> <p>5. Repurpose ideas -- not just formats</p>
<p>"Checklist" your Repurposing</p>	<p>Keep in mind the following essential steps, when creating repurposed content. Make sure:</p> <ul style="list-style-type: none"> • Your delivery format suits your audience • Your "voice" suits your audience's communication style

- Your approach is in alignment with their level of expertise
- You're not sending the same message over and over
- You're providing new, fresh ideas, tips or viewpoints
- You're expanding on a topic or shifting focus
- Repurposing one time only and assuming that material is now "done"
- Ignoring future repurposing opportunities

Repurposing content is a highly-effective strategy to **save yourself time** -- while **making maximum money**.

And all from your **existing material**.

Happy repurposing!