

HOW TO REPURPOSE YOUR STUFF!

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So you have spent months blogging, doing 'LIVE' videos and creating wicked posts...Now what? OMG there is so much more you can do with all this delicious goodness that you have spewed out.

Firstly think about the news...I know, I know stay with me. It is repeated at least 7 times a day right...But YOU are only doing one piece of content ONCE. Did you just gasp? I think you did :)

It may be that when you first posted your stuff it had no call to action, no real commitment behind it, perhaps you pushed publish when you were feeling a bit ho hum. Maybe it was thrown out there hoping it would stick.

So commit this time to have purpose and intent...Ok?...OK! Let's roll!

Warning... Potential overwhelm area below for you. Remember to find what works for you!

Repurposing your videos:

- Conduct a LIVE video or make a video for your business Facebook page
- Share the above video on your personal Facebook page (if you aren't doing this, then you have a BLOCK!)
- Download this video (download an app on your phone)
- Now upload the video to your YouTube business channel (seriously - not hard to make!).
- Email your database with the link and an announcement
- Make a 1 min snippet and share over on Instagram.
- Write a blog on the video content
- You can also get your videos subtitled via rev.com. And again you can get your favourite videos transcribed into a blog, then memes....
- Make a blog title image and share on Insta, website, FB and Linked In
- Email with video and blog
- Share video and or blog in groups

Repurposing your blogs:

- Write a Blog post
- Turn it into an email, or use an excerpt to tease them to read the rest on your blog
- Share post with a link to the blog in my FB groups and pages, Google+ and LinkedIn
- Pull quotes from the blog and make memes which you can post on Instagram and FB biz page. Make sure you include a call to action and a link to the blog in your post text - this drives traffic back to your website
- Use all of the quotes as topics for a short video or FB Live
- Change the blog text, but keep the same topic and post it on medium.com
- Use the blog as content for your book

Repurposing your posts:

- Find 5 posts where you have answered commonly asked questions from your ideal clients.
- Take those answers and make them into a downloadable PDF
- Use the downloadable as a lead magnet/freebie or opt-in to grow your database
- Keep the downloadable for future content for new programmes or a membership site
- Use the answers on your website on the about page, home page or frequently asked questions page.
- Share these questions and answers with your VA - they can use them to answer messages and emails to free up your time

So let me ask you this question...have you been over complicating your social media and online marketing? Yes. Yes you have!