

Repurposing Your Content Checklist

- I have made a list of all my own old content that I need to consider repurposing, including:

- Articles
- Blog posts
- eBooks
- Press Releases
- Social networking posts
- Forum questions I've answered
- Videos
- Audio files
- Interviews
- Books
- Reports
- Notes from seminars, etc.
- Blog comments I've made or received
- Other _____

- I have made a resolution to consider ways to repurpose ***before*** I create projects from now on -- not afterwards

- I have considered my unique subscriber's:

- Preferences
- Favorite communication style ("voice")
- Favorite format (video, tips, eBooks, etc.)
- Level of expertise
- Needs
- Complaints
- Challenges
- Requests
- Other _____

- I have also considered:

- _ What's been written before on the topic
- _ What's currently hot
- _ If my content is evergreen
- _ If my content is trend or technology based, and therefore might be out of date
- _ What hasn't been covered
- _ Different angles I could use, or different slants I can give my repurposed content
- _ What's on the news
- _ What topics magazines are using
- _ If I can turn the topic on its head (explore it from an opposing angle)
- _ If I can come up with a creative new format ideally suited to my subscribers
- _ Other _____

- I have considered outsourcing, particularly for product creation areas in which I would need to take time out to go through a "learning curve", if I were to produce a specific format myself. Outsourcing methods I need to research or consider include:

- _ Video creation companies or specialists
- _ Audio creation companies or specialists
- _ Transcriptionists (to produce written transcripts of interviews I've done)
- _ Ghostwriters or copywriters (to come up with new products out of my old ones)

- I understand that outsourcing can save time and make me money, if used wisely

- I am planning to repurpose my niche content to match my subscriber's:

- _ Level of expertise
- _ Journey through my sales funnel

- I have considered the predominant learning style expressed by my audience:
 - _ **Visual** (pictures, videos, diagrams, charts)
 - _ **Auditory** (MP3 files, online radio listener)
 - _ **Kinesthetic** (prefers to "do" as they follow along with instructions)
 - _ **Linguistic** (prefers text)
 - _ Unique (E.G. members of or dealing with a differently-abled group: E.G. affected by ADHD, autism; visually challenged, etc.)
 - _ Other _____
- I am aware that my repurposed content can be used to create:
 - _ Upsells
 - _ Downsells
 - _ Bonuses for my affiliates
 - _ PLR
 - _ Master Resale Rights products
 - _ Other _____
- I have considered compiling or breaking down my old content into the following formats:
 - _ Screenshot videos
 - _ Live videos
 - _ MP3 audio recordings
 - _ Email courses
 - _ Press releases
 - _ Articles, article series
 - _ Blog posts
 - _ Guest posts
 - _ Ezine ads
 - _ Expert interviews (asking repurposed questions)
 - _ Short reports
 - _ Free or bonus reports
 - _ eBooks
 - _ eReader books

- _ Physical products from digital
- _ Transcriptions
- _ Social media posts
- _ "How to" courses
- _ Advanced lessons
- _ Intermediate lessons
- _ Beginner lessons'
- _ Slide shows
- _ Work aides (templates, checklists, etc.)
- _ Power point presentations
- _ Graphics, graphics series
- _ PLR release
- _ Master Resale rights release
- _ Other _____

- I have avoided:

- _ Saying the same thing, several different ways
- _ Spinning, instead of repurposing
- _ Assuming a work is to be created for only a one-time use
- _ Assuming a work is to be created in only one format

- I am now staying alert outside my niche, always on the lookout for experiences or ideas to repurpose for my online marketing

- I am always looking for the "extra twist" to boost the value of my repurposed content -- and its ROI -- to the max

- I am ready to make repurposing my content a natural, lucrative and labor-saving part of my business goals and strategies!