

How to Repurpose Your **Business Content** for More Money



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You may have heard a lot of buzz last year about "repurposing content". There have even been some heated blog discussions about the "**ethics**" of using this writing strategy. This ought to surprise you because there is absolutely nothing unethical about repurposing content -- mainstream publishing and the movie industry have been doing it for decades.

And if you were unaware of that, the reason is... they usually do it with flare and skill. In other words, they do it right. They've turned it into an art form.

What Is "Repurposing Content"?

Repurposing content as a successful marketing strategy consists of understanding two basic aspects: The "**how to**" and the "**why**". Those who have the most spectacular success pay equal attention to both areas, so we're going to do that too.

We'll start with the simple mechanics -- the "how to" and conclude our Special Report with the "why".

Like every subject in life, however, you discover there are no rigid black or white definitions when you draw up close: There's black at one extreme end, white at the other, and a myriad of grey tones in between.

What really separates the ethical from the unethical, the effective from the boring, is an understanding of one basic principle: That you are also **re-working an idea** -- not merely a bunch of words.

You are taking an old topic and...

- Giving it a fresh, new slant (focus)
- Looking at it from a different angle
- Making it relevant to today's audience

- Finding the gaps in what's previously been written about it
- Standing it on its head

Repurposing content not only saves you research and writing time, it can reinforce your main message, investing it with the authority of repetition (something we human beings fasten onto right from childhood and enjoy all our lives).

What It Is *Not*

Repurposing your content is **not** about "*spinning articles*". If you were to take your latest blog post and change the title, rearrange a couple of paragraphs and re-write each sentence with different words, that's "spinning".

Yes, it works on the same principle as a slot machine. Taken to its ultimate degree, there is actually software you can use to "spin" your words and re-write your articles. It will analyze each word, generate a list of synonyms for each one, and randomly substitute words from the list for your original word.

This technique doesn't make for the best quality, however. Your repurposed content should feel completely **original**, **fresh** and **new** -- not just as if it's the same article, with a few different words substituted.

Repurposing your content into different media formats does not mean simply providing different versions of the ***exact same material***. You need different strategies for different media. You also need to present the content differently, to suit the audience.

Necessary components that work well in one delivery format can become totally inappropriate or a hindrance in another. (Think of movie writers, who cut out all the fascinating details that don't advance the story -- the ones that worked so well in the novel, building up mood and suspense. They know they can create atmosphere and suspense in an instant with one shot and set the mood with a musical phrase or two of

soundtrack. To keep the audience's attention, they beef up the story with extra action, or turn up the controls on an existing action scene by sending it over the top.)

Repurposing content needs to be adapted to:

- Current trends
- Your market's predominant learning preference or style
- Your average subscriber's level of expertise
- The format you're planning to use for its delivery

Now that we've established what true repurposing is, let's explore how to do it...

Section One: How to Repurpose Your Content

There are two basic ways to shape your old content into a completely new product...

1. Compiling

You can **make large products from small components**. Common examples of this would be:

- Creating an eBook out of multiple old blog posts and articles on a single topic
- Compiling individual pieces of clip art you've created into a complete, themed collection
- Reading tips from old articles or old PLR (private label rights material) and expanding one tip into a complete blog post or article

2. Breaking Apart

And, of course, you can do the reverse, **splitting a large product down into individual, small ones**. For example:

- Breaking your old eBook or a PLR eBook apart into an article series
- Breaking your old eBook or a PLR eBook apart into a month's worth of blog posts
- Breaking your old eBook or a PLR eBook apart into an email Autoresponder course
- Splitting a huge PLR clipart collection into highly specific mini-packages

**Keep up-to-date with the latest quality plr products released on the internet at:*

PLRContentShop.com

Present your material in a variety of media

You don't always have to totally rewrite your content in order to "repurpose" it". Instead of changing the message, change the media!

People have different learning styles. Some are **visual learners** who prefer a picture diagram over written instructions any day... so create supporting video versions of your eBook as bonus or upsell.

Some are **kinesthetic learners** who need to actually perform a task before they truly "get" it. Ensure that those extra video tutorials you created in the previous paragraph are broken down into bite-sized chunks that are easy to follow along with.

Yet another group of people are **auditory learners**. These are the ones who will be listening to your MP3 files.

And then there are **linguistic** learners, who relate through words and prefer to read.

Some of the latter group like good old text, and are happy with your eBook alone... and some are learning disabled or have developed other problems in assimilating information, such as attention deficit disorders or cognitive impairment. They may require a combination of all of the above (they'll have their own learning style and system.)

While one type may or may not predominate in your particular niche, it's a safe bet that you will have a cross-section of members with all these different learning styles.

Presenting your content in a variety of media allows you to create both **upsells** and **downsells** so that you can target not only your subscribers' preferences, but also make sure your products fit the budgets of niche members who don't fit your demographic in that one aspect.

For example, you can augment sales of your eBook on "A History of Fly Casting" by providing (as an upgrade) a ten-video series, showing actual pictures, demonstrating the use of particular flies, including clips of fly casting from old public-domain documentaries, etc. In this case, you're not only repurposing your eBook; you're also getting hold of **public domain material** and repurposing that to fit your niche, too.

If your twelve-part, deluxe, video instructional series on "Wealth for Women" is far too expensive for your tentative new niche member at \$297, offer her a downsell -- the eBook only for \$97.

Here is a variety of content repurposing formats to consider:

- 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
- Power point presentations
- Graphics, graphics series
- PLR release
- Master Resale rights release

Repurposing your Rights

Yes, you can also repurpose rights too. When an eBook is nearing the end of its life spell as a new offering and income has dropped off, release it again -- only this time to your list, offering Master Resale or PLR rights! (This strategy works particularly well for non-evergreen products.)

Let your purchasers take the ball and run with it, while you make yet another income stream from your worn-out material. You may be completely burned out with the subject and done with it -- but it's amazing what someone coming to it afresh can do.

Also consider offering your existing product as a free bonus to your affiliates that they can pass on to your list. To up the incentive, allow them to re-brand it.

If you've made sure your product is something their list members will love, your affiliate will be delighted and it will be a source of new traffic for you.

How to Breathe Life into Dead Material

If you're not a copywriter by trade (and sometimes even if you are) you might find it difficult to spark your creativity. Here is a tip that really works...

...**Change your approach!**

By that, I mean change the emotion or position you're writing to/from. Take a "how to" guide and turn it into a warm anecdote. Take an informational article and turn it into a "how to" guide. Take a "newbie" Special Report and turn it into an "advanced" email course for those further down your sales funnel - same material, just expanded.

Get into the habit of thinking "What if..." ("What if I tried it *this way*?")

Did you write your eBook as a serious, hard look at a dry subject? If so, you might try taking a humorous approach.

Did you write it for your young 30-something market -- the one with 2.9 children and a University education? If so, try re-writing it for another niche (retired folks perhaps).

Did you write it to teach people how to think creatively about a complex subject? If so, turn it into a simple, step-by-step "how to" manual instead.

Ten Proven Tips for Repurposing Content

If you find yourself at a standstill, lacking inspiration, turn to these ten proven tips for effective repurposing ideas. And the best part about them?

They work!

1. **Outsource it.** Give your content to a ghostwriter or VA who specializes in re-writes and let them know how you want it reworked. Don't just say "I was thinking of a report": Be specific. "I would like these ten articles and this twenty-page report put together into a 50-page eBook. The deadline will be April 16."

Once you've specified the unchangeable aspects such as deadline, target audience experience level, topic, etc. give your outsource contractor free rein to be creative.

She will think differently than you do; which means she may come up with a fresh, new viewpoint on what has become for you a tired subject -- and that can be a terrific business reviver in itself.

Start out with a small project, to make sure the outsource contractor delivers. Even if you don't like the material they've produced, it may spark new ideas for topics, products or directions for you to follow... and you can always repurpose it!

2. **Go through your really, really early material** -- yes: Even unrelated stuff from way back when.
 - See if there are fresh or evergreen ideas you can repurpose
 - Re-write your original article, post or report completely. Don't even look at the original, once you've read it through one to four times (until you're sure you're totally familiar again with your premise, theme, angle and concepts).

In considerably less than a blue moon, you'll find some real gems of ideas there among those amateurish or awkward scribbles. And you'd be surprised at how good some of your "early" stuff will turn out to be (even if just the idea is the "good" part).

3. **Make sure your content is repurposed to please your specific new audience member.** If your original piece was written for your local Women in Networking chapter was slanted towards local business women over thirty-five, with children and an average of five employees, don't assume it's equally suitable for your single, male, under-21, PS3 War Games niche -- even if the general article subject is something that can apply to both.
4. **Make sure your "voice" matches the new audience.** Similar to point three, but now we're talking about delivery rather than content.

5. **Answer questions.** Have you ever found yourself on your favorite forum, enthusiastically answering someone's question, or supplying them with the missing piece to an information puzzle? Every time you do that, you are actually following online marketing's most basic tenet: You are "filling the gap" and "building a relationship" with a member of your niche.

Don't just answer that question, though. Copy-paste your answer into a file and whenever you're stuck for an article idea, open that file and skim through it.

Who knows? You might even come across an idea for that ultimate best seller! It doesn't get any more "real" than real, live questions!

6. **Repurpose topics and ideas** -- not just content.

Keep an "Evergreen" folder and a "Trending" folder. Information that you dispense will inevitably fall into one of two categories: "Hot trend or topic" or "evergreen". A hot topic is often only relevant while the situation is happening. It's usually related to a trend, a fad, breaking news or a fashion.

It can also relate to fields or areas that are, themselves, always in a state of flux. An example of this would be social networking, which changes not only with technology but with user-driven viral response.

An evergreen topic, on the other hand, is one that is as timely ten years from now as it was ten years ago. Certain topics naturally lean more to one way than the other, but if you keep a file of evergreen topics in your niche, it's easy to fish something really old out -- and quickly make it new again!

7. **Mine your social networks!** And speaking of social networking, you can "repurpose" your own and other peoples' Facebook posts and Twitter tweets. It's yet another twist on the observation that answering questions often suddenly makes you realize you have the bones of a good article: You read five or six animated Tweets on a subject, and realize you're tapping into the undercurrent of a hot trend.

You post your own question or observation on Facebook, and realize later, from the responses, that it's a good article idea.

8. **Comb through blog comment sections!** Don't just read posts that interest you -- read the comments. Often that's where the best seeds of ideas lie, just below the surface; not in the post itself.

The key to this tactic lies in picking strong, popular "authority" niche blogs to regularly read -- ones likely to generate (a) lots of comments (b) lots of informed, knowledgeable comments.

9. **Stay alert outside your niche.** That sounds risky and potentially ineffective, I know, but often one man's trash is another man's treasure. Take some universal aspect of your niche and look right outside that niche for information and answers. Often reading the viewpoint of people that are not oversaturated and over familiar with your niche will spark really fresh ideas, or give you a topic that no one has tackled -- one that is truly unique.

10. **Plan to repurpose.** You'll save yourself a lot of time and boredom if you plan to repurpose your content in advance. It's simple: When you plan a project, also plan on how best to repurpose it. Pick 3-5 methods. That way, when you're researching, you've got all five methods at the back of your mind: You may not need to follow certain avenues of research for your main product -- but if you already know you want to explore one tangent further for an email series, you can quickly save extra research links or put material marked for repurpose in your "Extras" file.

Three Fatal Repurposing Mistakes

If you want to make sure people totally forget or give up on you, there are ten surefire ways to do it -- and here they are.

1. **Saying the same thing over and over and over.** You may be as skilled as you please in coming up with fresh angles and rewriting content. You may be technically brilliant at presenting it in different media. But if you don't tell your subscribers anything new -- if you regurgitate your same pet hobby horses, over and over -- you'll lose them.
2. **Spinning instead of repurposing.** This one might seem obvious, but you won't always be in your "zone" and you might find yourself resorting to simply changing words and mixing paragraphs.

It helps to remember that they're on a journey. They're in a little boat, racing and bobbing on a swift current that's sweeping them irresistibly onwards through your sales funnel. No matter how impressed they were with you when they met you, if you keep taking them back to the beginning to repeat the same loop, they're eventually going to give up on you and jump off at the next exit.

3. **Create the content one time only, and assume its work is done.** This is the biggest and most common mistake!

You've now got a pretty good grasp of how to repurpose. Let's proceed to Section Two, where we'll probe a little more deeply for those subtle, extra motivations and principles capable of vaulting repurposed content past its originating source in value, timelessness -- and profit generation!

Section Two: The Why

This is where we take a look at how people think. Why can we get away with saying the same thing, over and over?

It's like sleight-of-hand, in a way. Magicians understand how people work and -- what's more important -- how their minds work. They tap into unconscious undercurrents to create their illusions.

The "why" takes repurposing your content out of the realm of mere strategy and makes it an art form. Every time you do that, you will see results that surpass your expectations.

So How Does the Mainstream Magazines & TV Media Do It?

How do they take a story that's been told a million times before and make people eager to revisit the story?

It's a simple, five-step formula:

1. Know your audience
2. Choose a **universal theme**
3. Tap into your audience's **emotions** -- not their heads
4. Understand the principle of **repetition**
5. Decide on your material

The other important fact to remember: Following these steps *in order* is what makes it all work.

Steps number 1-4 are the ones most online marketers are either unaware of... or rush blindly past, in their haste to grab some material and pump it out to make a sale.

Knowing your audience involves:

- Laying the groundwork with solid niche research
- Understanding exactly who your average customer is (age, marital status, educational background, annual income, religion, how many children, pets, hobbies; favorite books, magazines and TV shows; and where he or she can be found online)
- Connecting
- Listening
- Communicating

If you've already done this, you're miles out of the starting gate and ahead of a good portion of the field.

Choosing a universal theme goes one step beyond servicing your niche reader's current need: It's all about being in harmony with the current of life; understanding what makes people tick; being "in the moment"... no matter when that moment occurs.

Let's look at art for a perfect example of this... There's a particular [painting](#) of the Virgin and child by Giovanni Battista Salvi da Sassoferrato (1609-85). The style of this painting may not be to your taste. You may not be particularly religious. But if you're a mother, you may also be one of the surprisingly large percentages of the general population who find this an incredibly moving painting.

Even the highest-quality online images don't do it justice but one gallery docent noted how many people come away from even a life-size giclée print (which he notes they seem to peruse for a longer-than-normal interval) either smiling or sometimes with tears in their eyes.

Why does that particular painting create this effect and move people while thousands of other "virgin and child" images from the same Baroque period leave people cold?

What Every Artist Knows

The answer lies in this simple fact: Sassoferato did not just paint the Virgin and child: He painted *love*. He captured that special bond between all mothers and their babies, in any century. He used a live model, a teenage bride glowing with affection for her first, miraculous child... and that universal emotion -- the one all mothers can relate to -- transformed a clichéd, overdone subject into a masterpiece. That love is a **universal** truth, crossing time, genres, trends, fashions and public knowledge.

You may think it's quite a leap from figuring out how to repurpose content to understanding how to tap into universal **emotions, motivations** and **needs** -- but the ability to do so is the sole reason some entrepreneurs tower above their competitors... and others become banal copycats, forgotten the instant their first email hits your inbox. (It's the same reason why some artists are never forgotten, hundreds of years after their deaths and you've never even heard of others.)

But wait. Let's go even more step beyond the Universal...

Once you've identified any universal emotion, truth or current to tap into, **take it back to the specific** again, just like Sassoferato. Yes, he painted love, but it was a **particular, specific** type of love; the love of a new mother for her baby. He in a sense serviced a broad, general niche (mothers and babies), but by dressing his subjects in the image of Virgin and child, also appealed to a specific sub-niche (devout Christians).

And even Sassoferato did not hesitate to make deliberate, bold use of **techniques** and **strategy** to help his painting make its point even more succinctly. The average viewer wouldn't have a clue that he used the mathematics of the Golden Ratio to draw the eye

exactly into the perfect spot; or that he reinforced it with a triangular composition (one of the strongest forms people relate to). That part is sheer technique!

They might not realize that the soft, rounded folds are strongly connected in the human psyche with "organic" femininity; or that the blush in the mother's cheek is a repetition of her baby's (it's not a woman's blush at all). But all that means is that Sassoferato **used every technique at his command to help people understand his message.**

And he succeeded so well that, even though he's not a household name like Michelangelo or Leonardo da Vinci, prints of his paintings are still best-sellers today, five hundred years later.

Understanding Yourself

Nowadays, you need to draw a line in the sand. How do you define yourself as an online marketer?

1. Do you just want to make a quick buck, as fast as possible, without worrying about repeat customers?
2. Do you want to provide services or products you can be proud of; ones that create those "loyal, repeat" customers that make up the proverbial backbone of every top entrepreneur's empire?

There's no stigma if all you want to do is make money (and lots of it). But, sadly, **you won't do it by slapping up "old" content to cut corners and save yourself work.**

No mere "ten tips" is going to give you the formula for success, no matter how timely or relevant they are, if you're confusing the "how" with the "why". You might make some initial sales slapping up "instant re-cycles"-- but **you won't get repeat business.**

Unless you tap into emotion, know your audience and share something unique -- something in tune with their life goals and deepest needs or beliefs -- you'll be forever re-inventing the wheel, working harder than necessary to continually draw in new customers.

Repurposing is a viable business strategy that can save you oodles of time. But you have to understand what you're doing -- and why. Bring the deeper levels, the "why" quality, to your repurposing. Add new ideas, new angles, new uses... and you'll continue to please your subscribers for a long time to come.